

## BEST PRACTICES FOR INCLUSIVE CONTENT

AWS content strives to be inclusive and free of bias. We are committed to using inclusive language and images to connect with our diverse and global AWS audience. This means intentionally avoiding non-inclusive or ableist language or imagery that may perpetuate racist structures or stereotypes. We believe that inclusive and bias-free content improves clarity and accessibility for our customers, and we invite our AWS Partners to align with the best practices in this guide to help develop content that resonates with our customers globally.

### Avoid Offensive and Sensitive Terms

We positively impact our customers and our industry when we proactively expand our use of inclusive terminology and reduce our use of terms that are problematic in some contexts. In an effort to create inclusive content for all customers, AWS is focused on using more technically precise language, and we invite our sponsoring partners to join us in doing so. Please, consider using the alternative words provided below in lieu of the non-inclusive words listed. For more details and usage examples, please visit page 224 of our [AWS Style Guide](#).

Don't use	Alternative Suggestions	Avoid using	Alternative Suggestions
abort	stop	blackout	service outage, blocked
black day	blocked day	disable	turn off, deactivate, stop
blacklist	deny list	enable	turn on, activate, start
execute	start, run	invalid	not valid
hang	stop responding	primitive	primitive data type, primitive type
kill	end, stop	segregate	separate, isolate
master	primary, main, leader	trigger	initiate, invoke, launch, start
master account	management account		
slave	replica, secondary, standby		
white day	open day		
whitelist	allow list		

#### Inclusive Content Resources:

- [A Progressive's Style Guide](#)
- [National Association of Black Journalists Style Guide](#)
- [AAJA Guide to Covering Asia and Asian Americans](#)
- [National Center on Disability and Journalism Disability Language Style Guide](#)
- [NLGJA: The Association of LGBTQ Journalists Stylebook](#)
- [Conscious Style Guide](#)
- [Guidelines for Writing About People With Disabilities](#)
- [The National Center on Disability and Journalism](#)

#### Make sure your content:

- Is educational
- Highlights how your solution works with AWS
- Uses inclusive language that reflects diverse audiences

### Be Thoughtful in Image Selection

At AWS, we believe that technology should be built in a way that is inclusive, diverse, and equitable. And we have a responsibility to serve our customers. We have a long way to go, but we are committed to work for more equal representation. For this reason, we encourage our sponsoring partners to be thoughtful in the images included in presentations and event marketing materials. Please consider utilizing the resources provided for inclusive image assets and guidelines.

#### Inclusive Image Resources:

- Stock Photos: [Disability Inc. stock photos](#), [Broadly Gender Photos](#), [Disabled and Here Collection](#) (read requirements for credit before using any photos)
- [LGBTQ+ Stock Photos](#)
- [Inclusive Image Resource](#)

### Be Thoughtful in Speaker Selection

AWS is intentionally increasing speaker diversity at events by inviting speakers who identify as underrepresented in tech. For events hosted in North America, that means women, Black, Hispanic/Latinx, multiracial, and Indigenous peoples whose representation in tech has historically been low. It is important to note this differs by region, making cultural context even more important when choosing a speaker for an event.

#### Inclusive Bias Resources:

- Cultural Context: In order to be an inclusive marketer, you first need to understand your own context, culture, and perspectives. Start by [creating a Globesmart profile](#) to develop your own inclusion profile and get simple steps for improvement.
- [An Incomplete Guide to Inclusive Language for Startups and Tech](#)

### Be Mindful of Accessibility

**Accessibility Checklist** - Ensure that you provide accommodations for customers with disabilities:

- ☑ **Visual:** Can all customers see your color choices? Will customers who are blind, colorblind, or low-vision find your marketing delightful? Do graphics include flickers, flashes, or blinks that could cause photosensitive epilepsy?
- ☑ **Auditory:** Is your marketing experience consistent without sound? Are captions required? Would localization help?
- ☑ **General:** Can all customers participate in what you have built? Do all customers find the experience easy to use? Have you considered accessibility services (CART, Illustrative Visual Guides, ASL, etc.)?

#### Accessibility Resources:

- [Web Page Accessibility Checker](#) provided by the Web Content Accessibility Guidelines
- [How to Make Your Presentation Accessible to All](#)