



Keeper

**COMMUNITY MEMBER
PLAYBOOK**

Keeper

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WHO WE ARE

The Keeper Community



Your best relationship starts here.

We believe intentional relationships have the power to unlock the best in humanity. We aspire to see every relationship start with a healthy foundation, centered around self-growth and vulnerability; Keeper is a community that supports you through each stage of building those relationships.



What is Keeper?

Keeper is the first community and content platform centered around dating, relationships, and self-growth. We are a community that supports you through each stage of building healthy relationships —with yourself and others—no matter where you are on your journey.



Why Keeper?

Don't get us wrong—we love matching and chatting. But we felt like something was missing from the world of traditional dating apps.

That's why we're focused on helping people thrive in all kinds of relationships, whether they're trying to keep it casual, looking for a lifelong connection, or hoping to take an existing partnership to the next level.



OUR STORY

The Keepler Difference

Have you ever wondered if there's life beyond the swipe? If so, you're in good company.

Many apps focus more on quick-reflex reactions and superficial searches than on making meaningful connections.

We built Keepler because we believe dating and relationships bring opportunities for growth. We also believe that the solution to the dating app problem is NOT another dating app!

Dating apps are only focused on the match—not what happens before, during, and after the match—and those matches are based on flawed algorithms.

Our goal is to shift the online dating paradigm away from an external focus on someone else's approval or attention and toward internal growth and community-building that actually helps you cultivate the relationship you want.



So how does the Keepler community move the needle?

When you join Keepler, you'll meet people who are navigating the same situations you are.

The Keepler community provides support, learning, and a natural environment in which to interact—and users don't even have to be actively dating.

Whether you're looking for advice or just need a place to vent, you'll feel at home here. The result is deeper connections, both with yourself and others!

How did Keeper come to life?

Keeper founder Rachel Abramowitz started Keeper after online dating on and off for several years in New York (famous for its onerous dating scene).

Anyone who has been on a dating app knows the experience can be lonely, frustrating, and fraught with anxiety.

Even after being in therapy for 20 years, Rachel felt like everything she learned about herself and how to relate to others—what she wanted, how to communicate her desires without fear of upsetting someone, not worrying about whether or not a stranger liked her—just flew out the window.

After a few years, Rachel knew it was time for a change, both personally and professionally. She started Keeper in business school, where she combined her expertise in human behavior and research with the business skills needed to build a product that solves the big, abstract human problem of how to connect and build relationships at the beginning and over time.

And Keeper was born: a new dating and relationship community embedded with personal growth content, mindfulness tools, a multifaceted support system and—if and when you're ready—a safe space to meet and date new people.

LOVE LETTER

From the Founder

Keeper is, in many senses of the word, a labor of love. I started Keeper because I knew there had to be a healthier, more nuanced, more human way to date and maintain romantic relationships than the way in which a whole generation of online daters had been taught to relate to each other.

It's been a long journey, and worth every mistake, pivot, victory, and friendship encountered along the way.

My hope for you and for this community is that we can unlearn a lot of the unhelpful messaging about, behaviors toward, and expectations we have of ourselves and others.

This is a place to show up as your real self, which means having the courage to ask for what you want and need and committing to the wellbeing of the community.

Let's shift the paradigm for good, toward safety, authenticity, and the kind of growth that only comes from being vulnerable.

I feel honored to be able to continue to grow with you.

Love,
Rachel Abramowitz



OUR VALUES

Compassionate Connection

We support and uplift each other, with the intention of curating a positive experience.

Courageous Growth

Dating can be an opportunity for growth and Keeper aims to keep you accountable to your own self-awareness.

Safety in Non-Judgement

The dating game can stir up myriad thoughts and feelings. We must all model non-judgement so that all community members can embrace radical candor.

Level 3 Honesty

Level 3 is where things start to get positively uncomfortable; discomfort can bring on big audacious growth.

Levels of Comfort:

Level 1: Socially Acceptable Surface Truths

Level 2: Perceived Trust and Increased Candor

Level 3: Radical Candor = Growth Zone

Empowered Bravery

Dating can be scary and talking about your dating journey can be even scarier. We ask that you show up as your fullest, most human self when engaging in the community.

COMMUNITY GUIDELINES



To get and give the most of this community, we ask that you adhere to the following guidelines:

Practice Reciprocity

You are the heart and soul of Keeper. Collective reciprocity and contribution are fundamental to the authenticity and quality of this growth-centered space.

Show up for your community by being vulnerable and brave enough to share your unique talents, knowledge, life experiences, and words of wisdom. Follow through with open and respectful communication. Ask for help when you need it and give support when you can.

Be Welcoming

We expect all users to create a welcoming and inclusive environment. Content that is intended to harm, hurt, harass, or otherwise distress others will not be tolerated.

Get Consent

Consent is mandatory. If you are unsure if your advances are welcome, ask first. For example, nudity has a time and place. That place is only after consent has been given. Unsolicited nudity won't be tolerated on our platform. Get consent. Every time. We ask that you designate with a warning when a story is particularly graphic, sexual, or similar on a public channel with a NSFW "not safe for work", Trigger Warning, or Heads-Up.

Be Honest

We are a platform for building authentic relationships. We totally understand wanting to put your best foot forward. Pick your best photo, just make sure it's a photo of you! Talk about your job you love, just be honest about your salary! It will set you up to go further and succeed on our platform.

Be Great in Person

This agreement doesn't stop at your screen. Conduct that breaches our code during in-person meetups, or other contact can also be grounds for remediation.

Be Compassionate

Being kind, respectful, and empathetic is the foundation that will keep this community running smoothly and garner high value. We do not tolerate: bullying, doxxing, trolling, or hate speech. If uncertain, refrain from commenting; instead, please ask a community manager via DM.

Be Culturally Aware

Recognize that all people do not come from the same background or set of assumptions. Culture goes beyond ethnicity and may include gender culture, LGBTQ culture, generational culture and more; remain open to clarifying your statements, perspectives, or points of view.

Be Forgiving

This is the first app of its kind in the dating realm and mistakes will be made. Remain forgiving, be honest and direct in your feedback or advice, and give everyone the space to unlearn and readjust. We love to see members practicing level 3 growth: being brave, being vulnerable, and being authentic while also honoring each other's boundaries.

We understand that to adjust the status quo, we must be part of that shift toward harmony, honesty, and accountability.



DON'TS

Ghosting

We understand that people ghost for different reasons (safety, anxiety, simple forgetfulness, etc.). We encourage you to think about why you feel the impulse to ghost someone in the community; if you're worried that you will receive a potentially negative or harmful response, then we trust you to make that judgment. If you just don't want to put in the effort, that's something else. Practicing ending a connection with respect and humanity will only strengthen your relationship skills, and set you up for better interactions in the future.

Personal Info and Impersonation

Don't post your personal information, or anyone else's. Things like your social security number, financial information, or passwords should never be shared here. Do not impersonate, or otherwise misrepresent affiliation, connection or association with, any person or entity that isn't you.

Violence and Illegal Activity

Don't post violent content or engage in violence on our platform or in person; this includes sharing content that is gory, triggering, or terroristic.

Don't engage or encourage others to engage in abusive and/or inappropriate behaviors, such as bullying, defamation, harassment, sending unsolicited sexual content, stalking, threats, intimidation, or intolerance. We do not tolerate any illegal activity; if it's illegal in real life, it's illegal in our community.

Hate Speech

We do not tolerate hate speech. Harassing people because of their membership in an oppressed group is grounds for serious intervention up to and including banning. Any content that promotes, advocates for, or condones racism, bigotry, hatred, or violence



against individuals or groups based on factors like (but not limited to) race, ethnicity, religious affiliation, disability, gender, age, national origin, sexual orientation, or gender identity is not allowed.

Nudity/Sexual Content

Keeper is a body positive and sex positive space, but for the comfort, safety and privacy of all of our members, no nudity, no sexually explicit content, and no materials of an obscene, graphic, or pornographic nature.

Prostitution, Trafficking, and Sex Work

Sex work is not allowed on our application.

Promoting or advocating for commercial sexual services that appear to facilitate prostitution, trafficking, illegal sex work, and non-consensual sexual acts is grounds for serious intervention up to and including banning.

Scamming, Promotion, and Solicitation

We have a zero-tolerance policy on predatory behavior of any kind. Soliciting other community members is prohibited. Solicitation, promotion, fake accounts, phishing, impersonation, catfishing, and other types of scams are strictly prohibited on this application. Anyone attempting to get other users' private information for fraudulent or illegal activity may be banned.

Minors

You must be over 18 years of age to use this application. Do not include photos of children on their own without an adult.

Liability

We are excited to be the first online dating community to help connect more deeply with yourself and others, however Keeper assumes no liability for any connections made on this platform, both online and in person.

SUPPORT

Reporting

Although it is our job to ensure that our app is inclusive and intolerant of hate speech, we also empower you to report any and all forms of harassment, violations, and abuse.

You can report users violating community guidelines directly from their profile page. You can also direct message a Keeper admin and moderator on the platform, or email us directly at: community@lovekeeper.com



User Feedback

As a community member and app user, you know what works best!

We encourage you to provide feedback on which app features or tools work well, and which ones don't via email, surveys, and direct message.

You can also shake your phone while in the app to report bugs, share screenshots, and give feedback.

We want to hear from you!

HOW IT WORKS

Fill out your profile

We go beyond bios and interests to ask about your strengths, needs, and values. By filling out the “Wheel of Life,” an activity popular among life coaches, you’ll help others understand who you are and what’s important to you.

Join groups and browse content

Find your people in groups like “My Dating Journey,” “Self Care,” and “What I’m Looking For” where you can connect with others navigating the same things. Browse our feed for curated content on relationships, self-growth, and more.

Connect

Connect 1-on-1 with our Ask 'n' Give feature, with your Inner Circle (think community “cohorts!”), and with the community at large in community groups!



Whether you’re looking for advice or just need a place to vent, you’ll feel at home here.

CONNECT WITH KEEPER

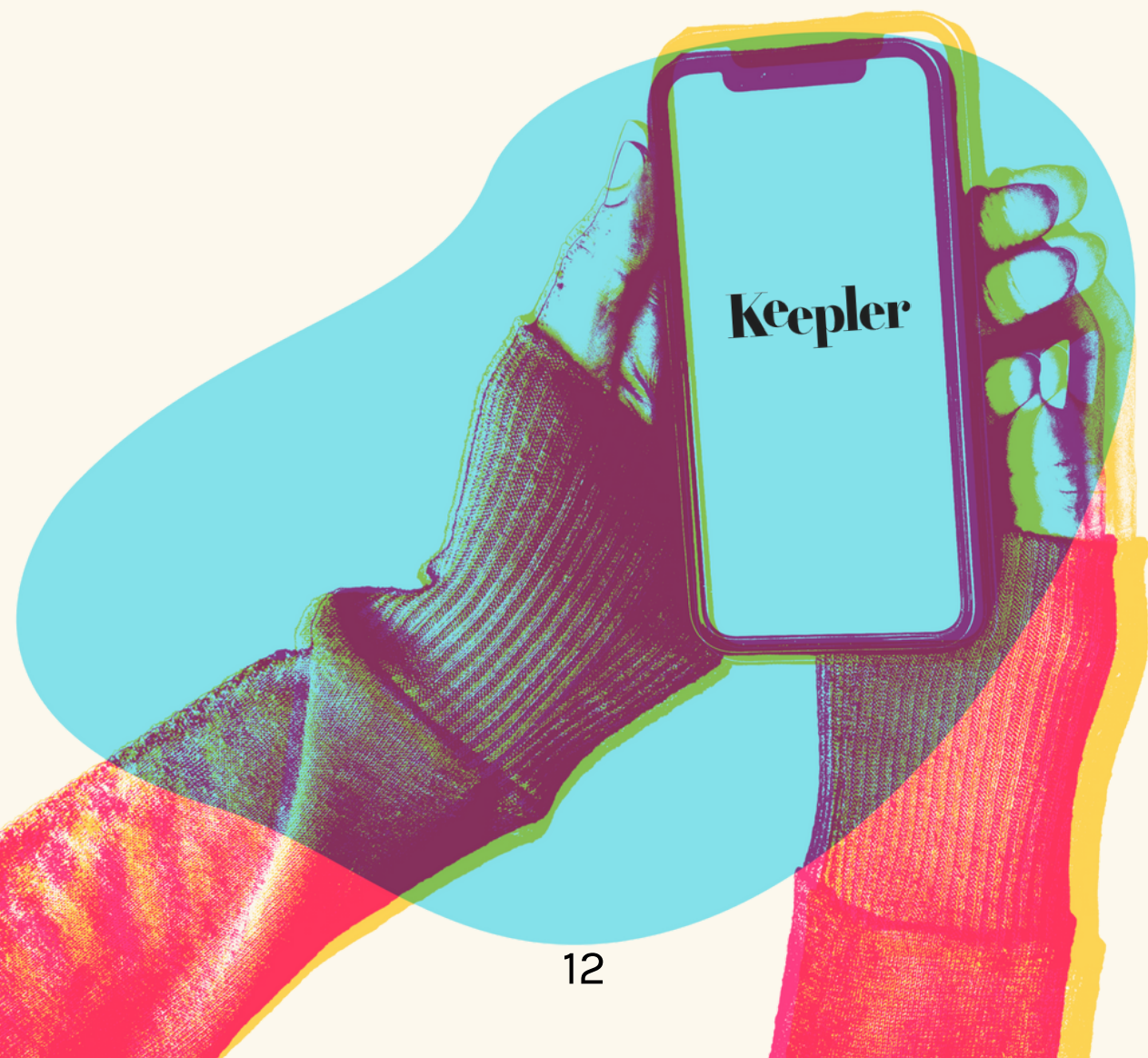
Connect with us [@keeperapp](https://www.instagram.com/keeperapp)



(click the icons to connect!)

Download #Keeper

#DontJustFindYourPerson #FindYourself



FAQs

For additional answers to FAQs, visit us here:

www.keeper.com/faqs

Q: So...what is Keeper?

A: Keeper is a community of folks who are interested in and dedicated to improving the relationships in their lives.

This community will help you discover what's important to you in a partner, identify past patterns that might not be serving you, support you in moving forward with confidence and optimism, and all the ingredients for a deeply authentic and meaningful relationship—with both yourself and others!

The community and your Inner Circle (think community “cohorts!”) will always be there to support you with advice and the tools you need to create wonderful connections.

Future Tools include: one-on-one coaching, matchmaking, Keeper content (including audio, video, and written content), as well as a safe, low pressure environment to organically connect with other folks on a similar journey.

Q: Is the Keeper community for dating, friendship, or something else?

A: The Keeper community has been primarily created for friendship, support, and self-growth.

Q: How is Keeper different from other apps?

A: While other dating apps provide the matching platform, you're on your own once you've made that match. Keeper understands that the match is only the beginning—now it's really time to figure out who you are, what you want, and build on your connection skills.

While you're exploring your dating possibilities, you can always come to Keeper for advice, support, and great content.

This means that Keeper is different from other apps because it isn't made to be deleted after you've found your person. The Keeper Community empowers you to continue developing yourself, connect with others on their journeys, and to give and receive advice on all things dating and relationship.

Q: How do I sign up/access the Keeper community?

A: The Keeper community is always available to you through the app. The first time you sign in to the community, you'll be asked to create a community member profile. You can revise your community profile at any time by clicking on the pen icon in the profile. From there you can edit your bio, location, and other profile info.

When you sign into Keeper for the first time, you'll be asked a series of questions to help us create your Inner Circle. Click on the Inbox to access your Inner Circle conversation—it will be pinned to the top of the Inbox.

The Keeper community is open to those at every stage of their dating journey: actively dating, not currently dating, in a relationship of any kind, and those still figuring it out. You can post in groups, ask and reply to questions, share stories, and attend events, and, in the near future, follow and connect with individual experts and content creators. It's pretty rad.

Q: How can I get the most value out of the Keeper community?

A: As with most relationships, the more you put into it, the more you get out!

Engaging with our content, responding to member posts with advice and compassion, as well as setting the intention for self-growth will put you on the right path toward finding the connections that are most valuable to you.

Q: What is a cohort a.k.a. an Inner Circle?

A: When you join Keeper, you'll be added to a smaller cohort of people called your Inner Circle. This is your main micro-community within the community at large. Here you can have more intimate conversations, get to know each other on a deeper level, and know that you always have a group of people who have your back throughout your self-growth, dating and relationship journeys.

We group people based on when they join Keeper, so it's likely that your group will include a range of ages, identities, goals, and life experiences. We encourage you to learn from and help each other as you all explore what Keeper has to offer, and as you embark upon this new, exciting way to improve your romantic relationships!

Q: What do I do if someone is being rude or inappropriate?

A: We have a zero tolerance policy for intolerance, cruelty, racism, sexism, or inappropriate content.

You can report a user by clicking the report button, and/or you can send us an email with screenshots at help@lovekeeper.com.

Q: Why do you have an enforcement policy?

A: Our enforcement policy was crafted in order to protect members like you. The purpose of our enforcement policy is to maintain safety and trust within the Keeper community and those you come into contact with both on and offline.

Imperfections are real and infractions happen. We understand that misspeaking, misunderstanding, and misperception can happen on the journey of connecting with others. Here is a breakdown of our enforcement policy:

Step One: A written warning detailing the infraction as well as why it's unacceptable.

Step Two: A second infraction will result in removal from the community.

If you have any questions, concerns, or would like to report behavior, please attach a screenshot or direct link to the infraction and share with our team here: help@lovekeeper.com

Definitions

Hate Speech: Vitriol directed at someone on the basis of their identity or membership in a particular group.

Consent: Permission for something to happen or agreement to do something.

Catfishing: Presenting a false version of yourself online, either with fake or extremely doctored photos or fraudulent profile information, in order to lure someone into dating you. (This is why we verify!)

Q: I have feedback / found a bug! How do I tell you about it?

A: Feedback helps us create the best experience for you and other Keepers, and bugs do happen (we're all human, after all!). You can shake your phone in the app and a reporting feature will appear so you can screenshot the bug and send us feedback.

Alternatively, you can tap the envelope icon on the Profile screen or take your own screenshot and send it to us at keeper@freeporometrics.com, and we will get right on it!



DON'T
JUST
FIND
YOUR
PERSON.





FIND YOUR PEOPLE.



FIND YOURSELF.

