

NARRATIVE INTEGRITY & MESSAGING GUIDE

PURPOSE

To keep communication structural, accurate, and culturally disciplined.

What This Tool Does:

- Prevents harmful stereotypes
- Prevents diaspora conflation
- Ensures messaging is non-political
- Ensures dignity, clarity, and accuracy

MESSAGING DO'S

- ✓ Use structural framing
- ✓ Use SSDH logic
- ✓ Use neutral, institutional tone
- ✓ Use lineage-specific language
- ✓ Use concise, non-emotive language

MESSAGING DON'TS

- ✗ No stereotypes
- ✗ No trauma sales
- ✗ No spectacle
- ✗ No culture as entertainment
- ✗ No pan-ethnic flattening
- ✗ No performative equity language

CORRECT MESSAGING EXAMPLES

Correct:

“FBAs experienced concentrated structural exposure due to policy and governance decisions.”

Incorrect:

“The Black community struggles because of social issues.”

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