CHECKLIST

Messaging and press releases • Data is collected and analysed on the number of press releases and social media posts on issues affecting underrepresented groups	☐
• Equal communications coverage is given to all sections and networks within the party	☐
• The party doesn't stay silent on issues affecting people from underrepresented groups which people from overrepresented groups might think are less important	☐
Speakers and panels • The party has a wide range of spokespeople	☐
• Media training is available	☐
• Media training contains discussion of issues people from underrepresented groups might face when doing media appearances. For example, techniques for challenging Islamophobia in media interviews	☐
• Positive action is taken to increase the number of disabled, LGBTI, ethnic minority and women speakers on panels and media appearances	☐
Negative and offensive media coverage • Parties have a communications and media policy which addresses how they would respond to offensive media coverage	☐
• Candidates are involved in conversations about responding to negative or offensive coverage	☐

• Where appropriate, the party has private discussions with media outlets about why particular language is inappropriate	☐
• If candidates are harassed by the media, their safety is prioritised	☐
	☐
Responding to online abuse	
• There is a clear social media and online behaviour policy which includes: examples of behaviour which won't be tolerated, how people can report incidences and your complaints and disciplinary procedures	☐
• Members who are found to be behaving inappropriately online are disciplined or expelled	☐
• Incidents of online harassment are reported to the police	☐
Inclusive election materials	
• Images show a variety of family groups and ethnicities	☐
• Manifestos include references to equality and diversity	☐
• Materials show images of women, disabled people, ethnic minorities and the LGBTI community being activists, speakers and involved in activities	☐
Accessible election material	
• Election materials are produced in languages other than English	☐
• A reputable translator is used to produce materials in languages other than English	☐
• Subtitles are used on campaign films	☐