

Headspace & Hootsuite

In a strategic partnership to support well-being, every employee has access to the tools they need.

OUTCOMES

43.9%

adoption rate

36.3%

of enrolled employees engaged daily

BACKGROUND

Mental health issues are a leading cause of workplace disability in Canada. And Hootsuite, a leading marketing tech company, believes that it's not enough for employers to simply talk about healthy well-being; they need to provide solutions for it. While they already offered a global Employee Assistance Program, their VP of People Tara Ataya says, "Everybody has different ways to decompress and take care of themselves, and it's important that we provide a variety of offerings."

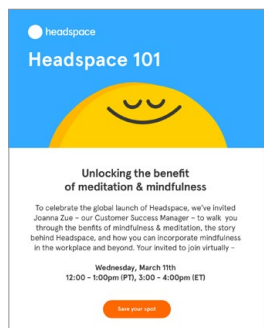
After their Headspace pilot wrapped with high adoption rates and "fantastic" employee feedback, Hootsuite invested in Headspace for Work to give their people a science-backed, employee-approved platform for their mental well-being. They chose Headspace's Total Access model, meaning it's available to all benefits-eligible employees. Ataya says,

"It can act like insurance – where it's there for people when it's needed, but you might not always use it. As somebody focused on DEI, excluding a group is not sending the message that it's inclusive and available."

KEY INITIATIVES

Hootsuite partners closely with Headspace for important well-being initiatives. In light of COVID-19, their benefits team and Headspace Customer Success Manager co-created Monthly Mindful Tips to help employees adjust to the WFH environment and manage stress and anxiety. Eve Lewis, Headspace's Director of Meditation, also led a live virtual meditation¹ for the entire Hootsuite team, followed by a Q&A with Ataya in May 2020.

For World Mental Health Day 2020, Hootsuite took the Headspace pledge to prioritize their team's mental and emotional well-being. As part of this event, Headspace for Work provided a toolkit of resources and best practices for employee mental health. For example, Hootsuite employees (or "Owls") joined the World Mental Health Day live meditation after their HR team promoted the event, making sure the team knew of the mental health resources at their disposal.



"We have a great working relationship with several members of the Headspace team and are always working together to find new opportunities to share new content, host online sessions, and continuously recognize the importance of mental health."

HOOTSUITE ADMIN