

Inclusive Marketing Guide 2025

Reach
OUT

lgbtsand.com



In partnership with

CONSORTIUM
for stronger lgbt+ communities

Introduction

SAND (Safe Ageing No Discrimination) 2012–2025 highlighted the issues faced by lesbian, gay, bisexual and trans (LGBT+) people as they age in Shropshire, Telford & Wrekin. We found that many older — and especially old — LGBT+ people potentially face complex situations that impact on their wellbeing, which can mean that they need support from many different services.

We believe that earlier intervention is likely to be beneficial and yet there is a tendency to resist taking up ‘low-level’ support, such as befriending services, exercise groups and wellbeing activities.

Informal observation suggests that LGBT+ people will put themselves forward to volunteer — even when they are frail and in need of support — but do not see themselves as potential beneficiaries. This marketing guide helps groups and organisations to present and deliver their services in a more inclusive and empowering way. It intentionally recognises broader interpretations of inclusion than solely LGBT+.

In each section there will be some hints and tips, as well as ‘good’ and ‘bad’ examples, to help visualise why certain things work and others don’t.

The guide is part of Reach OUT, a research project which engaged older and old LGBT+ people in Shropshire, Telford & Wrekin in conversations about the barriers they face in accessing low-level support services. It is intended as a standalone resource.

The full research report can be downloaded from <https://www.lgbtsand.com/reach-out/>

**Scan to see
the report**



Contents

- 1 Visual representation
- 2 Visual accessibility
- 3 Inclusive language
- 4 Inclusive marketing locations

Lookout for
the tips!



Visual Representation

When marketing, there should always be a target audience in mind. It's vitally important to take into consideration the following points, to ensure you're effectively targeting that audience with the imagery you choose.

Examples
coming up

- 1 Can your audience recognise themselves in the imagery?**
i.e. are the people of the right age, in the right setting etc.
- 2 Is the imagery accurately presenting the event?**
i.e. a person in context, doing something relevant
- 3 Is the image itself of a good quality?**
i.e. not too pixelated or dark



Tips

Consider a wide range of search terms when looking for images online.

When looking for stock imagery, look on various sites as they all have different options.

Be aware that for the right photo, you may have to pay. It's rare to find what you need for free.

Example

Walking group for over 50s



- Clearly a group setting
- Not overly staged
- Correct age
- Zoomed in on the people
- Everyone looks happy (but not in a fake way!)



- Overly staged
- Clearly not a group setting
- Potentially unrelatable scene
- The people are not the focus of the photo

Example

Book group for LGBT+ people over 50



- Clearly a book group
- We get the sense of friendship
- People are the right age



- Not a group setting
- No sense of community
- Image is too dark

Example

Art classes for over 50s



- Accessible and relatable setting
- Friendly looking group of people
- A light and inviting image



- Too staged
- Doesn't look like a friendly setting
- The image is pixellated

Visual Accessibility

Whether it's a poster, social media post or website listing, it's important to consider how visually accessible this is for your target audience. There are some key questions you can ask.

Examples
coming up

1

Have you considered the hierarchy of information?

i.e. date, time and location should be clear and easily found.

2

Is the design engaging and digestible?

i.e. design with the target audience in mind.

3

Are you conscious of font choices, sizes and colour contrast?

i.e. colours used, accessible fonts, effective use of colour to highlight.



Tips

Consider using a pre-made template within free software like Canva. Search Canva for non-profits to benefit from free membership.

Keep things relatively simple. The most accessible design is often the most simple design.

Ensure several people proof read and check that the design feels accessible and appropriate for use.

Example

Event flyer/poster



- Good hierarchy of information
- Not overly complicated
- Space for good, relevant photos
- Separated sections for different info



- Simple poster design with enough info
- Good use of illustration for promotion
- Interesting but accessible fonts
- Stand out design amongst others



- Complicated with no clear focal point
- Too much information included
- Lack of interesting imagery
- Not a good use of space

Example

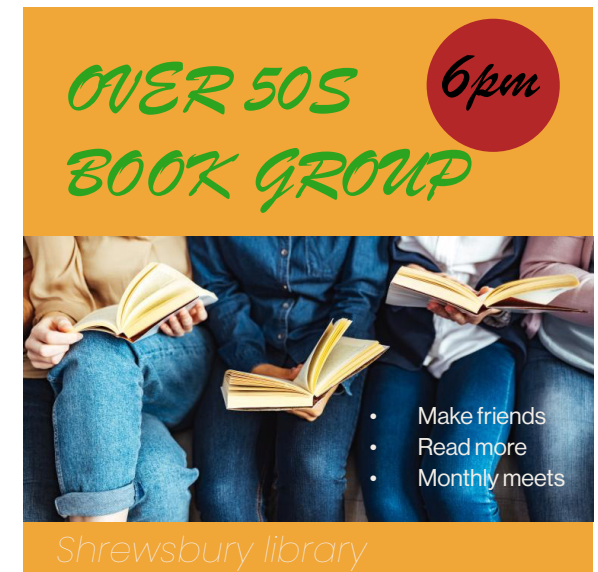
Social media post



- Easily digestible chunks of information
- Accessible colours and fonts
- Good contrast
- An engaging design that stands out
- A clear style that could be replicated




- Easily digestible chunks of information
- Accessible colours and fonts
- Good contrast
- An image that makes the event clear
- Good use of space throughout



- Bad contrast used on the copy
- Using fonts that are difficult to read
- Too many colours, no clear style
- The image that gives very little suggestion of the event

Example

Web listings



Activity | Health & Wellbeing
Online chair yoga
Event added by [Re-engage](#) (external provider)

Free weekly online zoom chair yoga group

Cost Free

Date Tuesday 25th February 2025 @ 2:00pm
Occurs every Tuesday @ 2:00pm
1 hour duration

Venue Virtual activity
This is a **virtual activity** and will be accessible via **Zoom**.
Once you have registered you will be sent a zoom link every week via email

Good to know
Wear loose clothing and flat shoes, have a chair handy. Get your device switched on and ready for 2pm on a Tuesday.

Suitability information for this activity:


- Minimum age: **75 years**
- Family friendly
- Audio descriptions
- Subtitles
- Dementia friendly
- ASD and neurodivergent friendly
- LGBT+ Friendly

Organiser Re-engage
0800 718543
info@reengage.org.uk
reengage.org.uk
[View organiser profile](#)

Something wrong with this event listing?
This content is user generated. Report missing, out-of-date or inappropriate content with this event listing.
[Make a report](#)

Re-engage: reducing loneliness in later life

- Clearly signposted information using icons
- A great list of suitability criteria
- Very clear on how to find out more information



MAHJONG
NEXT EVENT DATE
Wed, 26th Feb 2025 - 10:00 - 12:00

[BOOK EVENT](#) [EMAIL](#) [01743 255308](#)
[VISIT WEBSITE](#) [VENUE PROFILE](#)

Shrewsbury Library, Castle Gates, Shrewsbury, SY1 2AS
[f](#) [x](#)

ABOUT THIS EVENT
Come along to Shrewsbury Library to play Mah-jong with Patterson-Wright rules every Wednesday morning. Limited spaces available, booking essential with staff on 01743 255308 or email shrewsbury.library@shropshire.gov.uk

All event dates
Wednesday 26 February 2025, 10:00 - 12:00
Wednesday 5 March 2025, 10:00 - 12:00

[LOAD MAP](#)

- Very clear information in the top section
- Enough extra information provided
- Clear ways to contact for more info

5/8: Creative Writing Course for Beginners/Intermediates



Schedule: Thursday evening 5:00pm - 6:30pm from 8th May until 19th June

- Not enough information!
- Unengaging
- Event photo would work better here

Inclusive Language

Using language that feels relevant and accessible to your target audience can help to market your event successfully.

Examples
coming up

1

What language can you choose to empower and inspire?

i.e. Use language that recognises experience and independence.

2

Is the language clear and jargon-free?

i.e. Avoid overly technical terms, slang, or abbreviations that may be unfamiliar.

3

Are you using age-inclusive terminology?

Be mindful of words that might feel outdated or exclusionary.



Tips

Do your research and test language with target audiences.

Be realistic, if something seems confusing to you, then it likely will be to others as well.

Keep yourself up to date.
Regularly refresh your own knowledge of inclusive language.

Example

Inclusive & empowering language



A gentle yoga class for those who **aren't as young** as they used to be.

A book club for seniors who want to **keep their minds sharp**.

A slow-paced walking group for older adults who **need gentle exercise**.



A yoga class designed for comfort, flexibility, and well-being—perfect for all bodies and experience levels!

Join our book club for over 50s, and enjoy engaging discussions with fellow book lovers.

Join our friendly walking group—enjoy fresh air, great company, and a pace that suits you.

Example

Jargon-free language



Experience a **bespoke sonic journey** through an intergenerational sound landscape of nostalgic anthems.

Engage in an eco-conscious **horticultural initiative** designed to promote sustainability and biodiversity.

Tech literacy programme empowering individuals to navigate the evolving **online ecosystem**.



Enjoy a fantastic night of music featuring timeless classics and favourite hits for all to enjoy!

Join our friendly gardening club to grow plants, share tips, and enjoy the outdoors.

Learn new digital skills in our hands-on workshop —perfect for staying connected and confident online.

Inclusive marketing locations

Consider your target audience and where they are most likely to see the advertisement, both on and offline. Below are some things you can consider.

Examples
coming up

1

Marketing online

Consider: Forums, local meet-up groups, local listing pages.

2

Social media

Consider: What social media does your target audience use?

3

Real world marketing

Consider: What shops and locations does your audience go to?



Tips

Make use of connections who have large audiences and ask them to share.

For real world marketing, consider the size of printed material. Will a poster or flyer be more useful?

Newsletters are becoming an increasingly popular choice for marketing in 2025.

Example

Online marketing

Facebook Groups & Pages

Local community groups, hobby-focused groups, and pages dedicated to 50+ lifestyles.

Eventbrite

A popular platform for promoting events, including workshops and community gatherings.

Local Council or Community Websites

Local councils often have event listings tailored for older adults.

Online Forums

Age UK forums, Nextdoor, Gransnet.

Local Newspaper Websites

Many have community event sections.

Email Newsletters

Partner with local organisations, libraries, or clubs that send out newsletters.

WhatsApp Groups

Many local communities and senior groups communicate through messaging apps.

Example

Real life marketing

Library Notice Boards

A prime spot for reaching engaged readers and community-minded individuals.

Community Centers & Village Halls

Local Cafés & Coffee Shops

Places of Worship

GP Surgeries & Pharmacies

Many have health-related notice boards where events can be posted.

Leisure Centers & Gyms

Particularly for fitness and wellbeing events.

Supermarkets, shop and post offices

Local Markets

Parks & Walking Trails

Boards at the start of walks or park cafés can be effective for outdoor activities.

Hairdressers & Barbershops

Bowling Clubs, Golf Clubs & Sports Clubs

Charity Shops

Staffed by volunteers who might share event info.

Bus Stops & Public Transport Hubs

High visibility areas, particularly for older commuters.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

EMBRACE Branding

SAND encourages Covenant partners to use the strong EMBRACE Branding to build and maintain an easily recognisable symbol of inclusion and Covenant membership. All Covenantees have free access to this branding which includes a selection of logos and Pantone colour codes. These materials bring us all together in an enduring, collective campaign for change.



Useful Resources

EMBRACE Library - www.lgbtsand.com/library

EMBRACE Resources - www.lgbtsand.com/resources

Age Without Limits image library - www.agewithoutlimits.org/image-library

Reach OUT

Thank you!

Designed by Daniel Kevin Lloyd

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