

Multi-Year Accessibility Plan

The Hootsuite Commitment

Hootsuite is committed to providing a respectful, accessible, and inclusive environment for all of our employees and customers. Our goal is to meet the standards outlined in Ontario's Accessibility for Ontarians with Disabilities Act (AODA) and all applicable accessibility legislation, and to break down barriers to goods, services, and employment opportunities provided by Hootsuite.

In addition to meeting AODA compliance requirements, Hootsuite makes every effort to ensure that our goods and services are accessible to people with disabilities and that our environment is welcoming and inclusive to all.

Hootsuite provides customer service training to our employees on our accessibility policies and procedures, including services and features that provide accessibility to our customers. We are committed to working towards an inclusive environment that is accessible to all.

The Hootsuite Team

Introduction

Hootsuite is the most widely used social media management platform. Our goal is to improve customer service continually while promoting an inclusive environment that creates human connections and positive, long-term relationships.

As a B Corps leading a growing global movement of people using business as a force for good™, Hootsuite is committed to contributing to a society where all individuals will enjoy a more shared and durable prosperity for all.

Hootsuite strives to meet the needs of its employees and customers with disabilities and is working hard to remove and prevent barriers to accessibility. Our Accessibility Policy is available for all to review.

We are committed to fulfilling our requirements under the Accessibility for Ontarians with Disabilities Act (AODA). This Multi-Year Accessibility Plan outlines the steps that Hootsuite is taking to meet those requirements and to improve opportunities for people with disabilities, proud to play a role in making Ontario an accessible province for all Ontarians.

Section One: Past Achievements to Remove and Prevent Barriers

Section One includes a summary of the accessibility initiatives that Hootsuite has completed towards making our organization accessible and inclusive.

Customer Service

- Hootsuite is committed to providing accessible customer service to people with disabilities. This means that we provide goods and services to people with disabilities with the same high quality and timeliness as others.
- Hootsuite has developed a customer feedback form to ensure all customers are able to provide feedback in an accessible manner.
- Hootsuite has developed a feedback procedure to ensure that customers providing feedback will receive a response to address their feedback in a timely and accessible manner.
- Hootsuite has worked with an external consultant as well as internal management and department heads to identify and remove customer service barriers.
- Hootsuite has provided AODA, human rights, and accessibility training to all department heads who ensure that all department employees receive AODA, human rights, and accessibility training.

Information and Communications

- Hootsuite is committed to making our information and communications accessible to people with disabilities.

- Hootsuite is prepared to provide information and communications in an alternate, accessible to customers, upon request, whenever possible and in a timely manner.
- Hootsuite is prepared to provide accessible emergency and public safety information in an alternate, accessible format, upon request.
- Hootsuite has worked with an external consultant to perform a website accessibility audit of hootsuite.com and is committed to implementing changes to remove any barriers to accessibility and to meet WCAG 2.0 level AA standards.

Employment

- Hootsuite is committed to fair and accessible employment practices.
- Hootsuite includes a statement in all job postings indicating its accessible and inclusive recruitment and employment policy.
- Hootsuite is committed to providing information in an accessible manner on how we hire, retain and provide career development opportunities.
- Hootsuite is committed to developing individual accommodation plans and return-to-work plans and has developed processes and procedures for this purpose.

Section Two: Strategies and Actions

Section Two includes a summary of the accessibility initiatives that Hootsuite is committed to achieving between now and 2021. Going forward, Hootsuite is committed to continuing to meet AODA requirements and to work towards an inclusive environment by removing and preventing barriers to people with disabilities.

Customer Service

Hootsuite is committed to training new staff on AODA Customer Service and IASR standards, human rights, and accessibility awareness during employee orientation, as soon as reasonably possible following employment.

Information and Communications

- Hootsuite remains committed to making our information and communications accessible to people with disabilities.

Employment

- Hootsuite is committed to fair and accessible employment practices.
- Hootsuite's Accessible Employment Policy can be viewed [here](#).

Procurement

Where relevant, Hootsuite is committed to accessible procurement processes.

Self-service kiosks

Where relevant, Hootsuite is committed to incorporating considering accessibility needs for people with disabilities when designing, procuring or acquiring self-service kiosks.

Training

- Hootsuite is committed to providing training to our employees in the requirements of Ontario's accessibility laws and the Ontario Human Rights Code as it applies to people with disabilities.
- Hootsuite is committed to providing training to our employees about our Accessibility Policy, Accessible Employment Policy, and other Hootsuite policies and procedures related to ensuring an accessible, inclusive environment.

For More Information

For more information on this Multi-Year Accessibility Plan and on Hootsuite's commitment to accessibility, please visit the Hootsuite Accessibility page at <https://hootsuite.com/Accessibility>.

Contact Us

For support or to contact us, visit the Hootsuite Contact Us page at <https://hootsuite.com/about/contact-us>.

Standard and accessible formats of this document are free upon request.