

Channels to Share a Public Commitment to Fair Chance Employment

Summary: Fair Chance employers understand the value of broadcasting their commitment, strategy and positive outcomes from inclusive hiring initiatives. Sharing your Fair Chance story can generate positive community support, educate and motivate peer companies, and, most importantly, reach new candidates who may have otherwise assumed they were disqualified from jobs at your company. There are many channels through which employers spotlight their Fair Chance strategies. Below we highlight examples of several potential avenues.

1. **Job seeker engagement through recruiting channels:** Job seekers are key external stakeholders who benefit from learning about your organization's commitment to Fair Chance employment. Highlighting your inclusive policies on your careers page, job description, or in interviews can engage candidates who may otherwise be discouraged from participating in a hiring process. [Xylem's Fair Chance Page](#) debunks common myths and describes its policy & practices updates and partnership efforts.
2. **Information sharing with community partners:** Companies who partner with community organizations for hiring, volunteerism, or philanthropy can share their commitment to Fair Chance with these groups, who can in turn disseminate details with their clients and stakeholders. [Saint-Gobain shared a one-page flier](#) outlining its Fair Chance job opportunities for its partnership with an employment services nonprofit.
3. **Company blog post or news release:** With an internally published piece, companies can highlight their approaches, successes, and learnings and broadcast through their own channels or share with partners. [Indeed recently published this post](#) about their Fair Chance strategy during Second Chance Month.
4. **Video to share via social media, website, or targeted outreach:** Video content can help illustrate leadership, goals, and individual stories in a sharable format that can be part of a social media strategy. [Union Pacific produced and disseminated this video](#) via its YouTube channel in 2022.
5. **Profile through trade association or industry journal:** Industry publications can help demonstrate leadership and educate and inspire peer companies to explore their own Fair Chance talent strategies. [GroceryDive profiled Giant Food Stores'](#) Fair Chance initiative through its online journal in 2024. Similarly, the Manufacturing Institute released this [video about Toyotetsu's Fair Chance program](#) in 2022.

Whether designed to reach a specific audience or inspire people nationwide, Fair Chance employers have multiple media channels available to share their strategy and commitment.