

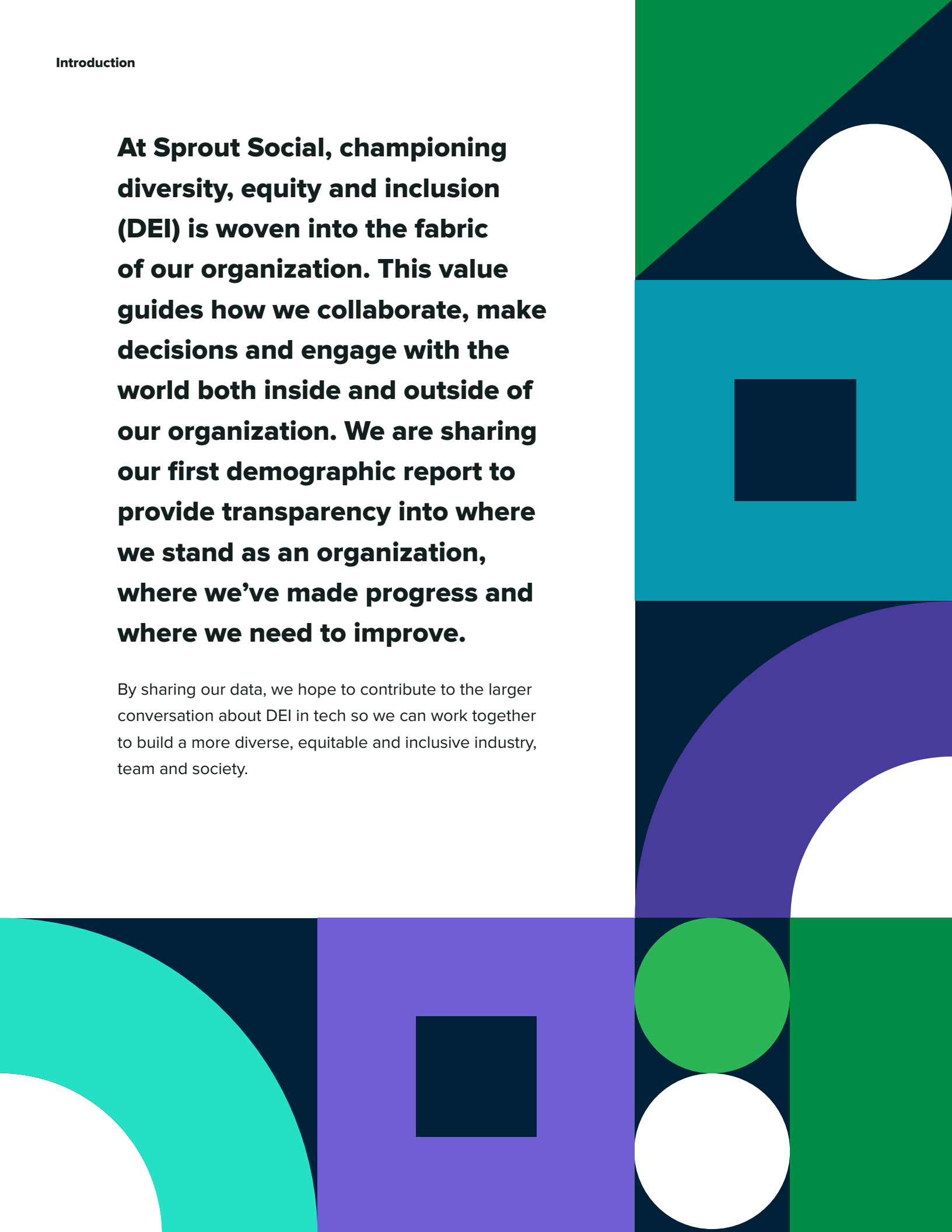


sproutsocial

# 2020 Diversity, Equity & Inclusion Report

**At Sprout Social, championing diversity, equity and inclusion (DEI) is woven into the fabric of our organization. This value guides how we collaborate, make decisions and engage with the world both inside and outside of our organization. We are sharing our first demographic report to provide transparency into where we stand as an organization, where we've made progress and where we need to improve.**

By sharing our data, we hope to contribute to the larger conversation about DEI in tech so we can work together to build a more diverse, equitable and inclusive industry, team and society.



**2020 Diversity, Equity  
& Inclusion Report**

# **Where we stand today**



## About the data

Before we jump into the numbers, we want to provide a brief look at how we gathered and defined the data included in this report. Our data is derived from the following sources:

- **US Equal Employment Opportunity (EEO) data as of May 31, 2020**
- **International employee data provided at the time of hire**
- **Self-reported global internal inclusion survey data from February 17 to March 2, 2020**

Data is rounded to the nearest tenth decimal place and may not add up to exactly 100%.

Additionally, we've grouped our team members into the following categories to ensure transparency into diversity at various levels and departments:

**Global Team** Includes all US and international employees

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**US Team** Includes all US-based employees

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**Leadership** Includes front line managers, directors, vice presidents and our executive team

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**Director+** Includes directors, vice presidents and our executive team

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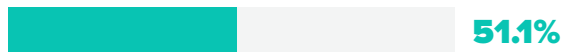
**Technical Roles** Includes employees in Engineering, DevOps, IT, Data Science, Product and Product Design

# Global Gender Representation

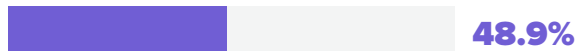
At Sprout, we know that gender isn't binary. The categories we report on here are those used for government based reporting and do not reflect our employees' full range of identities. We acknowledge our transgender employees and their lack of representation in this report, and discuss how we will improve our reporting capabilities in our reflections section.

## Global Team

Male

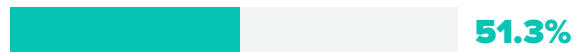


Female



## Leadership (All)

Male



Female

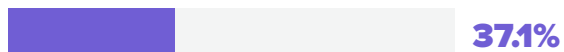


## Director+

Male



Female

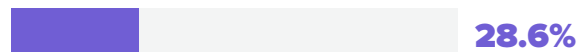


## Technical Roles

Male

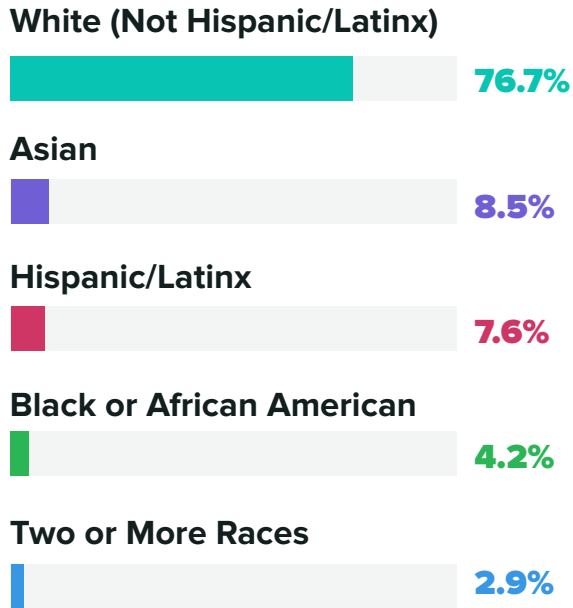


Female

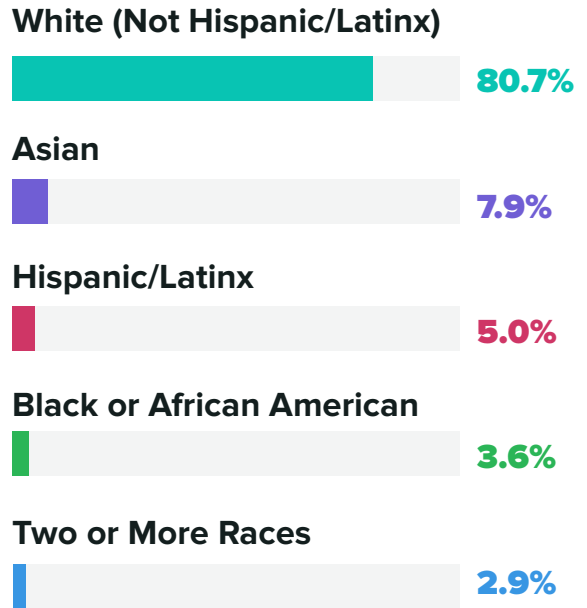


# US Race & Ethnicity

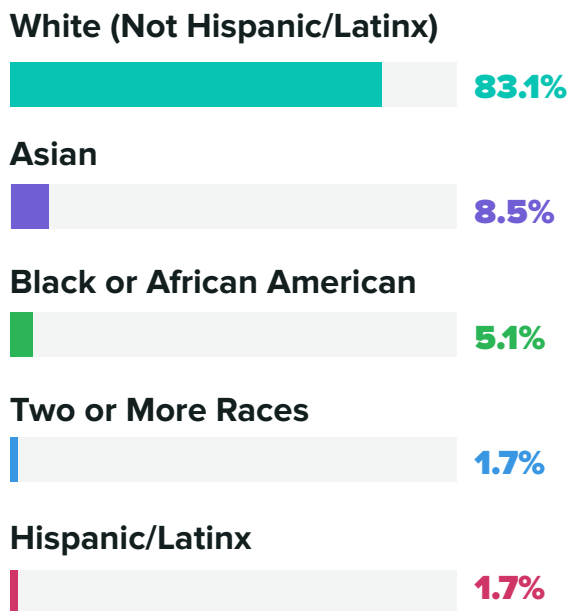
## US Team



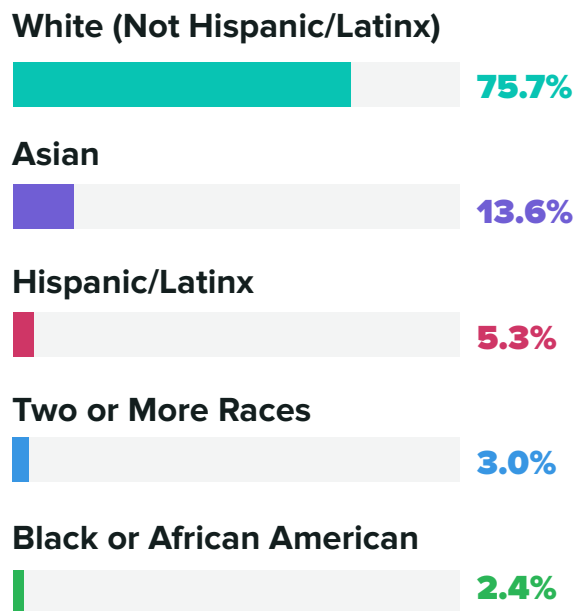
## Leadership (All)



## Director+



## Technical Roles



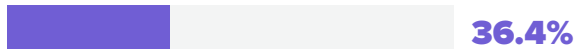
## Executive Team

### Gender

Male



Female

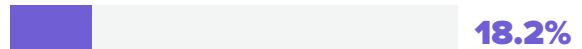


### Race

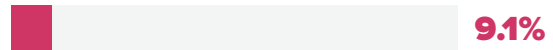
White (Not Hispanic/Latinx)



Asian



Hispanic/Latinx



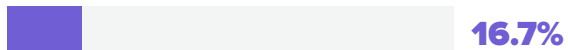
## Board of Directors

### Gender

Male



Female

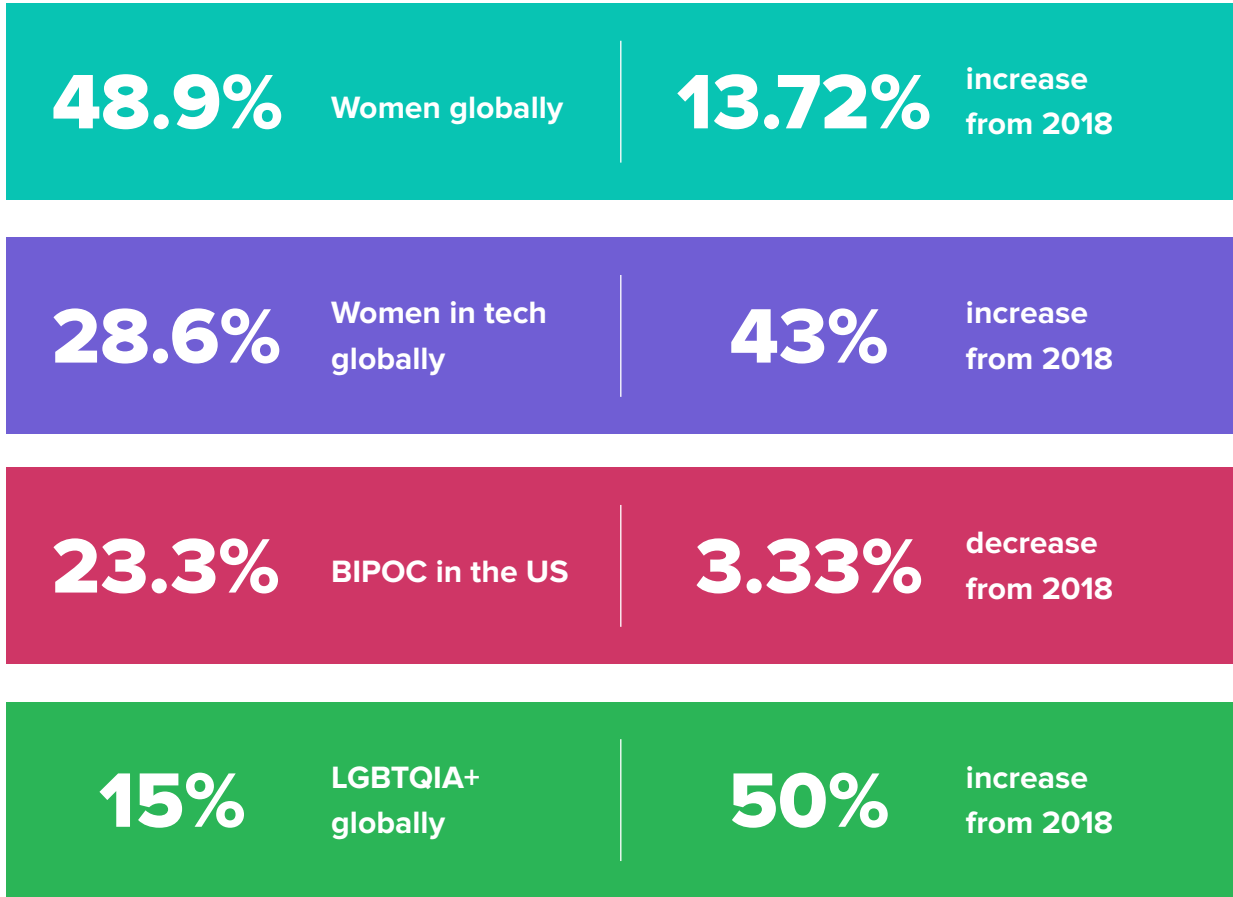


### Race

White (Not Hispanic/Latinx)



## Key Areas of Movement





2020 Diversity, Equity  
& Inclusion Report

# Where we're going



## Reflections

As we reflect on our data and progress, a few key areas jump out. We're proud to see that our focused efforts to increase the representation of women and LGBTQIA+ team members have resulted in significant, positive shifts. We're specifically encouraged by the increased representation of women in technical roles. We will not let up on those efforts and will increase our focus on building stronger career paths to increase the representation of women and LGBTQIA+ in leadership and executive roles.

It is also clear we need to redouble our efforts on recruiting, retaining and developing BIPOC (Black, Indigenous, people of color) team members to improve the racial diversity of our team. You'll see this focus represented in our future plans outlined later in this section.

As we continue to grow and evolve our DEI efforts, our reporting will grow along with it. We are continuing to use data from our internal inclusion survey, as well as qualitative data from team members, to improve our reporting in the future so we can better reflect all of our employees' identities.



## Where we're going

At Sprout, DEI is a collaborative and team-wide effort where everyone from senior executives to individual contributors are involved. We work hard to ensure a range of perspectives are represented in decision-making at all levels so that our practices are as equitable and inclusive as possible. The progress we've made is a result of our team's unwavering dedication to championing DEI and we look forward to growing our efforts in 2021.

As a software company with thousands of global customers from around the world, we aim to build a team that reflects the diversity of the people we serve while rising above the inequity in our society. To achieve that goal, we focus on three core DEI objectives:

### Learn

by engaging with and expanding our team's understanding of critical DEI concepts

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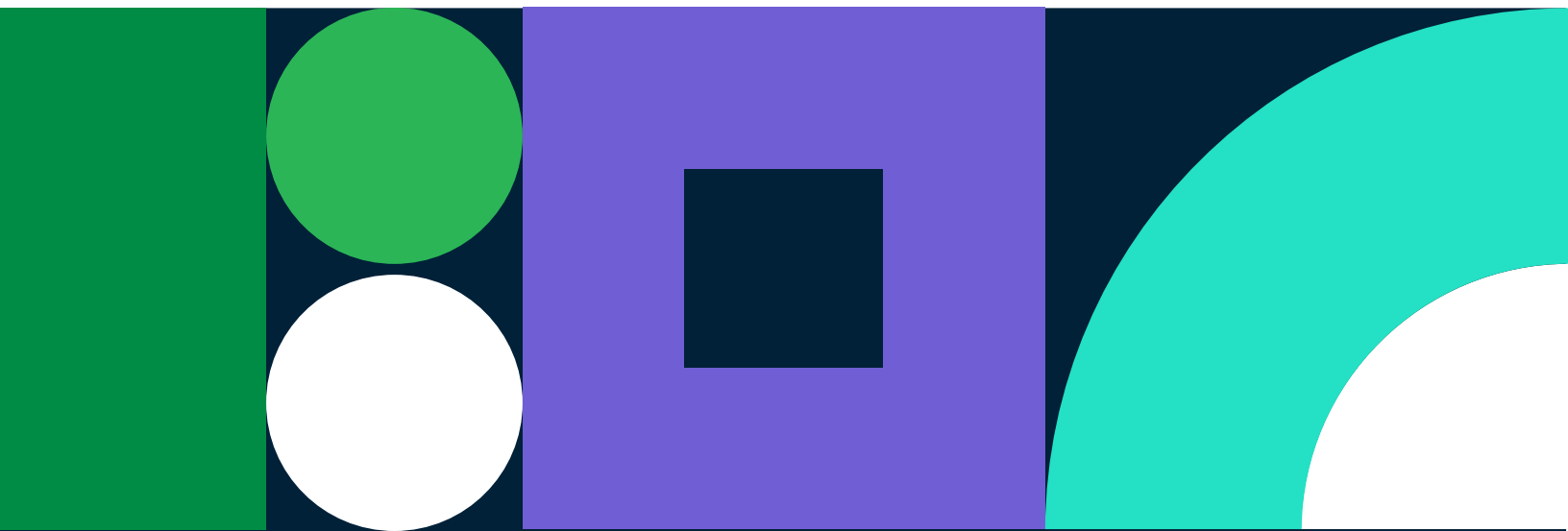
### Serve

by making an impact in our communities with a focus on organizations that prioritize DEI

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### Recruit

by cultivating a diverse pipeline that focuses on our priority identity groups: BIPOC, LGBTQIA+, women and underrepresented genders in tech



# Learn

Education and learning serve as the foundation of advancing DEI at Sprout. Our other efforts cannot make an impact unless we all recognize and understand the issues that contribute to a lack of equity and inclusion within our society.

To that end, we're implementing the following initiatives to support this learning:

## New initiatives

We will require all people managers to participate in an in-depth unconscious bias training facilitated by an external provider.

We will offer ongoing anti-racism trainings for our internal team.

We will launch an updated hiring manager and interviewer training with DEI best practices.

We will develop learning programs specifically for BIPOC employees to ensure that everyone has the same opportunity to succeed at Sprout, beginning with a pilot led by the sales organization in Q3 2020.

## Ongoing initiatives

All new hires complete a two-part unconscious bias training as part of their onboarding.

Our monthly, employee-led DEI Guild meetings serve as a place for our team to learn about and discuss topics like the US criminal justice system and voter suppression.

Our Business Resource Groups (BRGs) provide the space for team members to connect with those who share a common identity. BRGs support business initiatives through four lenses: culture, colleagues, commercial interests and community. Each group receives a budget to support their programming for the year, works with an executive sponsor and presents their strategic plans to our Executive Team.

**Number  
of BRGs**

**7**

**28**

Team members on  
DEI leadership

**3**

Executives on  
DEI leadership

**71%**

of team members  
have attended one  
or more DEI Guild  
Meetings in 2020

**“By creating an environment where we can learn from each other and discuss critical DEI principles, we empower our team to practice our value of championing DEI both at work and in their personal lives. It’s important to remember that this work never stops, and our ability to make real change starts with educating ourselves on the systems of oppression we knowingly, or unknowingly, contribute to.”**

**Ryan Barretto**

Senior Vice President, Global Sales, Sprout Social

# Serve

As a business, we believe we have the ability—and the responsibility—to invest in the communities where we work and live. Our team is passionate about giving back and investing their time and expertise to better the world at large.

To keep that momentum going, we have made the following commitments:

## New commitments

We will donate \$500,000 annually to organizations that fight discrimination and advance policy changes that support marginalized communities. This is in addition to the \$250,000 we donated in June 2020.

We will ensure there is broad representation across our speaker lineups for external, Sprout-hosted events, with a goal of featuring 50% BIPOC speakers going forward.

We will implement a Supplier Diversity Program to ensure we work with organizations that share our values.

We will explore partnering with small businesses and providing pro bono consulting in key business areas, as well as investing in Black-owned businesses or in investment funds focused on Black-owned businesses.

## Ongoing commitments

Our volunteering initiative, Sprout Serves, regularly provides in-person and virtual volunteer opportunities that the team is encouraged to participate in using our flexible PTO policy.

Our annual Philanthropy Week allows team members to dedicate their time towards a week of charitable giving.

**2,767**

Hours volunteered  
in 2020

**\$265K**

Money donated  
in 2020

## Philanthropy Week 2019 stats

**200+**

employees  
participated

**16**

internal  
teams

**\$18,568**

total money  
raised

Our 2019 Philanthropy Week was fully remote and inclusive of our global team.

**“Seeing our team come together to support one another and fight for progress has been a welcome, and needed, source of hope. Sprout is committed to making continuous progress against racism, inequality and injustice, and we stand proudly behind our community. We will continue to work with our leaders and BRGs to support our efforts and will apply constant pressure to make enduring change happen.”**

**Justyn Howard**

Chief Executive Officer, Sprout Social

# Recruit

As our data shows, it's evident that we need to improve our recruitment pipeline to foster more diversity in our overall team. We're committed to ensuring our current and future team members feel seen, heard and validated, and believe a diverse team will allow us to better serve our customers and communities.

We are making several commitments to invest in underrepresented communities and bring further diversity to our team:

## New commitments

We will expand our DEI team by at least one additional full-time employee by Q1 of 2021.

We will establish hiring manager and recruiter goals for the number of sourced candidates who identify with our priority identity groups: BIPOC, LGBTQIA+, women and underrepresented genders in tech.

We will prioritize BIPOC representation in our sourcing efforts when hiring recruiters in the future.

We will focus our recruitment efforts for engineering roles at historically Black colleges and universities in 2020 and beyond.

We will launch a program to involve our hiring managers in proactively building diverse networks, beginning with a pilot with the marketing team in Q3 2020.

## Ongoing commitments

We'll continue to work with our community partner, re:work, to support diverse candidates earlier and address opportunities to improve hiring, retention and promotion of underrepresented talent within our sales organization.

Our recruitment team will continue to prioritize DEI by working with our community partners, building a diverse prospecting funnel, prioritizing candidates who identify with our priority identity groups in our sourcing efforts and using impact job descriptions. These focus on what you will accomplish in a role instead of traditional measures like years of experience required.



**600**

prospects from our priority identity groups added to our talent pipeline in the last 11 months

**81%**

of employees believe people from all backgrounds have equal opportunities

(1% increase from 2019)\*

**89%**

of employees believe they can be their authentic selves at work

(6% increase from 2019)\*

**73%**

of employees can see themselves at Sprout in two years

(6% increase from 2019)\*

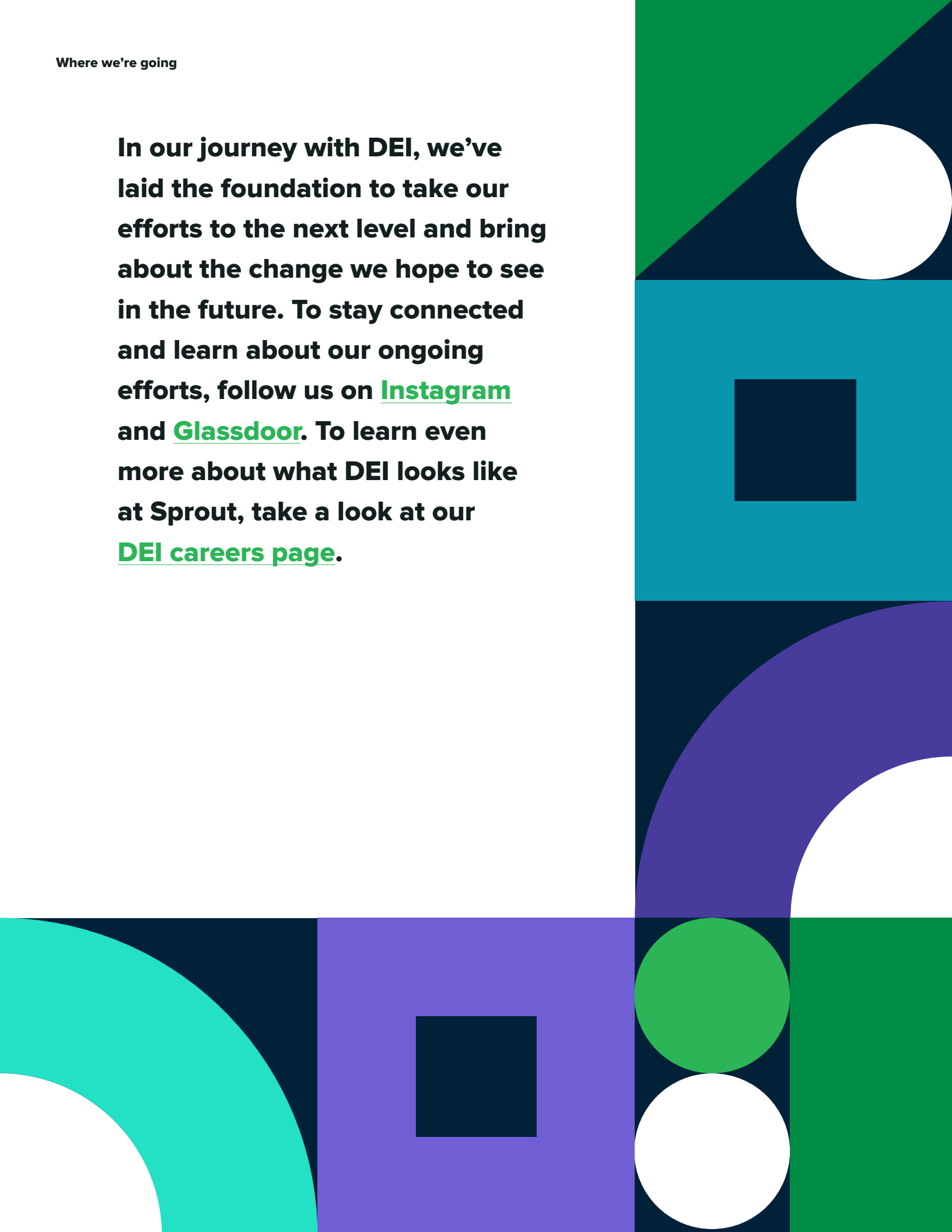
**“ We are rededicating ourselves to our DEI commitments and will work harder to create opportunities that uplift our people and communities. We still have work to do, but I’m grateful for everything our team has done to contribute to the lasting change we hope to see in the world.”**

**Maureen Calabrese**

Chief People Officer, Sprout Social

\* 2020 Pulse Survey results (US Team)

In our journey with DEI, we've laid the foundation to take our efforts to the next level and bring about the change we hope to see in the future. To stay connected and learn about our ongoing efforts, follow us on [Instagram](#) and [Glassdoor](#). To learn even more about what DEI looks like at Sprout, take a look at our [DEI careers page](#).



# Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care, and advocacy solutions to more than 24,000 brands and agencies worldwide. Sprout's suite of solutions supports every aspect of a cohesive social program and enables organizations of all sizes to extend their reach, amplify their brand and create the kind of real connection with their consumers that drives their businesses forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Pinterest, Instagram and LinkedIn.

