Snap Inc.
Diversity Annual Report 2024

Seeing the World Differently

Contents

Letter from Leadership: Adopting a Growth Mindset

Last year we acknowledged the extraordinary headwinds faced by the tech industry and the world. In 2023, DEI headwinds intensified on a tide of economic uncertainty that has made it more difficult to create the capacity to carry out this work. But despite these near-term challenges, the need to prioritize inclusion remains compelling. Whether it's Snapchatters demanding products to meet their diverse needs, or the desire to reach new and different markets, we know DEI is critical for long-term growth. We've seen how hiring great, diverse talent helps improve our business performance. That's why Snap remains committed to continuing the journey set out in our first 2020 DAR[1].

While a challenging economic environment has meant teams across our business, including our DEI team, have been reduced in size, we continue to ask all teams to bring a DEI lens to their work. This is the approach outlined in the ACT Report (Action to Catalyze Tech Report) which calls on the entire tech industry to take a "business approach to inclusion and a more inclusive approach to business."

This year, Snap is focused on continuing to improve workforce representation, particularly within leadership — and we will double down on those efforts. With our ongoing work, we aim to deepen our commitment to cultivating diverse leaders who bring dynamic perspectives, ideas, and talent to Snap. In Snap's 2024 Report, you'll find inspiring stories of how our team members prioritized DEI in their own ways, positioning our company for ongoing success—and a stronger future.

Evan Spiegel
Co-founder and CEO

Arun Batra
Senior Director, DEI

Maureen Ufomadu
Senior Manager, DEI

Snap's DEI strategy is built around three interlocking pillars: Inspiring Empathy, Redesigning Systems, and Driving Accountability.
You can read more about our journey to these three pillars in our past DARs - 2020, 2021, 2022, 2023.

Diversity Stories

Our Approach to DEI

**Snap's DEI strategy is built on three interlocking pillars
that work together to create meaningful change.**

Inspire Empathy

Stories create empathy, which can inspire behavior change across Snap and the broader industry. It's how we can create a shared culture of belonging for all.

Inspire Empathy

Empathy Sparks Action: This section showcases examples of how empathy can inspire new perspectives and tangible business impact.

ERG Highlights

In 2023, Our ERGs amplified the lived experiences of their members through short form media and Snap AR — giving a voice to historically marginalized communities.

Snap Out Loud

Snapchat is a platform that celebrates authenticity. That's why our team created an AR experience to spotlight the different communities who share the LGBTQIA umbrella. Led by SnapPride, this Snap Show educates Snapchatters about the meaning of LGBTQIA, and celebrates the people who make up the community. Snapchatters were welcomed into seven separate spaces, denoted by the letters of the acronym, to explore each world. 25 million unique users were reached across 11 countries and the lens was shared one million times.

8 Mars 8 femmes

In France, only 10% of statues in public spaces honor female figures. SnapWomen partnered with the Sales and AR Studio team in Paris to launch an AR activation on International Women's Day 2023 across 8 major cities. Called 8 Mars 8 femmes, or 8th of March, 8 women, the activation featured female AR statues next to male ones to celebrate great women in history who were never given appropriate credit for their impact. These AR statues are permanently activated, and honor Josephine Baker, Olympe de Gouges, Manon Tardon, Hubertine Auclert, Simone Veil, Françoise de Graffigny, Élisabeth Vigée Le Brun, and Simone de Beauvoir. The initiative received widespread media coverage in France. Snap's AR Studio team was honored to win the global Drum Award for Marketing for their outstanding creativity.

ERG Highlights

Ode to Noir

This short film by SnapNoir EMEA amplifies the stories and culture of Black team members. It explores the unique experiences of SnapNoir members, revealing cultural richness, what they've learned, and how to expand a sense of belonging for underrepresented groups.

The film was used throughout the year for events such as Black History Month in the UK and Afrotech to share what it's like to be Black at Snap.

Real Stories, Real Talk

This year we explored ways to leverage storytelling, conversation, and short form video content to share the experiences of people from different backgrounds.

Big IDEA

The Big IDEA is a company-wide storytelling and conversation series where team members share candid, compelling, and deeply personal stories on issues such as race, class, and mental health with their colleagues.

This year, we shifted the format from hour-long conversations to short, impactful videos. We also broadened our lens to capture new nuanced perspectives within our company and explore what it means to create spaces where everyone can thrive, just as they are.

Big IDEA: English as a Second Language and Trans+

Our English as a Second Language episode featured Snap team members sharing what it's like to work for a global company when English is your second language. They conveyed how non-native speakers can experience bias that affects their confidence and self-esteem. But they also shared how it can be a superpower that gives them great creativity, a deeper understanding of clients and the world we build products for, and increased empathy for team members.

Our Big IDEA Trans+ episode featured Snap team members sharing their experiences being part of the Trans+ community and how allies can help create safe spaces.
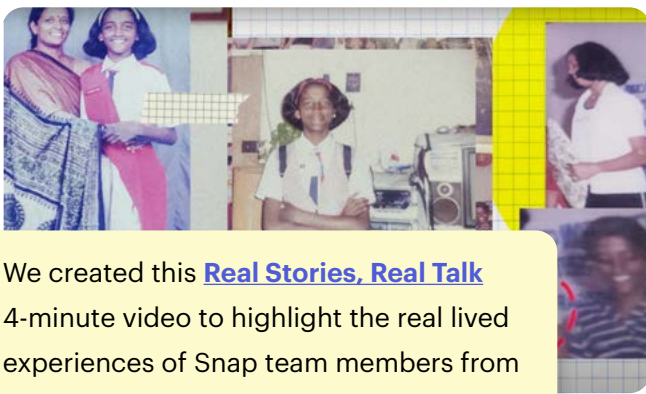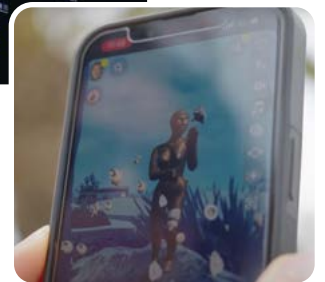

We created this **Real Stories, Real Talk** 4-minute video to highlight the real lived experiences of Snap team members from underrepresented groups.

Augmented Reality: Highlighting Snap AR through the lens of underrepresented stories

LACMA × Snapchat: Monumental Perspectives Collection III

For the third year, we've partnered with the Los Angeles County Museum of Art on LACMA x Snapchat: Monumental Perspectives, which brings together artists and technologists to use AR to create virtual monuments that explore the history of Los Angeles communities. We aim to engage with each community represented within the initiative, bringing them into the project, and supporting larger community goals.

The project will be available at sites throughout LA and also accessible globally by searching in Lens Explorer and **LACMA's website**. We hosted a free day at LACMA on September 10th featuring a Giant World AR Mirror and talks with the creators, workshops, dancing and more for over 8,000 attendees.

Redesign Systems

We must look under the hood of our systems and identify patterns of behavior that, over time, contribute to structural inequity. Then we can design interventions for the biggest impact.

Redesign Systems

To fully incorporate DEI into our entire ecosystem, we must redesign the systems that underpin all of our work, from talent to product. In this section, we'll see a team exploring trends in AR, a team that has successfully redesigned how we hire, and a cross-functional effort that shows how embedding equity into systems can benefit the business.

Advanced Inclusive Hiring Plan

In Q1 2023 Snap launched our "Advanced Inclusive Hiring Plan" (AIHP). The program redesigned our hiring process to be more inclusive, and to ensure that the talent we interview is more balanced across different communities. The program aims to create a diverse candidate pool when a new role is opened and ensure that there are underrepresented candidates at each stage of the interview process. Our recruiting and IDEA leadership teams share progress on IHP in quarterly reviews to maintain accountability. There has been a notable increase in the diverse representation of candidates presented to hiring managers. We have seen that by increasing the diverse representation of candidates presented to hiring managers, we can improve the possibility of hiring a candidate that identifies as part of an underrepresented group.

## Research on underrepresented groups engagement with AR

The Snap Research and Insights team commissioned a study with Omicron Media Group to gather insights on the long-term implications of Augmented Reality (AR). One of the findings in the study showed that underrepresented groups are excited about AR. However, they are less likely than majority groups to see themselves and their communities represented in AR experiences. There's a significant business opportunity to ensure that we have AR experiences that more closely represent our community's values, ethics, culture, and likeness.

Women's World Cup AR

For the FIFA 2023 Women's World Cup, Snap launched AR activations including a range of lenses, Spotlight Challenges, Map Activations, World Cup Bitmoji gear, and player appearances.
The 10 packaged shows in the US received nearly 20 million unique viewers. The related augmented reality activations had a unique reach of 16 million with 45 million total impressions, and the Spotlight content had 125 million views.
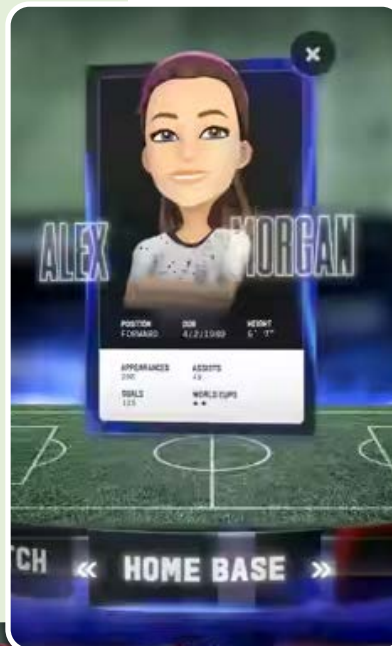
This cross-functional initiative is an ideal demonstration of how DEI can help increase revenue, drive engagement and make strides in AR.

Drive Accountability

Accountability is a prerequisite for improved DEI outcomes. Like any other business priority, DEI needs well-defined goals, governance systems, deadlines, and data to track against outcomes.

Drive Accountability

Our commitment to ensuring that our DEI strategy is our business strategy. Below are examples of practical efforts to hold ourselves accountable.

Supplier Diversity Program Initiative

The Strategic Sourcing Team, in collaboration with the IDEA team, completed a pilot project to increase diverse supplier spend across different teams at Snap.

The goal was to test strategies tailored to individual teams instead of offering blanket solutions. The initial pilot targeted the Augmented Reality organization, gathering information about supplier selection, types of services, and potential diverse suppliers – and ultimately identified strategies for this specific team. They also evaluated and onboarded new software called TealBook to help Snap Team Members source new diverse suppliers.

2023 DEI innovation Summit Recap

In October 2023, Snap held its annual **DEI Innovation Summit**, virtually and in-person, to inspire tech leaders to build a more equitable industry. The content focused on cross-industry recommendations from the ACT Report to transform DEI outcomes, and generated extremely positive online sentiment, earning a 98% satisfaction rate. Twenty speakers represented companies including Snap, Intel, LinkedIn, Zillow, Asana, Bill & Melinda Gates Foundation, Diversity Lab, Aspen Institute and many more who shared DEI best practices. Speakers also included a lively, thought-provoking discussion with the actors Sabrina Wu and Ismael Cruz Córdova.

Tech industry accountability for DEI

In 2023 Snap worked with its partner Aspen Digital to conclude its work incubating the Tech Accountability Coalition. The purpose of The Coalition is to improve standards, accountability, and innovation around DEI in tech.

In 2024 The Coalition will publish the first industry-wide data from more than 40 companies, providing greater insight around what works, and how the industry can bring greater collective innovation to solving the DEI challenges we all face.

Diversity Data

Data is an essential component of our DEI strategy,
helping us to see where are and where we want to go.

Snap's 2025 goals

We remain committed to our goals set for 2025.

Goal 1

Increase underrepresented[1] U.S. racial & ethnic groups to 20%

Goal 2

Increase women in Tech roles to 25%

Goal 3a

Increase women, and U.S. racial and ethnic groups* by 30% in Leadership.
(Women in Leadership)

Goal 3b

Increase women, and U.S. racial and ethnic groups by 30% in Leadership.
(Underrepresented U.S. racial and ethnic groups in Leadership)

Goal 3c

Increase women, and U.S. racial and ethnic groups by 30% in Leadership
(Asians in Leadership (U.S.)

Because we use a combination of two data sources, the data that we report on in the DAR does not directly align with our Regulatory data set.
For example, Snap's DEI Self ID Survey allows team members to identify as non-binary, Middle Eastern or Indigenous, whereas the Regulatory Data does not. We utilize this methodology to gain a more holistic understanding of the identities represented at Snap. Specifically this data informs our strategy to drive inclusion and promote equitable workplace outcomes. When setting and tracking representation goals, however, Snap uses the Regulatory data set. This data set is congruent with how the US regulatory agencies report on the current labor market. It allows us to more easily see where we compare to the labor market, as it relates to the overall population.

---

1 Underrepresented groups at Snap include Black, Hispanic/Latinx, Multiracial, Native Hawaiian/Pacific Islanders and Native American/Alaskan Natives. While Asians are not underrepresented in Snap's overall population, they are underrepresented in leadership roles.

2023 Data Highlights

Data is more than individual numbers. Together, they tell a story about our ongoing DEI journey.

Representation

- The representation of URGs in the US increased this year (+0.6pp to 16.8%), although we remain slightly below our 2021 representation (17.4%).
- The representation of Women at Snap globally continues to increase YoY, now at 36.3% (+0.7pp).
- 23% of our US hires were URGs (+0.8pp). This increase was driven by hiring of URG Men (+2.2pp to 14.9%) whilst fewer of our 2023 hires were URG Women (-1.1pp to 7.9%).

Leadership

- 33.7% of global Leaders at Snap are Women, our highest representation and strongest YoY growth (+4.6pp) since 2020. We are now close to our goal of 34.5%.
- 12.5% of Leaders in the US are URGs (-1.3pp), similar to 2021 levels. Around ⅓ of URG Leaders are Women.
- 7.7% of our US Leadership hires this year were URGs (-9.6pp). 40.5% of our Leadership hires globally were Women, our strongest year and largest YoY improvement (+9.9pp) since 2020.

Technical roles

- We've made some growth in the representation of Women in Tech this year (+0.5pp to 21.7%) but remain below our goal of 25%.
- We've seen small growth in the representation of Black (+0.4pp to 2.8%) and Hispanic / Latinx (+0.2pp to 5.2%) team members in Tech. The representation of Multiracial team members has reduced (-0.5pp to 3.2%) and there has been no change for other URGs.
- 20.3% of our Tech hires globally were Women (-2.3pp) and 17.1% of our US Tech hires this year were URGs (+1.5pp).

[Click here to see the full data charts and how we're represented](#)

Snap Inc. Diversity Annual Report 2024