SOCIAL MEDIA & OUR TRADITIONS
SOCIAL MEDIA AND OUR TRADITIONS

ONLINE PUBLICATION OF MEMBER MATERIALS

“ANONYMITY IS ESSENTIAL IN PRESERVING THE STABILITY OF OUR FELLOWSHIP, MAKING PERSONAL RECOVERY POSSIBLE.”

*It Works: How and Why, Tradition Twelve
CONNECTING

USING VIRTUAL TOOLS OR SOCIAL MEDIA

WE CAN UTILIZE SOCIAL MEDIA IN OUR EFFORTS TO WIDEN THE AUDIENCE FOR SPREADING THE WORD OF OUR EXISTENCE.
HAVING AN ONLINE PRESENCE IN ANY SOCIAL MEDIA PLATFORM, WILL REQUIRE SOME OF THE FOLLOWING THOUGHTS RELATED TO ANONYMITY:

- THESE PLATFORMS ASK FOR OUR REAL NAMES AND SURNAMES WHEN WE ARE SETTING UP A SOCIAL MEDIA PAGE, GROUP AND ANYTHING IN BETWEEN FOR OUR SERVICES.

- IN TODAY’S INTERNET OUR PERSONAL DATA IS BEING COLLECTED THROUGH COOKIES SO WHENEVER WE ARE ONLINE, WE GIVE UP OUR PRIVACY TO A LEVEL WITH OR WITHOUT OUR CONSENT.

- ANONIMITY IS A SPIRITUAL PRINCIPLE, IT APPLIES WHETHER WE WORK WITH TV, RADIO OR INTERNET.

- HOWEVER, JUST LIKE SOME OF US COMPROMISE OUR ANONIMITY WHEN WE DO PR WORK, THE SERVICES ON SOCIAL MEDIA MAY REQUIRE A SIMILAR CONSIDERATION.
FB (USER) PROFILE

Public information is any information you share with a public audience, as well as information in your Public Profile, or content you share on a Facebook Page or another public forum.

+ MAY BE USED FOR INTERACTION WITH MEMBERS/POTENTIAL MEMBERS;
+ EASY TO FIND ON FB AND GOOGLE SEARCH;
+ INFORMATIVE AND CAN REACH WIDE AUDIENCE;
- LACK OF ANONYMITY

FB PAGE

Page information and posts are public and generally available to everyone on Facebook. Anyone can like a Page to connect with it and get News Feed updates. There is no limit to how many ppl. can like a Page.

+ EFFICIENT TOOL FOR INFORMING MEMBERS/POTENTIAL MEMBERS ABOUT THE PROGRAM;
+ MEETING SCHEDULES, BASIC INFORMATION ABOUT FELLOWSHIP;
- “LIKES” AND COMMENTS ARE PUBLIC;
- LACK OF ANONYMITY

FB EVENT

PRIVATE EVENT: visible only to people who are invited.
PUBLIC EVENT: visible to anyone on or off Facebook (pictures, posts..).

FB GROUPS

<table>
<thead>
<tr>
<th>Who can join?</th>
<th>Public</th>
<th>Closed</th>
<th>Secret</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANYONE</td>
<td></td>
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<table>
<thead>
<tr>
<th>Who can see the group's name?</th>
<th>ANYONE</th>
<th>ANYONE</th>
<th>INVITATION ONLY</th>
</tr>
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<tbody>
<tr>
<td>ANYONE</td>
<td></td>
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<table>
<thead>
<tr>
<th>Who can see who's in the group?</th>
<th>ANYONE</th>
<th>ANYONE</th>
<th>MEMBERS</th>
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<tr>
<td>ANYONE</td>
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<thead>
<tr>
<th>Who can see the group's description?</th>
<th>ANYONE</th>
<th>ANYONE</th>
<th>MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANYONE</td>
<td></td>
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<table>
<thead>
<tr>
<th>Who can see the group tags?</th>
<th>ANYONE</th>
<th>ANYONE</th>
<th>MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANYONE</td>
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<table>
<thead>
<tr>
<th>Who can find the group in search?</th>
<th>ANYONE</th>
<th>ANYONE</th>
<th>MEMBERS</th>
</tr>
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<tbody>
<tr>
<td>ANYONE</td>
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<tr>
<th>Who can see stories about the group on FB (news feed, etc.)</th>
<th>ANYONE</th>
<th>ANYONE</th>
<th>MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANYONE</td>
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</table>

+ CAN BE VERY USEFUL TOOL FOR ANNOUNCING UPCOMING NA EVENTS;
+ SHARING OF ESH;
+ FELLOWSHIPPING;
- NOT USEFUL IN A COMMITTEE WORK (ORDER OF POSTS, COMMENTING...);
TOOLS
FOR THE COMMITTEE WORK
**Google Groups**

It allows you to create and participate in online forums and email-based groups.

**Email List:**
An email list allows users to post from the web or by email. This is a mailing list group. Administrator can assign each member “right” to write to this list, or just to follow new posts. Very useful option for committee work.

**Web Forum:**
A web forum allows people to interact with the group and have engaging and interactive discussions on the web.

**Q&A Forum:**
A Q&A Forum forum group is one whereby members use the Google Groups user interface to primarily answer the questions of other members.

**Collaborative Inbox:**
Topics can be assigned to other members and treated as tasks which can be resolved or reassigned.

**Audience Types:**
- Anyone can ask
- Only invited members
- Public

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**Google Hangouts Conference**

Can be used for voice and video group calls, to share screen, organize workshops or webinars.

+ Enable easy communication for committee or any service body work
+ Audio/video communication: less misunderstanding than emails
+ Available on any electronic device
+ Free
  - Limited to 10 participants
  - “Getting started” introduction needed

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**Skype Conference**

Can be used for voice and video group calls, to share screens, organize workshops or webinars.

+ Enable easy communication for committee or any service body work
+ Audio/video communication: less misunderstanding than emails
+ Available on any electronic device
+ Majority of members know how to use it
+ Free / up to 25 members
  - High system requirements for conference host

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**For Sharing and Storing Service Documents**

Online storage can be powerful tool for sharing service materials, speaker tapes (?), archiving promo or workshop materials.

A lot possibilities to choose from, according to specific needs.

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**Zoom Video**

Web conferencing software service offers immersive online meeting experiences for small group collaboration and large scale webinars.

+ Better video quality than Skype
+ Free: up to 100 participants (40 min.)
  (After 40 min: new session needed)
+ Pro account: unlimited time
  (Small group discussions possible)
HOW TO

- ALWAYS ask a person for the consent to take a photo.
- **PUBLISH PHOTOS:**
  - ON SOCIAL MEDIA:
    - ALWAYS ask a person for the consent for posting photos on social media.
    - SHOW the picture before posting.
    - DON’T tag people without asking for permission.
  - **ON A WEBSITE OR SOCIAL MEDIA SERVICE PLATFORM**:
    - PROVIDE specific permission for the person.

SOME SUGGESTIONS:
- PLAN for the specific place for posing and taking photos (backdrop with the convention logo etc.);
- ASK for the permission to publish photos;
- REMIND members to protect each others anonymity and privacy online;
- Have more than one individual from the Committee post and monitor social media activity to help each other follow NA Traditions and social media regulations;
- Remove any comments that break confidentiality, or those which are not aligned with our Traditions;

ACCORDING TO OUR TRADITIONS

We are each personally responsible for maintaining anonymity in our online activities, both our own anonymity and the anonymity of members with whom we interact online.

TAKING PHOTOS AT ECCNA OR ANY NA EVENT

LEGAL BACKGROUND

The right of every individual is to control any commercial use of his/her name, image, likeness or any other identifying aspect of identity. Publishing pictures of people in general is restricted.

NA CONVENTIONS ARE NOT PUBLIC EVENTS

AVOID

- TAKING PHOTOS DURING MEETINGS
- Taking photos of CHILDREN.
- Respect that some people DON’T WANT to be photographed at all.
- Photos with NA LOGO in the background.
- TAGGING people in photos that may be seen as NA related.
- PUBLISHING PHOTOS on websites and social media if person DON’T KNOW he/she was photographed or disagrees.
STATEMENT FOR NA EVENTS

WE RECOGNIZE THAT IT IS A COMMON PRACTICE FOR MEMBERS TO TAKE PHOTOS AND VIDEOS AT NA EVENTS AND POST THEM ON SOCIAL NETWORKS.

WE DO NOT BELIEVE THIS TO BE IN CONFLICT WITH OUR TRADITIONS SO LONG AS THEY ARE FOR THE ENJOYMENT OF MEMBERS AND ARE NOT MADE AVAILABLE TO THE GENERAL PUBLIC.

PLEASE BE CONSIDERATE OF OUR GUIDING PRINCIPLES AND THE ANONYMITY OF OTHERS AS YOU SHARE YOUR PHOTOS AND VIDEOS FROM THIS NA EVENT.

REMEMBER: MEMBERS HAVE FREEDOM TO DECIDE IF, WHEN AND TO WHAT EXTENT THEY WANT TO DISCLOSE THEIR IDENTITY AS NA MEMBERS, HOWEVER THEY SHOULDN’T MAKE THIS DECISION ON BEHALF OF SOMEBODY ELSE.
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*For more information, please see the service pamphlet Social Media and Our Guiding Principles.

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- ALWAYS ask a person for the consent to take a photo.
- Be mindful of what and who is in the background when you take photos.

FOR PUBLISHING PHOTOS ON SOCIAL MEDIA
- ALWAYS ask a person for the consent for posting photos on social media.
- SHOW the picture before posting.
- DON’T tag people without asking for permission.

FOR PUBLISHING PHOTOS ON A WEBSITE OR SOCIAL MEDIA SERVICE PLATFORM
- PROVIDE specific release contract.
CONCLUSION

WITH NA’S PUBLIC IMAGE AND THE ANONYMITY AND PRIVACY OF OUR MEMBERS AT STAKE, IT IS CRUCIAL THAT THOSE OF US WHO CHOOSE TO USE THESE RESOURCES (SOCIAL MEDIA) TAKE GREAT CARE IN DOING SO.

*Service pamphlet Social Media and Our Guiding Principles*