



# Community Rules

**Welcome to the innovative side of hospitality.**

BLLA Membership Collective is an ecosystem of content, advice, support, tools, and resources, made by and for those passionate about the Boutique Lifestyle. We're here to support each other as we embark on creating a new industry, that is the Boutique Community. This is a place where enthusiasm is expected, a daring attitude is welcomed and the power of boutique shakes up the hospitality industry.

This place is built on BLLA's world of leadership, advocacy and education—this is important because it is what we believe in and commit to both internally and externally.

- **Open-Minded**

This is a global network and people have a lot of different beliefs. We take our work seriously, but we don't take ourselves seriously.

- **Resourcefulness**

Showcase your company as a leader in the industry. Provide valuable information to your community.

- **Mentorship**

We go through hard times, be there to help others. We are a family, don't forget.

- **Spirit of Inquiry**

We are learners, we make ask questions, don't be afraid to ask. But as a community, don't ever treat someone as "dumb."

- **Inclusivity**

We value diversity of age, ethnicity, gender, religion, ability, experience, class, size, and more—as you may know, we highly value creating inclusivity in the hospitality industry.

- **The Real Reason**

Remember, we created this collective as a way for our community to brainstorm a solid recovery through the 2020 crisis.



All of that comes down to one essential thing that you have to remember anytime you do anything in here: always stay accepting of all mindsets and never, ever abuse our platform to harass and spam the network.

We have a strict 3 strike policy. If we see a user break any of the below rules three times, they will immediately be kicked off of the site (and no refund will be given). The one exception is "trolling," see below as they will be kicked off with the first strike.

A few specific rules of engagement:

### **Rule #1**

#### **Stay Kind and Don't Feed the Trolls.**

Our industry is a kind one, and this community is meant to act as a platform of inspiration and guidance. Yes trolls exist in our industry, unfortunately. Any type of trolling (see an article about what type of person that is here) will IMMEDIATELY be removed from the site without the three strike rule.

### **Rule #2**

#### **Don't talk politics or religion.**

This is not the place to do so.

### **Rule #3**

#### **Don't be rude.**

No hatred, bigotry, racism or otherwise disrespectful commentary.

No know-it-all language that makes someone feel stupid for asking a question; things like "with all due respect" and "no offense, but..." don't usually come off with respect or as unoffensive. We want this to be a safe place to ask, learn, fail forward, and grow.

## **Rule #4**

### **Don't be unprofessional.**

Make sure everything you do on this network is professional and respectful. Do not harass anyone or spam anyone. Do not overtly sell your products. This is a platform to create conversation, not annoy our community about what you sell. We are so excited to hear about your business endeavors and encourage you to seek advice and chat with others, but overly selling what you do will not be accepted. The content you share here should create a two-way conversation and give back to the members of the community in a meaningful way.

## **Rule #5**

### **Stay far away from the common sense items.**

Content is prohibited if it: is illegal, is involuntary pornography, is sexual or suggestive, or encourages or incites violence.

No impersonation of another person or brand.

No predatory behavior like stalking, invading privacy, or revealing other's personal information.

(See our complete Privacy Policy [here](#) and our Terms & Conditions page [here](#))



## **Rule #6**

### **Don't repurpose the content on this site**

Everything that happens in the BLLA collective stays within the community. This is something we take very seriously. It is forbidden to write any content about words said on this network without a formal letter from BLLA giving you permission. This includes a published article (online or in print) that comments on activity within the group and makes content from this closed group public.

It is forbidden to use quotes from a conversation within the BLLA Collective, screen capture ANY content (files, threads, comments) from the BLLA Collective and share or publicize in any way, or in any other way compromise the confidentiality of the members of this group.

## **Rule #7**

### **Enforcement**

As a part of this community, it is your duty to notify our team if you see anyone breaking any of the above rules and guidelines, please email [rules@blla.org](mailto:rules@blla.org).

If the BLLA team sees a member mis-using the network, we will immediately send them a notice. Don't forget, this includes spamming hotels by offering your products and services when they did not request information.

Though BLLA strives to encourage a respectful user experience, we are not responsible for the conduct of any user on or off the Service. You agree to use caution in all interactions with other users, particularly if you decide to communicate off the service or meet in person.

Thank you for abiding by these Rules and supporting the boutique community!