



Snap Inc.

Locations: California (HQ)

Industries: Media and Entertainment

RISK LEVEL:



High Risk

DESCRIPTION:

Snap Inc. (Snapchat) is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. Snapchat 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

Snap Inc. canceled former President Trump's account. Snap Inc's CEO stated that Snapchat "simply cannot promote accounts in America that are linked to people who incite racial violence, whether they do so on or off our platform" (1)(2). Snap received a score of 65 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (3)(4). The company was a member of the Global Alliance for Responsible Media, which aims to demonetize advertisements and suppress content that "vilifies" individuals based on sexual orientation and gender identity, discusses "debated social issues in a negative or partisan context" or spreads "hate speech" (5)(6)(7).

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

Snap Inc. does not discriminate against charitable organizations based on views or beliefs (1)(2)(3).

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

Snap Inc. requires its employees to take unconscious bias, training (1). The company ties executive performance evaluations and bonus recommendations with their progress toward DEI goals (2). Snap appears to prioritize diversity over merit in its business structure through the establishment of gender and racial targets for its leadership composition. Snap is seeking "Increase women, and U.S. racial and ethnic groups by 30% in Leadership" (3). Snap does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

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

Snap's CEO Evan Spiegel is a member of the Business Roundtable, which supports stakeholder capitalism over traditional shareholder obligations (1). The company's CEO, Evan Spiegel, denounced various states' legislative efforts to protect election integrity and security (2). Snap's CEO, Evan Spiegel, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (3)(4). Snap supports DEI within its business practices, hosting a DEI Summit annually (5).

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

Snap provides a benefits package for employees that covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4). Snap's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (5)(6). Snap was a Bronze Tier corporate sponsor of the Trevor Project, an organization that advocates for controversial sex and gender ideology, including "gender transition" drugs and surgeries for minors, through legislation, litigation, advertising, and PR campaigns. The organization also hosts online chatrooms that allow adults to communicate with minors as young as 13 about sexually explicit topics. Adults in these chatrooms have encouraged minors to adopt transgender identities and withhold this information from their parents (7)(8)(9)(10)(11). Snap was a member of the Global Alliance for Responsible Media (12)(13)(14). Through the Pride Month Spotlight Challenge, Snap Inc. will grant \$10,000 in prizes to creators "who can best express their Pride preparation process" (15). Snap pledged support to Black Lives Matter and related causes (16).

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

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

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