

**sprout**social

# 2023 Diversity, Equity & Inclusion Report



# Diversity, equity and inclusion (DEI) is a cornerstone of Sprout Social's culture, informing the way we structure our business, build our product and support our employees.

In our 2023 DEI report, we share the milestones we've reached as a company and our team's demographic information, while reflecting on our journey and progress to date.

Since our last report, we expanded upon our existing DEI infrastructure and focused our efforts on identifying the greatest catalysts for change—which were to increase investments in our leaders, diversify our recruiting pipeline and cultivate community and connection within our team.

**We know our leaders set the example for how we approach work, collaboration and connection with each other.**

To further drive the ownership of DEI across the organization, we introduced a new leadership development program to reinforce expected behaviors, such as empathetic and compassionate leadership, inclusive leadership, leading in times of crisis and mitigating unconscious bias in decision making.

We also enhanced our DEI learning programs to drive awareness and action in the areas of cultural agility, identity, power and privilege, allyship, and more.

**With a refined leadership model in place, we set our sights on improving our strategies to hire, retain and develop historically underrepresented talent.**

We diversified our recruiting pipeline through strategic partnerships and initiatives, including a scholarship fund with the [United Negro College Fund](#) and partnering with [re:Work Training](#) to hire and develop diverse talent into our Revenue teams.

Our ability to retain diverse talent is dependent on the support and resources we provide to ensure equitable growth and development. Therefore, we created a new leadership program for US-based BIPOC (Black, Indigenous, people of color) employees that provides professional development courses, leadership and peer coaching, and networking opportunities.

**Our efforts to hire and retain diverse talent ladder up to a critical element of our DEI work—to create an environment that fosters community and connection.**



**Accessibility@Sprout**



**LGBTQIA+@Sprout**



**Asians@Sprout**



**Parents@Sprout**



**Black@Sprout**



**Underrepresented  
Genders in Tech@Sprout**



**Cafecito: Latinx@Sprout**



**Women@Sprout**



**Veterans@Sprout**



**Interfaith@Sprout**

The launch of our ten Community Resource Groups (CRGs), formerly known as Business Resource Groups, help serve and support members of historically underrepresented identities and broader communities, and over the last year we added Veterans@Sprout and Interfaith@Sprout to the program.

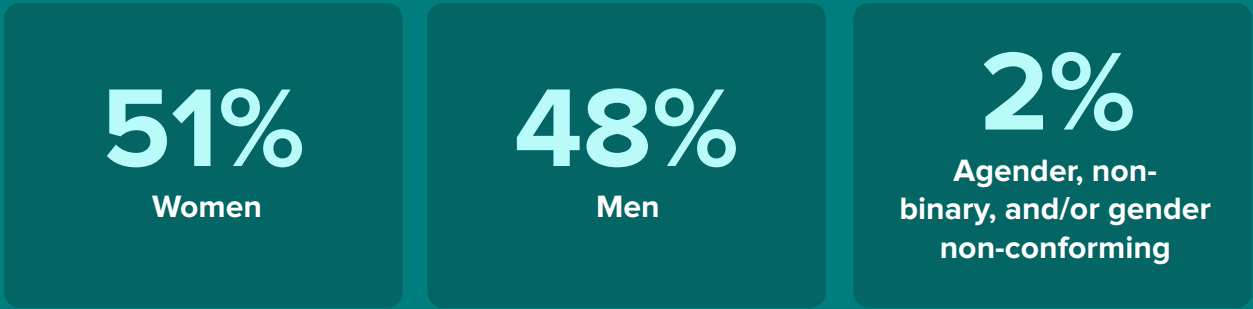
These groups are fundamental to providing space for people to connect, celebrate, and find belonging in the workplace. We've strengthened our CRG structure so that leaders of each group have access to professional development opportunities and receive an awarded annual bonus for their contributions.

**The investments we made to support and grow our team led to productive conversations about how DEI influences what we make and who we make it for.**

We've made several updates to Sprout's app to support inclusive social media best practices, such as alerts for adding image alt text to posts with visual content, as well as partnering with accessibility vendors to routinely audit the usability of our app. These adjustments have resulted in more equitable experiences for our customers and team.

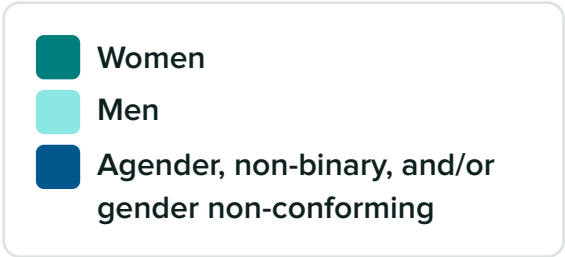
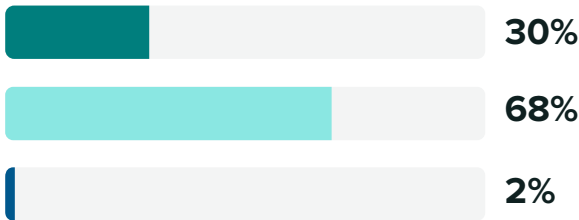
An immeasurable amount of time, effort and care is required to move the needle on DEI, and we are proud to see our progress reflected in our team's data, shared below.

# Global Gender Representation

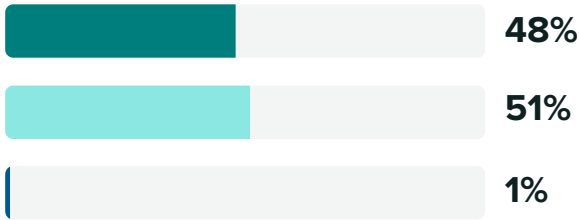


Percentages are rounded to the nearest whole and may not add up to exactly 100%

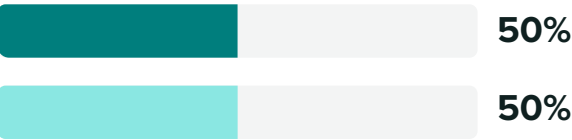
## Technical roles



## People Leaders



## Directors+



## Executive Team



## Board of Directors

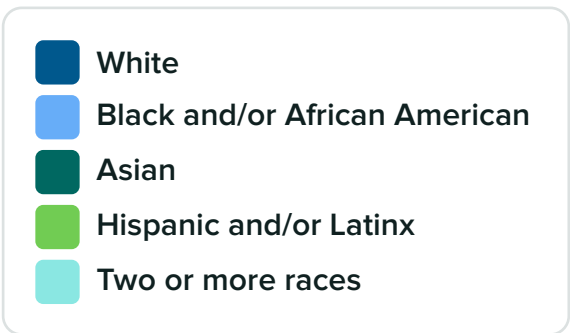
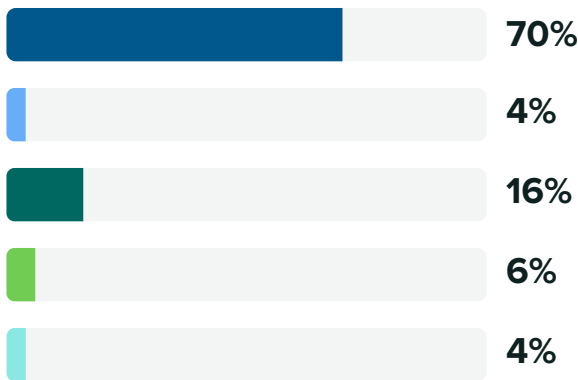


# US Race/Ethnicity Representation

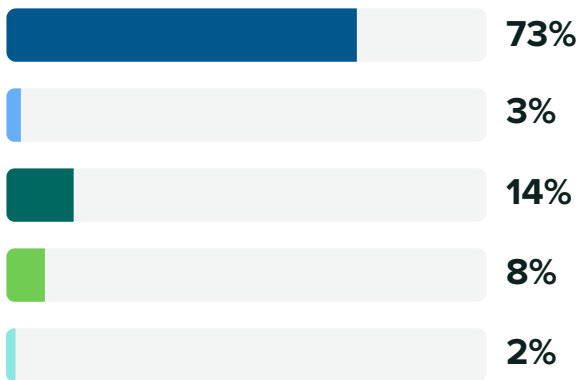
## Overall



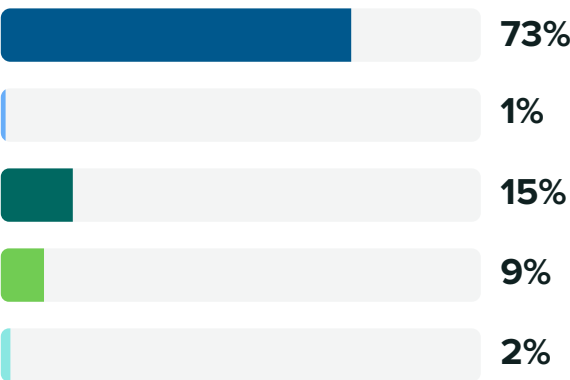
## Technical roles



## People Leaders

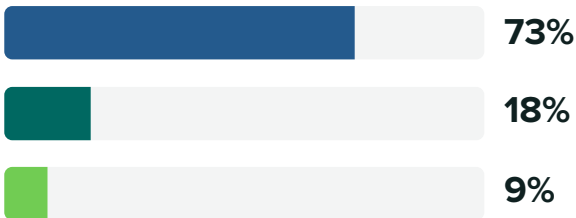


## Directors+



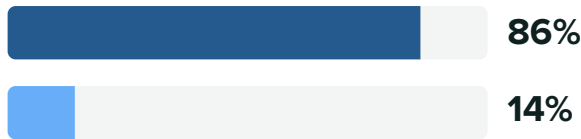
# US Race/Ethnicity Representation

## Executive Team

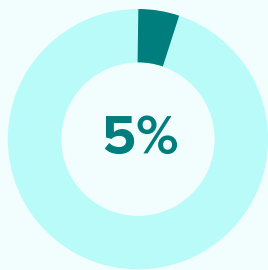


- White
- Black and/or African American
- Asian
- Hispanic and/or Latinx
- Two or more races

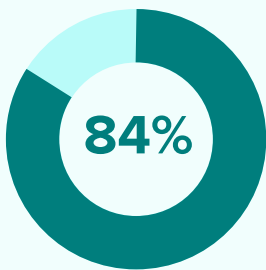
## Board of Directors



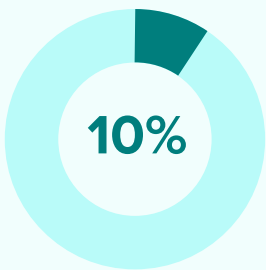
# Global Generations



**Gen Z**  
24 or younger



**Millennials**  
ages 25-40



**Gen X**  
ages 41-56



**Baby Boomers**  
ages 57-75



## Veteran Status + Disability (U.S.)

<1%

Veterans

15%

Disability

Follow us on [social](#) and [Glassdoor](#) to stay connected with where we're making progress. More information about DEI at Sprout can be found on our [careers page](#).

**As we look ahead to 2023, we will continue to build on the great momentum from last year and double down on the structures that enable us to be stewards of our workforce diversity with a focus on team-wide learning, ensuring equity in our critical people processes, and furthering our efforts to create a sense of inclusion and belonging for us all.**

## Data appendix / methodology

The data included in this report is derived from employees' self-reported identities in Workday, Sprout Social's HR Information System, as of December 31, 2022. Percentages are rounded to the nearest whole and may not add up to exactly 100%. Employees may opt out of providing self-reported identities.

This past year, we refined our data collection process to ensure we're referencing a single data source in order to maintain the integrity and accuracy of our team's demographic makeup. Past reports have included additional data from multiple sources (e.g. anonymous survey data), which results in some variance in the demographics shared—as a result, we will not be sharing sexual orientation data this year.

Additionally, we adjusted our approach to collecting gender self-identification to include non-binary, gender non-conforming, and/or agender identities. As a result, gender percentages may look different than in past reports.

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

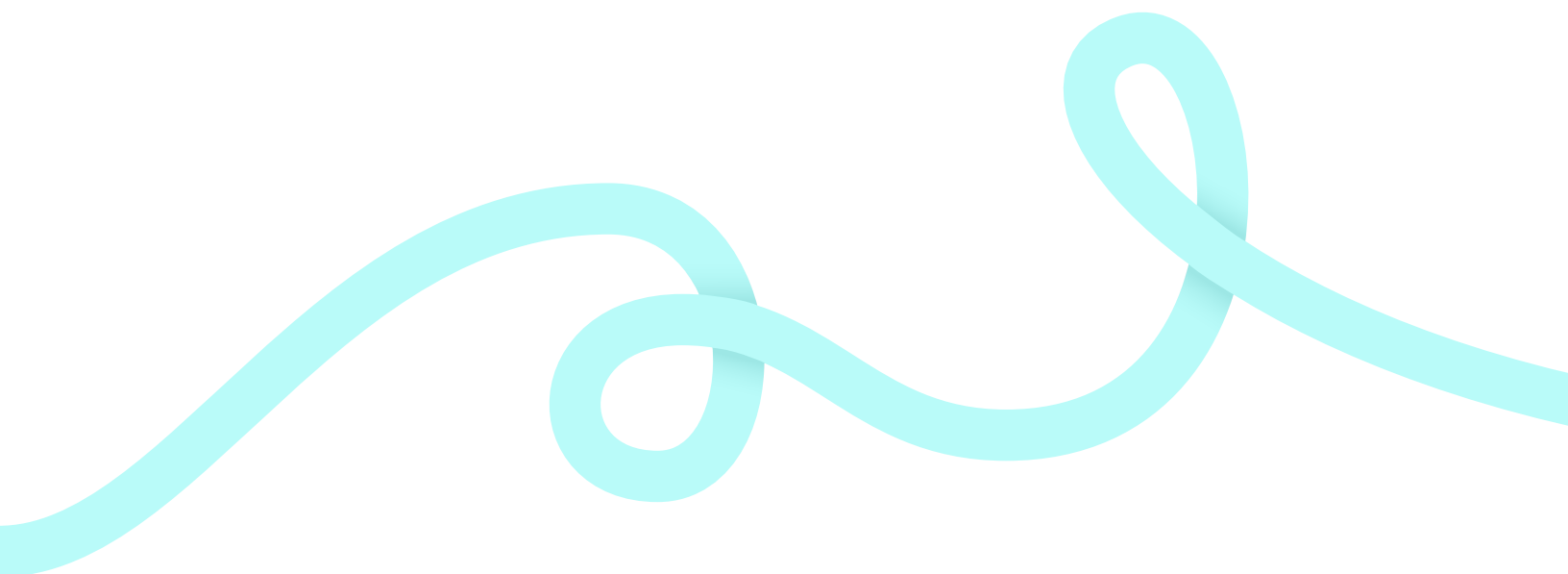
**US team** Includes all US-based employees

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

## Definitions

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

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





**Sprout Social is a global leader in social media management and analytics software.**

Sprout's unified platform puts powerful social data into the hands of more than 34,000 brands so they can make strategic decisions that drive business growth and innovation.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, connected workflows and AI-powered business intelligence. Sprout's award-winning software operates across all major social media networks and digital platforms.

Founded in 2010, Sprout has a hybrid team of 1,200 people located across the globe. Sprout Social has been recognized as a 2023 Glassdoor Best Places to Work, PEOPLE Companies that Care, Great Place to Work Best Workplace for Parents and more.

For more information about Sprout Social (NASDAQ: SPT), visit [sproutsocial.com](https://sproutsocial.com).

