



AA_s IN THE DIGITAL AGE

LACHLAN B

CHATSWOOD THURSDAY NIGHT

NATIONAL TECHNOLOGY AND SOCIAL MEDIA COORDINATOR

GENERAL SERVICE TRUSTEE (AA AUSTRALIA)

TRADITION 11

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 ESPECIALLY THE INTERNET!**

ANONYMITY AND SOCIAL MEDIA

- Advisory Action #025/2014 Conference resolved that that following statement be added to Guidelines GL-14 AND gl-15: *In line with Tradition 11, if you are using social media groups to provide information on your event, ensure that any pages are set up as secret pages, anonymity is not compromised and accessible only by members who have elected to join the group. Members should not be added without their prior permission.*

FACEBOOK IS NOT CONFIDENTIAL!

- Facebook and other similar sites make money by encouraging users to SHARE!
- Making AA related comments on another persons page – those comments will be seen by all other people that person has listed as FRIENDS!

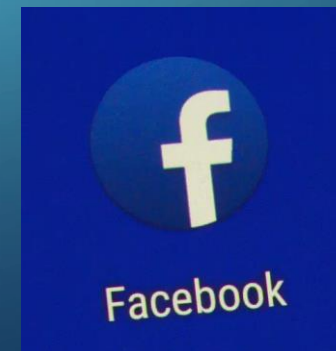




CHECK YOUR SOCIAL MEDIA APP.

To protect your anonymity check that the platform you are using lets you

- Withhold your full name and use an alias or nickname – LachlanB, #whitenight221, #funwithexplosives422
- Offer secure communication with other members – Can anyone else see my conversations?



INTERNET SAFETY



- Be careful of joining any group that has AA or Alcoholics Anonymous in the name.
- Be careful about who you disclose your membership in AA to.
- Don't publish pictures of AA events unless you have the other participants permission
- Ensure that any AA related event is marked private so that non members do not see it.
- Don't give out you contact information to people you have just met. Wait to establish trust and verify from another person you trust.
- Check your social media sites setting on a regular basis. Facebook etc change their security and sharing setting on a regular basis and this can compromise what you thought was a "secure" setup.
- If you are unsure about something – STOP – DO NOT CLICK - ASK for HELP.

Check out the AA UK Internet Safety Recommendations –

- <http://www.alcoholics-anonymous.org.uk/download/1/Library/Documents/Newcomers%20starter%20pack%20PDFs/Internet%20Safety001.pdf>



ONLINE MEETINGS

Staying Cyber AA Meetings for the WWW

- <https://aa.org.au/meetings/online-aa-meetings/>
- Australian Online Intergroup - <http://aoig.oso-aa.org/>
- International Online Intergroup - <http://aa-intergroup.org/>

What's Different About Online AA

*Less personal interaction.
Users may not be fully engaged.
Readily available.
Less imposing than going to a group.*



EMAIL COMMUNICATION

- If you are conducting AA related activities it is recommended that you use an email address that protects your anonymity –
areae_secretary@aaemail.org.au , Prisons_intergroup@aaareae.org.au

CASHLESS SOCIETY



- Over 75% of all monetary transaction are now in digital form – NO CASH.

What does this mean for AA Groups?

- As the use of cash declines in order to enable the 7th Tradition A.A. meeting will have to embrace digital payments.
- Meetings will need to have a bank account to enable digital payments.
- Some form of card reader or mobile payment enabled phone.
- Is already being trialed in some meetings in Victoria and elsewhere.

ONLINE ADVERTISING

- There is nothing in the traditions that prevents us from attracting members to AA using modern advertising digital platforms.
- Google and Microsoft offer “free” advertising grants for Non for Profit organisations.
- Any member, group, district or Area can sponsor ads online, on radio, TV and cinema.

AA ONLINE RESOURCES

- AA Australia National Website - <https://aa.org.au/>
- AA Australia National Service Website - <http://www.aaservice.org.au/membersonly/>
- AA Times (Vic) - <https://aatimes.org.au/>
- Most Area's and CSO's also have websites now!
- Facebook Secret Group - [AA Members Australia](#)