

Diversity, Equity, & Inclusion



BIPOC Focused Samples

KC Green



COPY SAMPLES

Persona

Personal Friend or Colleague

Subject line

25-50 chars
3 options

- A. BIPOC in Tech Event — Let's get the word out
- B. Have you heard about the BIPOC in Tech Event?
- C. Tell everybody — BIPOC in Tech event will be great

Preview Text

40-60 chars

Wed, September 15, 2021—join me, and spread the word.

Image copy

~45 chars

BIPOC in Tech
Writing Your Own Script
Wed, September 15, 10:00am - 1:00pm PT

Email body

Less than 150 words
Hi [NAME],

You're one of the first people I wanted to tell—New Relic is hosting a BIPOC in Tech virtual event that's exclusively for engineers, developers, and technical practitioners who are Black and Indigenous People of Color (BIPOC). [Learn more, and register here.](#)

This event is free, and it's a terrific opportunity for all of us to:

- **Come together** as a community to share insights
- **Speak up**, and really talk about what it's like to be BIPOC in Tech
- **Start writing our own script** with strategies for success in Tech

I'll be there, and I really hope that you can make it.

It would also be great if you could help me reach out to all your friends and colleagues in the BIPOC Tech community. Our toolkit of social blasts makes it easy, or even easier, just [forward this email](#).

Know some non-BIPOC Allies? There's an event for them too.

While attendance for this event is reserved for those who identify as BIPOC, we're hosting a separate event for everyone who's a co-conspirator for advancing BIPOC in Tech. Invite all the BIPOC allies you know to join us for:

BIPOC in Tech: Allyship in Action
Immediately following BIPOC in Tech
September 15, from 1:00pm-2:30pm PT

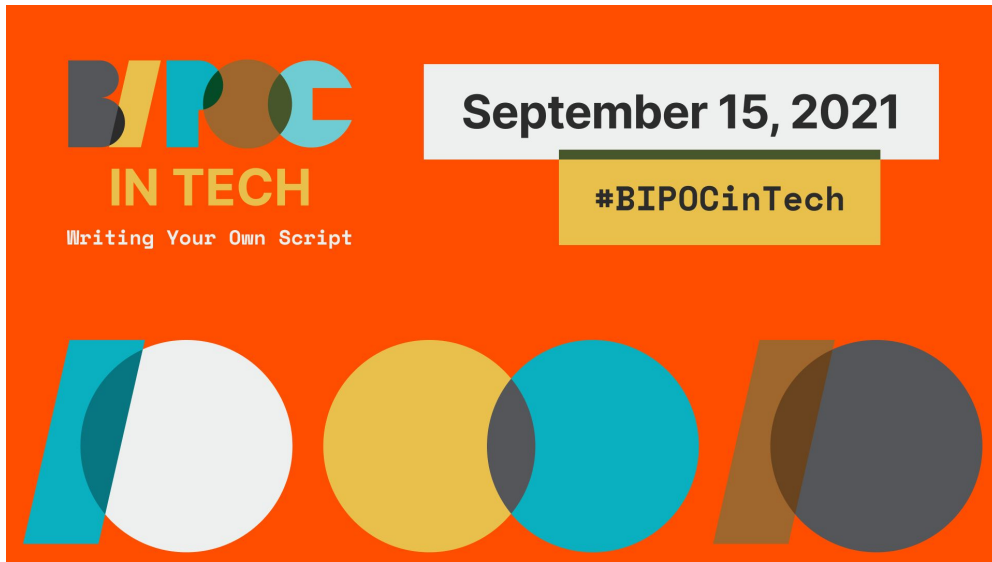
Any questions? Check out the [BIPOC in Tech FAQs](#).

Or just reach out to me anytime. It's going to be an amazing event, and I look forward to seeing you there!

CTA Button

2-3 words

[Register today](#)



Persona

Colleague or Someone in Network

Subject line

25-50 chars

3 options

- A. BIPOC in Tech Event — Check it out
- B. Had to share — great BIPOC in Tech Event
- C. Great networking opportunity — BIPOC in Tech

Preview Text

40-60 chars

Wed, September 15, 2021—join me, and spread the word.

Image copy

~45 chars

BIPOC in Tech
Writing Your Own Script
Wed, September 15, 10:00am - 1:00pm PT

Email body

Less than 150 words

Hi [NAME],

I'm really excited to share the news that my organization, New Relic, is hosting a free BIPOC in Tech virtual event that's exclusively for engineers, developers, and technical practitioners who are Black and Indigenous People of Color (BIPOC). [Learn more, and register here.](#)

You and BIPOC members in your organization are all invited to:

- **Come together** as a community to share insights
- **Speak up**, and really talk about what it's like to be BIPOC in Tech
- **Start writing our own script** with strategies for success in Tech

I hope that you can make it—and help us get the word out.

We're partnering with tech companies, advocacy and student groups to reach a bigger BIPOC audience. Can you let your network know? We have a toolkit of social blasts to make it really easy, or just [forward this email](#).

Know some non-BIPOC Allies? There's an event for them too.

While attendance for this event is reserved for those who identify as BIPOC, New Relic is hosting a separate event for everyone who's a co-conspirator for advancing the BIPOC community in Tech. Invite all the BIPOC allies you know to join us for:

BIPOC in Tech: Allyship in Action
Immediately following BIPOC in Tech
September 15, from 1:00pm-2:30pm PT

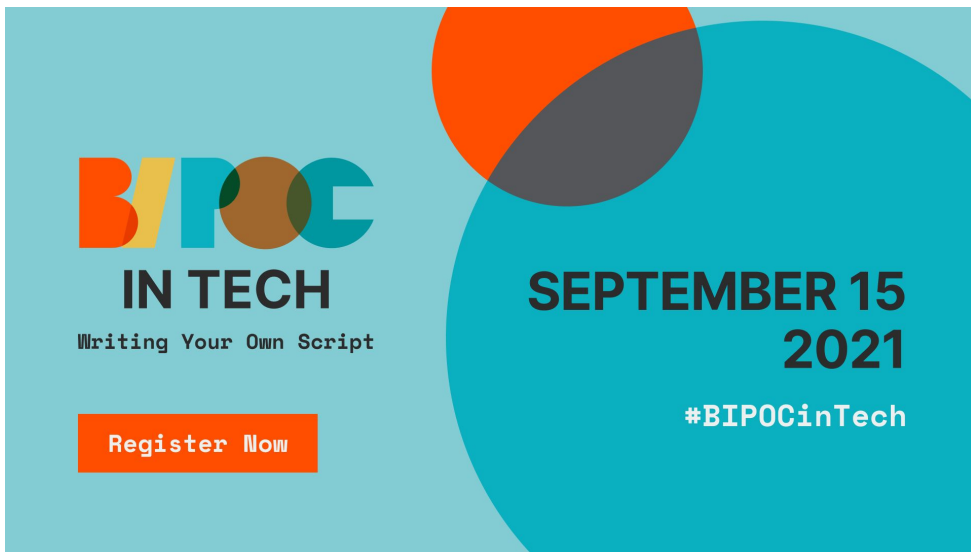
Any questions? Check out the [BIPOC in Tech FAQs](#).

And thank you in advance. It's going to be an amazing event, and I look forward to seeing you there!

CTA Button

2-3 words

[Register today](#)



Persona

Colleague or Someone in Network

Subject line

25-50 chars

3 options

- A. You're invited to BIPOC in Tech Wed. Sept. 15
- B. September 15, 2021—BIPOC in Tech invitation
- C. BIPOC in Tech Event—Write Your Own Script 9/15/21

Preview Text

40-60 chars

Join us to advance opportunities for the BIPOC tech community

Image copy

-45 chars

BIPOC in Tech
Writing Your Own Script
Wed, September 15, 10:00am - 1:00pm PT

Email body

Less than 150 words

Dear [NAME],

Please join us for the exclusive BIPOC in Tech virtual event designed for engineers, developers, and technical practitioners who are Black and Indigenous People of Color (BIPOC). [Learn more, and register here.](#)

This event is free, and it's a terrific opportunity to:

- **Come together** as a community to share insights
- **Speak up**, and really talk about what it's like to be BIPOC in Tech
- **Start writing our own script** with strategies for success in Tech

Know some non-BIPOC Allies? There's an event for them too.

While this event is reserved for only those who identify as BIPOC, we're having a separate event for BIPOC Allies in Tech, so please spread the word.

BIPOC in Tech: Allyship in Action
Immediately following BIPOC in Tech
September 15, from 1:00pm-2:30pm PT

New Relic is hosting the event, but it's all about you.

We believe that as a leader in the tech space we have a responsibility to promote diversity and inclusion, and give the powerful voices in the BIPOC community a stage to share their experiences—and help us all rise.

Calling ERG leaders and allies, can you help us get the word out?

To help us reach a bigger BIPOC audience, we hope that you can reach out to your colleagues and peers. We have a toolkit of social blasts to make it really easy, or just [forward this email.](#)

Any questions? Check out the [BIPOC in Tech FAQs.](#)

And thank you in advance. It's going to be an amazing event, and I look forward to seeing you there!

CTA Button

2-3 words

[Register today](#)



10 Things You Should Know About Juneteenth

Published Jun 17, 2021 • 4 min read



By KC Green, Senior Copywriter

Get started with access to New Relic, free forever.

Sign up today

Share this article



For myself and many other African Americans, Juneteenth is a day of remembrance to reflect on the tremendous strength, sacrifice, and contributions made by our enslaved ancestors as we express love and joy in our communities. I will be celebrating by volunteering at an event to spread awareness of local efforts to protect voting rights.

I hope you will take this day to learn more about the history of Juneteenth and take some time to contemplate on what more we can do to support human rights and equality—both individually and collectively. In honor of Juneteenth (which New Relic now celebrates as a company-wide holiday), here are some things you should know about the day when slavery finally ended in the United States.

On a hot summer day on June 19, 1865, slaves in Galveston, Texas, learned the Civil War had ended and that they were free. It was two years after the Emancipation Proclamation when Major-General Gordon Granger arrived at Galveston Island, Texas, along with 2,000 Union Army troops and officially freed the enslaved with [General Orders No. 3](#). “The people of Texas are informed that, in accordance with a proclamation from the Executive of the United States, all slaves are free.” Emancipation Day, otherwise known as Juneteenth, commemorates the date of Texas abolition.

Here are ten other interesting facts you should know about Juneteenth:

1. Because Texas was isolated geographically and not a battleground in the Civil War, slave owners continued slavery beyond emancipation to get one more planting season.
2. Some slaveholders migrated to Texas during the war to escape the fighting, bringing enslaved people with them and vastly increasing the enslaved population by the tens of thousands. Approximately 250,000 enslaved Texans had no idea that their freedom had actually been secured two years before.

3. Part of General Orders No. 3 encouraged newly freed people to stay on plantations and work for wages.

4. The time period after Juneteenth is known as the “scatter,” as the formerly enslaved went in search of lost loved ones or to build a new life in other parts of the country.

5. Texans began celebrating Juneteenth in 1866 by holding parades, cookouts, prayer gatherings, musical performances, and other cultural events.

6. When families left Texas to settle in other parts of the country, they carried their Juneteenth traditions with them.

7. Juneteenth has been known by other names such as Freedom Day, Jubilee Day, Emancipation Day, and even Cel-Liberation Day.

8. In 1972, four formerly enslaved men—Richard Allen, Richard Brock, Jack Yates, and Elias Dibble—raised \$800 to purchase a parcel of land for Juneteenth celebrations. They named it Emancipation Park. It is still the site of celebrations in Houston, Texas, to this day.

9. Juneteenth celebrations nearly died out because of Jim Crow laws. Juneteenth was later revived during the civil rights movement.

10. Juneteenth officially became a Texas state holiday on January 1, 1990, making it the first state to grant this type of emancipation celebration. Today, at least 47 other states and DC, have also formally recognized the day. On Tuesday, the Senate unanimously voted to pass a resolution establishing June 19 as Juneteenth National Independence Day. The measure has also passed the House of Representatives and awaits President Biden's signature, which would make it an official federal holiday.



By KC Green, Senior Copywriter

KC Green is a Senior Copywriter in Marketing at New Relic. Prior to joining New Relic, KC was a senior copywriter at TKCG and InComm Payments, a content strategist at KORE Wireless, a bid and proposal writer at ZeroChaos, a Communications Specialist at Cox Communications, a technical writer at IBM, and more. KC has a Master of Business Administration from Strayer University and a Bachelor of Arts in Political Science from Clark Atlanta University. KC is based in Atlanta, Georgia.

The views expressed on this blog are those of the author and do not necessarily reflect the views of New Relic. Any solutions offered by the author are environment-specific and not part of the commercial solutions or support offered by New Relic. Please join us exclusively at the Explorers Hub ([discuss.newrelic.com](#)) for questions and support related to this blog post. This blog may contain links to content on third-party sites. By providing such links, New Relic does not adopt, guarantee, approve or endorse the information, views or products available on such sites.

LINKEDIN SINGLE IMAGE AD [\(Specs\)](#)

Intro Text above image
Up to 150 chars

Calling all BIPOC Engineers, Developers and Tech Practitioners to this virtual event — log in, speak up, and let's change the face of tech together.

Image Text
(Image shown not final, just sample)



Title below image
Up to 70 chars

Join us to celebrate our diverse experiences, and share opportunities.

CTA: [Register now](#)

Intro Text above image
Up to 150 chars

Join BIPOC tech leaders to share our experiences and goals — and work together to build more diverse and innovative opportunities for BIPOC in tech.

Social Media Copy

TWITTER	
Headline <i>50 chars</i>	BIPOC in Tech: Writing your own Script.
Text <i>280 chars</i>	Join us Wed. September 15, 2021 as the BIPOC tech leaders come together to celebrate our unique experiences, and share new opportunities to change the face of tech for the future. Register now
Headline <i>50 chars</i>	BPOC in Tech virtual event—Wed. Sept. 15, 2021
Text <i>280 chars</i>	Calling all BIPOC Engineers, Developers, Technology Practitioners, and students, join us to explore the possibilities, and opportunities that we can all share to advance the BIPOC community in the tech sector. Register now
Headline <i>50 chars</i>	Join us for BIPOC in Tech, Wed. Sept. 15, 2021
Text <i>280 chars</i>	Attention BIPOC community in the tech sector, It's time to write your own script. So we're bringing together BIPOC movers, shakers and doers to advance our community in tech. Get ready to log in, speak up, and help make a difference. Register now

Keynote Speaker
KIM CRAYTON
Business strategist, antiracist economist

BIPOC IN TECH
Writing Your Own Script

[Register Now](#)

Wed Sept 15 | 10am-1pm PST

The graphic features a portrait of Kim Crayton, a Black woman with long braids, looking to the right. The background consists of overlapping circles in teal, green, and yellow. The text is arranged in a clean, modern layout with a red button for registration.

Diversity, equity, and inclusion.

Diversity, equity, and inclusion are part of everything we do at New Relic. Creating a place of belonging empowers our employees to do their best work—and our customers can see themselves in our teams.

[View Careers](#)



Working towards a more perfect New Relic.

Our mission is to create and sustain a diverse and inclusive environment for Relics through a foundation of equity and systemic organizational change. (You could say we want to change the world!)



We believe inclusion means everyone. We're better together.



We understand there is always more work to be done.



We're committed to setting measurable targets and holding ourselves and each other accountable.



We value progress over perfection. Progress means unity.

Diversity, equity, and inclusion are at the core of who we are.

Our leaders challenge the status quo, even when we've faced our own setbacks. We demand better for each other and recognize there is always more work to be done.

The “Mikey Rule”

Named in honor of our departed Senior VP of Engineering, Mikey Butler, who was the executive sponsor of our first Employee Resource Group (ERG) Relics of Color, the Mikey Rule focuses on sourcing and hiring more Relics from underrepresented groups.

Leader-Led Action Plans

In 2020, our Founder Law Cirne challenged the company to level up with DEI Leader-Led Action Plans (LLAPs) to maximize recruitment, retention, and career growth for underrepresented groups. Now it is one of our top-level organizational priorities.

DEI Working Group

Nine company leaders, and Tracy Williams our Chief People and Diversity Officer, work together to ensure that our commitment to diversity, equity, and inclusion is put into practice around the globe.

ESG Supports Relics

Our Executive Team and Board of Directors have defined key business issues and driven our Environment, Social & Governance (ESG) goals for strategic investments—and support for all Relics. We've also made DEI a core pillar of our ESG strategy.

Race/Ethnicity of Leadership Roles (US)



Notes: 1. This information is based on voluntary employee self-identification. Some data may not sum up to 100% due to rounding or employees declining to disclose information. 2. Leadership roles are Vice President level and above.

We've made progress.

We've created tools designed to integrate equity into everything we do—from hiring and promotions, to identifying potential leaders and giving all Relics career growth opportunities. Here are some of our accomplishments in 2021:

BIPOC Engagement

Increased engagement scores among our Black Relics, which are now even higher than our elevated company average.

Pay Equity

Conducted a global pay equity gap analysis and eliminated pay gaps across gender globally and race in the US.

Mentoring Women

Launched a women's sponsorship program pairing more than 25 executives with women protégés in our product organization.

The Mikey Rule

Rolled out to boost active sourcing for underrepresented talent.

Reducing Bias

Launched Hiring for Success training to ensure diversity when selecting and hiring talent.

Career Mobility

Developed an Internal Career Mobility Guide to help Relics learn about and apply for different roles in the company.

Nurturing and supporting diversity.

We're doing our part to build a broader tech community and expand the pipeline of talent. For example, we sponsor, participate in, and host events like these:



Afrotech

New Relic sponsors this multicultural tech conference for engineers, venture capitalists, recruiters, technologists, and cultural leaders to build a strong Black tech community.

[Learn More](#)



BIPOC in Tech: Writing Your Own Script

New Relic hosted this event for Black, Indigenous, and People of Color (BIPOC) to support, engage, and uplift each other, and spotlight powerful voices in the BIPOC community.

[Read Blog](#)



BIPOC in Tech: Allyship in Action

As part of BIPOC in Tech, we sponsored this event to help Allies of the BIPOC community become accomplices for change, and turn their passion and support into action.



Latinas In Tech

We're proud to support Latinas in efforts to create a tech industry where Latinas are well represented at every level.

[About Latinas In Tech](#)



OutInTech

Our Relics have access to the world's largest community of LGBTQ+ tech leaders through our partnership with OutInTech.

[About OutInTech](#)

Providing a sense of belonging.

Employee Resource Groups are a huge part of helping New Relic grow in diversity, equity, and inclusion. These communities of employee-led resource groups offer new connections, team building, and special programming—and they're open to all.



Women@New Relic is dedicated to providing safe spaces and advocating for the vibrant and diverse community of women at New Relic.



Relics of Color seeks to build a caring, engaged, and active community for People of Color at New Relic.



Rainbow Relics provide a platform of networking, ongoing learning, and exchange that positively impacts our LGBTQ+ team members, business results, workplace, and hiring.



New Relic Veterans helps transitioning veterans enter the corporate workspace, assists with ensuring a successful career with New Relic, and provides support for issues faced by veterans along the way.



Access is an inclusive and intersectional space built by and for people in the neurodiversity, mental health, and disability communities.

Now we get to the *REALLY* cool part...my ideas

I was Associate Creative Director on project for the Microsoft Surface Pro Black History Month campaign + yearlong BIPOC / DE&I influencer collabs.

BOLD MOVES

We're going to put a call out to BIPOC / DE&I creators for their biggest ideas. We'll select the most exciting projects and supply access to tools big and small. With a Surface by their side throughout the process.

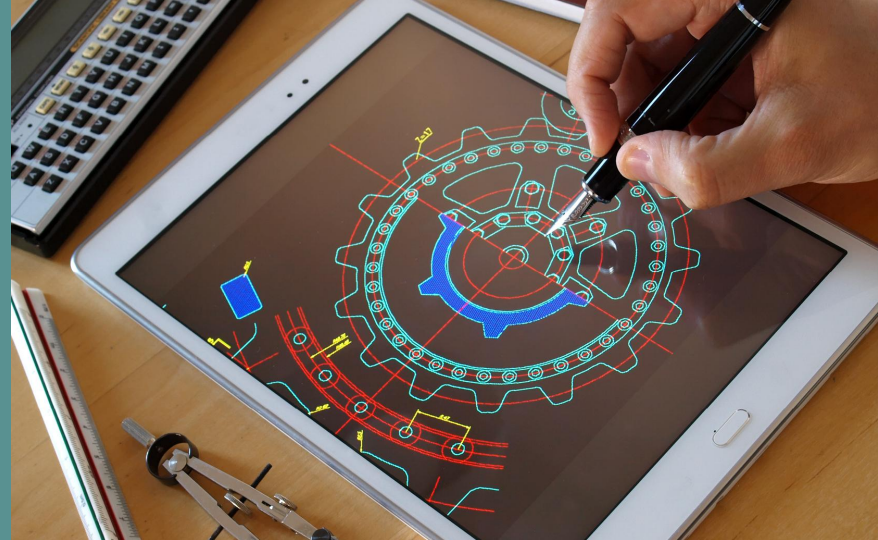
We'll then document the creation stories, and the hurdles they were able to overcome to accomplish their vision.

Ex:

You're a sculptor and you want to do a large scale public work. We can help you get a crane, a crew, and permits.

WHY SURFACE?

- Surface products such as MS Teams for communicating
- Rapid ideation through sketching prototypes
- Internal camera for planning and documenting
- Portability benefits



THE CREATORS PROJECT

For this project, we'll make the ultimate connections by teaming up creators and iconic visionaries. Together they'll work to develop and push a dream project powered by Surface.

- Maximize creator audience reach with content documenting the development process (IG stories, lives, and posts).
- Produce a "behind the scenes" video showcasing some of the mentorship/teachable moments as a way to increase audience reach.
- We also use Surface channels to debut and feature the final cut.

Ex:

- Barry Jenkins (Dir Moonlight)* teams up with a budding filmmaker to create a short film.
- An audio engineer teams up with Hip Hop icon D. Nice

WHY SURFACE?

- Surface is about connecting people and this is the ultimate connection



The Creators Project

Example
Influencers



[King Vader](#) | FOLLS: 1.6M IG

King Vader is a actor, director, filmmaker and former vine star best known for his high-quality visual effects work and comedic style. He caught the eye of Netflix and is partnering with the streaming service to produce parody videos on some of their top original programs like Cobra Kai and Umbrella Academy.



[Julian Bass](#) | FOLLS: 121K IG

Julian Bass is a Georgia-based content creator best known for his short videos on TikTok. He shot to stardom when one of the videos he posted on Twitter went viral, earning over 1.2M likes to date. Julian caught the eye of Disney and Netflix for his filmmaking and visual effects talent.



CREATED BY THE FUTURE

As a Creator, you are a natural problem solver.
Imagining today's world in a way it should be.
And remaking the world of tomorrow.

SURFACE PORTRAITS

Every creator is unique, from their style, personality, capabilities and artistic output. All different. So, What if we sent influencers hyper-customized builds of their Surface? Each one a thumbprint of the creator, down to the very last detail. Think of it as a reflection of who you are.

We would meet with our creatives individually to understand their processes, personalities and needs. We would then tailor their Surface down to every little detail. Next we'll surprise them with their Surface via an unboxing. We'll then partner with a portrait creator, to capture our creators with their surfaces. We could even let them create and curate content using our social channels.

ex.
Hearing-impaired musician: Surface with protocols and a pair of the ultra low-frequency headphones



MICROTARGETED ADS AND COUNTER-MESSAGING



More than 90% of minority owned businesses were denied PPP loans

How Joe Biden will Support Black-owned Businesses:

- Make sure economic relief because of COVID-19 reaches the African American businesses that need it most.
- Provide African American entrepreneurs and other small business owners technical assistance to help them apply for funding, as well as legal and accounting support
- Reserve half of all the new PPP funds for small businesses with 50 employees or less, so the bigger and more well-connected aren't able to win in a first-come, first-served race.

From info at joebiden.com/blackamerica

created by thekgreen.com

Coronavirus has killed over 40,000 African Americans*

Joe Biden's Plan to Stop the Spread of Coronavirus:

1. Ensure wide availability of FREE testing
2. Eliminate cost barriers to COVID-19 preventive care and treatment
3. Develop a vaccine
4. Deploy necessary supplies, personnel and facilities
5. Provide emergency paid leave for those affected by the outbreak

Visit joebiden.com to learn more

*Source: <https://www.cdc.gov/media/releases/2020/s0604-covid-19-death.html>



1 in 1,000 African Americans Die from Coronavirus*

Joe Biden & Kamala Harris will:

- Establish a COVID-19 Racial and Ethnic Disparities Task Force
- Invest \$25 billion in a vaccine manufacturing that will be cost-free to every American
- Provide emergency paid leave for those affected by the outbreak

created by thekgreen.com

info from joebiden.com/covid19
*<https://www.cdc.gov/media/releases/2020/s0604-covid-19-death.html>

Part of a group of social media posts to inform on the Democratic candidate's position on various issues relevant to the Black community and to highlight some of the little-known successes during the Obama administration. These targeted supporters of Biden Harris 2020 on Facebook, Twitter and Instagram.

DID YOU KNOW?

1 in 1,000 African Americans die from Covid-19*

Joe Biden and Kamala Harris will:

- Establish a COVID-19 Racial and Ethnic Disparities Task Force
- Invest \$25 billion in a vaccine manufacturing that will be cost-free to every American



Right now, the federal government gives away about \$25 billion in loans, of which Black-owned businesses only get about \$750 million.

Biden-Harris will provide the Minority Business Development Agency with \$5 billion in annual lending and investment authority to ensure capital flows directly to minority-owned businesses and investments in critical infrastructure, including in Black communities.



Joe's plan to Build Back Better will make historic investments to advance racial equity across the American economy to close the racial wealth gap, opportunity gap, and jobs gap