THE THEMES FOR 2021

UNSUNG PEOPLE
Selective documenting of history and culture has been a pervasive issue for centuries, and the stories of LGBTQ+ people of colour are notably underrepresented; not least within the LGBTQ+ community itself.

This marginalisation is not limited to race, as we have seen similar side-lining of disabled LGBTQ+ people, transgender people and women.

To tell the story of LGBTQ+ activism, our triumphs and our tragedies, we should seek out and share these stories, as there is empowerment in representation.

INTERSECTIONALITY
Kimberlé Crenshaw, the academic recognised as the person who coined the term intersectionality, described it as “a lens, a prism, for seeing the way in which various forms of inequality often operate together and exacerbate each other”. This year, we want participants to take the opportunity to explore this concept.

There is a lot to be learned from other parallel movements striving for equality. For example, to effectively address the challenges faced by LGBTQ+ Muslims, we must begin by better understanding Islamophobia, its causes and effects, and consider how that form of oppression interacts with other forms like homophobia or transphobia.

For many people, intersectionality is an appreciation that movements for equality and justice are more effective when they learn from one another and collaborate.

LGBT History Month is not a purely reflective project. We hope that February presents the opportunity to put contemporary activists in the spotlight, too. We encourage participating organisations to pass the microphone to stakeholders, colleagues and friends with something to say about the future of LGBTQ+ activism, culture and representation.
GET INVOLVED

2021 is going to be a pretty unconventional year for LGBT History Month. The uncertainty caused by the pandemic means that it’s unlikely organisations and community groups will be able to host in-person events in the same way as previous years. That said, we know that there are some adept techies out there who have embraced platforms like Zoom and Teams and using social media for live streaming.

LGBT History Month has always been a mix of online content and events, with many organisations choosing to release content on their social media in recognition of the month, while others host internal and/or public events. We’ve put together some suggestions for how we might create the same impact together in a slightly different looking world.

In this guide, we mostly use the term “organisation” to describe, well… you! Bear in mind that this advice is equally applicable to individuals, businesses, and community groups, too.

HOST AN ONLINE EVENT

We’re all very familiar with a Zoom or Teams meeting now, so why not use your favourite communication platform to host an event? In pre-pandemic times, we strongly encouraged participants to make their events open to the public, however, we understand that can be a complex undertaking online.

While we could easily fill this entire guide with advice on online event platforms, you’ll find some useful information from Hootsuite and SCVO. Equality Network also deliver free training for LGBTI groups in running secure online events.

- **A panel discussion**
  Probably one of the most engaging forms of online event, this involves two or more participants discussing a topic with an audience. You might want to explore the theme for 2021, bringing in participants who can speak on behalf of underrepresented members of the LGBTQ+ community.

  If you have internal team members who fit the bill, it might be worth asking them for their perspective. Alternatively, you might choose to reach out to a partner organisation or seek out experts to take part (for example, Pass the Mic Scotland is a useful compendium of women of colour who are experts in a variety of fields).

- **A lecture or speech**
  Similar to the approach above, you might choose to provide a platform to someone who can speak about a topic related to the theme, or on LGBTQ+ history and culture in a broader sense.

  Bear in mind that LGBTQ+ history is vast, and fairly few people have a very broad knowledge of the subject, so you might benefit from focusing on a specific subject matter in greater detail.
ACCESSIBILITY

While online events can remove some of the barriers involved in an in-person event, it’s important to recognise that they can introduce new ones.

If you’re using a Powerpoint presentation via screen sharing, for example, there are elements to consider that can significantly improve the ease of reading. Here’s some advice from Microsoft.

GETTING YOUR EVENT LISTED

Our website at lgbthistory.org.uk is where you’ll find participants’ event listings and every February thousands of people visit the site to plan their month. It’s simple to get your event featured by completing the form on our website.

LGBT History Month is the sum of the contributions of its partners and the community, so we want to feature as many of your events as possible on the site to represent Scotland’s commitment to the occasion.

All of our social media content links back to this site, bringing a significant audience there every year. If you want to boost your audience, this is the place to do it, so choose your words and image carefully for maximum impact. As users scroll through the events, the first thing they’ll see is your image and your event name. It’s your job to stop them scrolling!

We know that BSL interpretation is a particularly effective way of making your event accessible but recognise that this involves an expense. Our friends at Deaf Action can provide this service in Scotland.

Some platforms are beginning to introduce live automatic captioning of speech, but the results can be hit and miss depending on audio clarity and the accents of participants.

Microsoft Teams, Skype and Google Meet have fairly effective systems up and running now. You might also want to take a look at Otter.ai, which has a free package available.

If you need creative inspiration for your event image, why not check out some of the templates on Canva.com. Choose ‘Twitter Post’ as your template size for the best fit on our site. These images work best when they don’t contain text.
ADVERTISING ON SOCIAL MEDIA

A package of social media graphics is available for download and use by people who wish to participate in LGBT History Month. You might choose to use them to advertise an online event, either internally or to the general public.

Importantly, be sure to tag LGBT History Month Scotland in your posts using the @, as this will send us a notification that will prompt us to retweet or share your post to an even wider audience.

Here’s some advice on how to do that if you’re new to tagging.

On Twitter, tag @LGBTHistoryScot
On Facebook, tag @LGBTHistoryMonthScotland

Click here to download a selection of graphics for use in your LGBT History Month engagement

INTERNAL EVENTS

There’s great value in putting on an internal event for your workplace, school, or community group.

If you choose to do this, we still encourage you to submit the event to our online listings so that we can showcase and document the full spectrum of events. Just note in your event description that it’s not open to the general public.
OTHER WAYS TO TAKE PART

BLOGGING, VLOGGING AND TELLING OUR STORIES

LGBT History Month is about storytelling, and we want to be able to provide a platform for a diverse group of people to share their stories. In the past, we’ve seen brilliant blogs from organisations that aren’t “LGBT organisations” that draw on their areas of expertise to connect with our themes.

Here are a couple of great examples from our friends at Historic Environment Scotland and The Young Women’s Movement.

In addition to your own website, there’s a blog page on the LGBT History Month Scotland website where we’d love to feature your work. Just send us a link!

Of course, the sky is the limit when it comes to your creative options. Here are a few other suggestions:

- **Publish a Twitter thread** that tells a story, inspires your audience, or signposts meaningfully to other people or organisations.

- **Invite another organisation or person to “take over” your social media** for a period of time during February. Passing the microphone to a trusted person with something to say is a powerful gesture.

- **Use Instagram Stories or YouTube to vlog** about one of this year’s themes or about LGBT history and culture in a wider sense.

- **Record a podcast** episode that explores an issue. Here’s a fantastic example from Glasgow Disability Alliance from last year.

- **Publish a special feature** on your website that draws on your organisation’s expertise. Here’s a wonderful children’s picture book feature that The Scottish Book Trust ran last year.
2021 AND BEYOND

Whichever way you choose to get involved in LGBT History Month in 2021, we hope you see it as a fantastic opportunity to join a national conversation and explore topics that are relevant to your work.

While 2021 will undoubtedly be an unconventional year for all of us, it’s a great moment to jump in and plan your first engagement with us. We look forward to being able to explore the connections we make, in person, in the years to come.

LGBT Youth Scotland is the national charity working with LGBTI young people across Scotland and we co-ordinate LGBT History Month.

LGBT History Month is delivered by community groups, volunteers and organisations from the private, public and third sectors. We would like to thank them for their support and contributions to LGBT History Month in Scotland.

Unfortunately, as a small charity we can’t provide funding for delivering events, but we do know, from prior experience, that some of the best events are run on a small budget. If you have resources that can support a smaller community group to run an event, please get in touch and we can share this information with others.