

# Employer Toolkit

## SAY THIS, NOT THAT: INCLUSIVE LANGUAGE FOR JOB POSTINGS

### Say This, Not That: Inclusive Language for Job Postings

Use this quick guide to write more inclusive, welcoming, and legally compliant job postings. Small word choices can have a big impact on who applies.

 <b>Don't Say This</b>	 <b>Say This Instead</b>	 <b>Why It Matters</b>
"Young and energetic team"	"Collaborative and high-performing team"	Age-biased terms like "young" deter older workers
"Digital native"	"Comfortable using digital tools and technology"	Focuses on skill, not age or generation
"Must be able-bodied"	"Able to perform job functions with or without reasonable accommodation"	Complies with ADA and supports disability inclusion
"Must speak English perfectly"	"Proficient in English"	Reduces discrimination and emphasizes necessary skill
"Work hard, play hard culture"	"Team-oriented environment that values balance"	Avoids exclusion of caregivers, parents, or older adults
"He will lead the team"	"This person will lead the team"	Gender-neutral language avoids assumptions
"Strong English-only environment"	"Multilingual candidates welcome"	Encourages diversity and expands talent pool
"Fast-paced, high-pressure role"	"Dynamic role with shifting priorities"	Avoids discouraging neurodiverse candidates
"No job hoppers"	"Looking for candidates excited to grow with us"	Focuses on motivation, not resume gaps or age bias

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### 📄 Equal Opportunity Statement (Required in All Postings)

We are an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin, disability, genetic information, or veteran status.

### ⚠️ Disclaimer

This guide is provided for informational purposes only and does not constitute legal or HR advice. Employers are responsible for ensuring that their hiring practices comply with applicable federal, state, and local laws. Charlotte County and its partners assume no liability for actions taken based on this content.

⚠️ This information was last updated 10/2025