

## Fair Chance Employment : External-Facing Language

**Summary:** Fair Chance employers can expand the impact of their inclusive hiring strategies by communicating to external audiences and prospective candidates that they encourage job seekers with past convictions to apply and prosper in the company. There are several ways employers can tell their Fair Chance story, but two common channels to reach and inform prospective applicants include broad messaging via careers pages and external media and specific messaging in an Equal Employment Opportunity Statement.

### 1. Outlining commitment to Fair Chance employment on careers page, newsroom, social media

Many companies will develop consistent language about their Fair Chance practices to share across channels that candidates may view. This could include their careers page or job-posting platforms or in media releases and social posts intended for broad dissemination. In these posts, it is important to outline what Fair Chance employment means to the company. Typically employers will highlight that candidates with past convictions are encouraged to apply and that all candidates will be reviewed based on their individual qualifications.

*Example: Eaton Corporation ([Press Release, 2023](#))*

“[Eaton] believes it is incumbent for us as good corporate citizens to remove barriers to employment and advancement by allowing individuals with prior criminal records to fairly compete for job opportunities. We also incorporate our second chance philosophy and expectations into third-party suppliers’ contracts for contingent labor.” In addition Eaton’s U.S. job postings read, “Eaton considers qualified applicants regardless of criminal histories, consistent with local laws.”

### 2. Updating Equal Employment Opportunity statements to include Fair Chance employment

Most employers have a statement on every job posting that demonstrates their commitment to equal opportunity and non-discrimination. These statements included protected classes such as race, religion, and gender, but companies can also use this channel to share their broader commitment to inclusivity, including considering candidates with past convictions.

*Example: Meta (Facebook), abridged*

Meta is proud to be an Equal Employment Opportunity and Affirmative Action employer. We do not discriminate based upon race, religion, color, national origin, sex (including pregnancy, childbirth, reproductive health decisions, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, genetic information, political views or activity, or other applicable legally protected characteristics. **We also consider qualified applicants with criminal histories, consistent with applicable federal, state and local law.**

*Example: Hot Chicken Takeover*

“Hot Chicken Takeover provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. **Hot Chicken Takeover is also a Fair Chance employer and welcomes applicants who have been previously incarcerated, suffered homelessness, or had other barriers to employment.**