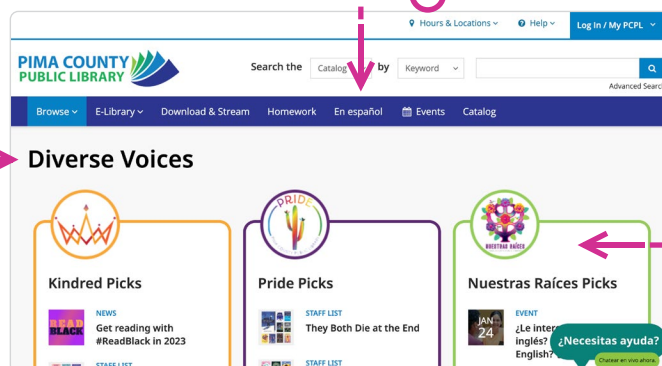# 10 Tips to Support a Diverse Community Online

1 Highlight diverse and accessible content, resources, and programs (this can include awards, staff lists, and thoughtful blogs!)

2 Make sure your values and inclusivity statements are visible and easily discoverable.

3 Shine a spotlight on diverse community groups or members and leverage their stories. Stories are a powerful way to connect with your community.

4 Have your content available in multiple languages **Tip:** Language modules are available through BiblioCommons. You can also use a Google translate script to add a translate button. However, be aware that Google translate isn't always very accurate.

5 Get feedback from community members to find out what's important to them. Is there anything they would like to see on your website or anything they have trouble finding or doing?

6 Keep Accessibility in mind when making design choices. **Tip:** Check out this **blog about actions you can take to make your website compliant** and this one about **how to evaluate the success of your website**.

7 Try to make sure your diverse community is reflected in library staff and volunteers when and where possible, and highlight them on your website!

8 Have a committee dedicated to diversity and inclusivity. This committee should be responsible for connecting with community members and groups to ensure they feel represented online and in the branch.

9 Connect with other libraries and if you know another library further ahead on its diversity and inclusivity journey, reach out. They may have lots of resources and tips to share!

10 Consider having a "Discover your community" section on your site where patrons can find resources and contacts for the community they subscribe to. **Example: Pima County Public Library** has an excellent section under the Browse tab.

Webinar Recording: How to Create Online Content to Reflect a Diverse Community
Hear ideas from Pima County Public Library!

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