

Activation Pack ^{v1}

#LVW24

LESBIAN VISIBILITY WEEK

MONDAY 22 APRIL – SUNDAY 28 APRIL



Powered by

DIVA

In partnership with

curve

 **EL*C**

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Pareto
CHANGING THE FACE OF FM

We want everyone to join in

**OUR THEME FOR 2024 IS UNIFIED NOT UNIFORM, A GLOBAL CAMPAIGN
CELEBRATING THE POWER AND DIVERSITY OF OUR COMMUNITY**

For Lesbian Visibility Week 2024 we will be celebrating the power of sisterhood by uplifting incredible LGBTQIA women and non-binary people from every generation, in every field and in every country around the world. One community, so many brilliant individuals.

This year **DIVA** is working in partnership with **EL*C** (Euro Central Asian Lesbian Committee), **ILGA World**, **GLAAD**, **Curve** and **LGBT Foundation** to make Lesbian Visibility Week a truly international stage where iconic LGBTQIA women and non-binary people can all take a moment in the spotlight to be recognised for the work they do and the joy they bring.



This activation pack gives you some ideas and tools to get started, but let your creative flag fly. Our community is unified, not uniform and the ways we celebrate Lesbian Visibility Week 2024 can be as beautiful and diverse as we are.

You can find out about more about **#LVW24** events and activations on our website lesbianvisibilityweek.com.



Please add your own public events to the online calendar, and share your own activation ideas by tagging us in on **#LVW24**.

If you're interested in sponsorship,
please contact linda@diva-magazine.com

#LVW24

Unified not Uniform

SOCIAL MEDIA

Please make sure to use the hashtag **#LVW24** and (if you have space) **#UnifiedNotUniform**.

Doing this makes it possible for LGBTQIA women and non-binary people all over the world to search the Lesbian Visibility Week hashtags and see an incredible outpouring of love and support. It also means that all social media users can be part of celebrating our incredible community.



BRANDING

We've produced some branded banners, frames and icons that you can use whenever you are creating Lesbian Visibility Week content, whether it's for internal or external communications.

You can download these materials from this document and our [interactive brand book](#).

Consistent use of hashtags and branded materials will help amplify the message that our community is unified, not uniform.

ACTIVATION IDEAS

There are a million wonderful ways to celebrate LGBTQIA women and non-binary people during Lesbian Visibility Week, and we want you to be part of this campaign in a way that fits you, your organisation and your community.

Above all, we want you to celebrate Lesbian Visibility Week in a way that echoes throughout the year ahead. LGBTQIA women and non-binary people deserve to be visible and valued all year round.

1

AMPLIFY LESBIAN VISIBILITY WEEK CONTENT

When you see great #LVW24 content, amplify it by sharing it across your social media channels!

Look out for content from the Lesbian Visibility Week and **DIVA** teams, or from our fantastic partners **EL*C**, **ILGA World**, **GLAAD**, **Curve** and **LGBT Foundation**. You will also see great #LVW24 content being shared by LGBTQIA community and voluntary sector organisations, inclusive corporates and media companies.



ACTIVATION IDEAS

2

CELEBRATE THE LGBTQIA WOMEN AND NON-BINARY PEOPLE WHO INSPIRE YOU

Throughout #LVW24, we will be celebrating incredible LGBTQIA women and non-binary activists and leaders from around the world, sharing new data about our communities' experiences, needs and perspectives and platforming great content created by LGBTQIA women and non-binary people.

We want you to add your own icons to the #LVW24 gallery of inspirational leaders using the frames. You can share inside your organisation, or share across your social media channels. If you're sharing publicly, don't forget to use the hashtags #LVW24 and #UnifiedNotUniform.

Wherever you are sharing, make sure you do it with permission of the person you are celebrating.

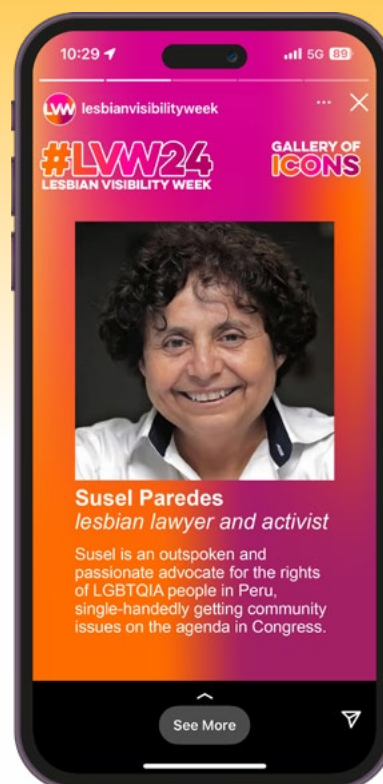


GALLERY OF ICONS

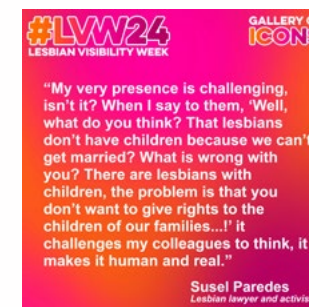
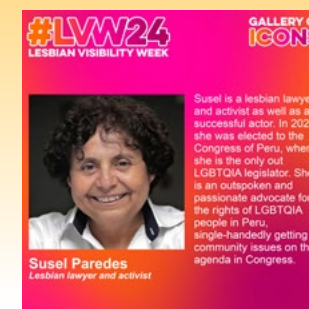
With our international partners, we will be sharing a digital gallery of icons from all over the world, like the incredible Susel Paredes.



Susel is a lesbian lawyer and activist, as well as a successful actor. In 2021 she was elected to the Congress of Peru, where she is the only out LGBTQIA legislator. She is an outspoken and passionate advocate for the rights of LGBTQIA people in Peru, single-handedly getting community issues on the agenda in Congress.



Download these frames to add your own icons to the gallery



ACTIVATION IDEAS

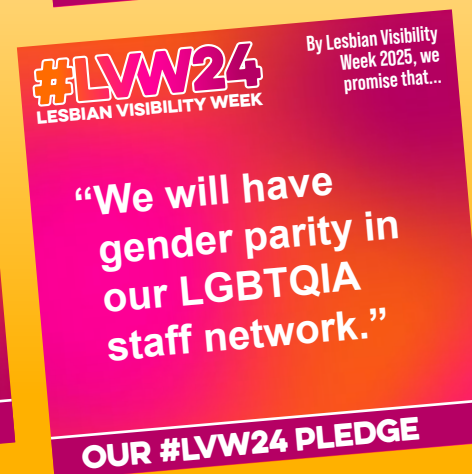
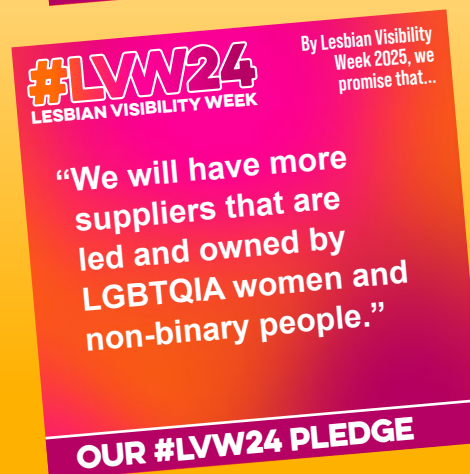
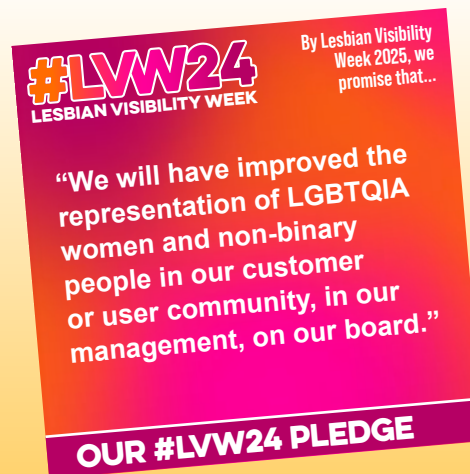
3

MAKE A PROMISE THAT WILL MAKE A DIFFERENCE FOR LGBTQIA WOMEN AND NON-BINARY PEOPLE

We can all do better when it comes to respecting, uplifting and celebrating LGBTQIA women and non-binary people.

And at Lesbian Visibility Week we want you to commit to doing that work all year round. So make a promise, and make it publicly.

Think of a promise that is meaningful to you and that can be measured. Make that promise publicly and tell us about it by using our pledge card and tagging us in at #LVW24. Then keep your promise. The Lesbian Visibility Week team will be back next year to check!



Download the LVW pledge card and make your promise

4

HOST A #LVW24 EVENT

Does your workplace have a LGBTQIA and/or a women's network? Is your organisation passionate about diversity and inclusion? If the answer is yes, then why not host a #LVW24 panel event that explores the experiences and perspectives of LGBTQIA women and non-binary people?

You might already have a great pool of speakers or panellists for this kind of event in your organisation or in your network. If you are looking for external speakers you could reach out to LGBTQIA charities and [community groups](#) or even to



a speakers bureau such as [OutSpoken](#), which specialises in LGBTQIA women and non-binary speakers.



5

HOST A #LVW24 SOCIAL EVENT

If you want to host something less formal you could have a watch party, a listen party or even a #LVW24 book club! There are so many brilliant LGBTQIA women and non-binary people working in film, TV and audio and so many talented LGBTQIA authors – sharing the joy of their work with other people is a great way of celebrating #LVW24.

You could also host a social networking event for LGBTQIA women and non-binary people. Uplifting and bringing joy to our incredible community is what Lesbian Visibility Week is all about.



ACTIVATION IDEAS

6

PROMOTE THE WORK OF LGBTQIA WOMEN AND NON-BINARY PEOPLE

In every walk of life there are fantastically talented LGBTQIA women and non-binary people, and we often struggle to have our work noticed and valued. Use #LVW24 to promote talented LGBTQIA women and non-binary people whose work you know and value.

You can find out more about lots of LGBTQIA women and non-binary people in **DIVA** magazine of course, and subscribing to **DIVA** should be on everyone's #LVW24 to do list.



There are so many ways to celebrate Lesbian Visibility Week with all the joy and creativity it deserves. We'd love to hear about and share your great ideas, so tag us at #LVW24.



And remember *to share your own public events* on the Lesbian Visibility Week website.

#LVW24

LESBIAN VISIBILITY WEEK

lesbianvisibilityweek.com

