



Hootsuite

Locations: Canada (HQ)

Industries: Software and Services

RISK LEVEL:



High Risk

DESCRIPTION:

Hootsuite, a software company, canceled a contract with U.S Immigration and Customs Enforcement (ICE) after pressure from activists. The company does not provide viewpoint protections for its employees. Hootsuite discriminates against some religious organizations in its charitable giving and partners with Pride at Work Canada. However, the company has not used corporate funds to advance ideological purposes. For these reasons, Hootsuite receives a High Risk rating.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk

In 2020, Hootsuite canceled a three-year contract with ICE after social pressure from activists (1). Hootsuite has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (2).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Medium Risk

Hootsuite's charitable giving guidelines require that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation and gender identity, thereby excluding some religious charities (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Hootsuite does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk

Hootsuite has a prominently featured corporate partnership with Pride at Work Canada, which is "dedicated to understanding workplace policies and practices for supporting trans and gender non-conforming people" (1)(2).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Lower Risk

Hootsuite has not used corporate funds to advance ideological causes, organizations, or policies (1).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Hootsuite does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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