

GENDER CHECKLIST FOR CONTENT CREATORS

THE GOAL:

Balanced and inclusive portrayal of women and men in terms of quantity and quality

CHECK THE ISSUE

Is the focus on women or an issue particularly relevant to women?

- Check **WORDS** **NARRATIVE** **IMAGES** **NUMBERS**

No obvious “women’s issue”?
—Check the gender angle

- How does it affect women and girls?
—Highlight gender issues in your story
- Check-in with an expert or colleague
—Gender implications can be hidden
- Is there any opportunity to challenge or counter stereotypes?

CHECK YOUR WORDS

- Avoid gender stereotyping for men and women (e.g. women as mothers/victims; men as providers/survivors)
- Avoid language that excludes any group or words that suggest superiority of one gender over the other
- Avoid gender biased language, such as using male words to mean all of humanity (mankind vs. humanity; farmer vs. farmer’s wife; female athlete, etc.)
- Flip it to test it —Replace the gender of the character. If the “flipped gender” result seems strange, you may have uncovered a bias

CHECK YOUR NARRATIVE

- Are women’s voices heard?
—Are they in positions of authority or experts?
—Are they empowered or shown as victims?
- Are you using non-judgmental language?

CHECK YOUR IMAGES

- Are women visible and prominent?
- Are the images inclusive and diverse?
- Are women empowered or do the images reinforce stereotypical gender roles?
- Go the extra mile to obtain diverse images and get the message to your partners and colleagues.

CHECK YOUR NUMBERS

DO A QUICK CALCULATION:

What is the percentage of women:

- Characters featured?
- In photographs or videos in your story?
- In non-traditional, empowered roles?
- Speaking?
- As experts or figures of authority?



ONE LAST LOOK AT YOUR FINISHED PRODUCT

- Is it inclusive, diverse, and balanced?
- Does it show the UN as leader in the global conversation on gender?