

COMMITTEE D

2024 Conference Committee on Public Information

ITEM K: Review Proposal for an AAWS Instagram account

Background Notes:

From the 2023 Committee Consideration of the Conference Committee on Public Information:

The committee discussed a request for Alcoholics Anonymous World Services, Inc. to establish an Instagram account in line with the Twelve Traditions and encouraged Communication Services to continue with planning for the account. The committee suggested that Communication Services provide additional information on the intended messaging, target audiences, analytics, and total cost to maintain the account. The committee requested that a new proposed plan be brought back to the 2024 Conference Committee on Public Information.

The committee offered the following suggestions for the next iteration of the proposed plan:

- Posting *Daily Reflections*, “What’s New” from GSO, and press releases, are duplicative to what we share on our A.A. website and Meeting Guide app news. The committee requested a detailed strategy on the target audiences for internal versus external messaging to be communicated within a potential future Alcoholics Anonymous World Services, Inc. Instagram account.
- Including more information in the proposed plan, specifying how distinct messaging and target audience of a potential Alcoholics Anonymous World Services, Inc. Instagram account differs from the existing AA Grapevine and La Viña Instagram accounts.
- Providing information on the total expense including the staff expense for managing the account.
- Including a section defining the key performance indicators that will indicate the channel is successful in carrying the message to members and potential members.
- Capturing the need for a social media management platform, like Hootsuite, in the proposed plan.

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- Perform ongoing evaluations of our communications channels to meet members and alcoholics on the platforms they utilize.
- Developing a policy with defined criteria that would allow AAWS to explore and implement new external platforms as technology changes.

From the July 29, 2023, Meeting of the trustees' Public Information Committee:

The committee reviewed the draft proposal for an AAWS Instagram account. The director of CSD reported that the current draft reflected the suggestions forwarded by the additional committee consideration of the 2023 Conference Committee on Public Information regarding the development of an Instagram account. The committee **agreed to forward** the revised proposal to the 2024 Conference Committee on Public Information.

Background:

1. 2023 AAWS Instagram proposal

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AAWS Instagram Account Draft Proposal

The Communication Services Department, along with the guidance of Public Information Desk recommends the creation, implementation, and management of an official Alcoholics Anonymous World Services (AAWS) Instagram account.

Goal

To reach our key audiences where they are—increasingly in the digital space—through more robust integrated, cross-platform communications. An AAWS Instagram account would align with the Twelve Traditions and serve as a tool to connect with the digital community and expand A.A.’s reach to members, suffering alcoholics, and other audiences by sharing relevant information about A.A. Examples include:

- GSO Podcast with scheduled posts to build awareness of upcoming episodes with audio clips
- Updates/announcements from GSO, such as new literature offerings, calendars, and upcoming events, i.e., Regional Forums, Conference, visiting GSO, etc.
- Short clips of our approved videos—e.g., upcoming Young People’s Video Project
- Seasonal literature special offers
- Press Releases, newsletters, news, and more
- Meeting Guide app—features and how-tos
- Excerpts from our literature, archives, Daily Reflections, and more

Most posts would include existing content adapted for this platform, while a quarter would be new content, and will take an integrated communications approach to disseminate our messaging.

Strategy

Our current goal is to include the use of existing Conference-approved content and service material that is produced by GSO and potentially produce new imaging and video-related projects, as needed, guided by the Conference. As we become more adept, we will start to solicit new content that is Instagram-specific and follow the current example of Grapevine in

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regard to using the necessary tools, such as Constant Contact, to share relevant information and resources with members and suffering alcoholics in a visually engaging way.

By amplifying our existing messaging and content, we would drive audiences to our other platforms, such as aa.org, LinkedIn, YouTube, the Meeting Guide app, and the online bookstore—enhancing the user experience and making our life-saving information more readily available to a wider audience.

Target Audiences

Instagram offers an opportunity to engage more deeply with our primary audiences for communications content, as well expose Instagram users who may not be followers to our content via search or in their feeds.

Primary audiences include:

- A.A. Fellowship
- Suffering alcoholics
- Professional community
- Family and friends
- Media
- Individuals who are not on our other platforms but are actively using Instagram.

Social Media Management Tool (HootSuite)

After research and careful consideration, the Communication Services Department recommends the use of a social media management tool to integrate and streamline management of our social platforms (LinkedIn, YouTube, Google My Business) in a more organized, efficient, and effective manner while optimizing audience engagement and measuring impact.

A tool such as HootSuite enables users to capture social media ROI and determine what content engages our audiences the most. This tool allows us to create and schedule posts, track messages, and track performance of individual posts and the platforms over time. HootSuite also allows for several platform integrations for our existing accounts, such as Acquia DAM, Adobe CC, Adobe Stock, Canva, Microsoft Office 365, SurveyMonkey, Trello, Vimeo, and more, which would maximize and streamline our ongoing and future projects moving forward.

The total cost for an annual subscription to HootSuite is \$1,188 for one user, and \$2,988 for three users. In comparison to a separate social media platform, Sprout, whose cost of an annual subscription is the same for one user, HootSuite appears to be best the social management tool that offers the high functionality and suite of data/analytics with a cost that fits our budgetary standards.

There is no additional cost from account maintenance on behalf of staff, as we do not track staff time nor log hours for individual projects.

Analytics

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Instagram has 1.39 billion users who spend an average of 11.7 hours using the app per month. Instagram analytics allow for access to key metrics and data related to the profile's performance. Instagram account metrics to track are as follows:

- **Engagement rate:** Number of engagements as a percentage of followers or reach. This is a baseline for evaluating how well your content is resonating with your audience and inspiring action.
- **Follower growth rate:** How quickly you're gaining or losing followers.
- **Website referral traffic:** How many visitors Instagram drives to your website. This is key if you want to increase your Instagram ROI and tie your Instagram efforts to off-platform goals.
- **Most effective times to post:** Which posting times gain the most response.
- **Audience demographics:** Important data points that can help us understand what types of content are likely to be most effective.

Instagram feed post metrics to track:

- **Post engagement rate:** Number of engagements as a percentage of followers or reach.
- **Impressions:** Total number of times your post was served to users. This can indicate how well you're promoting your account and content.
- **Reach:** How many people saw your post.

Instagram Stories metrics to track:

- **Story engagement rate:** Number of engagements as a percentage of followers or reach.
- **Completion rate:** How many people watch your Story all the way through.

Instagram Reels metrics to track:

- **Reel shares:** How many users shared your Reel.
- **Reel interactions:** Total likes, shares, and saves.
- **Drop-off rate:** How many people stop watching before the end.

Anonymity & Security

- Publicly accessible aspects of the Internet such as social media sites featuring text, graphics, audio, and video can be considered the same as publishing or broadcasting. A social media site requires the same safeguards that we use at the level of press, radio, and film. Simply put, this means that individuals do not identify themselves as A.A. members using their full names and/or full-face photos if they wish to remain anonymous.

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- When GSO uses social media, we are responsible for maintaining anonymity in the posts we create. When we post content, we are publishing at the public level. We will not break anyone's anonymity in the Instagram account.
- It is the app user's responsibility to use Instagram in an anonymous way as it does not require any personally identifiable information beyond a phone number or an email address. Any user has the option to make their account private, requiring personal requests for profile access.
- Instagram is a secure platform that allows for two-factor authentication, login activity notifications, and several other safeguards.

Privacy Settings

- The account's manager has control over who can see the posts, who can comment, and who follows the profile. They can also limit how others interact with the Instagram account.
- Instagram allows the option to turn off comments and hide the number of likes. CSD recommends that an AAWS Instagram account turn off the comment feature on our posts but show the number of Likes and allow sharing of posts.

Content Procurement

- The regularly scheduled posting can be handled by the Communication Services department with the content planning assistance of the Public Information desk, as well as other Staff desks and departments. We have ample opportunities to adapt and highlighting existing content including literature, newsletters, PSAs, audio and video clips, historical archives, and other content.
- CSD recommends that the Instagram account launch with a plan to post twice per day, with content also featured in Instagram Stories.
- Instagram has the option of adding more than one image or video per post, allowing us to post content with text in all three languages, English, French and Spanish, where available.

Outside Contributions

We will not use this platform to request or promote Seventh Tradition self-support contributions.

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ITEM A: Review progress report on Military Outreach Project (formally known as the Military Audio Interviews)

Background notes:

In 2017, the trustees' CPC/Treatment and Accessibilities Committee formed a subcommittee to develop service material and additional resources for the professional military community, veterans, and active duty A.A. members.

An appointed committee member (ACM) was added in 2018 who had a firm understanding of communication channels within the Armed Forces (United States or Canada), experience in A.A. service, especially involving military veterans and/or those currently serving, and the ability to strategize about how to more effectively carry the A.A. message to members and to the professionals familiar with the Veteran's Administration.

2019 Treatment and Accessibilities Advisory Action:

The trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities develop anonymity-protected audio interviews with military professionals about their experience with A.A. as a resource for posting online.

2021 Treatment and Accessibilities Advisory Action:

The following audio interviews with A.A. members who are in the Armed Forces, developed by the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee, be approved and posted on G.S.O.'s A.A. website:

- Male – Navy Captain
- Female – Air Force Pilot
- Male – Army Combat Medic

Secretary's note: Please see the Conference Committee on Treatment and Accessibilities History and Actions to see the full evolution of the Military Outreach Project.

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From the January 29, 2023, Meeting of the trustees' CPC/Treatment and Accessibilities Committee:

The committee reviewed the progress report and discussed the need to develop a distribution plan for how the military audio recordings will be used to reach alcoholics effectively. The committee agreed to forward to the 2023 Conference Committee on Treatment and Accessibilities the "Military Audio interview" report.

2023 Treatment and Accessibilities Advisory Action:

The committee recommended that the 22 interviews recorded to date as part of the Military Audio project be approved, giving the General Service Office (G.S.O.) the latitude to distribute the audio interviews in various formats and on various platforms, and that an updated report be provided to the 2024 Conference Committee on Treatment and Accessibilities.

2023 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee reviewed the progress report on Military Audio interviews and requested that the Military Audio project be expanded to include veterans. The committee also suggested that the Military Audio project continue to seek interviews with francophone members. The committee requested that sample audio and an update report be provided to the 2024 Conference Committee on Treatment and Accessibilities.

Secretary's 2024 Military Outreach Project update report:

Two of the interviews conducted in fall of 2022 (and reviewed by trustees' CPC/TA in October 2022) were posted to aa.org. The Communication Services Department (CSD) staff have indicated that the manner of displaying the interviews on aa.org is temporary and that a new web resource will be developed in 2024.

As of fall of 2023, three of the previously completed interviews recorded are currently being edited.

Consultants Tom P. and Gerry C. drafted a preliminary plan for communicating about the audio project with military leadership in the United States and Canada. Work on the plan will be refined as more interviews are made available on aa.org.

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A French Canadian/francophone member was found. An interview with them is being scheduled. Here are some audio interviews reflecting progress on this project.

1. Audio file sample, "Ernie" <https://www.aa.org/military-audio-ernie>
2. Audio file sample, "Mark" <https://www.aa.org/military-audio-mark>
3. Audio file sample, "Sam" <https://www.aa.org/military-audio-sam>

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ITEM C: Review contents and format of Accessibilities Kit and Workbook

Background Notes: What resources could be added for veterans?

Kits and Workbooks for C.P.C., Corrections, Public Information, Treatment and Accessibilities are reviewed by the appropriate trustees' Committees during each working annual period.

Workbooks and Kits are service pieces. Any suggested changes to their content by the Conference committee are put forth as suggestions rather than recommendations.

Between Conferences, ideas for changes to a Workbook or to the contents of a Kit may be received. These may be reviewed by the appropriate trustees' Committee and implemented, or the trustees' Committee may choose to forward an idea to the Conference Committee for review.

Typically, service kits are updated annually each fall. Due to pandemic-induced supply chain and paper shortage challenges, implementation of the updates have been delayed.

Secretary's note:

Changes recommended by the 2023 Conference Committee on Treatment and Accessibilities were incorporated.

Background:

1. Accessibilities workbook (revised 2023) available to view on https://www.aa.org/sites/default/files/literature/m-48i_SNWorkbook.pdf
 - EN - https://www.aa.org/sites/default/files/literature/assets/f-182w_SN_Kit.pdf
 - FR - https://www.aa.org/sites/default/files/literature/assets/ff-182w_SN_Kit.pdf
 - SP https://www.aa.org/sites/default/files/literature/assets/sf-182w_SN_Kit.pdf

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CONTENTS OF ACCESSIBILITIES KIT

aa.org/accessibilities-committees

List of Kit Contents (this page)	(F-182)
A.A. For the Older Alcoholic (Large print)	(P-22)
A.A. and the Armed Services	(P-50)
This is A.A. (Large print)	(P-56)
Frequently Asked Questions About A.A. (Large print)	(P-57)
Access to A.A.: Members share on overcoming barriers	(P-83)
Serving All Alcoholics	(F-107)
A.A. for the Alcoholic with Special Needs [ASL]	(DV-17)
WORKBOOK: Accessibilities Workbook	(M-48I)
A.A. GUIDELINES:	
Sharing the A.A. Message with the Alcoholic who is Deaf	(MG-13)
Accessibility for All Alcoholics	(MG-16)
SERVICE MATERIAL:	
Loners-Internationalists Correspondence Service	(SMF-123)
Online Meetings/Online Groups*	(SMF-124)
Accessibilities Check List	(SMF-208)
PUBLICATIONS:	
About AA: A.A. for the Alcoholic with Special Needs (Spring 2014)	(F-13C)
Box 4-5-9: Sign of the Times (Spring 2014)	(F-36A)
CATALOG/ORDER FORMS:	
Literature Catalog (includes A.A.W.S. and AA Grapevine material)	(F-10)
PAMPHLETS:	
Is A.A. For Me?	(P-36)
Too Young?	(P-37)
What Happened to Joe?	(P-38)
It Happened to Alice	(P-39)
Speaking at Non-A.A Meetings	(P-40)
The Twelve Steps Illustrated	(P-55)
The “God” Word – Agnostic and Atheist Members in A.A.	(P-86)
OTHER RESOURCES:	
History and Highlights of Actions: General Service Conference Committee on Treatment and Accessibilities*	(F-74)
History and Actions: Trustees’ Committee on Treatment and Accessibilities*	(F-78)
AA GRAPEVINE RESOURCES:	
<i>Available through the AA Grapevine website at https://www.aagrapevine.org/gvr-resources#getting-started</i>	
AA Grapevine Magazine Accessibilities Issue*	(F-41B)
AA Grapevine Today/La Viña Hoy (one page flyer)*	(F-188)

* Item is not available on our website. Please contact the [Accessibilities](#) desk if you have questions about this item.

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ITEM G: Review the pamphlet “A.A. in Treatment Settings” (P-27) for effectiveness and relevance.

Background notes:

From the October 29, 2023, Meeting of the trustees’ CPC/Treatment and Accessibilities Committee:

The committee reviewed the pamphlet “A.A. in Treatment Settings” as part of their regular review of material under the purview of Treatment and Accessibilities. The committee agreed to forward to the 2024 Conference Committee on Treatment and Accessibilities the pamphlet for discussion on its’ effectiveness and relevance.

Background:

1. [A.A. in Treatment Centers Pamphlet \(P-27\)](#)
2. SP – [A.A. en los entornos de Tratamiento | Alcoholics Anonymous \(aa.org\)](#)
3. FR - [Les AA dans les établissements de traitement | Alcoholics Anonymous](#)

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1989 Conference Advisory Action

Each Conference Committee carefully considers their agenda items and strives to make their recommendations for Advisory Actions to the Conference at the policy level. To be more financially responsible, when a Conference Committee recommendation involves a substantial expenditure of money, an estimate of cost and its impact on the budget be part of that recommendation.

74th General Service Conference Agenda Items

That May Involve a Substantial Expenditure of Money

Conference Committee	Agenda Item	Cost Estimate
Corrections	Request to develop a pamphlet on the transgender alcoholic	\$4,000 - \$10,000.
CPC	Request to develop a pamphlet on the unhoused alcoholic	\$4,000 - \$10,000.
Grapevine	Request to develop a pamphlet on the Asian and Asian American Alcoholic	\$4,000 - \$10,000
Treatment	Review video "Hope" for effectiveness	\$500 - \$25,000
Treatment	Review "A.A. in Treatment Settings" (P-27)	\$500 - \$3,000
CPC	Review progress report on development of outfacing pamphlet	\$4,000 - \$10,000
PI	Review revised draft on revision to the flyer "A.A. at a Glance"	\$500 - \$3,000

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