

# Yelp Diversity Report

2020





**We have long focused our diversity, inclusion, and belonging efforts inside of Yelp, putting our energy into diverse hiring, equitable promotion practices, and operationalizing inclusion.**

This year brought new opportunities to extend our focus beyond the corporate setting. In the wake of our national reckoning with countless racial injustices, it became clear that we could — and should — use our platform to raise awareness, promote economic opportunity for those in need (especially Black- and Latinx-owned businesses), and support Black-led organizations that serve to nourish and empower local communities.

**We are pleased to share our progress on both fronts.**



## Key Initiatives

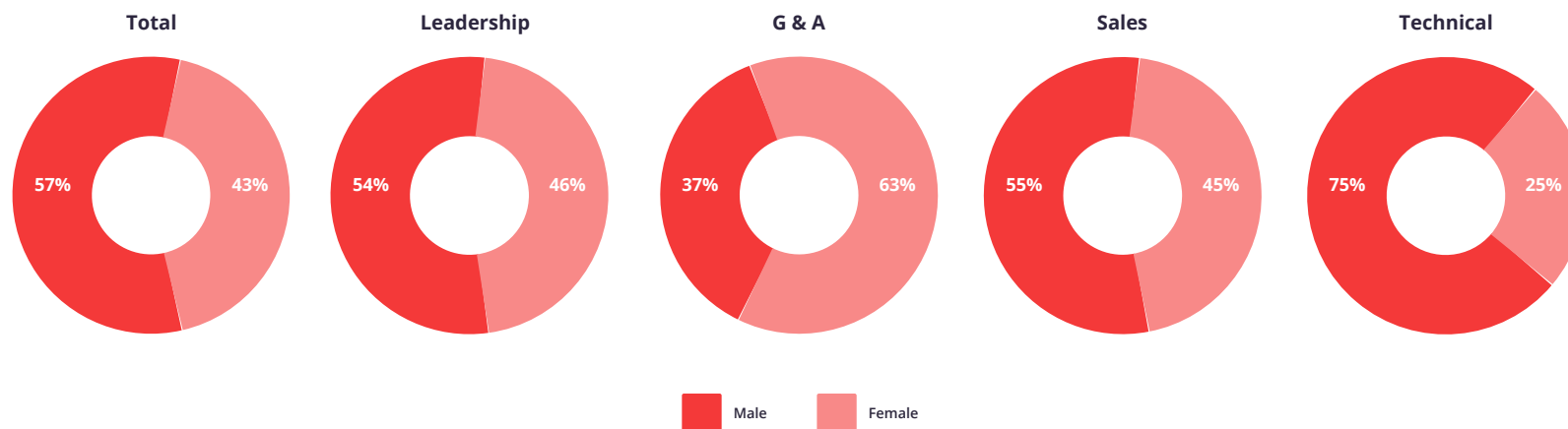
Many of the gains reflected above have come through the [actions we laid out last year](#). For example, we are continuing to hold individual department heads accountable for growing the diversity of their organizations rather than only setting broader company-wide goals.

We also created a new executive diversity task force that prioritizes and addresses the systemic changes we need to make across the company. This group, which includes our CEO, COO, and CFO, builds on our existing strategies, including using data to challenge assumptions, operationalizing inclusion, and leaning on senior leaders to remove roadblocks, advocate for, and sponsor individuals to help accelerate their careers.

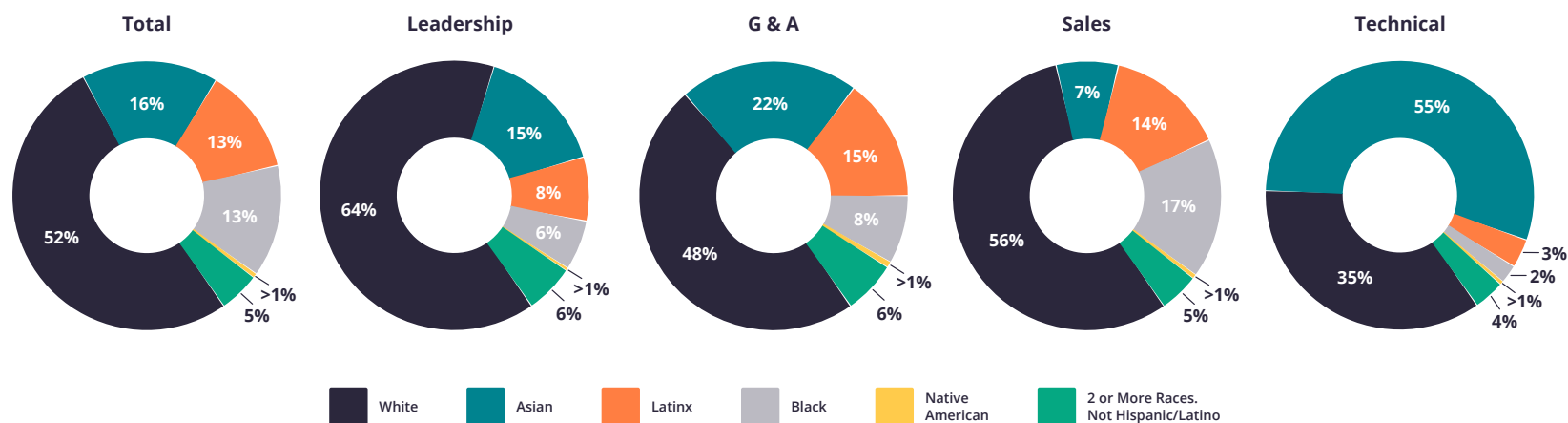
In our ongoing efforts to mitigate affinity bias and further diversify our workforce, we piloted a diverse slate approach to our interview process. This approach ensures that hiring managers consider underrepresented talent when interviewing for open positions. We began this approach in our Enterprise Sales organization, and plan to expand it to the entire organization in the coming year.

Representation at every level matters. Last month, we welcomed our newest director to Yelp's board, [Tony Wells](#), an executive with a deep understanding of marketing, operations, data analytics and strategy. As we continue to diversify and refresh our board's collective expertise to best serve Yelp and our shareholders, Tony's appointment provides invaluable insight.

## Gender Diversity



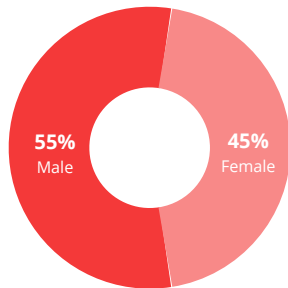
## Ethnic Diversity



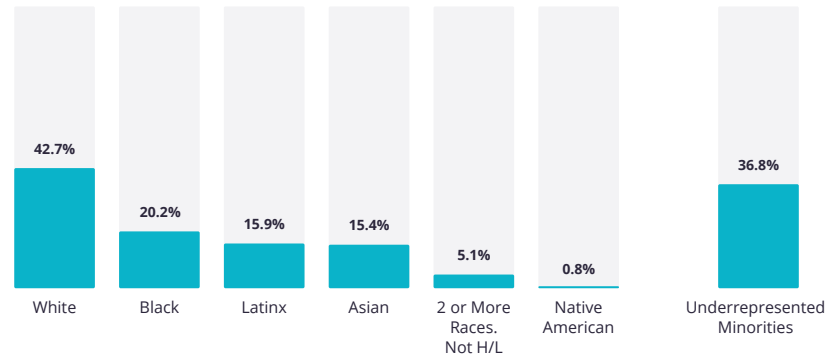
Native American grouping includes Native Americans, Alaska Natives, Native Hawaiian and other Pacific Islanders (per U.S. EEO-1 reporting requirements). Underrepresented Minority (URM) grouping includes Black, Latinx, and Native American employees. Yelp's URM definition is the [UCSF definition](#) at the granularity of race and ethnicity data available to us. All figures reflect Yelp diversity as of August 31, 2020. Leadership is defined as all people managers

## Yelp Hiring Diversity

### Gender Diversity



### Ethnic Diversity





**While we still have more work to do, the data we are sharing today shows that our efforts to increase representation are having a positive impact.**

### **Diversity Highlights Inside Yelp**

**26.8%**

26.8% of Yelp's employee population identifies as part of an underrepresented minority (URM) group.

**13.6%**

The number of employees at Yelp in underrepresented minority (URM) groups increased 13.6%

**12.9%**

The number of underrepresented minority (URM) managers increased 12.9%



## **A Safe and Inclusive Work Environment**

We firmly believe all employees in our diverse workforce have the right to a safe and inclusive work environment, and do not tolerate racism.

- We recognized the need to address offensive clients and prospective clients who use racially-charged or other abusive language in their communications with our employees. We do not want their business, and will not tolerate hate speech directed at our employees.
- We reevaluated our diversity training program and concluded there was more to do. We introduced mandatory, company-wide training on systemic racism and institutional bias.

Although these efforts represent our commitment to change, we recognize that there are more challenges and opportunities ahead. You can learn more about our new workplace policies [here](#).

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## Yelp Employee Resource Groups

Yelp strives to create a workplace where everyone can be their full and authentic selves, and our Yelp Employee Resource Groups (YERGs) play an important role in creating a sense of belonging.

Our first employee resource group launched in 2014. We now have 37 – comprising nearly half (46%) of Yelp’s employee population – providing key insights and support for employees, as Yelp continues to make strides in becoming a diverse and inclusive workplace where anyone can belong and thrive.



OUTBurst



WAY (or Women at Yelp)



ColorCoded



Health & Wellness



DiverseBurst



Veteran Connect



YelpParents



BlackBurst



YelpCares



Yelp Havurah



Yelp Christians



Yelp Muslims



Women in Product



AWE (or Awesome Women in Engineering)



YelpMoms



Earth Burst





## **BlackBurst**

Among other initiatives this year, we established a new YERG, BlackBurst, that is expressly focused on the Black community at Yelp. BlackBurst builds on DiverseBurst, our long-established YERG for people of color and their allies.

BlackBurst provides employees with a space for conversation, as well as support and shared learning and development. They also provide Yelp with a critical perspective on issues and challenges facing the Black community, inspiring the addition of a new official paid holiday Juneteenth, beginning in 2021. It is our hope that BlackBurst will provide a greater sense of belonging for Black employees.

## **Yelp Parents**

Yelp's culture has always enabled a healthy work-life balance for parents and non-parents. During these challenging months of the ongoing pandemic, leaders in the company have aimed to continue to foster a culture of empathy and awareness around the issues that employees are dealing with outside of work, especially parents and caregivers.

We have an active YERG, Yelp Parents, which has served as a valuable resource for employees to support each other and share ideas on maintaining balance while juggling work and childcare. We rolled out weekly virtual meetups for parents to connect called, "Yelp Parents Brain Breaks," and educational panels for caregivers to share and learn from one another. We also introduced a Parents Benefit webinar, which was well received by employees, where we encouraged parents to put "parenting" blocks of time on their calendars.

Additionally, we provided all caregivers a \$300 reimbursement to spend as needed. These recent steps build on our ongoing aim to ensure everyone feels supported at Yelp.

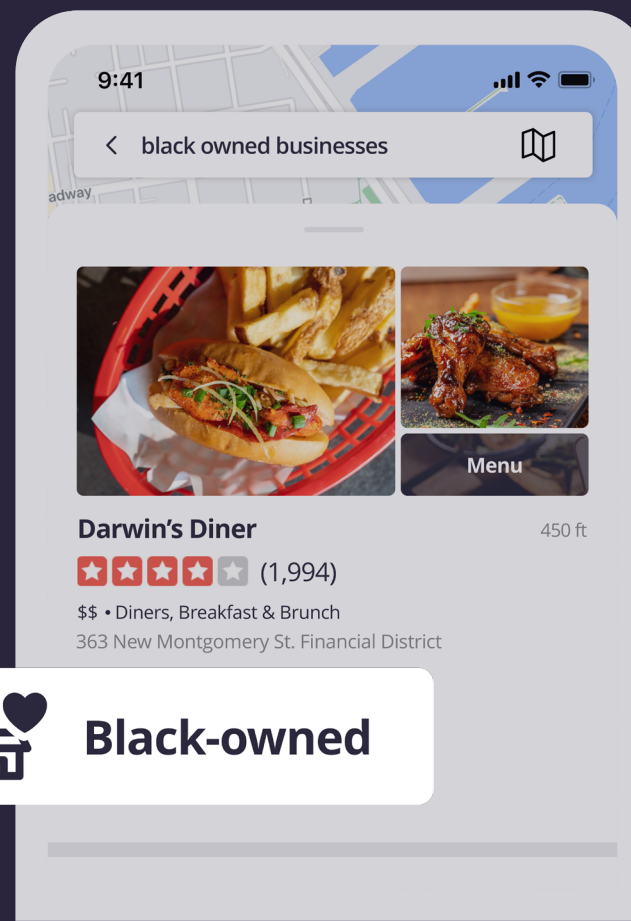


# A Commitment to Civic Engagement and Social Impact

We also embarked on new initiatives outside of our corporate setting to invest in underrepresented communities and elevate diverse voices. For example, we created an easy way for people to use Yelp to find and support Black-owned businesses. Search rates for Black-owned businesses are up about 35x year-over-year.\*

We partnered with [MyBlackReceipt](#), an organization whose mission is to empower the Black community with economic independence, to launch a Black-owned business attribute and encouraged users to commit to spending with Black-owned businesses. We also joined the [15 Percent Pledge](#), an organization calling on retailers to dedicate 15% of their shelf space to Black-owned businesses, to help consumers use their purchase power to support businesses that align with their values and use our platform to support the Black business community.

\*From 5/27/2020 to 6/10/2020, we saw a 35x increase in search frequency for Black-owned businesses (and related terms) vs over the same days last year.





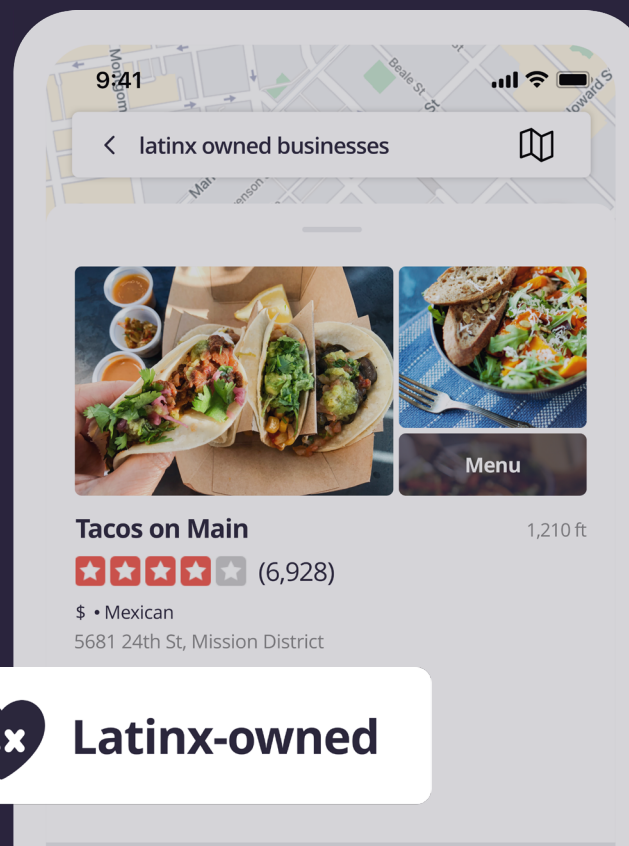
In addition, we partnered with [Momento Latino](#), an organization dedicated to serving the needs and concerns of the Latinx community, to launch a free searchable Latinx-owned business attribute on Yelp. We also made our existing [women-owned business attribute searchable](#) this year, making it easy to find and support these businesses. Yelp is seizing opportunities to take action and advance equity.

We launched two new [Consumer Alerts](#) for when we uncover media-fueled reviews that arise from a business gaining public attention following racist allegations. We use technology to flag unusual spikes in business page activity, which allows us to warn consumers about businesses that have been accused of, or are the target of, racist incidents to help inform their spending decisions and whether they'll feel welcome.

For businesses that want to demonstrate their commitment to an inclusive and safe environment, we partnered with [Open to All](#) to support the launch of new [toolkits](#) to provide business owners with much-needed resources for employees and customers.

Additionally, we doubled down on our public commitment to civic engagement and partnered with [Rock the Vote](#) and [When We All Vote](#), two organizations committed to increasing participation in every election and closing the race and age voting gap, to launch voter registration portals and a campaign around voter registration and turnout.

We are determined to use our voice and our platform to create meaningful change, and we look forward to continuing our support of underrepresented communities in the years ahead.





## Putting Our Dollars to Work

In June, the [Yelp Foundation](#) and Yelp employees rallied together to donate more than \$1.5 million to Black-led and Black-serving organizations to help build Black political power, uplift Black communities and help lay the foundation for lasting change. Yelp employees alone donated more than \$335,000 to [Black Futures Lab](#), [Center for Policing Equity](#), [Common Future](#), [Equal Justice Initiative](#), [Know Your Rights Camp](#), [NAACP Legal Defense Fund](#), [National Black Justice Coalition](#), [The Bail Project](#), and [The Movement for Black Lives](#). These donations were double-matched by the Yelp Foundation, which also donated an additional \$500,000 to the NAACP Legal Defense Fund and Equal Justice Initiative.

This month, we also announced our intention to bring more capital to communities of color by allocating \$10 million of our cash holdings into financial institutions and organizations that directly support the Black community in the U.S.

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## Looking Ahead

We understand that closing the representation gap at Yelp is critical to better serve our diverse community of employees, users, and businesses. As our [commitment to change](#) can't just be measured by representation alone, we'll continue to use our platform to raise awareness, promote economic opportunity, and support our local communities.

We recognize the challenges and opportunities in the years ahead as we work to foster an inclusive company culture. And that is why we will continue to hold ourselves accountable in this work as we make the changes here at Yelp we hope to see in the world.