



Internet Association Members Promote Diversity & Inclusion

The internet industry is committed to creating a diverse and inclusive online community. Internet Association (IA) member companies recognize the importance of improving the diversity of its workforce and users to better reflect the internet community and society at large. Companies with diverse workforces perform more effectively and create more innovative products.

Internet companies invest in resources and partnerships that help promote diversity and inclusivity for internet companies and their platforms. Internet companies:

- 1 **Partner with organizations** such as UNCF, Thurgood Marshall Fund, YearUp, Out for Undergrad, and others to bring talented students into the workforce.
- 2 **Implement hiring practices similar to the NFL “Rooney Rule”** to increase opportunities for people of color in the hiring phase.
- 3 Compose teams of individuals **focused specifically on building diversity.**
- 4 Employ ethicists to **continually monitor products and artificial intelligence** for signs of unintentional bias.
- 5 **Conduct surveys for feedback from employees and consumers** about company’s inclusion practices.
- 6 **Release annual reports on diversity and inclusion** as an overview and guide for future improvements.
- 7 **Collaborate with Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutions (HSIs)** to strengthen the pipeline of new diverse workers in the industry.
- 8 **Establish Employee Resource Groups (ERG)** for Blacks, Latinos, LGBTQ+, Women, and more as a safe space and community for members to have a collective voice.
- 9 **Engage directly with policymakers**, including the Congressional Black Caucus, Congressional Hispanic Caucus, and HBCU Caucus, to find solutions to issues of diversity in tech.

The internet industry continues to promote diversity and inclusion in all aspects of their business model. Internet companies understand their platforms thrive from the diverse experiences and feedback of their employees and users. The industry remains committed to engaging with relevant stakeholders, identifying best practices, and finding an industry-wide understanding of the problem and potential solutions.

ABOUT INTERNET ASSOCIATION

Internet Association represents over 45 of the world’s leading internet companies. IA’s mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org.