

San Diego Spring Roundup 2017
“A New Freedom”
Social Media in a Digital Age
Saturday, April 15, 2017

VISIT: area8aa.org for an electronic copy of this handout.

A.A. Traditions

Short Form Traditions 6-7 (Short form from SM F-122)

6. An A.A. group ought never endorse, finance, or lend the A.A. name to any related facility or outside enterprise, lest problems of money, property, and prestige divert us from our primary purpose.

7. Every A.A. group ought to be fully self-supporting, declining outside contributions.

Long Form Traditions 11-12 (Long form from SM F-187)

11. Our relations with the general public should be characterized by personal anonymity. We think A.A. ought to avoid sensational advertising. Our names and pictures as A.A. members ought not be broadcast, filmed, or publicly printed. Our public relations should be guided by the principle of attraction rather than promotion. There is never need to praise ourselves. We feel it better to let friends recommend us.

12. And finally, we of Alcoholics Anonymous believe that the principle of anonymity has an immense spiritual significance. It reminds us that we are to place principles before personalities; that we are actually to practice a genuine humility. This to the end that our great blessings may never spoil us; that we shall live in thankful contemplation of Him who presides over us all.

GENERAL SERVICE CONFERENCE ADVISORY ACTIONS

General Service Conference Advisory Action: Public Information (1974)

The wording of the Eleventh Tradition remain as is and that the delegates explain at the local level that “TV” is implicit in the last phrase of the Tradition, which reads “. . . at the level of press, radio, and films.”

General Service Conference Advisory Action: Public Information (2013)

The 63rd General Service Conference affirm that the Internet, social media and all forms of public communication are implicit in the last phrase of the Short Form of Tradition Eleven, which reads: “. . . at the level of press, radio, and films.”



2017 GENERAL SERVICE CONFERENCE SOCIAL MEDIA CONSIDERATIONS

The San Diego-Imperial Area has 13 standing committees with each working in a specific manner to perform 12-Step work. Any social media adopted by the Conference will offer new 12-Step opportunities for use of committees in all local AA Areas in the U.S. and Canada.

Cooperation with the Professional Community Committee carries the message to professionals about what AA does and what it does NOT do. This committee needs volunteers to participate on panels and give informational presentations to health fairs, county boards, religious and legal organizations.

Proposed Social Media is LinkedIn: LinkedIn is a platform in which information about A.A. can be brought to professionals who come in contact with alcoholics.

Grapevine/La Viña Committee displays the Grapevine and La Viña magazine, books, and other material to groups, districts and other area functions. Their ongoing work includes encouraging fellowship members to subscribe and to contribute stories of their experience to the magazine.

Instagram: An online mobile photo-sharing site for sharing photos and video either publicly or privately on the app. It seamlessly connects with other platforms such as Facebook, Twitter, Tumblr, and Flickr. The visual social network offers quick attractive options for use in drawing attention to a message. It's simplicity offers a means to carry the message to those seeking information on recovery in a very engaging and attractive way.

Facebook: An online social media and networking service. Accounts can be set as either public or private and are accessible from most any device. A "Business" or "Fan page" is being considered with disabling of the comments function. These pages can be used to link to and from aa.org and aagrapevine.org.

Google-for-Nonprofits: A Google for Nonprofits account of the General Service Office of Alcoholics Anonymous focused on the YouTube Nonprofit Program.

Public Information Committee

Carries the A.A. message to the alcoholic who still suffers by working to convey A.A. information to the general public through activities such as giving A.A. information talks at schools and civic organization meetings, providing A.A. literature to schools and offices, and insuring local media have accurate information and providing them with A.A. public service announcements.

Google-for-Nonprofits: See section above. Links to Public Service Announcements.

Twitter: A proposal of a Twitter account for carrying the message of A.A. to the public.

PRESENTERS

Jane G is currently serving as the San Diego-Imperial Area's Panel 66 Delegate to the General Service Conference and Delegate Chair to the Conference Committee on Report and Charter. She has also served the area as a General Service Representative (GSR), District Committee Member (DCM), Area Chair, and Alternate Delegate. While in the area positions, she has also served four years on the area's Policy Committee and two on its Agenda Committee. Before serving in general service, she served at least six years on H&I panels in LA County at Los Padrinos Juvenile Hall and Harbor General Hospital. As a human resources professional, Jane's work includes management and leadership development and voluntary service as a board member to several non-profits.

Kirk W - Kirk has been sober and a active member of AA for over 24 years. For the past 15 years he has been active in H and I . He has worked in the internet marketing industry as a Digital Strategist for the past 14 years.

Robert H- Robert began serving AA by cleaning ashtrays and making coffee. He has been blessed to serve in South Carolina various ways including helping groups and districts work through Traditions issues and serving as the Panel 58 Area 62 (SC) Delegate in 2008-2009. Robert currently chairs the Area 62 Finance Committee. Robert markets his law practice on Twitter and LinkedIn and blogs at www.attorneyroberthill-blog.com.

RESOURCES

SERVICE MATERIALS

Service material is available to A.A. members upon request. It can be ordered in multiple copies at literature@aa.org or accessed and printed in PDF format at aa.org. This material differs from Conference-approved literature in that it has not come about through Conference Advisory Action. It is produced when there is a need for readily available information on a specific subject. Service material reflects A.A. group experience as well as specific and timely information that is subject to change.

ANONYMITY ONLINE (SM F-197)

http://www.aa.org/assets/en_US/smf-197_en.pdf

FREQUENTLY ASKED QUESTIONS ABOUT A.A. WEBSITES (SM F-101)

http://www.aa.org/assets/en_US/smf-101_en.pdf

A.A.® Guidelines - Internet (MG-18)

http://www.aa.org/assets/en_US/mg-18_internet.pdf

SOCIAL MEDIA PRIVACY SETTINGS

<https://www.facebook.com/help/325807937506242/>

<https://support.twitter.com/articles/20169886#>

<https://help.instagram.com/116024195217477>

<https://support.snapchat.com/en-US/a/privacy-settings>

<https://www.linkedin.com/help/linkedin/answer/66/managing-your-account-and-privacy-settings-overview?lang=en>

<https://support.google.com/youtube/answer/157177?co=GENIE.Platform%3DDesktop&hl=en>

<https://help.pscp.tv/customer/portal/articles/2016181-how-do-i-make-my-broadcast-private->