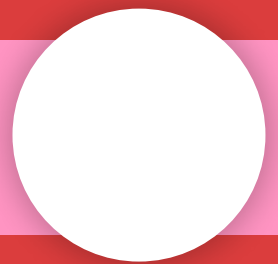
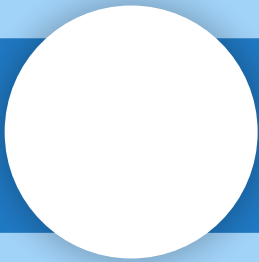


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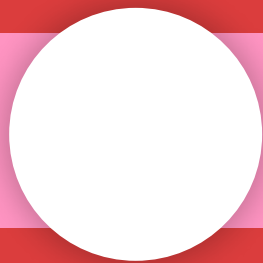
# 2021 Diversity, Equity & Inclusion Report



**At Sprout Social, we believe building a team rooted in diversity, equity and inclusion (DEI) has a direct impact on the success of our company, and the world at large. DEI is foundational to our culture and helps define who we are as a company. Our commitment to these principles is woven into our business practices and illustrated by our colleagues around the world.**

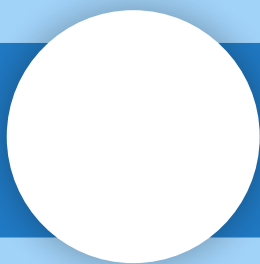
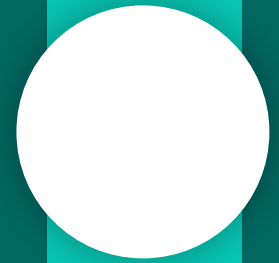
In this report, we'll share the current demographic makeup of our team and spend time reflecting on our progress and opportunities.

By sharing our data, we hope to shed light on our key learnings and future goals so that our DEI efforts continue to progress in the years ahead.



**2021 Diversity, Equity  
& Inclusion Report**

# **Where we stand today**



**This year, we've expanded our reporting to include global data on transgender employees as well as age diversity. 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

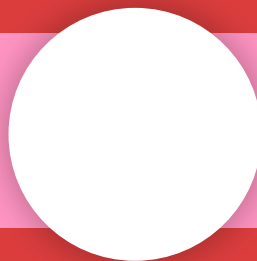
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**Director+** Includes directors, vice presidents and our executive team

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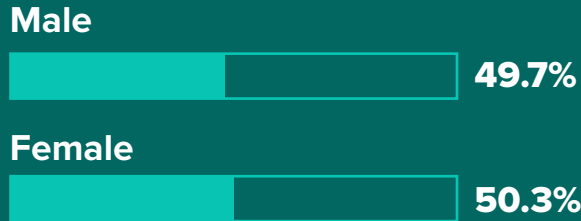
**Technical Roles** Includes employees in Engineering, DevOps, IT, Data Science, Product and Product Design

*The data included in this report is derived from the following sources: US Equal Employment Opportunity (EEO) data as of June 1, 2021, international employee data provided at the time of hire and self-reported global internal inclusion survey data from January 22 to February 15, 2021. Data is rounded to the nearest tenth decimal place and may not add up to exactly 100%.*

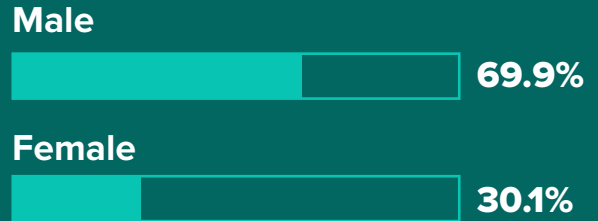


# Global Gender & Sexual Orientation Representation

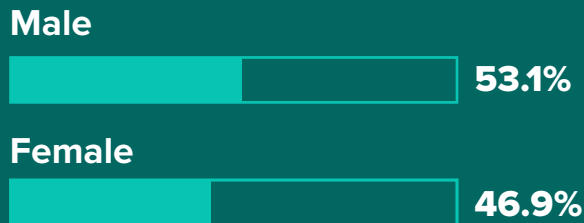
## Global Team



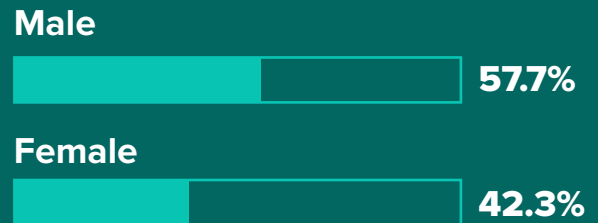
## Technical Roles



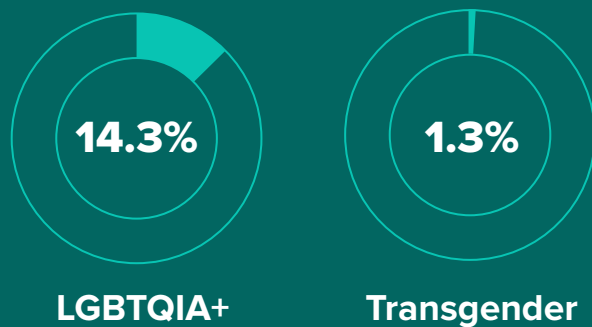
## Leadership (All)



## Director+

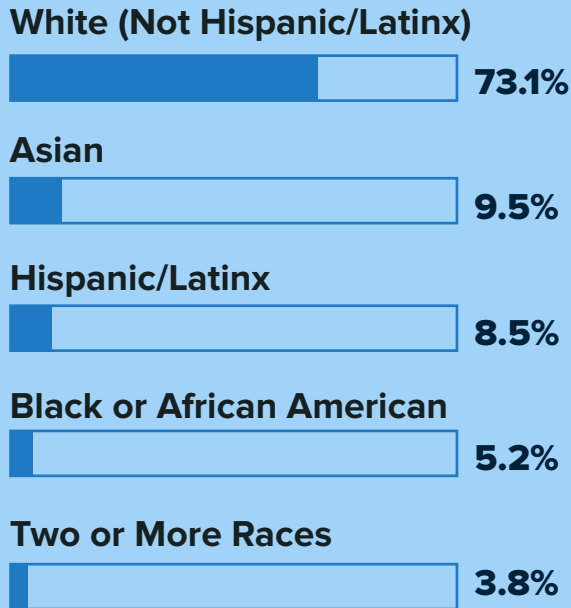


## Global LGBTQIA+ Representation

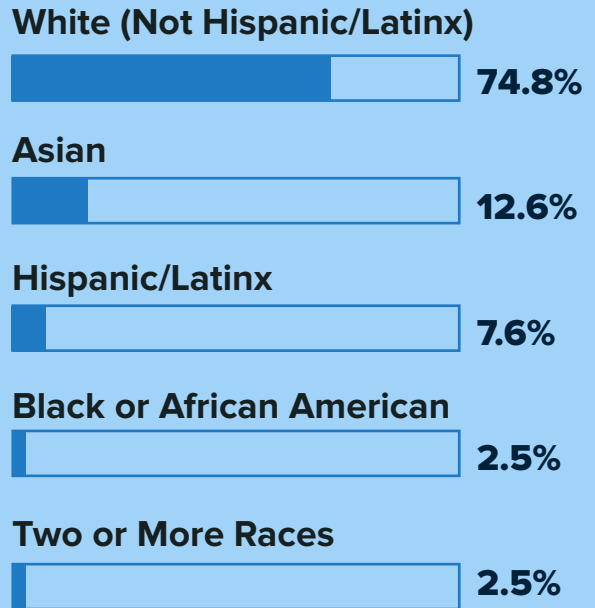


# US Race & Ethnicity

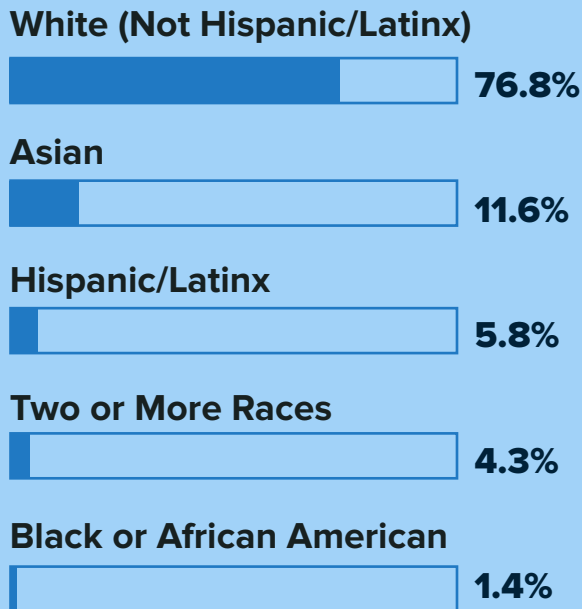
## US Team



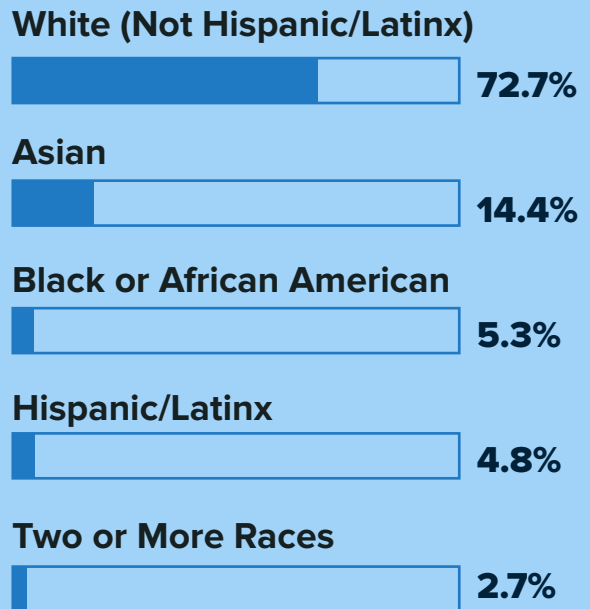
## Leadership (All)



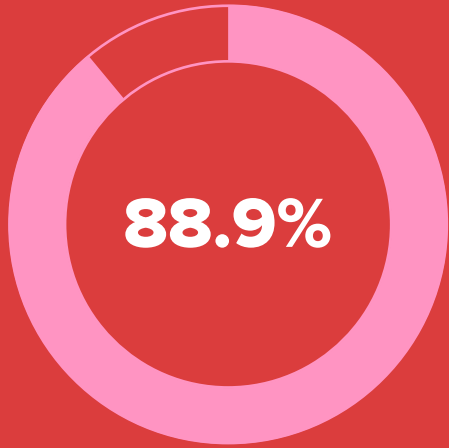
## Director+



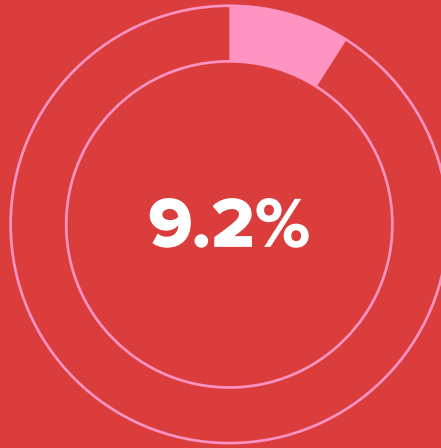
## Technical Roles



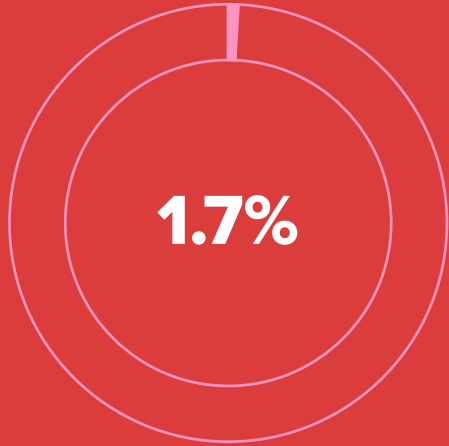
## Global Age Representation



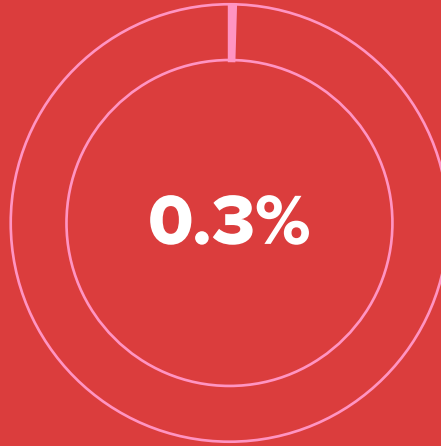
**Millennials**  
ages 23-38



**Gen X**  
ages 39-54



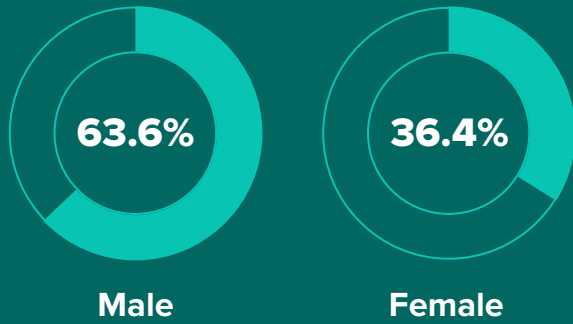
**Gen Z**  
ages 7-22



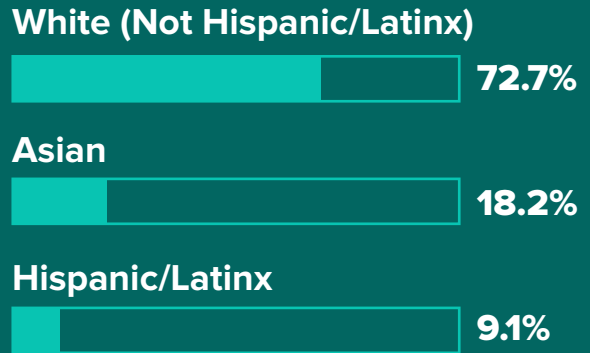
**Baby Boomers**  
ages 55-73

## Executive Team Representation

### Gender

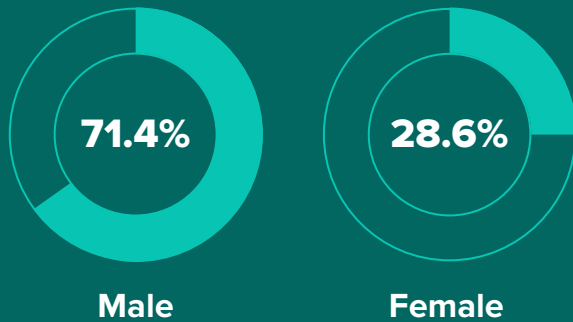


### Race

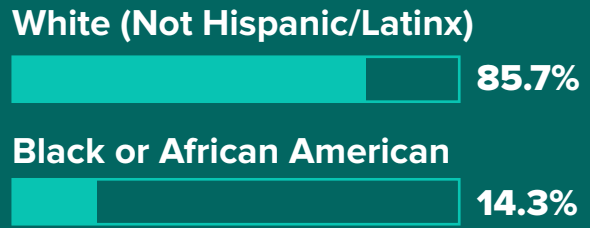


## Board of Directors Representation

### Gender



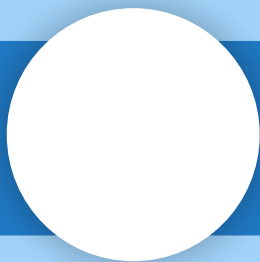
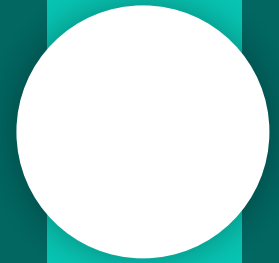
### Race



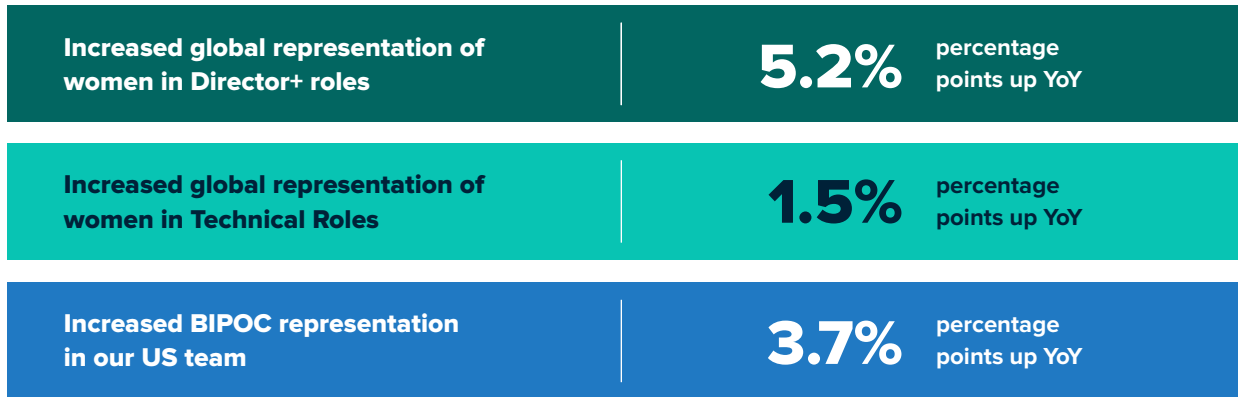


**2021 Diversity, Equity  
& Inclusion Report**

# Reflections

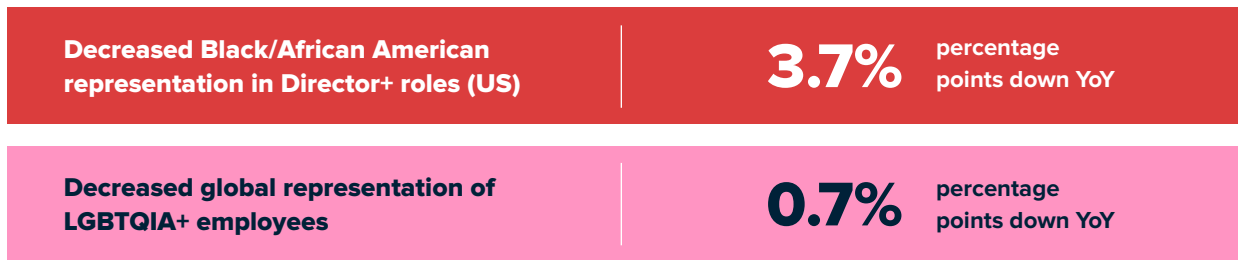


**Since we last reported on our demographic data, we've made progress in the following key areas:**



We're proud to see our efforts around advancement and recruitment improving the diversity of our leaders and overall team. These increases reflect our efforts to broaden our recruitment network and support existing team members with career development. These improvements have brought greater and more diverse perspectives into how we operate our business—which not only benefit our team, but the 29,000+ customers we serve across the globe.

**While we're proud of our progress, we also identified these areas in need of improvement:**



Improving the racial diversity of our US leadership team, gender diversity of leadership globally and age diversity overall continue to be top priorities. We're addressing these challenges by continuing to build on and invest in equitable systems around promotion, internal advancement and hiring. Our work with DEI is not bound by reaching numerical goals for representation, which can assume this work ends once the goal is reached. Rather, we also assess other measures of employee engagement, such as attrition rates and qualitative feedback, to view the data holistically. By analyzing these movements within that context, we are able to better understand how Sprout can continue to be a career accelerator both within and beyond our organization.

Of course, our numbers only tell part of the story. We also made several commitments last year to improve the diversity of our team.

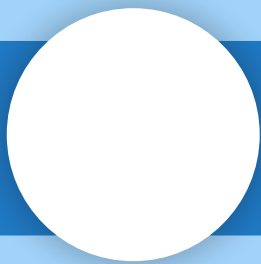
**Below is an update on the initiatives we executed over the past year to support our DEI efforts.**

<p><b>Revamped recruiting practices:</b> Established recruiter sourcing goal for diverse talent and recruited at HBCUs, prospected diverse hiring networks.</p>
<p><b>Invested in educational programs:</b> Launched unconscious bias training for new hires, updated hiring manager interview training and piloted learning programs for BIPOC talent.</p>
<p><b>Integrated DEI into leadership learning curriculum:</b> Included courses on rethinking bias in talent management and inclusive leadership.</p>
<p><b>Supported external DEI work:</b> Donated \$500k to organizations fighting discrimination, including <a href="#">The Last Mile</a>, <a href="#">Native American Rights Fund</a>, <a href="#">Erie Neighborhood House</a>, <a href="#">Asian Americans Advancing Justice</a>, <a href="#">Chicago Urban League</a>, <a href="#">Urban League of Metropolitan Seattle</a>, <a href="#">My Block, My Hood, My City</a>, <a href="#">Re:Work Training</a>, <a href="#">UNCF</a>, and Center for Digital Business at Howard University. In addition to donations, we established long-term partnerships with organizations advancing DEI, including launching a \$100,000 scholarship fund with UNCF. We will be awarding a total of eight scholarships, and recipients will be able to apply for a full-time role at Sprout through our Associate Software Engineering program.</p>

While we've made progress in some areas, we are still working towards distributing an internal anti-racism training, deepening our investment in Black-owned businesses, and implementing a supplier diversity program. As we reevaluate timing for our supplier diversity program, we have updated our supplier code of conduct to ensure our supply chain is economically diverse and inclusive.

**2021 Diversity, Equity  
& Inclusion Report**

# **Evolving DEI at Sprout**



## DEI isn't a short-term initiative. Over the past year, we learned a lot about what DEI means at Sprout.

For us, DEI is about building a diverse team, driving equity, investing in our underrepresented talent and enabling a culture of inclusion and belonging.

To realize those goals and create an impactful and sustained change for our community, we'll build upon our current program and structure to ensure it evolves at the same rapid pace as the needs of our team.

Using qualitative insights from our team and the opportunities identified from our data, we will create a long-term approach to crystalize our focus for the future of DEI at Sprout. This year and next, we will focus on evolving our existing talent systems, developing manager and team member capability, and strengthening community connection for all employees through the tactics below.

### Continued DEI growth initiatives

**Finalize 2025 workforce goals:** We will solidify workforce goals with a focus on increasing racial and ethnic diversity in our US team and in leadership roles, as well as global representation of women in leadership roles. We will reassess these focus areas each year based on our progress with representation, recruitment and retention, and will actively mitigate any inequity within our systems and processes.

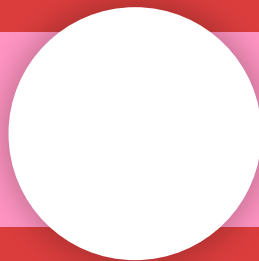
**Establish systems that support accountability:** We will build systems that encourage ownership of DEI across the entire organization, including workforce data reporting, further embedding DEI into performance management and career bands, and an org-wide rollout of our "Engaging in Bold Conversations" and "Inclusion Through Allyship" courses. We will also share demographic data dashboards with our executive team to review progress and identify areas of opportunity within employee growth, movement and attrition.

**Roll out Community Resource Groups (CRGs):** Formerly known as Business Resource Groups (BRGs), our CRGs reflect our shared purpose in serving the needs of underrepresented communities while empowering allies to take action. CRG co-leads will receive an annual bonus for each calendar year of their two-year term.

**Build a targeted development program for diverse talent:** We will launch a development program that focuses on strengthening key leadership skills and competencies to support the growth trajectory of diverse talent into leadership opportunities. Additionally, the program will offer individual coaching opportunities that reinforce the unique goals each person has for their career journey.

**Integrate inclusive leadership behaviors:** As stewards of our team's success, our people leaders play an instrumental role in achieving the tactics listed above. To support our leaders in this important work, we will launch new and updated inclusive leadership courses including unconscious bias training. All people leaders will be assessed on their inclusive behaviors (i.e. the ability to demonstrate equity and inclusion in decision-making and seeking diversity in team members' backgrounds and experiences) through annual performance reviews, and those assessments will be leveraged as criteria for determining promotion as part of our Global Management Learning curriculum.

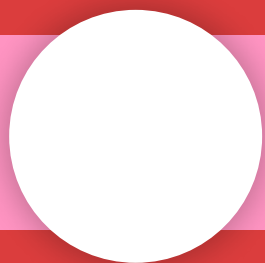
With our renewed focus on the initiatives above and investment in our leaders, we're building a structure that empowers us to iterate and shift DEI priorities based on the needs of our growing team and business.

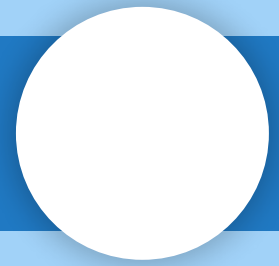


## Conclusion

**Progressing our DEI efforts is an ongoing process. There is always work to be done and we are committed to staying consistent with our efforts. We hope that sharing our data, reflections and future plans will impact change across our business, industry and society at large.**

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](#).





# About Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care, commerce and advocacy solutions to more than 29,000 brands and agencies worldwide.

Sprout's unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn.

