

SHOWING YOU ARE AN LGBTQ+ INCLUSIVE EMPLOYER

Ideas to demonstrate your support

Employers are doing lots of great work to ensure that LGBTQ+ individuals are welcomed and celebrated in their organisation, and this includes apprentices.

Helping potential applicants to see how they would be supported in the workplace can help to reduce anxiety and encourage applications from a wider pool of talent. This guide includes some of the ways that you could show that you are an LGBTQ+ inclusive employer.

1

Recognition of inclusivity

If your organisation has been awarded any logos or badges for inclusivity, or taken part in any programmes that demonstrate you have met a quality mark or standard, such as the Stonewall Diversity Champion programme, make sure they are visible on your website and social media and have links or text that explain what this means in practice.

2

Flags and logos

Your organisation may choose to adapt your logo to celebrate Pride month in June, for example by incorporating a rainbow. Including this as part of a programme of activity can positively demonstrate your commitment to supporting and celebrating LGBTQ+ employees.

3

Policies and statements

Include any public statements and workplace policies on equality, diversity and inclusion on your website so that they are available to potential applicants. Check that this information can be found easily and that it is referred to in multiple locations. For example, you could include this within your careers section and as a link within all job descriptions / recruitment zones.

4

Celebrations

Share anything your organisation has done to celebrate LGBTQ+ events on your website or social media, such as Pride, LGBTQ+ History Month or Trans Day of Visibility. Highlighting news stories or case studies that showcase LGBTQ+ staff or events will demonstrate that your support is ongoing throughout the year, not just during high-profile campaigns.



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Networks

If your organisation has LGBTQ+ networks, support groups or LGBTQ+ champions, share this information on your website and social media. It can be useful for applicants if you explain how this support works, and include some positive testimonials or quotes from employees about how these networks have supported them, or the different activities they've been involved in.

6

Careers / recruitment fairs

If you are attending a careers or recruitment fair, consider displaying a sign, poster or other literature that showcases that you are an LGBTQ+ inclusive employer and encourage people to ask questions if they want to. You could also consider wearing a badge or lanyard that would provide a visual prompt for students.

7

Advertising vacancies

Many employers will include a statement in their job adverts that communicates their commitment to creating an inclusive workplace for all. Some employers will also include an additional statement that explains how applications from people of all sexual orientations and gender identities are valued. Additionally, some employers will advertise with specialist employment agencies who specifically list vacancies for LGBTQ+ inclusive employers.

8

Use of pronouns

Ensure that there are pronoun options on application forms, with space to add own text. If you are including a diversity monitoring form, explain to the applicant how this information will be used, and why it is important that you monitor diversity. This will demonstrate a commitment to a strong equality and inclusion culture. Many workplaces now encourage staff to share their pronouns in email signatures, on staff bios and within LinkedIn profiles to demonstrate inclusivity and allyship to existing and future employees.

