

## **Social Media**

Social media can be an important venue for carrying the message of Al-Anon as it fulfills its primary purpose of reaching those who are not yet aware of the existence of our fellowship. Given social media's global reach, members serving Al-Anon Family Groups are encouraged to understand their unique responsibilities to adhere to our Legacies when using this medium.

### **Social Media—WSO**

The World Service Conference (WSC) has granted the WSO sole responsibility for creating public outreach messages with national and international reach. The WSO, in carrying out its responsibility, will continually look for new ways to do so, using the capabilities of social media and emerging technologies while adhering to Al-Anon's spiritual principles.

### **Social Media—Areas, Districts, AISs/Intergroups**

Service arms (Areas and Districts) and service entities (AISs/Intergroups) can create blogs, profiles, or social media pages for public outreach relevant to the membership they serve, recognizing the need to adhere to Concept Ten by avoiding conflict with the service authority granted to the WSO by the WSC. Service arms and entities can create and post content consistent with Al-Anon's spiritual principles and Legacies except when to do so would violate copyright law. Only Al-Anon service arms and entities are given permission to use the Al-Anon and Alateen trademark names and logos for social media purposes. (See also "Copyrights" and "Symbols/Logos.")

### **Social Media—General Service Offices (GSOs) & National Structures**

GSOs and national structures can create blogs, profiles, or social media pages for public outreach relevant to the membership they serve, recognizing the need to ensure consistency with public outreach messages created by the WSO.

### **Social Media—Groups**

In keeping with Tradition Five, the purpose of an Al-Anon Family Group is to help the families and friends of alcoholics. Groups do not create social media pages. Groups are encouraged to support service arms and entities' public outreach efforts.

### **Social Media—Individual Members**

To carry the message as described in Step Twelve, members are welcome to share Al-Anon WSO, service arms, and entities' social media posts for public outreach. Members maintain the principle of anonymity, never revealing their membership, and do not appear to speak for Al-Anon as a whole. They avoid actions, behaviors, or commentary that could draw Al-Anon into public controversy, harm Al-Anon's name, or distort its public outreach message. The names "Al-Anon" and "Alateen" are trademark names and may not be used as usernames, logos, or identifying characteristics on profiles (See also "Anonymity.") In order to adhere to the spiritual principles described in Tradition Twelve, individual members do not create Al-Anon/Alateen social media pages.