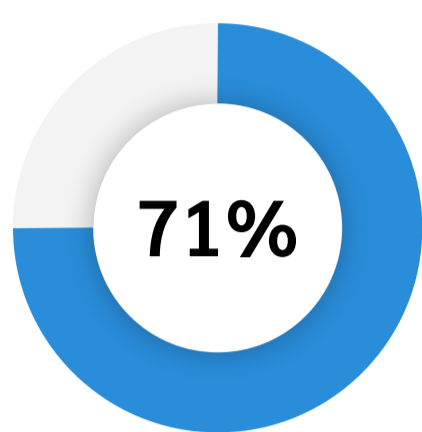**impact.com**

5 TIPS

for authentic brand
LGBTQ+ allyship

71%

Nearly 71% of LGBTQ+ consumers are more likely to trust a brand that authentically represents a variety of sexual orientations, gender identities, and romantic attractions.

Brands and partners who identify with the LGBTQ+ community can collaborate to help reflect diverse values and establish genuine links.

What does "LGBTQ+" mean?

LGBTQ+ broken down stands for lesbian, gay, bisexual, transgender, queer or questioning, also including interesex and asexual. Identity on the queer and trans spectrum is broad and constantly evolving, represented by the plus sign.

Understanding Gender

Brands need a deeper understanding and acknowledgment of gender to avoid rainbow-washing and drive authentic collaborations.

Gender identity:
How you experience and define gender internally—male, female, neither of these, both, or other gender(s)

Gender expression/presentation:
How you present gender identity through clothing, mannerisms, grooming, make-up, etc.

Sex assigned at birth:
The assignment and classification as male, female, intersex, or other sex based on anatomy, hormones, and chromosomes.

5 ways to be a greater LGBTQ+ ally

1
Get comfortable being uncomfortable
Confront biases and prejudices without getting defensive.

2
Be better informed
Immerse in the LGBTQ+ community to understand challenges and lived experiences.

3
Acknowledge pronouns
Use inclusive language when communicating with partners and customers, including sharing and asking about preferred pronouns.

4
Amplify LGBTQ+ voices
Create more opportunities and platforms for LGBTQ+ partners to share their stories.

5
Stand up for human rights
Champion LGBTQ+ causes and initiatives—authentically and consistently.