

Foster Audience Trust

HARNESS SOCIAL PROOF TO INCREASE TRUST IN EVIDENCE

- Enable and encourage users to share evidence sources found on your platform via social networks
- Enable users to rate sources of evidence on the basis of their usefulness and quality
- Prompt feedback-seeking messages to encourage users to leave reviews after going through resources
- Collate positive testimonials and feature the reviews in the homepage and/or relevant pages within the platform
- Ensure that any prompts for user action clearly articulate the value to the user (e.g. reviews help us improve the platform to better serve users like you)

INCREASE TRANSPARENCY IN EVIDENCE

- Disclose affiliations with evidence, particularly if they are commissioned or funded by public or private organizations/institutions
- When available, link impact assessments of an evidence for more information on its significance and/or effectiveness
- Publish background information on the frameworks, processes, and standards are established in selecting evidence
- Publish information on the assessment process: rubrics, panel, and collaborations/affiliations to further inform the decision-making process of the organization's evidence selection

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EMPHASIZE WHERE EVIDENCE ALIGNS WITH STANDARDS

- Provide information of alignment to established standards from the introduction of the evidence or tool.
- Where applicable, provide information on evidence validated through collaborations with established and trusted organizations.
- For exploratory purposes, provide contextual information of other established standards by providing a standards directory by state, grade level, and subject.

COMMUNICATE TO USERS INCLUSIVELY

- Involve underrepresented district leaders and ensure their representation needs are met (e.g. filling gaps in technology, language, distance, associated costs, etc.)
- Boost participation from underrepresented groups through outreach and transparent communication Before disseminating evidence, use this checklist to evaluate that your web platform, evidence and other messaging of your organization reflects the principles of diversity, equity and inclusion. 10 Creation
- Use inclusive language in all forms of communication
- Be transparent in your demographic inclusion by providing indicators in sample descriptions Presentation
- Craft a diversity, equity, and inclusion statement in your organization's portal (and/or where else applicable)
- Ensure images used in your organizations collaterals (i.e. beyond the website) reflect multiple demographics, particularly from underrepresented groups