

Diamond: Engagement Toolkit

Credible data. Clearer picture. Fairer industry.

What to say about Diamond?

People may have questions about Diamond and why they're being invited to take part. Keep it simple and focus on why their contributions matter.

Every response matters.

The more people who take part, the clearer the picture we all have of who works in our industry and their experiences of work.

Your data, your choice.

We'd love everyone to take part, but you're always in control. You choose what you share, whether to contribute your answers and whether you want to receive Diamond invitations.

Your answers are confidential.

Diamond brings people's answers together to build an industry-wide picture. Nobody can see your answers but you.

Diamond data helps drive change.

Better data helps the industry understand where gaps and barriers exist and make better-informed decisions about where action is needed.

Engagement toolkit

Diamond would love your support in encouraging cast and crew to engage with the survey, so we've created a toolkit to help you engage your teams in ways that feel meaningful and relevant:

- Posters for sets, offices and green rooms
- Survey QR code for your call sheet
- Simple one-pager for cast and crew

Engagement tips

Introduce Diamond early, ideally as part of your onboarding process, so cast and crew know what it is and why it matters from the start.

A familiar voice can make a difference. Encourage a trusted production leader, such as a Series Producer or Head of Production, to explain why completing Diamond matters.

Show the value of taking part. Diamond helps drive change. Every response strengthens the evidence we have, helping inform better decisions on skills, funding and development and supporting a more open, more inclusive and fairer sector.

Make it easy to take part. Add a link to the Diamond survey to your call sheet, so cast and crew can access it quickly and easily.

Keep Diamond visible. A simple reminder during the production can make a difference. Use the toolkit materials in places your teams will see them and remind cast and crew that they can take part throughout the production.

Resources you can signpost

The [Diamond Hub](#) has a host of information from the what, why and how of Diamond, to privacy information and upcoming webinars and drop-ins.

There are also a lot of guides and videos in the [Diamond Help Centre](#) to take you through key steps and troubleshooting, as well as a support desk.