Representation: How does the issue you’re exploring affect people of diverse identities?
- People of Color
- Women
- Immigrant/Refugees
- People with disabilities, visible and invisible
- LGBTQ+ folks
- Transgender and Intersex individuals
- People of different income levels
- Older adults
- Youth and younger folks
- People of different religions
- Parents of young children; caregivers
- Neuro-diverse individuals
- Rural communities
- People of varying levels of formal education

Experience: Are you the appropriate person/organization to be talking about this issue?
- Do you need, and have, the lived experience to talk about this issue?
- Are there people from the above list who have written/spoken about this issue that you should give credit to?
- Are you appropriating from other cultures in creating this content?
- Are you Columbusing? (“Discovering” something that was already in existence)

Accessibility: Can everyone access your content?
- Are there descriptions/alt-text on every image?
- Are there captions/subtitles on your videos?
- Is there sufficient contrast in terms of text and background?
- Are font sizes big enough?
- Are your links underlined instead of just a different color, which may not be helpful to color-blind people?

Compensation: Who is getting paid, is it equitable?
- Are you, or will you be, benefiting financially or in other ways from this content?
- If you are getting compensated, does it make sense for you to be compensated? (For instance, if you’re not Native, should you get paid for an article about Native issues?)
- Are you compensating people equitably to help create and distribute this content?
- Are you using women- and minority-owned businesses?

Harm reduction: Is your content unintentionally causing harm?
- Are the examples you use reinforcing stereotypes? (For instance, if you mention a fictional doctor or engineer to illustrate a point, did you make that person male?)
- Is the language you use reinforcing gender binaries, such as using “he or she” when you could just use “they”?
- Are you making vast generalizations about whole groups of people? For instance, Millennials or Boomers?
- Are you shaming people of different body types?
- Are you reinforcing stigma against poor people, such as calling something “low-class”?
- Are you casually using words like “tribe” and “spirit animal” that may have significant meaning to Native and other communities?
- Are you making light of medical conditions such as alcoholism?

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