

**Build Trust With  
Communications That Are  
Authentic, Accessible &  
Inclusive, While Learning How  
To Avoid Tokenism & Harness  
Ethical Storytelling To  
Connect Meaningfully With  
Diverse Audiences**



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# My key takeaways:

- Listen to your community
- There are no shortcuts
- You need to own your space (and it's not always easy)
- And you need thick skin
- But it's all worth it!



# Listen to your community:



- Be insight led, always
- Don't trust your gut (if it's not about you!)
- Take your stakeholders on that journey too

# There are no shortcuts:

- Put the time in...
- It costs – time and money
- Take your duty of care seriously
- Demonstrate back the change that volunteer and storyteller input has made



# Own your space:



- **Build your platforms so you can share them with authentic voices**
- **Gather, and share, insight to back your case**
- **Take your role and power seriously internally**

# Get a thick skin:

- Supporting your team is a priority
- Use the support that's out there – Charity Comms networks and resources
- But don't let it put you off – recognise that sometimes you are in an echo chamber...



# But it's all worth it!



- Taking accessibility and authenticity seriously will make you a better communicator
- It will mean you build trust with both mass and targeted audiences
- Try new things!
- And then share your learnings...

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**I:D** | Supporting people  
who are deaf, have  
hearing loss or tinnitus

THANK  
YOU!

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