SOCIAL MEDIA GUIDELINES

The use of social media is exploding! It can be a wonderful tool to help carry the Nar-Anon message. As a public platform, caution should be used when Nar-Anon members, groups, areas, and regions create and use accounts. With our traditions in mind, these guidelines offer suggestions for safe, considerate use of social media. Please refer to the *Nar-Anon Website Handbook* and *Nar-Anon Family Groups Outreach Handbook* as well; website and outreach information applies to other areas of social media.

When setting up a Nar-Anon related social media account, remember:

We *DO* want to:

- Keep to our traditions and principles.
- Be aware of the importance of anonymity!
- Use care when setting up an account; choose a platform wisely.
- Keep your message straightforward.
- Offer strength and hope. Newcomers, especially, need to hear hope.
- Be positive.
- Teach/spell out the "lingo" [addicted loved one rather than ALO].
- Use Nar-Anon conference approved material; no more than 25% of each individual writing may be used. Be sure to include credit.
- Use proper logos. Follow copyright laws.
- Remember, you are representing Nar-Anon; be respectful and practice attraction by assuming good will.

We *DO NOT* want to:

- Discuss Nar-Anon activities or member information in a public based forum.
- Use a platform that requires payment.
- Affiliate with outside entities by attaching the Nar-Anon name or logo to another organization's website or social media account.
- Use a platform you do not understand.
- Use a platform that is unmanaged.
- Include inappropriate advertising functions; they will distract from the message and are against our traditions.

Use of social media by groups, areas, and regions.

Groups, Areas, and Regions that choose to use social media should look to our traditions for guidance when making an informed group conscience decision. For example, if a Group, Area, or Region uses the Nar-Anon name or logo on a social media page, it may be seen as representing the official voice of Nar-Anon as a whole. When we use the trademarked logo, we are not only representing our local group, but we are also acting as representatives of the entire fellowship (see Tradition Four).

Some of the questions that can be asked during a group conscience discussion are:

- When social media is used, are we positively affecting Nar-Anon or NA as a whole?
- Is the information we plan to use on social media in conflict with Tradition Four, or any other tradition?
- Are we breaking anyone's anonymity?
- Is the choice of social media platform available to the majority of members?

- Are we attracting rather than promoting Nar-Anon with our post?
- Is the planned social media platform to be used for in-reach or outreach?

Personal use of social media and anonymity

As members, many of us use social media; it's a personal choice. We can protect the anonymity of our Nar-Anon and NA members/friends by using the privacy and security options many of these sites have to offer, and by applying Tradition 11. Some sites allow contacts to be organized so that a post is only seen by those specified in groups or categories. It is a good practice to use these security options to protect anonymity. Be mindful, settings do not guarantee anonymity. Social media privacy settings are often confusing and continually change.

When using social media, a problem may be created if the personal anonymity of our members cannot be secured. Many of us set up our profiles so our friends and family can find us using our full names; this may lead to breaking personal anonymity. Even in situations where communication is presumed to be private, electronic media makes it very easy for recipients to accidentally or intentionally share our message with others.

Some questions to ask ourselves prior to setting up and/or using a personal account:

- Why should we protect the addict's anonymity whether or not they are in recovery or NA?
- What care and responsibility should members use while participating in social media?
- Do we have any power over the privacy settings of those who follow us?
- Can we be sure that a message or post will not be forwarded or shared?
- Can we be sure if privacy settings today will be the same tomorrow?
- How will our posts affect Nar-Anon as a whole?
- Are there any issues regarding a minor?

How can service members use internet technologies in observance of our traditions?

Service members and committees should follow the same guidelines as those for personal use when setting up social media accounts, being sure to respect all Nar-Anon principles.

However, groups, areas, regions, and service committees sometimes use internet groups and forums as a communications tool. This is not social media. Trusted servants setting up these forums and/or groups should use security measures, such as usernames and passwords, that only allow those invited to have access. This will protect the anonymity of everyone.

Anonymity

Anonymity protects the identity of all members; provides a safe place in our meetings to share and grow; assures equality between newcomers and long-time members alike, and safeguards against a self-appointed spokesperson. Tradition 12 states *Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles above personalities*. This relates to not only our personal anonymity, but to Nar-Anon and NA as a whole. (See *Let's Talk About Anonymity in Nar-Anon*, S-307, available from the Nar-Anon Store, and downloadable at www.nar-anon.org/service-literature.)

Trademark, copyright and Nar-Anon's name, logo, and literature

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The permitted use of literature by members, groups, areas, and regions is outlined in the *Guide to World Services*. For more information see Copyright and Trademark Information section.