



EllaBella
Weddings and Events

HELPING YOUR BUSINESS BE LGBTQ+ INCLUSIVE

WELCOME

Thank you for being here and taking your brand to the next step to be LGBTQ+ inclusive.

I'm Jodie and I run Ella Bella Weddings and Events and being an LGBTQ+ ally is very important to me and my business, because everyone no matter who they are or who they identify as, has the right to marry whom they love with no fear or judgement.

So I have made it my mission to help as many suppliers in the wedding industry as possible to show they are inclusive with their brand.

Did you know that most gay couples are terrified to approach wedding suppliers incase they are turned away and judged for who they love?

This is why we need to make the change as allies, to show couples that we are fully inclusive, welcome any love and will not judge them. That we are a safe space.

This all comes down to the language we use on our websites, social media posts and photos.

It isn't about chucking on a rainbow around your logo in June for Pride month, this is everyday, all year long.



[HTTPS://ELLABELLAEVENTS.CO.UK](https://ellabellaevents.co.uk)

LANGUAGE

When writing content for:

Your website copy

A blog post

A post on your social media channel

Talking on a story or a live

On your podcast

A reel or Tiktok

Don't always assume you are talking to a heterosexual or cisgender Bride and Groom instead use your **partner** or **couples** throughout your copy and when speaking on your stories or on a live. Don't use the term guys or girls think of more inclusive terms like **team**, **people** or **friends**. For non-binary weddings you could use **marrier** or **spouse**. Get creative!

On your website make sure not only is your language inclusive throughout your copy on every page, state in the top fold (the first part of the website they see before they scroll down) that you are LGBTQ+ inclusive, people will spend approx 3 seconds on your home page and decide whether or not they want to stay, so make it known that your website is one they want to be on.

Also have a paragraph on your website confirming you are indeed LGBTQ+ inclusive and that your brand is a safe space.

Don't be afraid that you may offend your straight couples, you won't if they are your ideal client!

On your contact form page when asking for information on your couples have a box for pronouns **he/him**, **she/her**, **they/them** (the most common ones) to learn what they would like used to avoid any awkward situations for them or you, of misgendering them on your first meeting, whether that is in person or online. If ever in doubt use **they/them**.

Add your pronouns to your email signature and you can now also add it to your Instagram bio.

PICTURES

LGBTQ+ are not represented well in the wedding industry whether that be on social media, suppliers' websites or even some wedding shows.

Let's make the change together when posting pictures on your social media or using pictures for your website.

You can do it for any part of the wedding industry for example if you are a stationer have pictures with Mrs & Mrs and Mr & Mr on the invites or order of the day instead of them all being MR & Mrs.

But I don't have any pictures to use I hear you cry?

To start you can use websites like www.pexels.com to get some free pictures to use for your socials but these are just to get you started.

Then start organising some styled shoots which will give you ample pictures for both your website and socials. But please be aware of the nos...

STYLED SHOOTS

Planning or being part of a styled shoot:

Don't use this as a box ticking exercise by just using a gay couple.
Never use heterosexual models and pretend to be a couple.

Always use real LGBTQ+ couples.

You should also be using businesses and suppliers that are either allies or from the LGBTQ+ community.

Please don't be afraid of getting it wrong or saying something wrong and then not trying at all.

You are making an effort and if you do say something that could offend, just apologise for using the wrong term and carry on. Mistakes will and can happen. But us as allies can start to make the change.

Don't feel if you change your website, socials or language that you will be confusing any straight or cis gender couples, this is inclusive language and if they don't like it, are they your ideal client anyway?

WANT TO DO MORE?

It's fantastic that you are taking this step to make the world more inclusive, but if you are still wanting to do more for the LGBTQ+ community you can support any of these fantastic charities.

And know you've already taken that huge step by buying this ebook as with every sale 10% goes to Stonewall

So thank you!

Stonewall.org.uk - Fighting for the freedom, equity and potential of LGBTQ+ people everywhere.

MindOut.org.uk - Working to improve the mental health and wellbeing of all LGBTQ communities and to make mental health a community concern.

LGBT.foundation - Is a national charity delivering advice, support and information services to the LGBT communities

Akt.org.uk - supports LGBTQ+ young people aged 16-25 in the uk who are facing or experiencing homelessness or living in a hostile environment

Mermaidsuk.org.uk - Supports transgender, non binary and gender-diverse children and young people until their 20th birthday as well as their families and professionals involved.

THESE ARE JUST SOME OF THE CHARITIES

LGBTQ+ GUIDE

LGBTQ+ - Lesbian, Gay, Bisexual, Transgender and Queer Questioning

LGBTQIA - Includes Intersex and Asexual

Lesbian - Someone who identifies as female who are attracted to other women

Gay - Someone who identifies as a male who are attracted to other men
(sometimes also used by lesbians)

Bisexual - Someone who is attracted to both sexes

Pan Sexual - Somone who is attracted to any gender or sexual orientation

Transgender - Someone who was assigned a gender at birth but identifies as the other sex

Queer - Any sexual orientation that is not heterosexual or cisgender

Heterosexual - Male or Female who is attracted to the opposite sex

Cisgender - Someone who has the same gender identity as what they were assigned with at birth

Intersex - Someone who may have both biological attributes or who's attributes don't fit with societies idea of what constitutes as male or female

Asexual - Someone who doesn't experience sexual attraction

Agender - Someone who feels genderless or without a specific gender

Non- Binary - Someone who doesn't identify as a male or female



THESE ARE JUST SOME OF THE TERMS



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