



Hootsuite

Locations: Canada (HQ)
Industries: Software and Services

RISK LEVEL:



High Risk

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DESCRIPTION:

Hootsuite is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. Hootsuite embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

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).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High 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). The company likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations (2)(3)(4).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium 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). Otherwise, there are no publicly known cases of Hootsuite using its reputation to advance ideological causes or policies (3).

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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