

CONTENT/ TOPICS	HOSTS/ GUESTS	INTAKE / INTERVIEW PROCESS	AUDIENCE ENGAGEMENT	ONLINE PRESENCE	OTHER
Language (Inclusive, narrative, framing)	Representation (guests, hosts, team)	Sharing Information (expectations, format, examples)	Demographics (key audience analytics, identify gaps)	Titles / Show Notes (transcripts, links)	Technical Quality (audio)
Analytics (listening duration, completion rates, audience retention, trends)	Research (guests, sources, topics, AI, bias, misinformation)	Safety (preferred pronouns, respect, active listening, establish a rapport, confidentiality)	Community (engagement guidelines, speaking up, filters and blocked words, monitor comments)	Social Media (images, captions, subtitles, alt-text, hashtags)	Legal Considerations (privacy, accuracy)
Perspectives /Topics (on content you discuss)	Collaboration (teams you work with, empower others)	Offer Accommodations (time, date, location, programs, questions ahead of time, flexibility etc)	Feedback (solicit positive/negative feedback how do you handle or address issues or backlash or mistakes)	Website (accessibility, navigation, colour palette, ease of use, URLs, breadcrumbs)	Monetization or Sponsorship (responsible, ethical)
Terminology (plain language, accessible)	Compensation (equitable pay, recognition, promotion)	Preparation (sending questions ahead of time, researching guest)	Tone (your voice -- authentic, respectful)	Design (contrast, imagery, artwork, text)	Sustainability (practicality, streamline, prioritize)

Inclusive Content

Inclusive Processes

Inclusive Processes

Increase Reach

Inclusive Processes

SEO Optimization

Social/Ethical