

ERG Allyship Best Practices

Tips for Including and Engaging Allies

Employee Resource Groups (ERGs) are at their strongest when they're inclusive, open, and accessible to all employees.

While many ERGs have long welcomed allies into their communities, new legal and compliance considerations now make it a formal requirement. This presents an ideal moment to reengage with employees about what allyship looks like and how everyone can contribute to advancing an ERG's mission.

In this tip sheet, we share four practical tips to help allies show up respectfully and thoughtfully in ERG spaces and four tips for ERG leaders to create more inclusive, ally-friendly environments that accelerate their mission.

Tips for Allies



Do Your Own Learning

Relying on ERG members to teach you can place an unfair emotional burden on them. Use available resources such as events, readings, or webinars to grow your cultural fluency.



Engage with Intention

Attend events, listen more than you speak, and ask where support is needed, but don't wait for an invitation. Show that you're invested by participating regularly and respectfully.



Use Your Influence to Advocate

Allyship is active, not passive. Promote ERG initiatives, invite others to attend events, and bring visibility to the group's work, especially if your company is still building ERG brand awareness.



Respect Identity-Specific Spaces

Some events or forums may be better suited for group-identifying members only. Remember that safe spaces are crucial for honest, healing, or identity-specific dialogue.

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Tips for ERG Leaders



Actively Include Allies

Ensure your ERG charter clearly articulates the role of allies and clarifies that they are welcome to engage in ERG activities. Remember, unless you're actively including, you may be accidentally excluding.



Offer Engagement On-Ramps

Create easy, low-barrier ways for allies to get involved, such as attending a Lunch & Learn or volunteering for an initiative. Clear entry points can turn passive interest into active participation.



Include Allies in Strategy or Leadership Roles

While your entire ERG leadership team should not be comprised only of allies, including allies in specific roles communicates that ERGs are open to all and that allies have a role in furthering the mission of the ERG.



Use Allies to Build Cultural Fluency

Allies can also offer a unique perspective on what others in the organization may not know yet, helping ERGs identify cultural knowledge gaps and shape programming that builds broader understanding.

ERGs Are Critical to Today's Inclusion Work

Help your ERGs reach their full potential with these Seramount resources:



How to Future-Proof
Your ERGs in 2025



The 2025 ERG
Survival Guide



ERGs in Times of
Crisis

[Watch the Webinar](#)

[Download the Guide](#)

[Get the Checklist](#)

Future-proof your ERGs with Seramount support.

Our experts can help you embed inclusive practices and scale your ERG strategy for long-term success. **Contact us** today to get started.