



BLACK HISTORY MONTH

**Let's Celebrate Together!
10 Tips for Celebrating
Black History Month**



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Celebrate Black History Month with Meaningful Actions



Black History Month is a time to remember, celebrate, and honor the contributions of African Americans to U.S. history and culture. It's also a great time for companies to reflect on how they can better recognize and support their Black employees, customers, and communities.

Here are ten tips that HR leaders can consider when planning meaningful celebrations for Black History Month.

- 1. Create dedicated content that honors the legacy of African Americans throughout history.** Use your platform to share stories about influential African Americans who have impacted your industry and/or local community. You can also create content that celebrates the achievements of current employees or customers making waves in the workplace or their respective fields.
- 2. Host and attend virtual events that celebrate Black culture.** Consider hosting a virtual panel discussion with industry leaders, educational seminars, film screenings, or even virtual concerts featuring emerging artists from your area. These events are not only fun but also provide valuable opportunities for networking and learning.
- 3. Encourage employees to participate in volunteer activities related to Black history and culture.** Participating in volunteer activities is a great way to give back while connecting with other community members and learning more about different cultures and experiences. Whether helping out at a food drive or organizing an event at a local museum, there are plenty of ways for employees to get involved during Black History Month!
- 4. Invest in resources that help elevate diverse voices within your company and industry.** Showing commitment towards diversity doesn't just mean offering lip service – it means investing in initiatives that promote equity and inclusion within your organization and across the broader business landscape. Consider sponsoring conferences or webinars hosted by thought leaders from diverse backgrounds, investing in scholarships for students interested in pursuing careers related to diversity, or offering leadership training programs specifically designed for people from underrepresented groups within your organization or industry sector.
- 5. Make sure you're communicating messages of inclusion throughout the entire year – not just during Black History Month!** While celebrating this month is important, it shouldn't be the only time you show support for diversity initiatives within your company or community – make sure you're actively creating an inclusive environment all year round! This could include providing resources such as affinity groups (e.g., ERGs), hiring/promotion/recognition programs targeted towards diverse candidates/employees, etc.

6. **Educate your employees on African American history and culture.** You can do this through online events, forums, documentaries, or webinars that discuss African American leadership and its impact on business today. **Further resources can be found at the National Museum of African American History and Culture.** This is also a great opportunity to showcase the contributions and successes of your Black or African American employees.

7. **Show your support for minority-owned businesses by dedicating some of your budgets to purchasing goods and services from them during Black History Month and throughout the year.** This could include anything from food catering services to office supplies – the possibilities are endless! **You can find local listings of Black-owned businesses using this link: 15 Black-Owned Small Business Directories**

8. **Create a safe space during Black History Month where employees can share their thoughts and feelings without fear of judgment or retaliation.** You can use this space as an opportunity for employees to learn from each other respectfully while still honoring different perspectives. Don't forget to keep the dialogue open all year long!

9. **Take some time during Black History Month to highlight positive stories about D&I efforts at your company or within your industry.** While it's important to acknowledge the struggles faced by people of color throughout history, it's equally important to focus on how far we have come since then – both in terms of civil rights and workplace diversity & inclusion (D&I). Doing so will help boost morale and inspire others looking for guidance on creating more inclusive workplaces.

10. **Speak up against injustice when necessary – using both words and actions!** Don't be afraid to use your platform (and funds!) to speak out against systemic racism whenever possible – whether it's through engaging on social media platforms, donating funds towards relevant causes/organizations, etc... Your words have power – so use them wisely!

Celebrating Black History Month should be more than just symbolic gestures—it should involve meaningful action that shows commitment toward celebrating diversity year-round!

With these ten tips, hopefully, you have some ideas on how to make sure your company celebrates this important occasion with meaning & purpose!

**Let's make this February one filled with celebration & positivity -
Happy Black History Month, everyone!**

