

# Braze Bonfire Community Guidelines

The Braze community welcomes you.

That was my first impression when I joined the company back in January 2015, and it's even more true today. As Braze Chief Customer Officer, it's my privilege to see this community in action every day. The diversity of roles, company types, and industries that are represented here make our community strong and vibrant. I am constantly amazed at the remarkable creativity, curiosity, and persistence displayed by our partners and our customers; from those of you with your hands on the dashboard, building and optimizing campaigns, to those who are envisioning engagement strategy for the years to come.

Today, Braze serves thousands of customer engagement practitioners delivering trillions of experiences to billions of consumers around the world. Collectively, the Braze community represents an extraordinary braintrust of knowledge, experience, and insight. A philosophy of customer-led growth is at the heart of what we do. Of course, our community comes together with the shared goal of improving customer experience to drive critical business goals, but we believe there are personal rewards as well.

The company, and by extension our community, are inspired and guided by our values. The simple value statement, "Be A Human" is perhaps the most applicable to the spirit of the Braze community. Here, we strive to learn from each other, support one another, and collaborate to advance a customer engagement practice that centers on positive, memorable, human experiences.

Thank you for joining us. Our hope is that you'll leverage the resources, expertise, support, and camaraderie we offer to contribute to your career growth, as well as to expand your sense of what's possible in your current role. I look forward to hearing how it's going, and I hope our paths cross soon.



A handwritten signature in black ink that reads "Myles Kleeger". The signature is fluid and cursive.

**Myles Kleeger**  
President and Chief Commercial Officer

## Overview and Intention

Great customer engagement ideas and skills start here. Whether you're looking for inspiration, innovation, tools, or tips, the Braze Bonfire community can help you build, share, and grow.

[Join a collective of experts to forge connections, share ideas, and accelerate your career.](#)

Build the future of customer engagement together.

## Who We Are

This community is centered around customer engagement, but it serves other purposes as well. People not only come here to advance their skills, but also to create lasting connections with peers and develop into the practitioners they wish to be. We encourage you to make those connections and share knowledge and opportunities in ways that you feel strengthen the community.

**Connection Lounge:** Connect with professionals across a variety of industries. Share resources, advice, and career opportunities with your peers. Open doors, gain insight, and foster professional connections. It all starts here.

**The Forum:** Learn from experienced Braze users, share actionable technical tips, and get questions answered by community members in the field. Wondering about optimal team structure or looking to really dig into the technical side of things? These are the people to connect with.

**Campaigns That Made You Look:** Exchange tips, tricks, and workarounds; source and share campaign inspiration; and geek out over new developments in the marketing and technology space.

## What We Are Not

- **A vendor marketplace.** The community platform isn't the place to advance commercial interests, so messages should be focused on adding value rather than self-promotion, and spam should always be avoided.
- **A legal advisory board.** Matters of sensitivity and compliance such as GDPR, HIPAA, and more are often part of the discussion in the community, but information shared by Braze or other community members must not be construed or quoted as official legal counsel.
- **An appropriate forum to share sensitive and confidential information.** Please do not share confidential information about your business and be mindful not to share personal data, such as screenshots from the Braze dashboard which include information on your customers.

## Be A (Kind) Human

- Remember the Golden Rule: "Do unto others as you would have them do unto you." Please make sure everything you post is relevant, constructive, well-intentioned, kind, and respectful. An open exchange of ideas and expression requires an environment that recognizes the inherent worth of every person and group. Braze is dedicated to ensuring that our community is inclusive, respectful, and productive for everyone; regardless of gender, gender identity and expression, age, sexual orientation, citizenship status, physical or mental ability, color, physical appearance, body size, race, ethnicity, national origin, marital or partnership status, pregnancy or lactation status, religion or creed, or status as a veteran or active military service member.
- This is a space that is designed to feel safe for everyone, so please refrain from sending unsolicited private messages. If you'd like to have a private conversation with someone, we recommend you first comment on the post that inspired you to want to reach out, and then ask if they'd be open to a private chat. Please note that this rule extends to members of the Braze team, with the only exception being our community administrators. Individuals from various departments across Braze participate here as a way to provide value to the community, but they aren't able to serve as a 1:1 resource. Accordingly, if you see your CSM in the community, please don't private message them—instead, just submit a support ticket or reach out to them via email.

By outlining what we think a welcoming, respectful, and helpful community looks like for Braze, we hope to give you insight as to how to engage and collaborate on our platform in line with our [Terms of Service](#).