

# Our latest D&I Survey Results

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we  
are  
social

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## Who We Are

### **We're committed to building an inclusive culture**

To make work with cultural impact, we need to represent the people we're trying to reach.

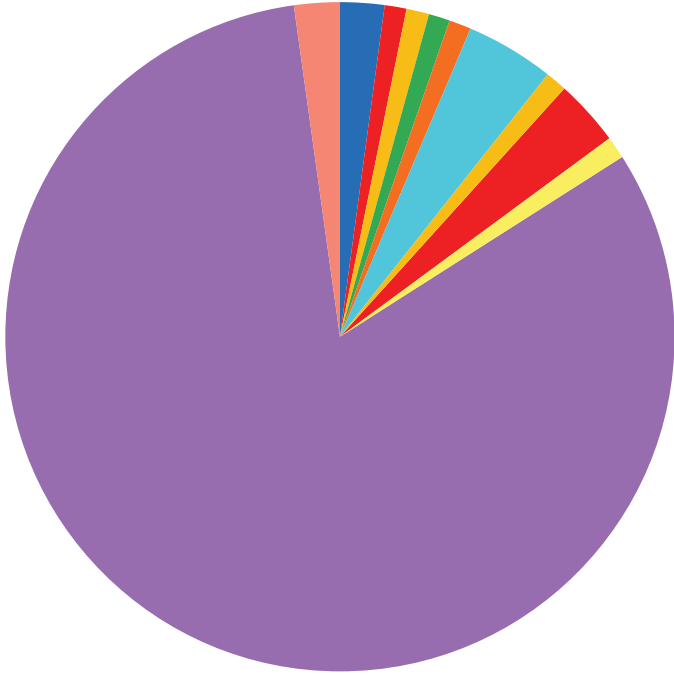
This means building a representative agency across gender, ethnicity, sexual orientation and disabilities. It's recognising the importance of mental health and encouraging open and honest conversations. It's seeking progress and holding ourselves accountable, both internally and publicly.

As part of this, we are committed to sharing an annual update on who we are at We Are Social. We are far more than numbers on a page, but numbers are a good place to start.

# Ethnicity

True inclusion and representation at every level is crucial to creative innovation and success. In 2020, we changed how we work with our recruitment partners to put a greater emphasis on having a more diverse range of candidates for each role we advertise. We've made progress, but there's still a lot more to do.

- South Asian - Including Bangladeshi, Indian and Pakistani
- Mixed-race white and Black Caribbean
- Black/African
- Middle Eastern
- Mauritian (African) of Indian decent
- Irish
- Multicultural/ Mixed-race
- Prefer not to say
- Southeast Asian - excluding Malay
- White
- Undisclosed



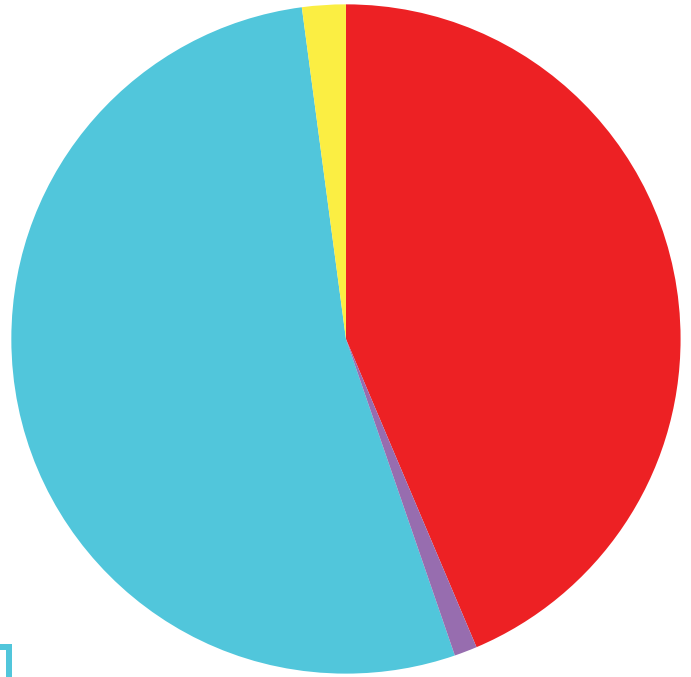
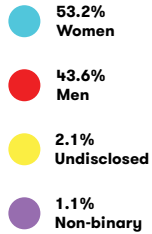
# Nationalities

We've had a global mindset since day one. We're currently proud to be home to people from 22 different nationalities, speaking 11 different languages.

- |  |                                 |
|--|---------------------------------|
| <b>American, British, and Irish citizenships</b> | <b>Italian</b>                  |
| <b>Australian</b>                                | <b>Lithuanian</b>               |
| <b>British</b>                                   | <b>Norwegian</b>                |
| <b>British and Iranian</b>                       | <b>Portuguese</b>               |
| <b>British and South African</b>                 | <b>Saudi Arabian and French</b> |
| <b>British and Irish</b>                         | <b>Scottish</b>                 |
| <b>Canadian</b>                                  | <b>South African and German</b> |
| <b>English</b>                                   | <b>Spanish</b>                  |
| <b>French</b>                                    | <b>Swedish</b>                  |
| <b>Indonesian</b>                                | <b>Welsh</b>                    |
| <b>Irish</b>                                     |                                 |

# Gender

Women set ambitious goals in the presence of other women they admire. We have a good gender balance across all levels of the agency, including at both leadership and board level. But we're also aware that gender identity isn't always binary, and we respect and welcome all identities.

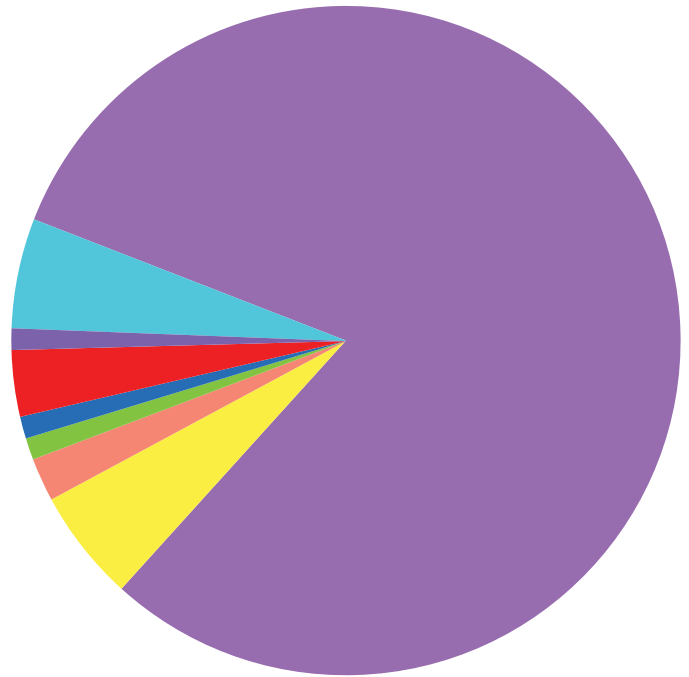
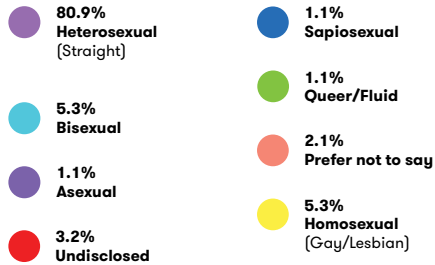


**“It’s inspiring to see so many female leaders at We Are Social, at all levels of seniority. It’s important, particularly for younger people, to have colleagues and managers from different genders, cultures, backgrounds and ethnicities to look up to.”**

— Anna Fernandez, Senior Designer

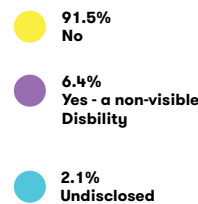
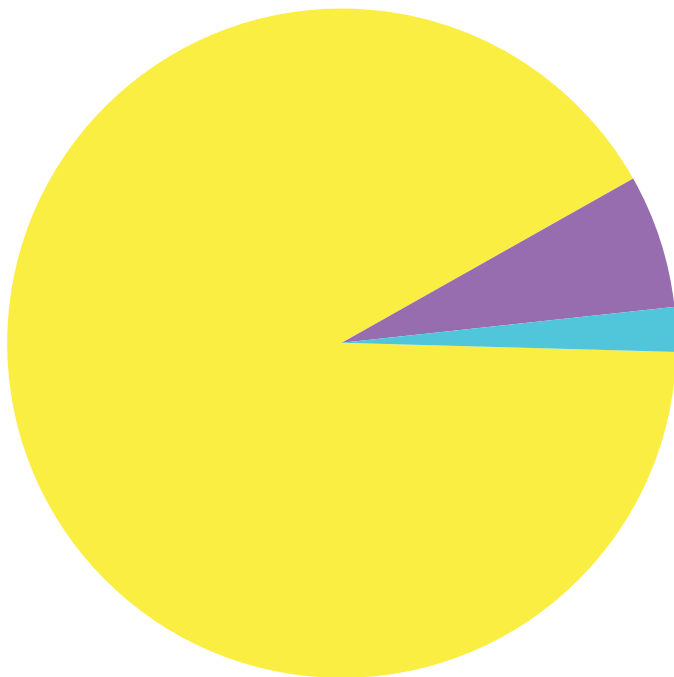
# Sexuality

We're proud that our team feels comfortable celebrating their sexuality, with representation from the LGBTQIA+ community at various levels throughout the agency.



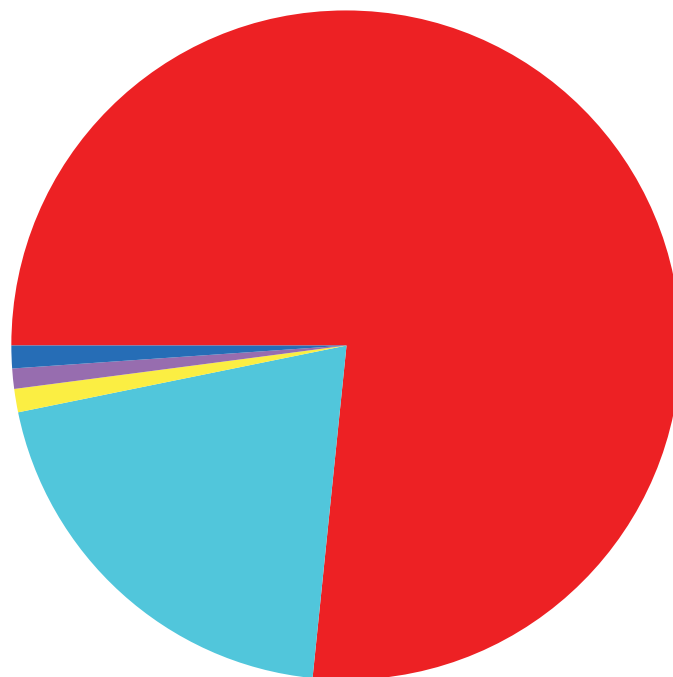
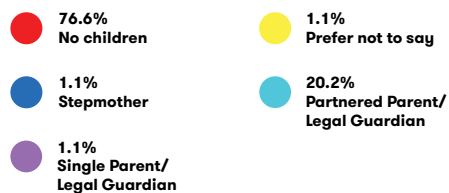
# Disability

Differences make us stronger. While 6.4% of people in our team have a non-visible disability, no-one identifies as having a physical disability. People with disabilities make up 16% of the UK working population, but are significantly underrepresented in advertising. We have more work to do here.



# Parents & Carers

Many people have round the clock responsibilities; 20% of our team have children and 5% care for others. We're proud to support parents and carers to take the time they need to get the right balance. We also work with organisations like Creative Equals to encourage more women back to work after taking time out to be with their families.



**“I believe it's important to talk openly about mental health. That's why I've shared my experiences with everyone in the agency. They don't need to define you or hold back your career. We're committed to building a workplace that has the right kind of support so that no-one has to suffer in silence.”**

— Tom Bayliss, Chief Client Officer

## Mental Health

Mental health isn't a discussion to be swept under the carpet. According to Mind, 1 in 4 people will experience a mental health problem of some kind each year and we know a number of our team suffer or have suffered from some form of mental illness. We want people to know they are not alone, by encouraging open and honest conversations about mental health at all levels of the business. Our programmes support this, from fully trained peer-to-peer Mental Health First Aiders, to a free helpline and access to counselling.

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# What's next?

We're focused on building an inclusive and representative team - you can read more on this in our Diversity & Inclusion Charter for Change. The Charter helps us make progress in the areas we have identified as priorities and measure ourselves along the way. It's a set of agency commitments and goals to address all areas of our business, from our people, to our culture, to the work we produce.

We're committed to keeping conversations about mental health on the table and to support our team in being their best selves both in and out of work.

We'll update our progress each year following our Diversity & Inclusion Survey. And we'll also strive to look beyond the areas we can measure, to build an agency that encourages, embraces and celebrates all diversity of thought.

We're looking for people who want to be part of this journey. If that's you, check out our current vacancies [here](#).

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For more information contact:  
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**“ Above all, we want people to feel at home at We Are Social. We want our team to be comfortable and open about who they are, and know they are respected and appreciated. We know that 80% of our team feel as though they belong, and this sense of belonging is one of the most important things we look to build within the agency.”**

— Lucy Doubleday, Managing Partner