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The Influencer signatories serve as leaders who have committed to fighting for economic opportunities for women & people of color by implementing the following pledge within the influencing marketing industry. Committing to only working with companies that have already implemented one or several of the obligations required to truly act on diversity and inclusion, the undersigned commit to support other companies in doing the same.

The persistent inequities across our country underscore our urgent, national need to address and alleviate racial, ethnic and other tensions and to promote diversity within our communities. As Influencers we are leaders of the buying decisions performed by our followers, we engage thousands of potential consumers and play a critical role in ensuring that inclusion is core to our culture and that the businesses we work with are representative of the communities we serve.

Moreover, we know that diversity is good for the economy; it improves corporate performance, drives growth and enhances employee engagement.

Essentially, influencer marketing campaigns with diverse bloggers perform better.

We recognize that diversity and inclusion are multifaceted issues and that we need to tackle these subjects holistically to better engage and support all underrepresented groups within business. To do this, we believe we also need to address honestly the need for increased equity for all, including Blacks, Latinos, Asians, Native Americans, LGBTQ, disabled, veterans and women. This means committing to three goals we believe will catalyze further conversations and actions around diversity and inclusion within the influencer marketing industry and foster deeper, meaningful collaboration among our influencer community:



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1. **We will continue to make our industry trusting and transparent.** There should be equal benchmark rates applied to all campaigns that begin negotiations. No longer should brands send generic “what are your rates?” emails because we’ve seen how brands utilize that blanketed text to lowball Black and People of Color Bloggers time and time again. This is unacceptable and proven to be a broken tactic that needs to be more structured. We will also hold brands accountable by sharing best—and unsuccessful—partnerships openly so that we may all be mindful of how we engage with one another moving forward. If your companies have established programs and initiatives around diversity and inclusion we’ll share willingly with our followers and if your company made it evident that you were basing your campaign inclusion with Black and People of Color influencers off of meeting a quota we will share that information openly as well.

2. **We will only partner with brands who have diverse leadership teams:** that create and maintain environments, platforms, and forums where all people feel comfortable reaching out, including Blacks, Latinos, Asians, Native Americans, LGBTQ, disabled, veterans and women. The culture of diversity must be prevalent within a company as it directly correlates with the commitment to action. Too often monotone rooms are filled with White leaders who have People of Color and Black Content Creators on their idea boards for inspiration however they hire White influencers to execute the campaigns. We will no longer allow that to be the industry norm and no longer will it be tolerated.

3. **We will commit to helping other companies evolve and enhance their current diversity strategies.** We will create and share strategic inclusion and diversity plans with your board of directors. We will work with your board of directors (or equivalent governing bodies) through the development and evaluation of concrete, strategic action plans to prioritize and drive accountability around diversity and inclusion. Given the shared responsibility for driving strategies that help companies thrive, boards and CEOs play an important role in driving action together to cultivate inclusive cultures and talent. We know that many companies are still developing their strategies and encourage them, in turn, to compensate consultant influencers accordingly using the newly established benchmarks we’ve shared above.



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You are invited to join the pledge to create accountability systems within our influencer communities to track our own progress and to share regular updates with each other in order to catalog effective programs and measurement practices. We believe that by sharing and learning with each other, we can strengthen and unite our existing community and commitments to better serve our respective followers and societies consumers.

We recognize that these three commitments are not the complete answer, but we believe they are important, actionable steps toward building a more diverse and inclusive influencer marketing industry. We hope our list of signatories will grow, and we invite other influencers across the world to join us!

Let's unite to be the change we want to see. All of our colleagues should be able to feel included and as if they belong because they do. You matter! Your representation matters! By working together toward diversity and inclusion within our industry, and broader business community, we can cultivate meaningful change that transcends. Make the pledge today!

Most sincerely,

Ta'Shae Sterling

Founder

Glowfluencer