# Gender Checklist for Content Creators

**THE GOAL:** Balanced and inclusive portrayal of women and men in terms of quantity and quality

## Check the Issue

**Is the focus on women or an issue particularly relevant to women?**
- Check [WORDS](#) [NARRATIVE](#) [IMAGES](#) [NUMBERS](#)

**No obvious “women’s issue”?**
—Check the gender angle
- How does it affect women and girls?  
  —Highlight gender issues in your story
- Check-in with an expert or colleague  
  —Gender implications can be hidden
- Is there any opportunity to challenge or counter stereotypes?

## Check Your Words

- Avoid gender stereotyping for men and women (e.g. women as mothers/victims; men as providers/survivors)
- Avoid language that excludes any group or words that suggest superiority of one gender over the other
- Avoid gender biased language, such as using male words to mean all of humanity (mankind vs. humanity; farmer vs. farmer’s wife; female athlete, etc.)
- Flip it to test it — Replace the gender of the character. If the “flipped gender” result seems strange, you may have uncovered a bias

## Check Your Narrative

- Are women’s voices heard?  
  —Are they in positions of authority or experts?  
  —Are they empowered or shown as victims?
- Are you using non-judgmental language?

## Check Your Images

- Are women visible and prominent?
- Are the images inclusive and diverse?
- Are women empowered or do the images reinforce stereotypical gender roles?
- Go the extra mile to obtain diverse images and get the message to your partners and colleagues.

## Check Your Numbers

**DO A QUICK CALCULATION:**

- What is the percentage of women:
  - Characters featured?
  - In photographs or videos in your story?
  - In non-traditional, empowered roles?
  - Speaking?
  - As experts or figures of authority?

## One Last Look at Your Finished Product

- Is it inclusive, diverse, and balanced?
- Does it show the UN as leader in the global conversation on gender?