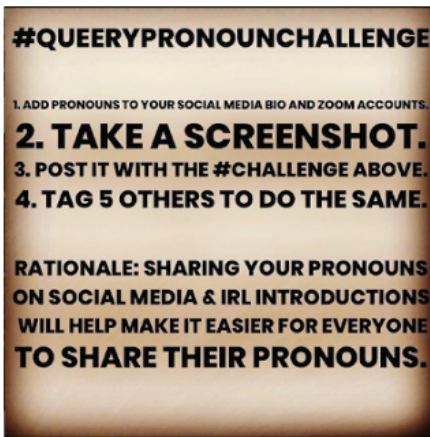


Social Change through Social Media: #queerypronounchallenge

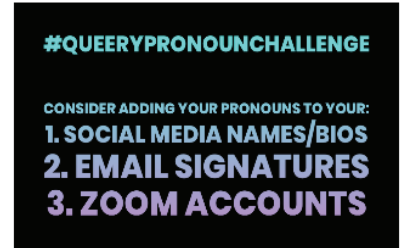


On July 14th 2020, Queery relaunched their Queery Pronoun Challenge in honor of International Non-Binary People's Day. The challenge has four simple steps.

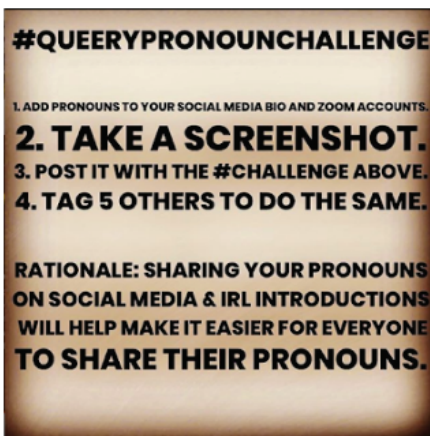
1. Add your pronouns to your email, social media bios and virtual meeting accounts.
2. Take a screenshot of your profile.
3. Post it online with #queerypronounchallenge.
4. Tag 5 other people and ask them to do the same.

The rationale behind this challenge is to normalize the sharing of pronouns in the digital world. This normalization encourages people to share their pronouns and along with asking others to share theirs, it helps reduce misgendering and making assumptions about someone's pronouns, as well as inspiring discussions about gender. Sharing one's pronoun is a profound statement that says, "I don't assume that you know my gender and I won't assume that I know yours."

Within a week of the #queerypronounchallenge, more than 50 social media profiles started including pronouns in their bios. Queery has also started an official account on Instagram specifically for this challenge. It showcases profiles that have pronouns and offers tips on how to be a better ally and practice pronouns in person. One of our posts even encourages companies and organizations to add "they, them, theirs" to their accounts in solidarity with those who are joining this challenge individually. Another post highlights how including pronouns in emails can lead to thoughtful discussions in the workplace about inclusivity. Although adding pronouns to one's digital profile and email signature is not new, it has gained more traction in recent years. For example, last July, NBC News reported that democratic presidential candidate Senator Elizabeth Warren, former San Antonio Mayor Julian Castro and New York City Mayor Bill DeBlasio added pronouns to their Twitter accounts. For more information on getting involved, please contact james@queery.us.



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