

To make your collection exhibits, programs, social media postings, and presentations as inclusive as possible, you'll need to think about the words you use. The list below is a good starting place for creating descriptive language.

Tips for Inoffensive Language:

- Incorporate gender-neutral language;
- Avoid use of bias language (words and phrases that are considered prejudiced, offensive, and hurtful) and/or offensive language;
- Use language and images that do not reflect inappropriate power dynamics, such as racism, ableism, sexism, etc.;
- Try to keep text simple and straightforward in an active voice.

ADDITIONAL RESOURCES

The United Nations offers [best practices and guidelines](#) for gender-inclusive language in English.

This entry on [Inclusive Language](#) from MyPronouns.org provides basic pointers and replacement language to help avoid gender assumptions.

Purdue University's post on [Gendered Pronouns and Singular They](#) explains how to properly use pronouns.

The University of Maryland Baltimore has a primer on [Best Practices for Web Writing](#) that may apply to your project.

This Usability.gov post on [Writing for the Web](#) offers tips for writing user-friendly content.