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Draft: Susquehanna Area Social Media Policy

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**Personal responsibility statement:**

*Some SASC social media sites/accounts, must be public, in accordance with individual social media site/account policies. That means if you follow or post on a SASC social media page there is always the possibility of your account information being visible to others. If you have anonymity concerns you could make sure that your name and username do not mention a last name, or you may choose not to follow the social media site/account and simply regularly check the site/account for updates.*

**I. Policy Preface:**

While our Eleventh Tradition specifically addresses our presence “at the level of press, radio, and films,” the principles of this tradition can be applied to many other levels of engagement with the public. For a coworker, family member, or the still suffering addict who knows nothing about NA, our behavior in online forums may be the only example of NA they encounter. Our own personal activity on social networking sites, especially our interactions with other members on these sites, can say a great deal about who we are as a fellowship. This policy is meant to offer some clarification on applying our guiding principles and help members make informed decisions when using social media and social networking sites.

**II. Purpose:**

The following pertains to Susquehanna, Maryland Narcotics Anonymous Face Book, Twitter and other social media accounts, pages, and profiles owned and/or administered by the SASC (Susquehanna Area Service Committee). Their purpose/purposes are to communicate NA related information to friends and followers of Susquehanna, Maryland Narcotics Anonymous. Social media accounts, pages, and

profiles owned and/or administered by the SASC are used as broadcast mediums, not discussion forums or boards.

### ***III. Guidelines***

- A. Have more than one individual from the SASC post and administer/monitor/coordinate social media activity to ensure that all social media entities representing the SASC follow NA traditions and SASC social media Policy.
- B. Set privacy settings so individuals may not tag or post to the NA social media page, group, or profile without express permission from the SASC social media administrator.
- C. Social media pages operated by SASC may only Like, Friend or Follow Susquehanna Area NA service committees. Anyone may Like, Friend or Follow SASC.
- D. Monitor social media pages and profile daily and remove or fix any posts or tags that slip through the cracks of the privacy settings.
- E. Only NA approved literature and events may be allowed to be posted on Susquehanna Area social media pages.
- F. Keep photos restricted to NA approved artwork or within the context of the communication.
- G. Do not post last names or contact information unless the individual grants permission.
- H. Do not publish comments that break confidentiality or do not align with our Traditions.
- I. Communicate lessons learned between individuals responsible for postings and settings.
- J. Regularly refresh guidelines to reflect changes in SASC policies.
- K. Regularly review email accounts.
- L. Develop best practices and incorporate best practices into individual SASC subcommittee social media presence.

### ***IV. Social Media Best Practices***

Facebook and Twitter and other social media presence along with email are communications seen by members and the public. Treat these communications carefully and with respect to the 12 Traditions and all will be well.

#### **General Best Practices:**

- A. Always be aware of content, tone, Traditions, and responsiveness.

- B. Do not treat NA SASC social media pages and profiles as if it were a person; we do not post comments or advertisements not related to NA or make “witty” comments on others’ posts. NA SASC uses social media conservatively as a broadcast medium.
- C. Always consider the quality of the content and focus less on quantity. Be creative in posts but get the point across quickly.
- D. Too much content eventually turns people off.
- E. Make sure your content is engaging.
- F. Be aware of the graphics used in a particular post, be aware of its size so that it shows up correctly.
- G. Post freely about upcoming SASC NA Events.
- H. Post about new and upcoming NA approved literature.
- I. Remember to occasionally post “how to find a meeting.”

#### ***V. Privacy and Anonymity***

Our Eleventh Tradition reminds us that “we need always maintain personal anonymity at the level of press, radio, or film.” SASC handles keeping anonymity in our online activities. SASC Committees using social media are directed to follow the guidelines in this SASC policy. What we say and what we do reflects on our NA recovery and the NA Fellowship. We want that reflection to be a source of attraction rather than a source of embarrassment. It Works: How and Why, Tradition Eleven reminds us to be mindful of anonymity as it relates to information and photos from an event. We recognize that it is a widespread practice for members to take photos and videos at NA events and post them on social networks. We do not believe this to conflict with our traditions so long as they are for the enjoyment of members and may not be made available to the public. We must be considerate of our guiding principles and the anonymity of others as we share our photos and videos from a NA event.

Privacy Settings: Privacy settings vary among various social media sites. For this reason, we must always defer to our Eleventh Tradition. We recognize the ambiguity in this guidance. For that reason, we suggest that when there is a questionable posting or when there is a question concerning “if” or “it not” to post we error on the side of anonymity.

#### ***VI. Using Online Communication Tools for NA Services***

SASC views our social media presence to be reflective of our primary purpose: “to carry the message of recovery to the suffering addict.” To achieve this mission, we adhere to Tradition 1: “Our common welfare should come first; personal recovery depends on NA unity”, Tradition Eleven: “Our public relations policy is based on attraction rather than

promotion; we need always maintain personal anonymity at the level of press, radio, and films”, and Tradition 12: “Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.

SASC views our social media presence as a tool and resource allowing SASC greater communication and collaboration among members. SASC will in all matters be cautious when setting up and configuring social media services. Trusted servants handle finding and setting up these tools and must take steps to make sure that communications, documents, and other information will only be visible or accessible to NA trusted servants and other members who have the proper permissions or passwords unless such content is meant for public consumption.

### ***VII. NA Logos and Copyright Issues***

Part of our SASC responsibility is to protect the fellowship’s intellectual property on its behalf.

Why is it so important to protect our copyrights? This is primarily about the integrity of the NA message and the need to protect NA’s property so that NA can continue to own its own material. SASC has a duty to ensure that our social media presence in no way conflicts with guidance from NA World Services on such matters. SASC will defer to all FIPT documents maintained by NAWS. Protecting our copyrights is the only way to guarantee the conceptual fidelity of NA literature and to safeguard the property of the NA Fellowship.