

GoGoDone Code of Conduct

GoGoDone Core Values

1. We show up. Nothing can happen without this first step.
2. We embrace curiosity. Rather than assuming we know, we wonder and ask, especially when giving feedback or when working through a conflict.
3. We build community. We do this by making it safe to be vulnerable.
4. We reflect. We make sure we are working smarter, not harder, and harnessing the power of self-care.
5. We express gratitude. As often as possible.
6. We ship. (Even knowing it will never be perfect.)

GoGoDone Code of Conduct Purpose

GoGoDone is dedicated to creating an inclusive environment for everyone, regardless of race, ethnicity, religion, color, national origin, age, disability (physical or mental), sexual orientation, gender identity, parental status, marital status, and political affiliation as well as gender expression, mental illness, socioeconomic status or background, neuro(a)typicality, or physical appearance. We're united by GoGoDone's values and are strengthened by our unique differences.

We put forth this code of conduct because we believe that articulating our values and accountabilities to one another reinforces mutual respect and provides us with clear avenues to redirect our culture should it ever stray. We commit to enforce and evolve this code as our team grows and as our knowledge and experience grow.

Expected behaviors

The GoGoDone community exists to support the business and goals of its members. As an inclusive community, it thrives when we make space for all voices, ideas, suggestions, and input. Only we know what's right for our own business and the expression of our own voice. In listening to others, we get to know ourselves more deeply. We do this specifically by embracing the following:

- **We are supportive, both proactively and responsively.** When you have the capacity and/or expertise, offer to help if you see someone struggling (taking care not to be patronizing or disrespectful).

- **We are inclusive:** Go out of your way and across cultures and industries to include people in team jokes or memes; we want to build an environment free of cliques. Avoid slang, jargon, acronyms or idioms that might not translate, or be deliberate in explaining them to.
- **We are generous in both giving and accepting feedback.** The feedback process is central to GoGoDone. We embrace curiosity and keep advice to a minimum and based on having specific experience or domain knowledge. We know that some feedback will apply and some won't. That's part of the adventure!
- **We respect each other's intellectual property.** We quote and share each other's content liberally, with permission and attribution. (See the "Oh H*ll No" section.)
- **We sell to our audiences, not each other.** We have a place in the community to pitch to each other and if we are interested in hiring a community member, their information is in the directory. We keep work sessions sacred to the work.
- **We make space for controversial topics AND space to opt-out.** We let each other know in advance if our content is on a topic that could be considered controversial so that we can make our own decisions about engaging with that content. Controversial topics are kept to our content rather than for our community time together.
- **We are respectful toward all time zones.** Embrace habits that are inclusive and productive for team members wherever they are. As we grow we will strive to schedule events that support all time zones present. We will forgive each other over and over and over again when time zones trip us up!
- **We are kind.** Be polite and friendly in all forms of communication – especially remote communication, where opportunities for misunderstanding are greater. Avoid sarcasm. Someone's tone is hard to decipher online; make liberal use of emoji, GIFs, and memes to aid in communication. When it gets tense or confusing, we default to a video call to get on the same page.

Unacceptable behaviors

GoGoDone is committed to providing a welcoming and safe environment for all. Discrimination and harassment are expressly prohibited. What is unwelcoming will be different for each person. Below are some behaviors and language worth noting. There will be more than those addressed here and some we'll do unconsciously or we won't interpret them as unwelcoming. We will strive to address those as they arise as part of building a diverse and safe community.

- **No surprise if a community member isn't familiar with something:** It's always acceptable to say "I don't know" or "I don't understand." If we are creating a space that is safe to be vulnerable, we want everyone to feel comfortable saying these phrases. Please don't act surprised when people aren't

familiar with a tool, person, place, or process. This applies to both technical things (“What?! I can’t believe you don’t know what SEO is!”) and non-technical things (“You don’t know who RBG is?!”).

- **No “well-actually’s”:** A well-actually is a form of correction. If someone is factually incorrect and you have specific domain knowledge, give context and your perspective with an “In my experience... or I’ve read that...” and give the context of your expertise. We all have different experiences, audiences, goals, and desires. You may not be as “right” as you think you are! Leave space for that.
- **No exclusionary language:** Be careful in the words that you choose, even if it’s as small as choosing “hey, everyone” over [“hey, guys.”](#) Sexist, racist, ableist, and other exclusionary jokes are not appropriate and will not be tolerated under any circumstance. Any language that is unwelcoming—whether or not it rises to the level of harassment—is also strongly discouraged.
- **No subtle -isms:** Much exclusionary behavior takes the form of subtle -isms, or [microaggressions](#) – small things that make others feel unwelcome. For example, saying “It’s so easy my grandmother could do it” is a subtle -ism with tones of both sexism and ageism. Regardless of intent, these comments can have a significant demeaning impact on teammates. If you see a subtle -ism, you can point it out to the relevant person, either publicly or privately, or you can ask a host to say something. Please don’t say, “Comment X wasn’t sexist!” or “That’s not what they meant. You’re being too sensitive.” Similarly, please don’t pile on someone who made a mistake. Apologize, listen, learn, and move on.

The Oh H*LL NOs!

Under no circumstances do we:

1. Spam
2. Post or link to content that is abusive, hateful, threatening, offensive, or exclusionary
3. Post or link to content that discloses private or personal matters concerning others in the community
4. Make unwelcome sexual comments and/or advances
5. Post content that violates the copyrights or intellectual property rights of others
6. Impersonate any person, or falsely state or otherwise misrepresent your affiliation with a person or entity
7. Violate any other applicable law or regulation

Reporting a problem

These guidelines are ambitious, and we’re not always going to succeed in meeting them. When something goes wrong—whether it’s a microaggression or an instance of harassment—there are a number of things you can do to make sure the situation is addressed.

Address it directly. For smaller incidents that might be settled with a brief conversation, you can choose to DM the person or better yet, set up a video chat to discuss how it affected you. Please use this approach only if you feel comfortable; you do not have to carry the weight of addressing these issues yourself.

Talk to a host. If you're not comfortable having a conversation with the person directly, you want some support while speaking to the person or you want to debrief an incident, notify a host. Either you and the host will come to an agreement on how to move forward or the host will put you in contact with Heather and you can proceed from there.

Members asked to stop any inappropriate or unacceptable behavior are expected to comply with the requests of GoGoDone Hosts immediately. Behavior that violates this Code of Conduct will be met with appropriate action, which may include:

- Zoom discussion
- Written warning
- Removal from the community

Embracing Curiosity & Building Community

None of us are perfect: all of us will from time to time fail to live up to our very high standards. What matters isn't having a perfect track record, but owning up to your mistakes and committing to a clear and persistent effort to improve.

If you are approached as having (consciously or otherwise) acted in a way that might make your teammates feel unwelcome, listen with an open mind. You'll likely feel defensive. This is the time to stay with curiosity and listening. Remember that if someone offers you feedback, it likely took a great deal of courage for them to do so. The best way to respect that courage is to acknowledge your mistake, apologize, and talk about any reparations that need to be made. Remember, intention and impact are not the same.

Living Code of Conduct

This code of conduct not only needs to evolve but could also be improved in making members feel a greater sense of psychological safety and belonging. If you have suggestions, they are most welcome. Please email Heather at admin@gogodone.com.