

#BUILDEQUITY CAMPAIGN SOCIAL MEDIA TOOLKIT

Together, we can **build** safer workplaces

About the Campaign

#BuildEquity is a sector-wide awareness campaign from May 26th to June 23rd, leading up to [International Women in Engineering Day](#) by WomanACT and ACEC-Ontario seeking to raise awareness to gendered microaggressions to foster more inclusive, respectful, and equitable engineering workplaces.

Using the [Gendered Microaggressions in Engineering infographics](#), we're sparking conversations to raise awareness, and support more inclusive engineering workplaces.

How to Participate

Option 1: Share Through WomanACT

- Print or display the [Gendered Microaggressions in Engineering infographics](#) in your workplace.
- Take a photo of yourself or your team with the infographics.
- Send photos to amathur@womanact.ca.
- We'll add your image to the campaign template and share it online.

Option 2: Post on Your Own Channels

- Share your photos with the infographics or one of the [ready-made campaign asset](#) and captions included in our [toolkit](#).
- Use the hashtag #BuildEquity and tag your organization.
- Tag @WomanACT and ACEC-Ontario.
- Tag 3 other organizations to encourage them to join the campaign. and help grow the movement!



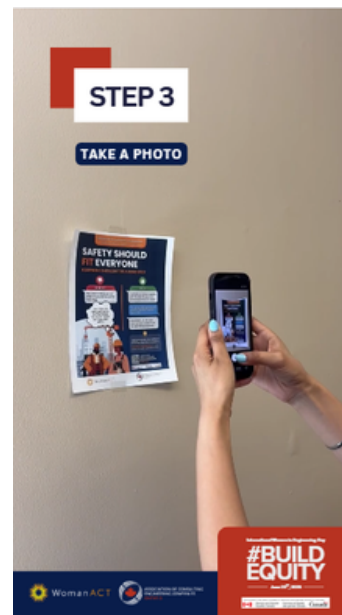
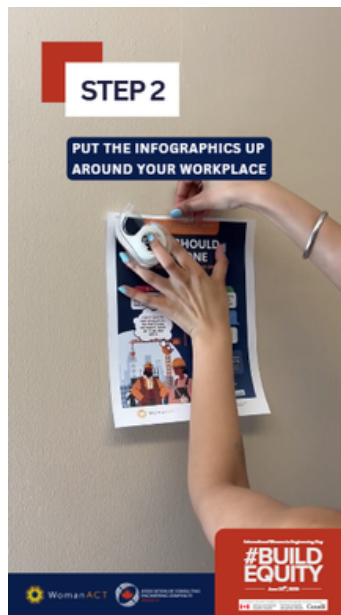
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ONTARIO

#BUILD EQUITY

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#BUILDEQUITY



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LET HER SPEAK.

BEING PATRONIZED & TALKED OVER



- ✓ Listen actively & don't interrupt.
- ✓ Give credit where it's due.
- ✓ Respect everyone's technical understanding & skills equally.
- ✓ Check your bias and value ideas based on merit.

D O S



- ✗ Talk over a woman when she's speaking.
- ✗ Suggest the same solution a woman suggested earlier without giving credit.
- ✗ Re-explain a problem to a woman as if she doesn't have the technical understanding.
- ✗ Ignore a woman's idea until it is repeated by a man.

D O N T S

CHOOSE TO BE AN ALLY

These behaviours may seem subtle, but together they undermine women's ability to work and progress in the workplace.



LEARN MORE
ABOUT GENDERED
MICROAGGRESSIONS
[SCAN HERE](#)

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SAFETY SHOULD FIT EVERYONE

EQUIPMENT SHOULDN'T BE A BLIND SPOT



DONT

Hey, what is taking you so long? Are you not cut out for field work?

I don't have the right sized gloves, but they'll judge me more if I speak up. I'll just deal with it.



DO

I noticed you were struggling with the task. Do you have all the equipment you need?

The gloves they gave me are industry standard, and too big for me.

No problem, let me make sure you have access to all the right fitting equipment.



50% of women do not have PPE that fits them properly.

CHOOSE TO BE AN ALLY – see safety through a gendered lens.



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WomanACT



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CHECK YOURSELF

ASSIGN SKILLS, NOT STEREOTYPES



Assign note-taking more often to women.



Expect mostly women to clean up the dishes after a meeting.



Ask mostly women to lead on social activities.



Have mostly women carry the emotional & caregiving load.



CHOOSE TO BE AN ALLY – assign technical and non-technical tasks equally across the team.



When gender-role bias sidelines women's technical expertise, organizations lose skills, growth, engagement and retention.

YOU HIRED THEM FOR THEIR TECHNICAL SKILLS—**USE THEM!**



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THAT'S WHAT HE SAID

WHEN EXCLUSIVE LANGUAGE ISOLATES WOMEN



Project Team Chat

Mark, Emma,... +2



Mark (Lead Engineer) 9:01 AM

Morning gentlemen!

Emma (Engineer) 9:02 AM

Good morning.



Alex (Engineer) 9:03 AM

Right- and ladies



Mark (Lead Engineer) 9:03 AM

Emma, can you send that report asap?

We'll have one of the guys check the numbers... just in case...



Sam (Engineer) 9:04 AM

Yep, I'm QA/QC.

Emma (Engineer) 9:04 AM



Gendered language may seem harmless, but it limits how women are seen and valued at work.

CHOOSE TO BE AN ALLY – use inclusive language!



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AFTER THE “CONGRATULATIONS”

IN ALL TYPES OF RELATIONSHIPS, INCLUDING SAME-SEX PARTNERSHIPS,
CAREGIVING OFTEN COMES WITH HIDDEN CAREER CONSEQUENCES

What's being said

Enjoy your time off.

We need someone
fully committed.

Don't worry, someone
else can travel to site.

We'll revisit your role
later.

Shouldn't your wife be
taking the leave?



What's actually happening

Parental leave is
minimized as a break.

Caregiving is framed as
lack of ambition.

Travel assignments are
missed out on.

Career growth is
delayed indefinitely.

Fathers are assumed to
not want to take
parental leave.

The Motherhood Penalty

Mothers experience a **34% long-term decrease** to their wages. Caregiving is not a lack of commitment, but **workplaces often treat it as one.**

CHOOSE TO BE AN ALLY – encourage parental leave for everyone in your workplace!



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