

Supporting us on Social Media.❤️

The Valuable 500

What is The Valuable 500?



The Valuable 500 is a global movement putting disability on the global business leadership agenda.

We're calling for 500 of the most influential business leaders and their brands to ignite systemic change, by unlocking the value of the 1.3 billion people living with disabilities around the world.

The Valuable 500 will profile leaders and businesses who are championing disability inclusion. We celebrate those leading the way, and give guidance to those starting out.

Because inclusive businesses create inclusive societies.

Why does this matter?



4%

Only 4% of businesses focus on making offerings inclusive of disability.

Return on Disability Report

7%

The cost of disability exclusion to OECD countries GDP.

ILO

80%

of disabilities are acquired between the ages of 18 and 64, the workforce age.

Disabled Living Foundation

90%

of children with disabilities don't get an education.

UNICEF

1.3 billion

Over 1.3 billion people across the world live with some form of disability.

World Bank Group

\$8 trillion

Together with their friends and family, this group has a spending power of \$8 trillion.

Return on Disability Report

50%

Disabled people are 50% more likely to experience poverty.

United Nations



Supporting The Valuable 500 Movement on Social Media

We really appreciate your support in promoting The Valuable 500 via social media.

Our primary objective is to get more people, brands and influencers aware of, and interested in supporting The Valuable 500 and committed to putting disability on their business leadership agenda.

We use social media for:

- 1) **Raising** awareness about The Valuable 500 movement
- 2) **Celebrating** and sharing details of our events
- 3) **Announcing** our latest sign ups
- 4) **Explaining** what it means to be #DiversISH
- 5) **Sharing** topical news stories around disability
- 6) **Profiling** the stories of disabled activists and people in the public eye
- 7) **Sharing** inclusion success stories from our member companies



You can support us by:

- **Following** and **liking** us on all our social channels
- **Retweeting** and **sharing** posts from The Valuable 500 with or without comment
- **Liking & mentioning** Valuable 500 posts
- **Tagging** using the hashtags provided
- **Posting** from your own accounts, using some of the assets we've created
- **Creating** your own assets and tagging us in your posts
- **Connecting** with your contacts and encouraging them to visit The Valuable 500 website and sign up using the ["join us"](#) form
- **Promoting** us by using the Valuable 500 banner in your email signature
- **Featuring** our badge on your website



Our handles and pages:

Facebook.com/valuable500

Twitter.com /500Valuable

(Caroline's handle: @Carolinebinc)

Instagram @500valuable

Youtube.com/valuable500

LinkedIn

Valuable 500 page:

(<https://www.linkedin.com/company/thevaluable500>)

Caroline Casey's page:

(<https://www.linkedin.com/in/caroline-casey-837ab822/>)

Hashtags we use:

Twitter

#Valuable500

#BusinessLeadership

#DisabilityInclusion

#DiversISH

Facebook

#Valuable500

Instagram

#Valuable500

#DIVERSish

#DisabilityInclusion

#MakeEverybodyAble

#LeaveNoOneBehind



**How to help us raise
awareness ♥**



Key messaging and example posts

We've put together a selection of example posts that you could use on social media to raise awareness about the Valuable 500 movement, along with suggestions of the most appropriate still image or video to use.

We have also included dual branding guidance and details of our colour palette should you wish to create your own assets.

It would be great if your social posts direct the reader to [The Valuable 500 website](#), where people can sign up, review who has already joined, and view our [#DIVERSish film](#).

!! Always try to include image alt text and subtitles on your posts, so that readers with visual and hearing impairments can access the content. For information on alt text best practice, please visit:

<https://www.dropbox.com/sh/sog958rwadsj3ax/AACThYT04Rs08qciTTD6wFuAa?dl=0>

Or feel free to ask the Valuable 500 team for advice **!!**

1. Quote from The Valuable 500 Founder, Caroline Casey



Instagram



Twitter, LinkedIn, Facebook



The #Valuable500 is a global movement putting disability on the business agenda. They're calling for 500 companies to unlock the potential of the 1.3 billion people living with disabilities around the world. Visit thevaluable500.com to find out more.

Alt text:

Valuable 500 Founder Caroline Casey is smiling, with a quote from her that reads "Business cannot be truly inclusive if disability is continuously ignored on leaderships agendas". The Valuable 500 Logo is in the bottom left corner.

2. Quote from Paul Polman, the original Valuable 500 Leader



Instagram



Twitter, LinkedIn, Facebook



Join The #Valuable500 - the global movement putting disability on the business agenda. They're looking for 500 private sector companies worldwide to sign up and commit to putting disability on their board agenda. Visit thevaluable500.com to find out how to join.

Alt text:

Valuable 500 Founder Caroline Casey is on stage at Ad Week with Paul Polman. A quote from Paul Polman reads "Creating a more inclusive world for the 1.3 billion people with a disability is not just the right thing to do, it also makes a lot of business sense." The Valuable 500 Logo and Unilever logos are at the bottom.

3. It's simple to sign up



Instagram

Twitter, LinkedIn, Facebook

Become a Valuable 500 CEO in 3 simple steps:

- 1** Table disability on your board agenda from 2019.
- 2** Make ONE firm commitment to action in 2019.
- 3** Share your commitment with your business and the world.


Join us.



Become a Valuable 500 CEO in 3 simple steps:

- 1** Table disability on your board agenda from 2019.
- 2** Make ONE firm commitment to action in 2019.
- 3** Share your commitment with your business and the world.

Join the Valuable 500.



[Company name] has joined The Valuable 500 – the global movement putting disability inclusion on the business leadership agenda. It's free and easy to join, so sign up and help unlock the value of 1.3 billion people living with disabilities worldwide: thevaluable500.com

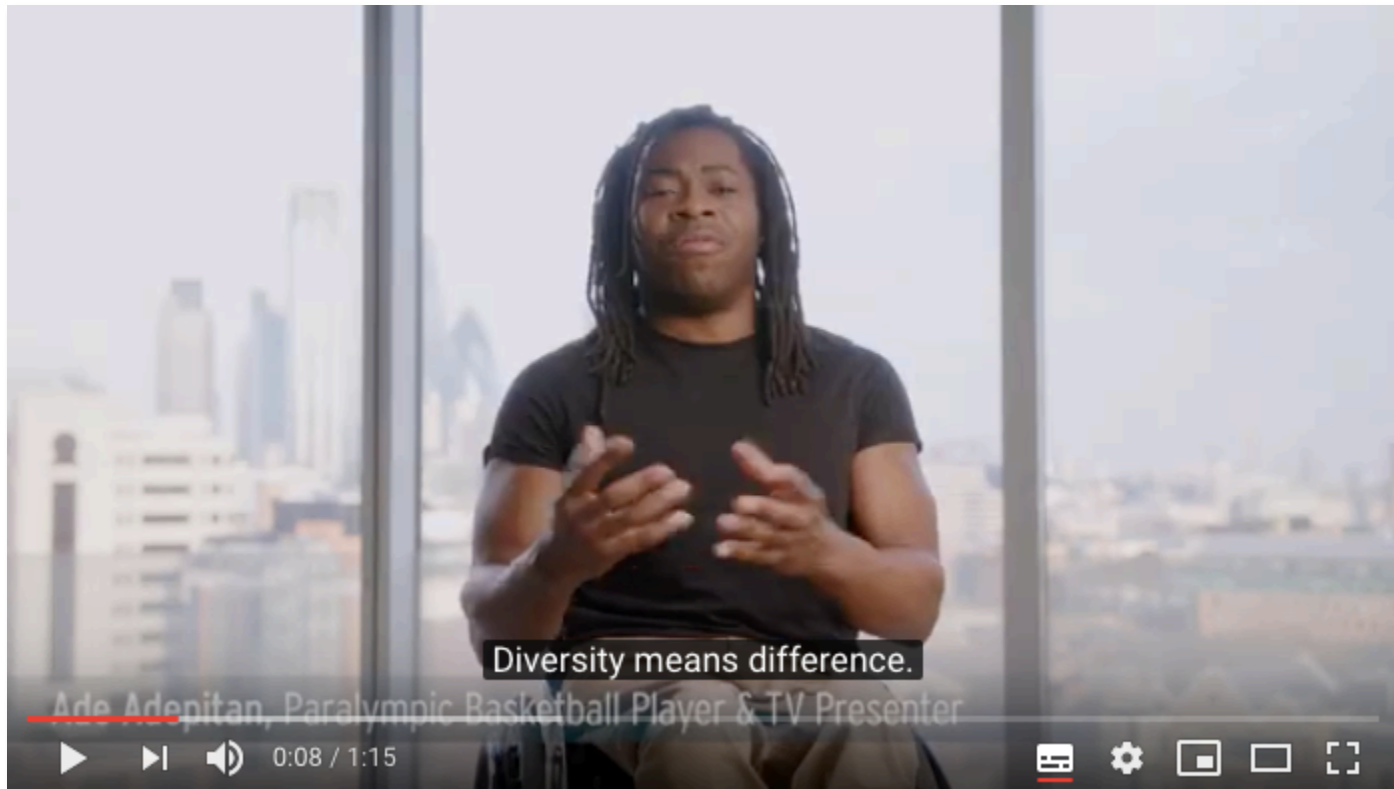
Alt text:

A black tile with white type reads “Become a Valuable 500 CEO in 3 simple steps: 1. Table disability on your board agenda from 2019. 2. Make One Firm commitment to action in 2019. 3. Share your commitment with your business and the world. Join us”. The Valuable 500 logo sits in the bottom right hand corner.

4. A message for the world's 500 most powerful business leaders



Twitter, LinkedIn, Facebook



Here's a message from disabled consumers to the world's most powerful business leaders: disability inclusion matters. The #Valuable500 is the global movement asking the business community to put disability on the agenda and show commitment to driving change. Find out more at thevaluable500.com

5. Put disability on the agenda



Instagram



90% of businesses prioritize diversity, but only 4% focus on making offerings inclusive of disability. How can we say we are inclusive or diverse if 15% of the global population is being continuously ignored. The Valuable 500 wants the world to be DIVERSE not #DIVERSish, so they're asking 500 CEOs to put disability on their board agendas in 2019. Visit thevaluable500.com and find out how to join the inclusion revolution.

6. Is your business #DIVERSish?



Twitter, LinkedIn, Facebook



If you truly care about diversity, you have to care about disability. The Valuable 500 is the global movement committed to putting disability on our business leadership agenda.

Don't be #DIVERSish, join now: thevaluable500.com



**How to announce
you've joined.❤️**



Valuable 500 Sign-up announcement on social media

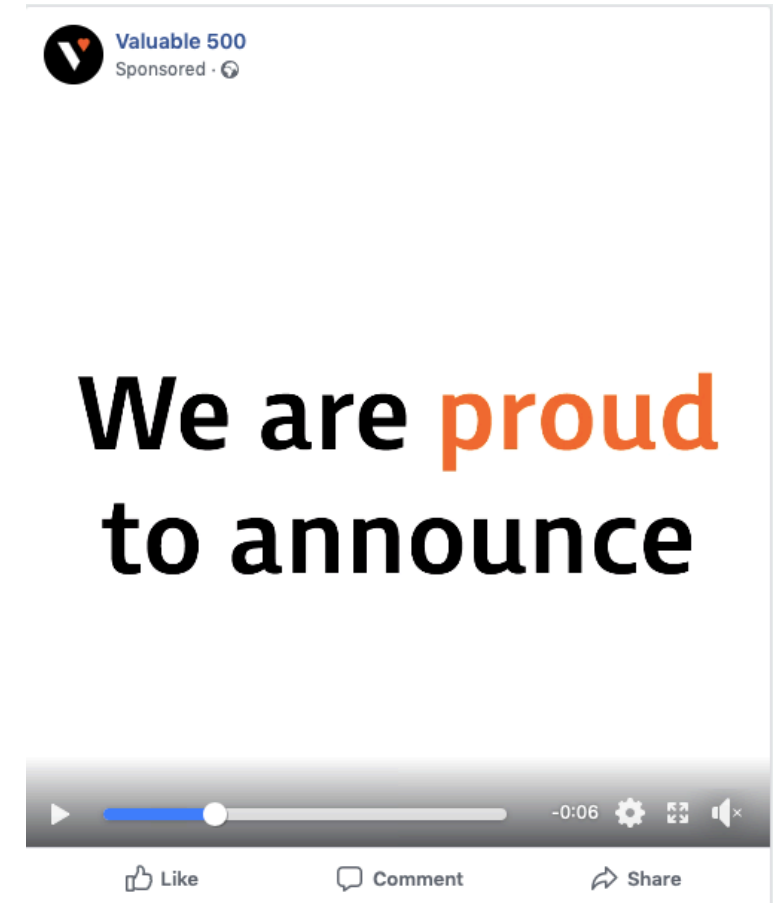
We try to announce every company that joins as soon as possible after they sign up.

Every time we announce a new crop of companies joining the movement, we'll share an animation on our social channels which features the logos of all the companies being announced at the same time.

We'll tag you in this animation across all our channels when you're announced, and we would love it if you could like and share it across yours too.

!! Always try to include image alt text and subtitles on your posts, so that readers with visual and hearing impairments can access the content. For information on alt text best practice, please visit: <https://www.dropbox.com/sh/sog958rwadsj3ax/AACThYT04Rs08qcITTD6wFuAa?dl=0>

Or feel free to ask the Valuable 500 team for advice!!



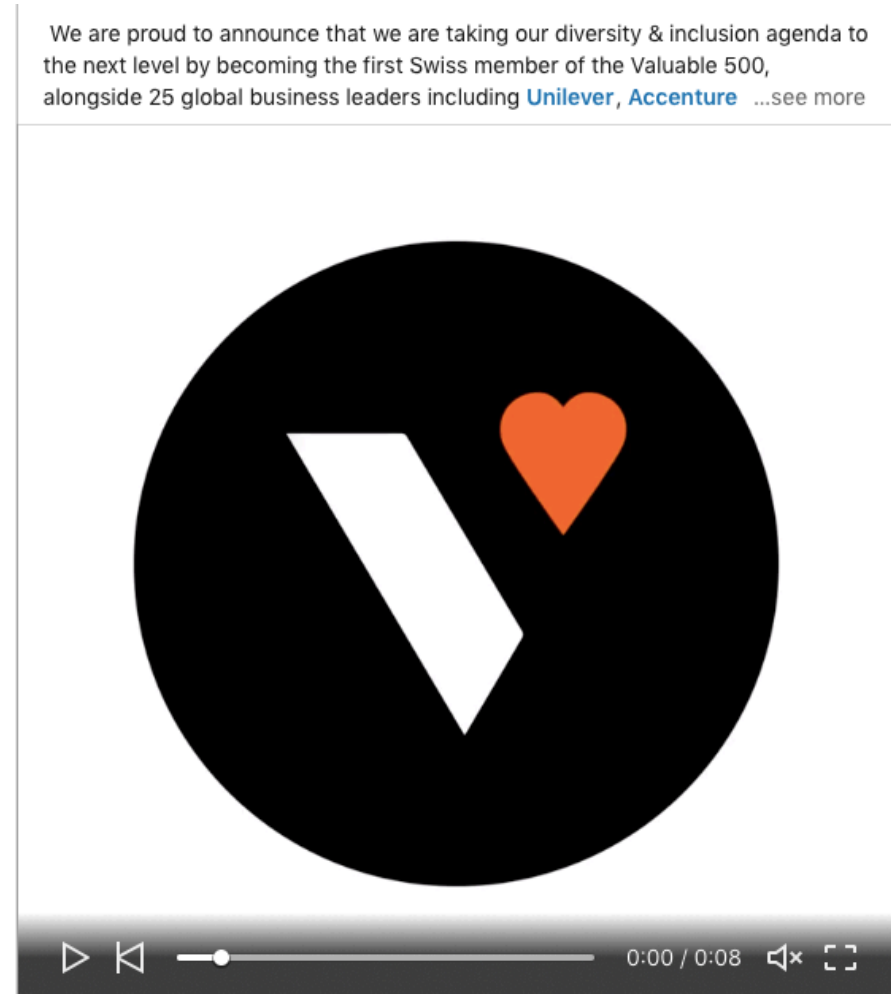
1. Sign-up animation



Instagram, Twitter, LinkedIn, Facebook

We're proud to announce that we're taking our diversity and inclusion agenda to the next level by joining The #Valuable500, alongside some of the world's most influential businesses. You have [this figure can be found on our website] days to join us and help make a difference to the 1.3 billion people living with disability in the world at: thevaluable500.com

Alt text: The video is an animation. Frame 1: The Valuable 500 logo transforms into the words 'We are proud to announce', Frame 2: 'we have joined the Valuable 500', Frame 3: 'join The Valuable 500 and make disability your business'.



2. We've signed up, have you? (v1)



Instagram

Twitter, LinkedIn, Facebook



We are delighted to announce that our CEO [insert name here] is a #Valuable500 Leader. [Company name] believes in unlocking the potential of the 1.3 billion disabled people worldwide. It's free and easy to join, and a great way of celebrating your business's commitment to inclusion. Visit thevaluable500.com to find out how to join.

Alt text:

A black and orange tile reads "Our CEO has committed to putting disability on our board leadership agenda. Has yours? Join The Valuable 500. The Valuable 500 logo is in the bottom right corner.

3. We've signed up, have you? (v2)



Instagram

Twitter, LinkedIn, Facebook



For many years, the needs of disabled people have been ignored and their status in society undermined. We've joined The Valuable 500 to show our commitment to putting disability inclusion on our board agenda. Join us and help work towards a more inclusive future: thevaluable500.com #Valuable500

Alt text:

A black tile with white and orange typography reads "Inclusive business creates inclusive societies. Disability is on our business leadership agenda. Make sure it's on yours." The Valuable 500 logo is in the bottom left hand corner.

4. Are you #DIVERSish?



Twitter, LinkedIn, Facebook



If you truly care about diversity, you have to care about disability. We've joined The Valuable 500 and are committed to putting disability on our business leadership agenda.

Stop being #DIVERSish and join now: thevaluable500.com

5. Video of your CEO

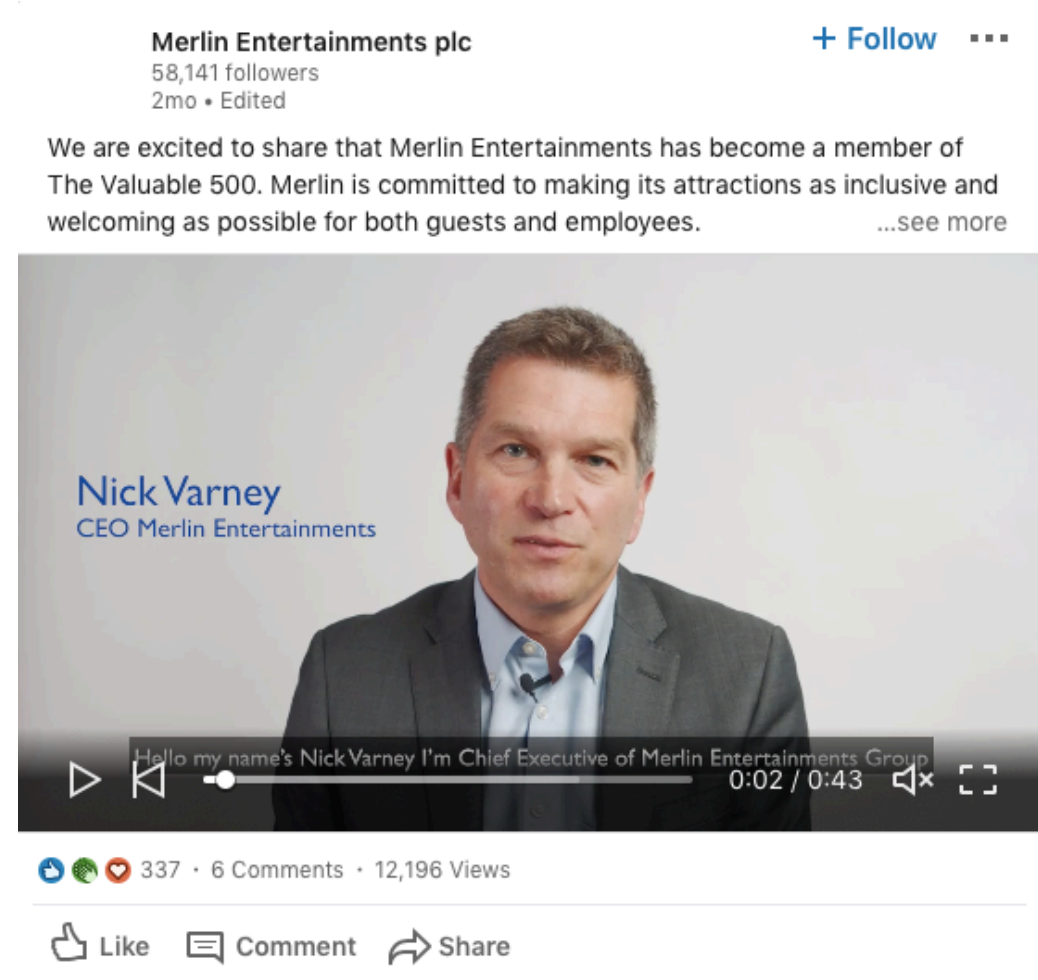


Instagram, Twitter, LinkedIn, Facebook

It would be great if you could record a short video of your CEO explaining why they've signed up to The Valuable 500, and more importantly why disability inclusion is important to them and to the business.

A very simple script for one of these videos can be found in the Dropbox folder we've created, and you can find examples from some of our current Valuable Leaders on our website.

!! Remember to subtitle your videos – it's social best practice but also makes your video accessible !!





Email signature

We want as many people as possible to highlight their support of The Valuable 500, so we can spread the message far and wide.

By including our banner in your email signature, you're helping us raise awareness.

If you're able to ask your C-Suite to include this in their emails too, we'll make an even bigger impact.

The banner should link to our sign up form on The Valuable 500 Website:
<https://www.thevaluable500.com/#sign-up>





Website Badge

Now that you're a Valuable 500 company, it would be great if you could feature our logo on your website.

By including our website badge, you spread the word about the movement and lead by example.

If possible, the badge should link to The Valuable 500 Website:
<https://www.thevaluable500.com>





Creative assets❤️



Creative assets

The images and videos we have created to highlight our key messages can be downloaded for use in tweets using this dropbox link (you may need to copy & paste link into your web browser):

<https://www.dropbox.com/sh/yrh5cb19yvd2jbf/AABKl0xJm17qnN7whKMFQJv0a?dl=0>

We have also created 2 min #DIVERSish edits to highlight key messages from the campaign. For these, use the YouTube links below:

1. [#Diversish: 'A message for the world's 500 most powerful business leaders'](#)
2. [#Diversish: 'Meet the winners'](#)

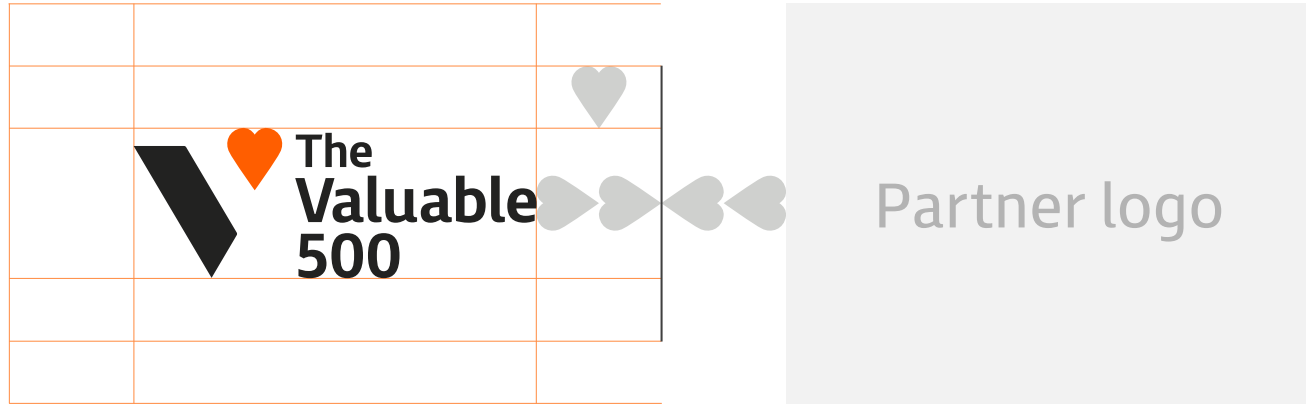


Logo lock ups

When creating horizontal partner logo lockups, divide The Valuable 500 logo from the partner logo with a vertical bar. Use two hearts from the mark to distance each logo from the vertical bar. The height of the bar is distinguished by the height of the logo and half the clear space, one heart either side. Optically match the partner logo to the size of The Valuable 500 logo.

You can download The Valuable 500 from our Dropbox:

<https://www.dropbox.com/sh/yrh5cb19yvd2jbf/AABKl0xJm17qnN7whKMFQJv0a?dl=0>



Examples for reference:
Single partner



Multiple partners



Our colours

The colour palette is simple and uses a variety of vibrant colours to create contrast and definition.

White
C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF

Cool Grey
C4 M2 Y4 K8
R217 G217 B214
PMS Cool gray 1 C
HEX D9D9D6

Black
C60 M40 Y40 K100
R0 G0 B0
PMS Black C
HEX 000000

Bright Orange
C0 M63 Y100 K0
R255 G94 B0
PMS Bright Orange C
HEX FF5E00

Vibrant Blue
C98 M82 Y0 K0
R0 G35 B156
PMS Dark Blue C
HEX 00239C

Light Pink
C0 M25 Y10 K0
R244 G195 B203
PMS 196 C
HEX F4C3CB

Coral Pink
C0 M48 Y50 K0
R255 G134 B116
PMS 170C
HEX FF8674

Light Blue
C40 M0 Y25 K0
R152 G219 B206
PMS 571 C
HEX 98DBCE



You're amazing

Thank you for your support. If you have any questions, please contact Carys Miller, Our Social Media Campaign Manager.

Carys@thevaluable500.com

If you require this document in an alternative format, just let us know.