

Diversity

Equity

&

Inclusion

Report

2024

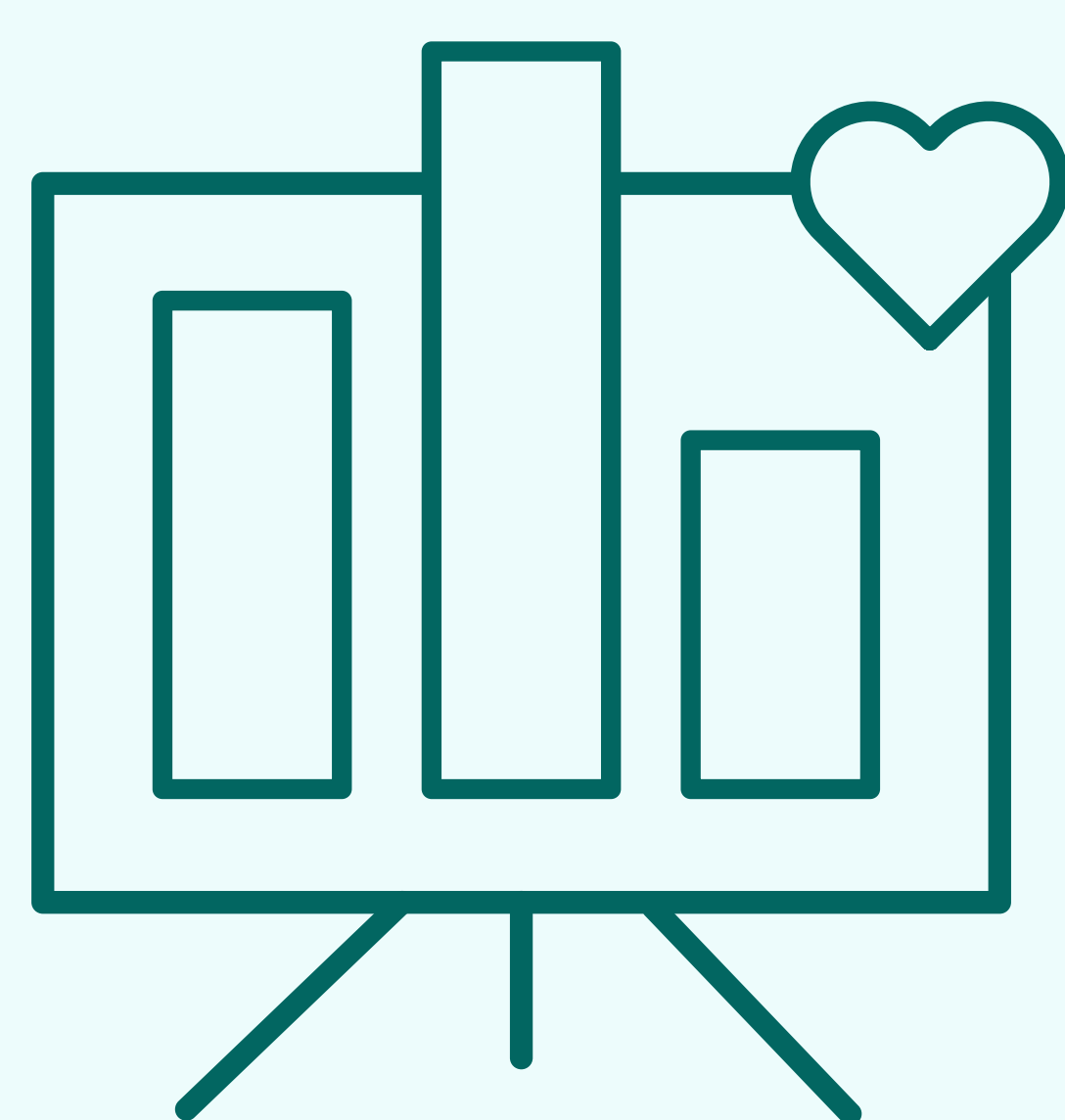
At Sprout Social, we value diversity, equity, and inclusion (DEI) as core principles that shape how we operate our business, develop our products, and support our team.

We believe that being open about our achievements and lessons learned is critical to our progress. We are committed to sharing both our milestones and learnings to keep ourselves accountable.

This report not only underscores our commitment to transparency, but serves as a catalyst for continuous improvement—recognizing the pivotal role DEI plays in our collective journey toward progress and inclusivity.

Empowering Data-Driven Decisions

Since our last report, we strengthened our commitment to making data-driven decisions by introducing a workforce diversity dashboard, giving us real-time insights on our hiring, leadership, and attrition trends across the organization.



Data collection and analysis is foundational for advancing DEI—it ensures collective accountability to our mission, drives efficiency, and maximizes our impact.

We enhanced our annual employee engagement survey to better understand how employees experience DEI at Sprout, and launched an advisory council with key drivers of our employee experience who use these insights to identify root causes of issues affecting underrepresented groups.

Together, these insights have allowed us to quickly pinpoint specific focus areas, make strategic investments, and drive greater transparency around our progress and opportunities.

Elevating Employee and Candidate Experiences

As we identified the most important needs for underrepresented talent, we took action to address them at every stage of our talent process.

We launched a diversity recruiting council to develop strategies and initiatives that ensure our hiring practices are unbiased and inclusive, included new bias intervention touch points throughout our hiring process, and improved how candidates engage with our Community Resource Groups (CRGs) during interviews.

We also expanded our recruitment partnerships with re:WORK TRAINING and the Black Marketers Association as well as launched a new Sales internship program with Hire Military.

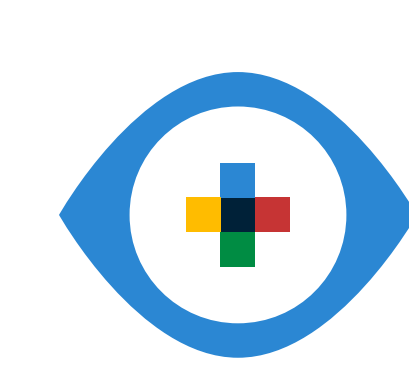


A major focus of our work is expanding access to opportunities, and our Accelerate program is designed to elevate BIPOC (Black, Indigenous, people of color) employees into leadership roles through assessments, workshops, and developmental coaching. This year, we evolved the program to include managers of participants to improve their management skills, understanding, and advocacy for their BIPOC team members.

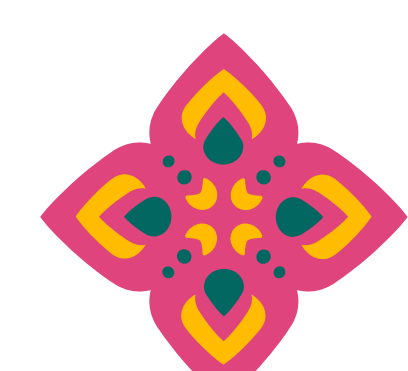
Maintaining a Culture of Connection

As a globally distributed company, we recognize that connection and trust are key foundations of an inclusive and equitable team.


Our CRGs made great investments in building community through memorable events that demonstrated the intersection and stories of their communities.



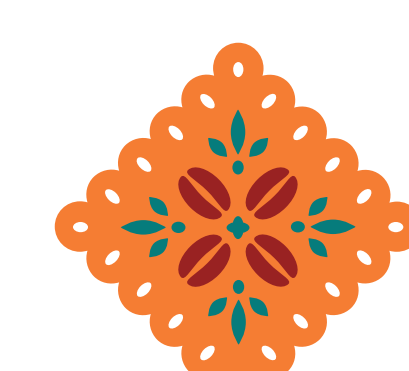
Accessibility@Sprout




Asians@Sprout



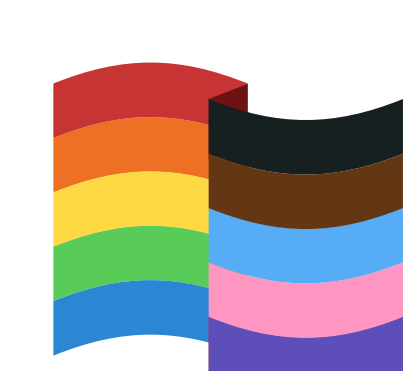
Black@Sprout




Cafecito: Latinx@Sprout




Interfaith@Sprout



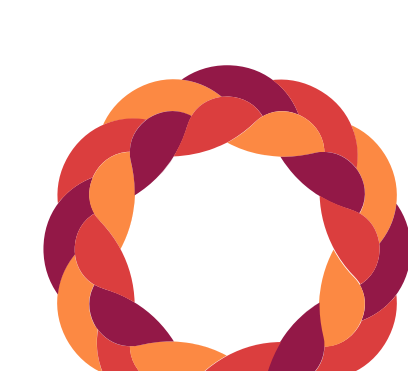
LGBTQIA+@Sprout



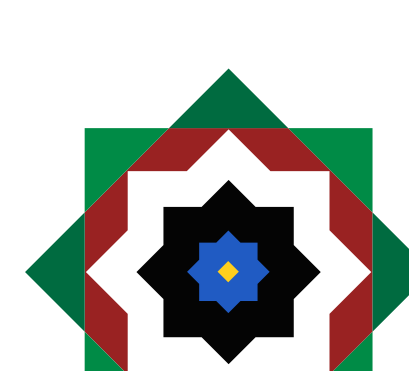
Parents@Sprout



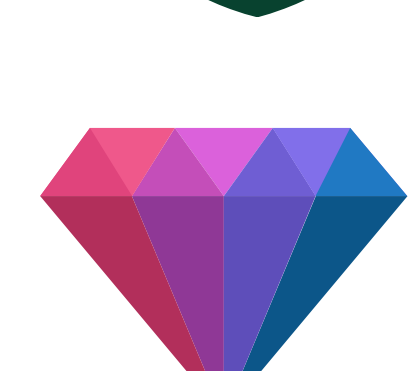
Veterans@Sprout



Women@Sprout



MENA(Middle-East and North Africa)@Sprout



Underrepresented Genders in Tech@Sprout

We also enhanced our company-wide DEI learning tradition, monthly Guild meetings, to center the stories of team members, showcase intersectional topics, and enable everyone at Sprout to strengthen their allyship in the workplace.

External speakers helped Team Sprout better understand and intervene on microaggressions and enhanced our understanding of how wellbeing differs depending on our social identities and experiences.

Supporting our communities

To enhance our impact in the communities where we live and work, we refined our social impact programs and broadened our initiatives to include up to 16 hours of employee volunteerism through our Volunteer Time Off program, financial and in-kind donations, and strategic partnerships with nonprofits—all aimed at fostering advocacy, improving access to quality education, and leveraging technology for positive change.



We launched Deed, a platform where employees can access and donate to more than 2 million nonprofits worldwide, and raised \$50K USD through employee donations and our employer match program—where Sprout matches donations up to \$100 USD per employee per year. We also donated \$200K toward our scholarship funds in partnership with the United Negro College Fund and the Hispanic Scholarship Fund.

In total, we proudly donated \$575K to nonprofit partners including: The Advancement Project, Howard University’s Center for Digital Business, basis.point and Project PEARL.

Where we stand today

Our overall representation of underrepresented genders and BIPOC employees remains steady, as well as within technical roles.

We have room for improvement in leadership roles for these groups and are actively working on new initiatives while enhancing existing ones to make positive changes in this area throughout 2024.

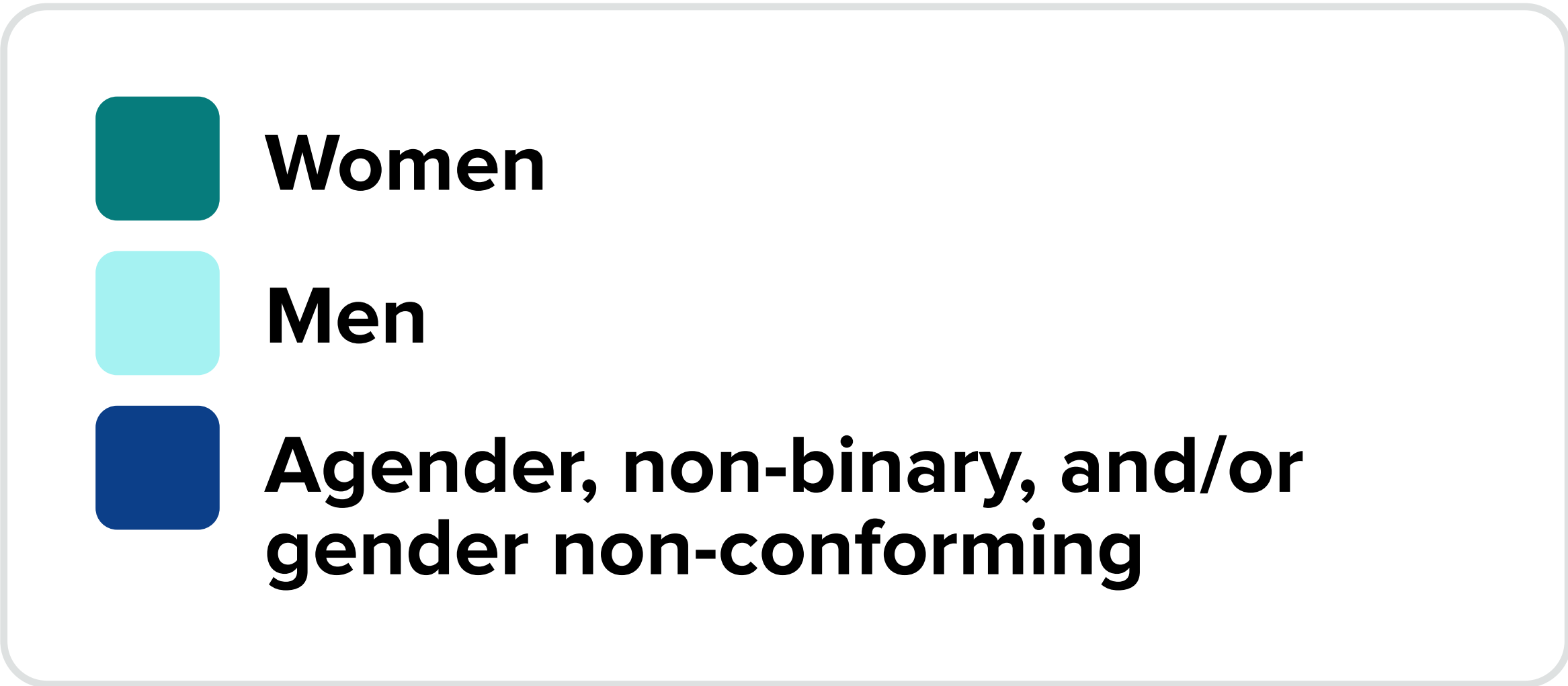
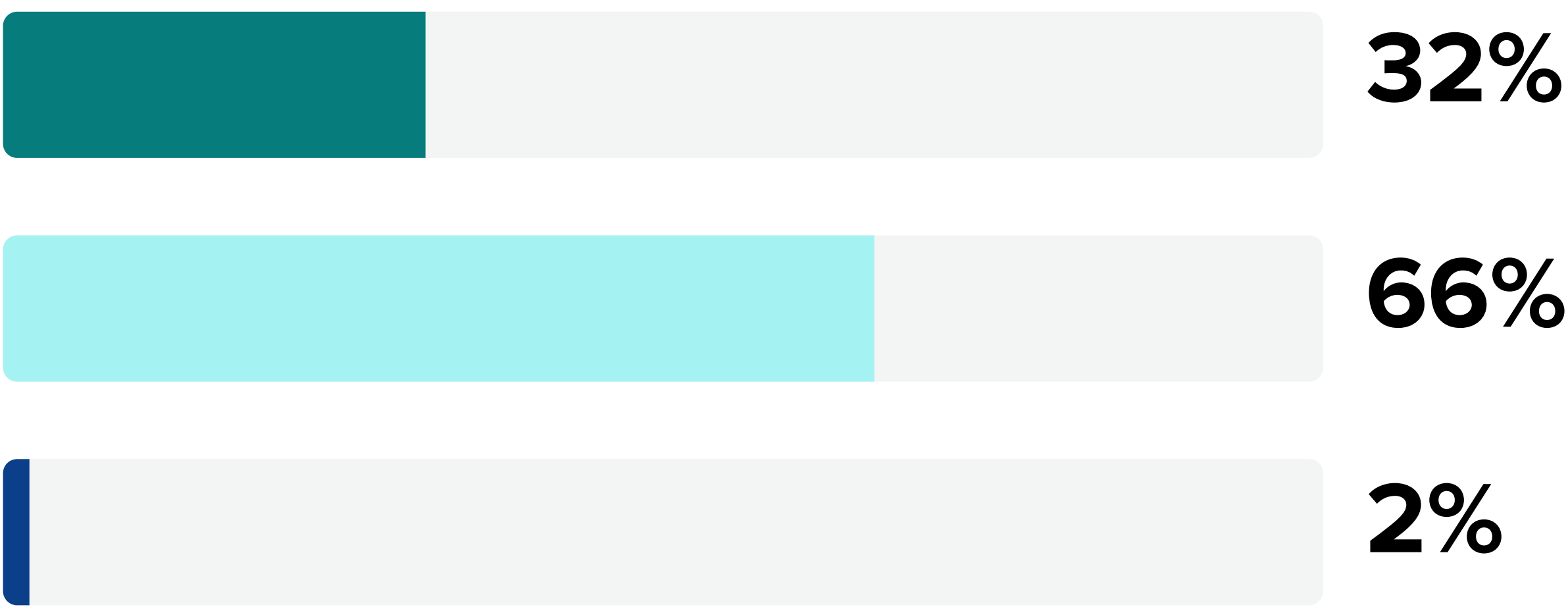
The following data provides a snapshot of our workforce diversity today.

Global Gender Representation

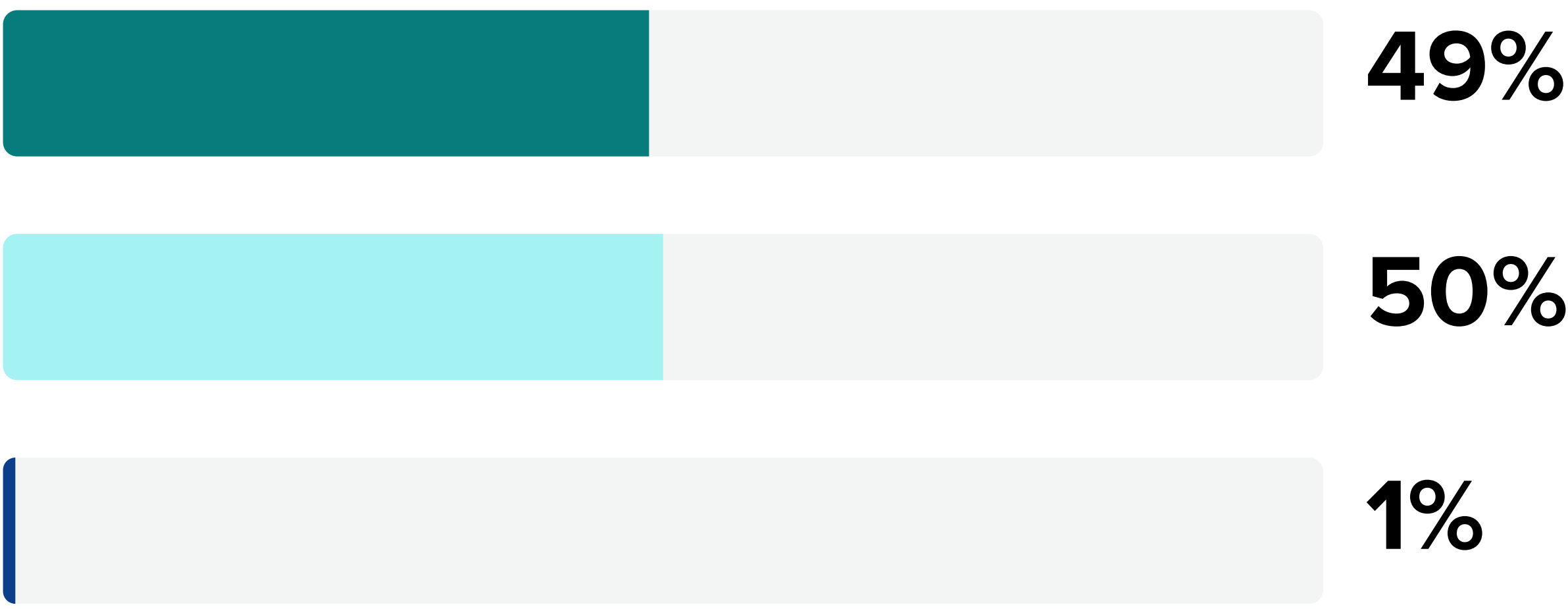


Percentages are rounded to the nearest whole and may not add up to exactly 100%

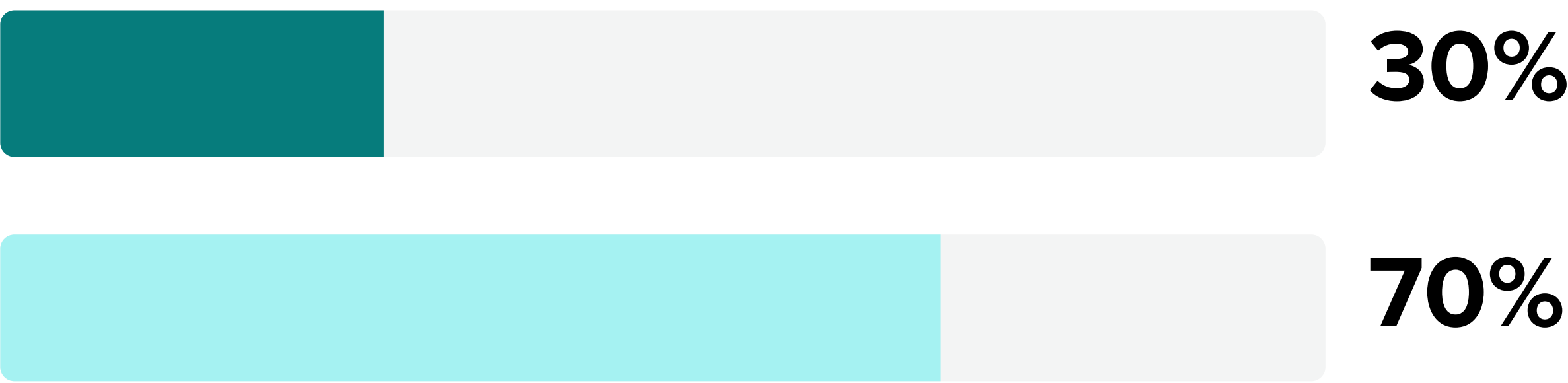
Technical roles



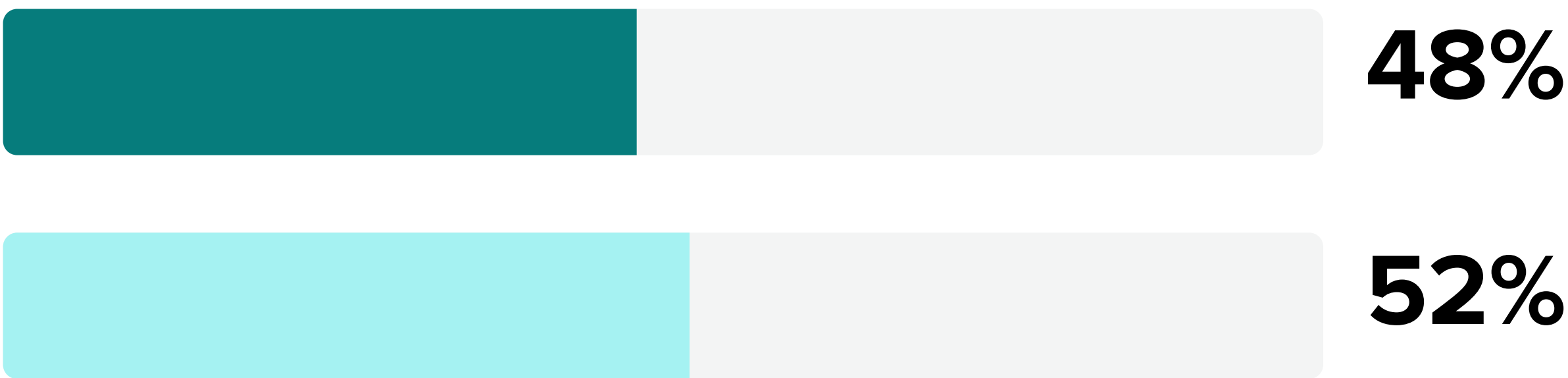
People leaders



Executive team



Directors+

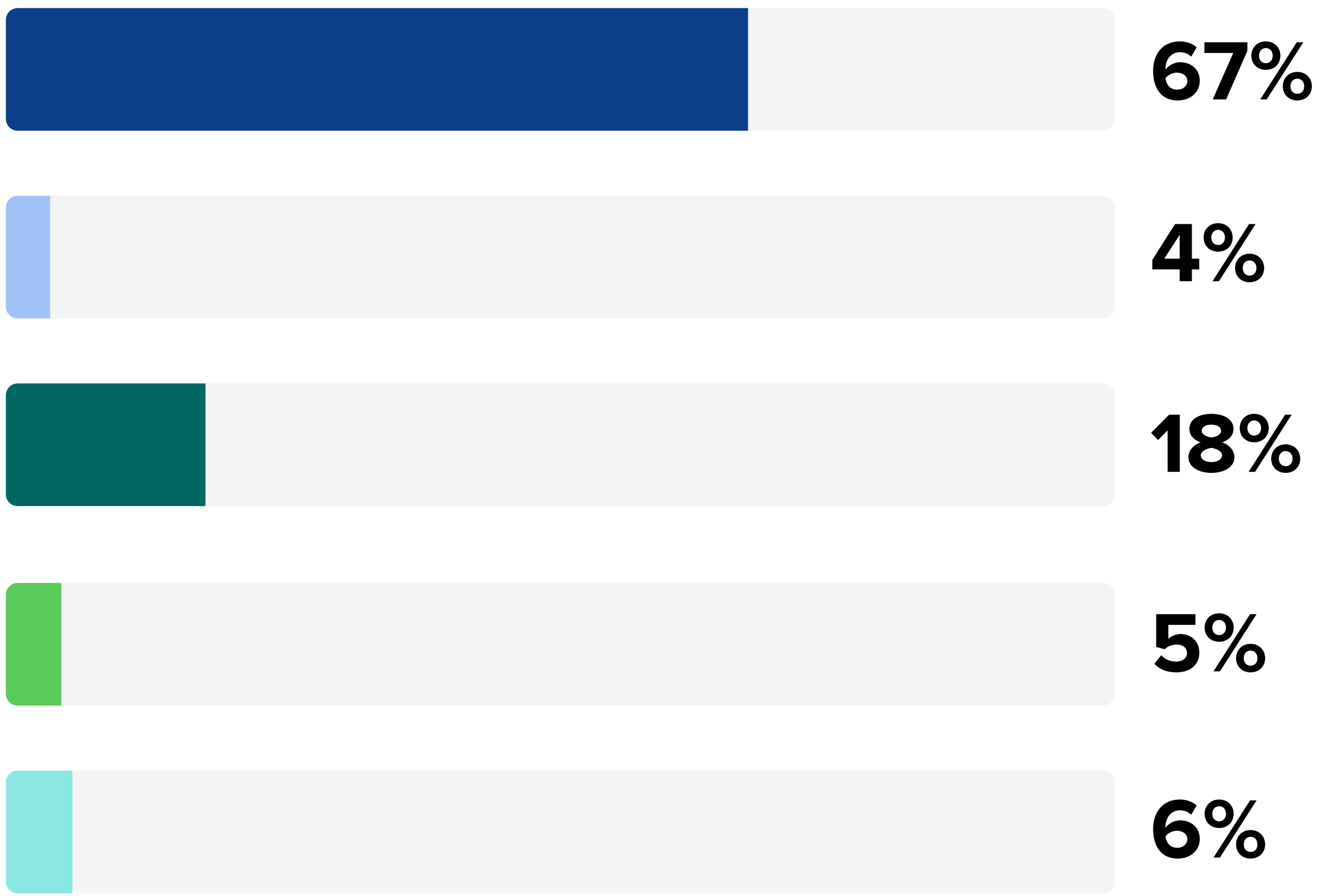


U.S. Race/Ethnicity Representation

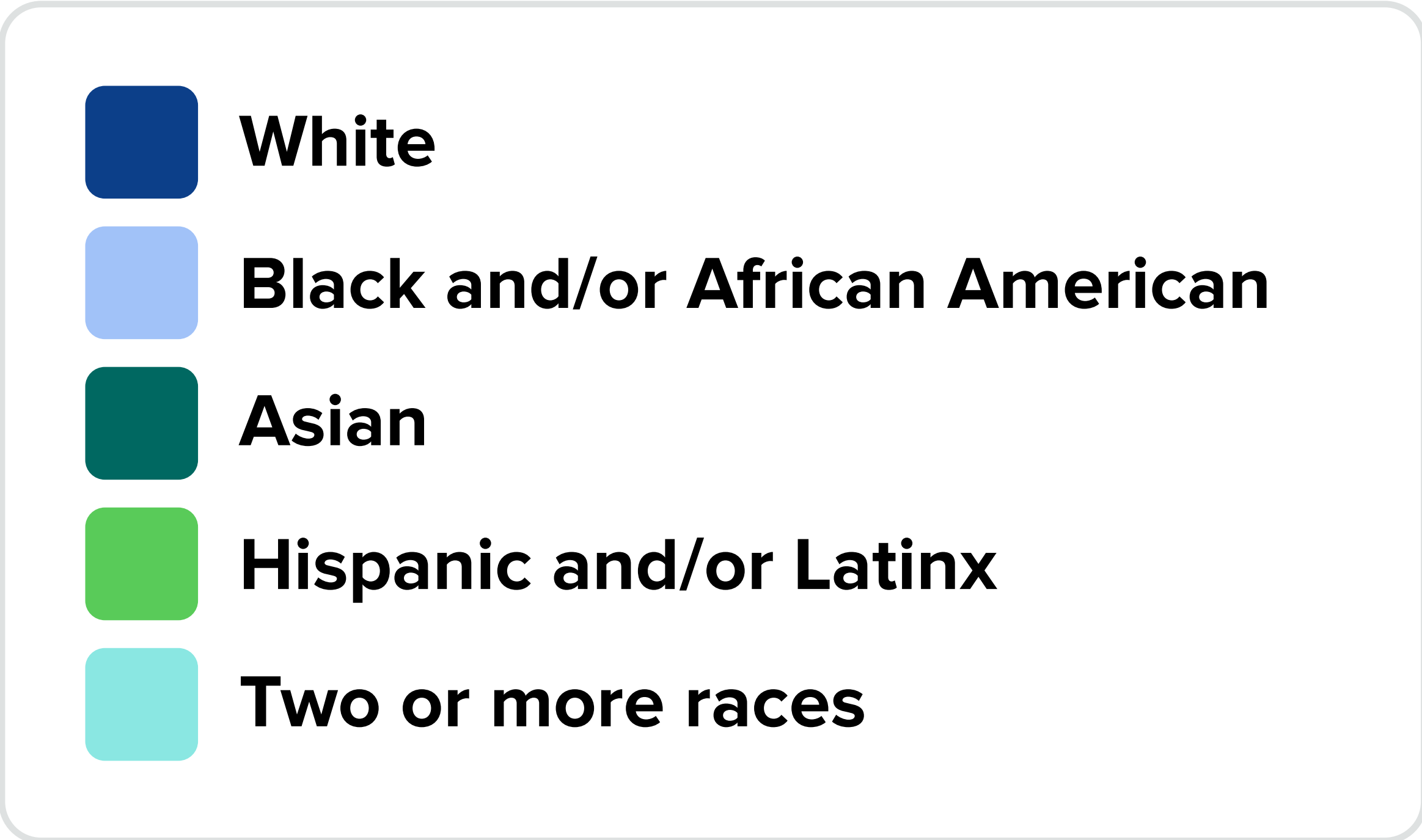
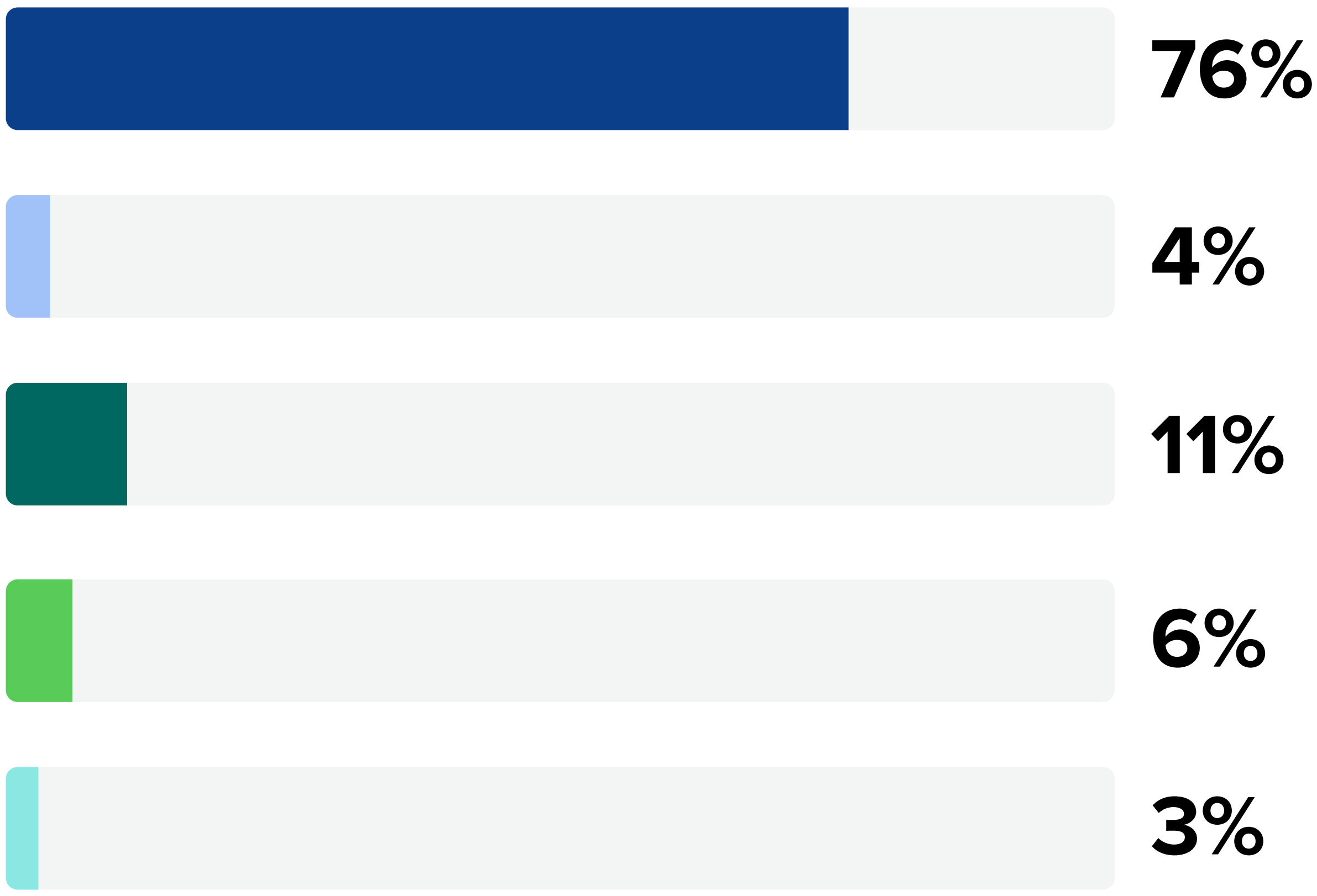
Overall



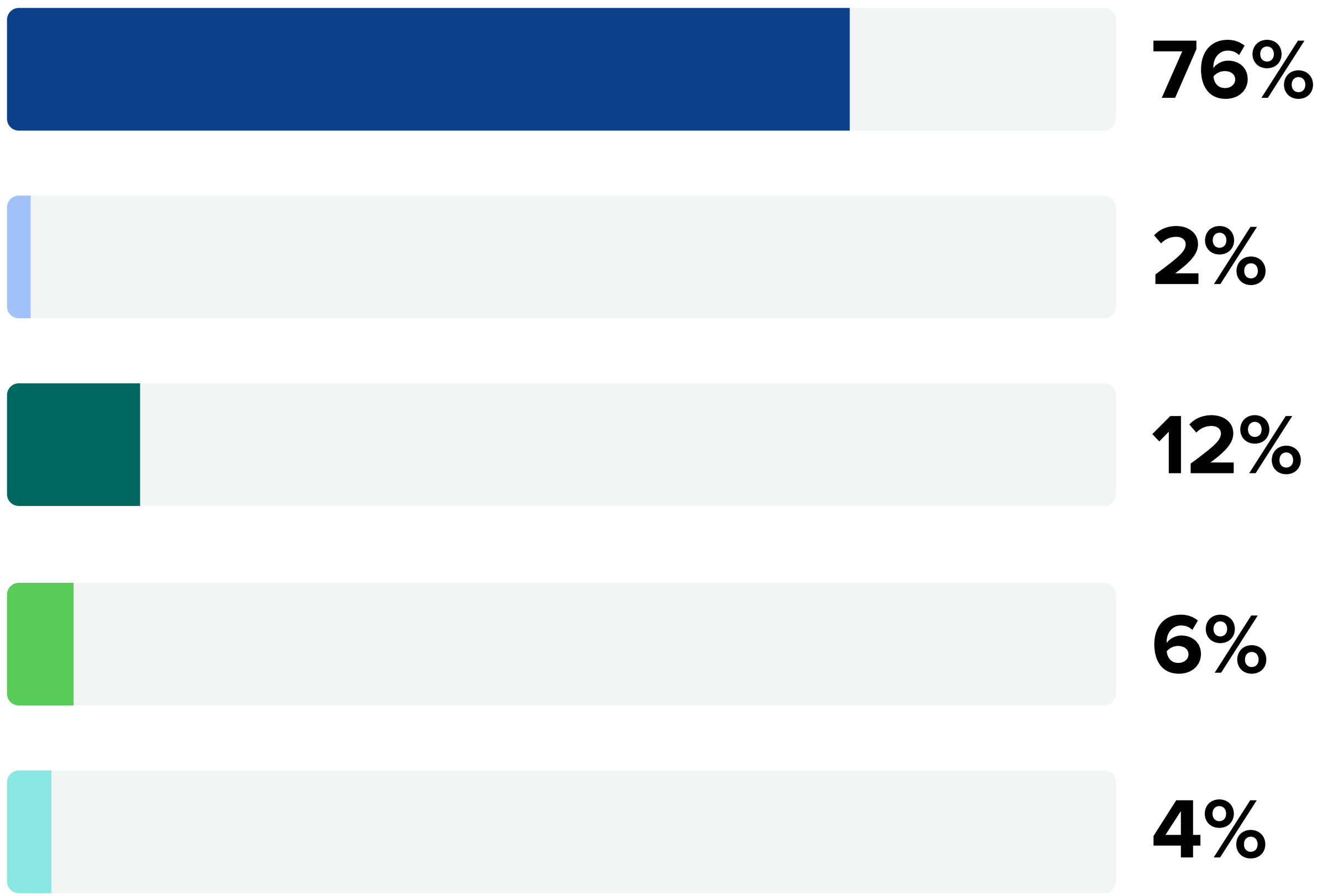
Technical roles



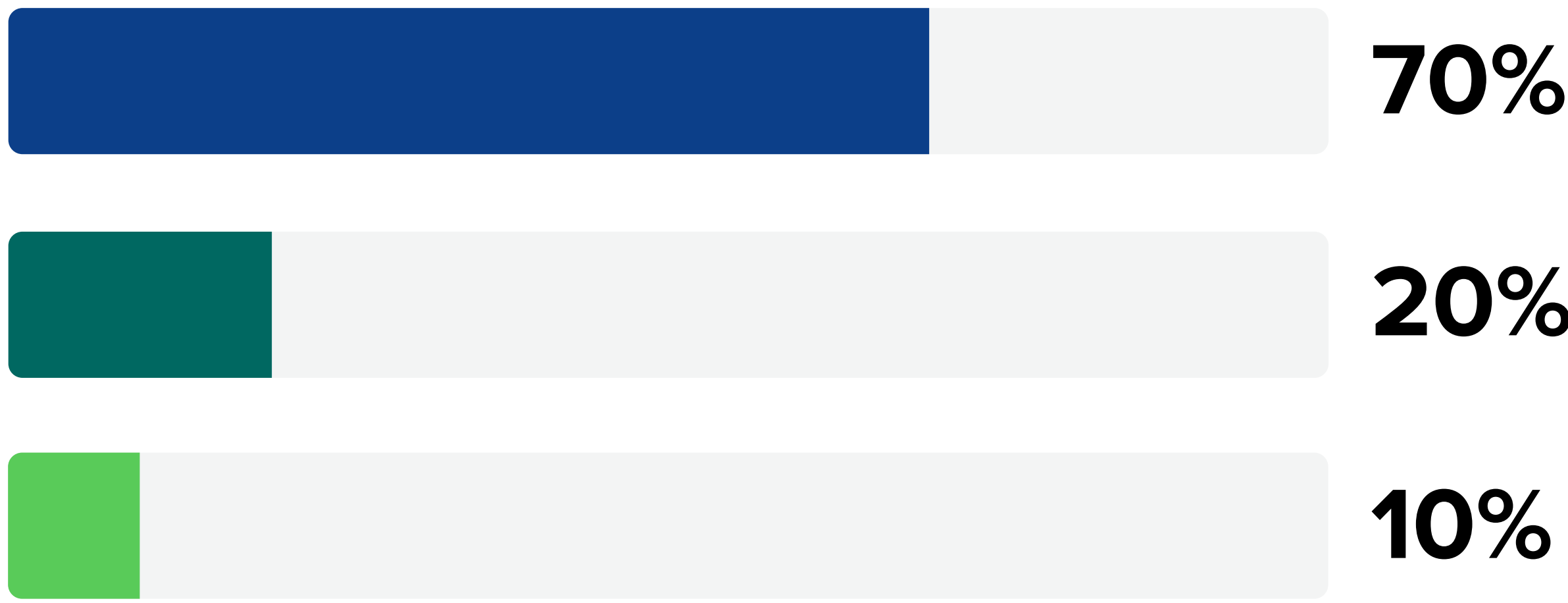
People leaders



Directors+



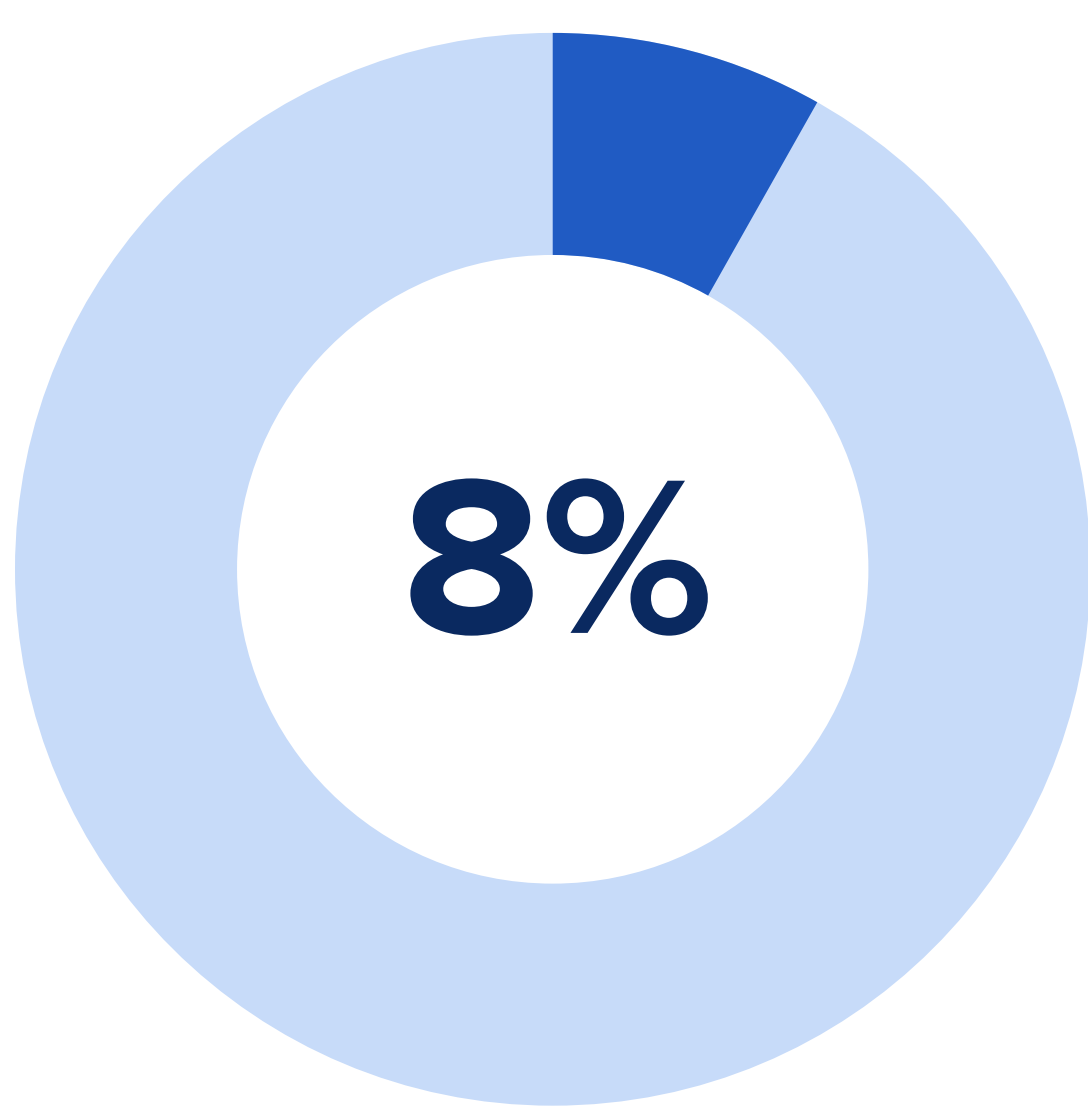
Executive Team



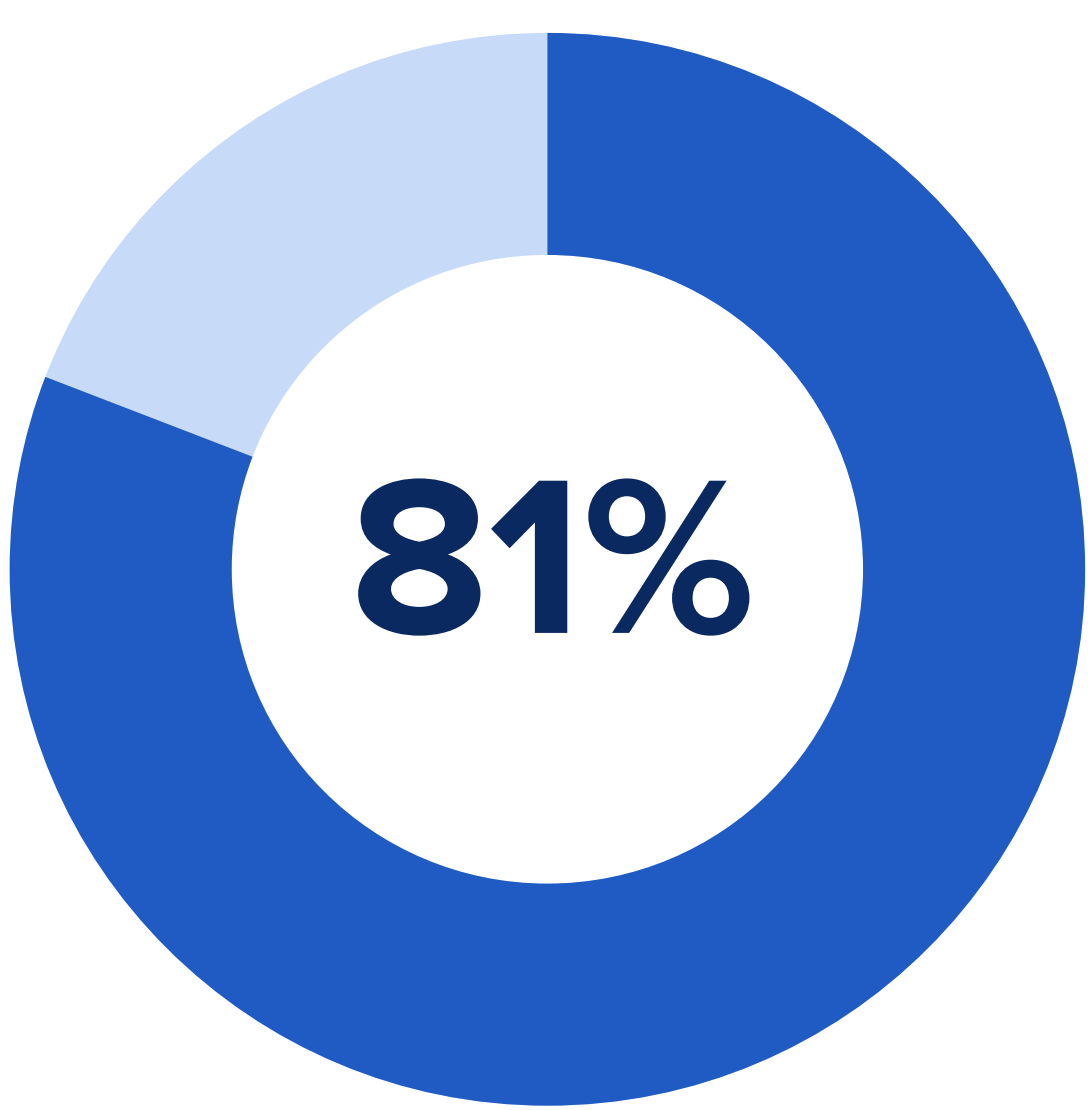
U.S. Veteran Status + Disability



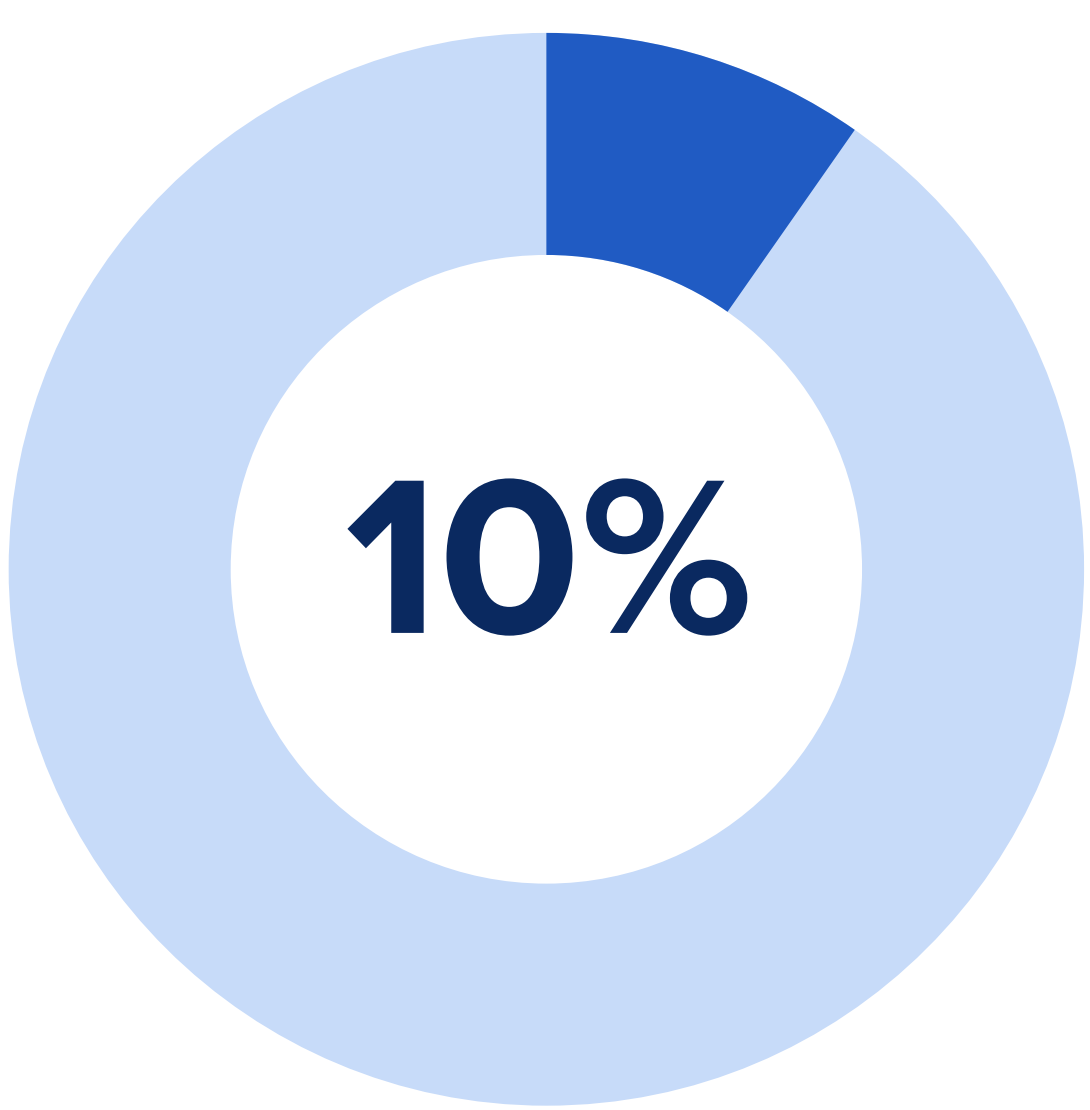
Global Generations



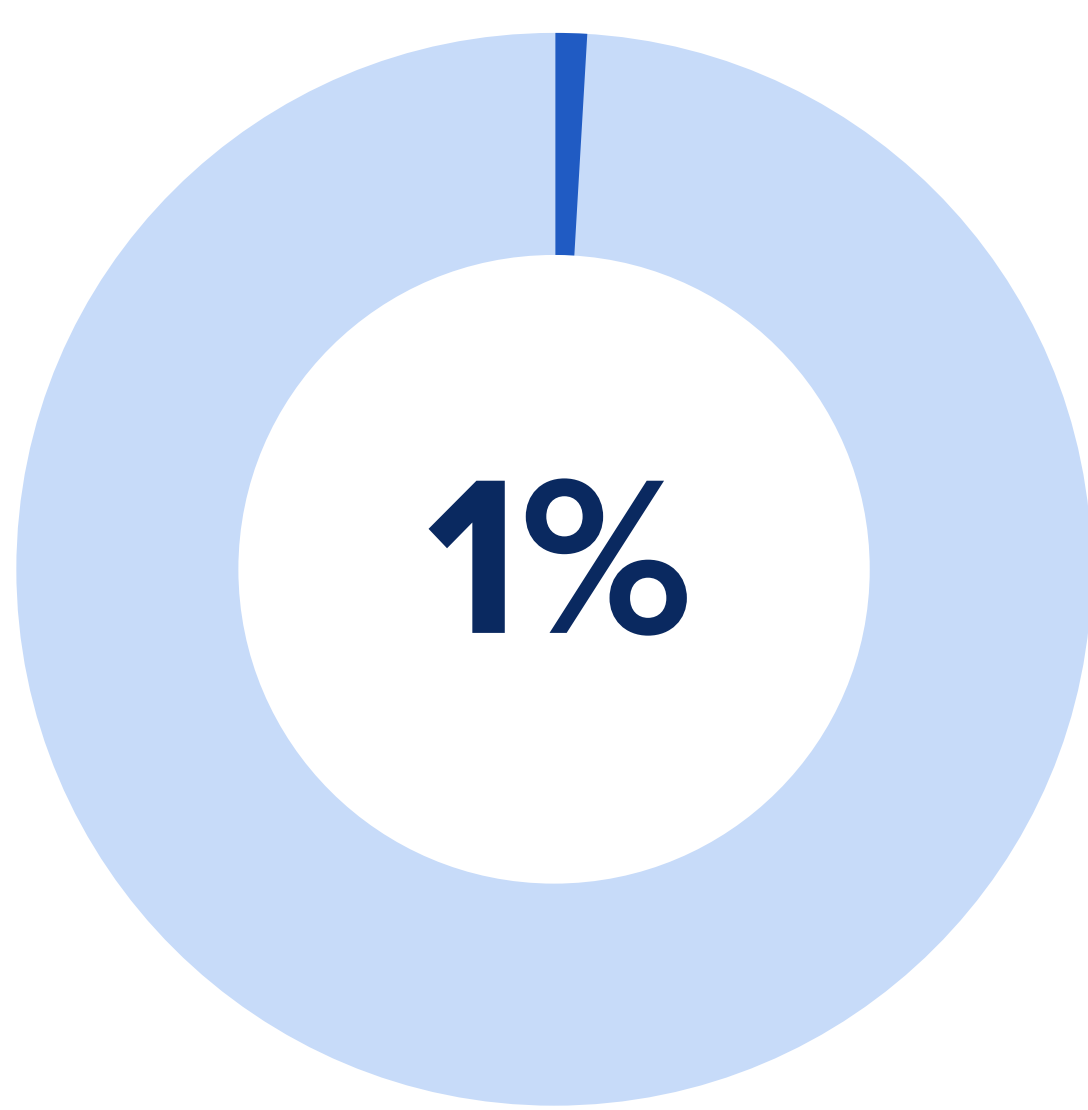
Gen Z
25 or younger



Millennials
26-41



Gen X
42-57



Baby Boomers
58-76

Our plans

for the future

We recognize that creating a diverse team focused on inclusion is critical to build a company that is a great place to work and be a customer.

In 2024, we are doubling down on our efforts to expand our hiring pipeline and focus on the development and retention of underrepresented talent. We'll also focus on enabling leaders to foster inclusive work cultures where all team members feel a deep sense of belonging regardless of location.

Our top priority is creating a workplace where everyone has an equal opportunity to realize their full potential.

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 January 1, 2024. Percentages are rounded to the nearest whole and may not add up to exactly 100%.

We reference a single data source to maintain the integrity and accuracy of our team's demographic makeup. In 2022, our gender self-identification options expanded to include non-binary, gender non-conforming, and/or agender identities. As a result, gender self-identification rates and responses may have varied in past reports.

Definitions

Global / Overall team	All US and international employees
US team	All US-based employees
People Leaders	Front line managers, directors, vice presidents and our executive team
Director+	Directors, vice presidents and our executive team
Technical Roles	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 intuitive platform puts powerful social data into the hands of more than 30,000 brands so they can deliver smarter, faster business impact.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy, 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**.