

SOUTHERN CALIFORNIA REGION OF NARCOTICS ANONYMOUS

Social Media Guidelines for SCRNA Public Relations

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I. Purpose of Social Media Use

- A. Utilize social media to inform the public about Narcotics Anonymous purpose, activities, and events while maintaining adherence to the 12 Traditions and 12 Concepts.
- B. Provide accurate and up-to-date information to help those seeking information or looking to learn more about Narcotics Anonymous.
- C. Strengthen Narcotics Anonymous public image as a welcoming and supportive fellowship.

II. Adhere to Twelve Traditions

- A. Tradition 11 (Anonymity): avoid using full names, personal photos, full face images, or any other identifying information of members.
- B. Tradition 10 (Neutrality): Refrain from endorsing, opposing, or affiliating with outside entities, causes or opinions.
- C. Tradition 6 (Non-Affiliation): Avoid linking NA with any organizations, treatment, facilities, or business.
- D. Tradition 12 (Anonymity): Ensure content reflects humility and avoids self-promotion.

III. Content Guidelines

- A. Share NA approved literature, announcements, and event information only.
- B. Avoid sharing personal recovery stories, opinions, or non-NA materials on official accounts.
- C. Ensure language is inclusive, non-judgmental, and consistent with the NA principles.
- D. Always cite NA sources when sharing official content.
- E. Style of posts should align with NA, would be used in such Public Service Announcements (PSA).
- F. No photos of members are allowed to be posted.
- G. Only approved artwork shall be posted.
- H. Do Not post the last names of members.
- I. Remove comments on posts that are not in compliance with the content of the guidelines.
- J. Make sure to post effective content, even if this means fewer posts are created.
- K. Make sure the content is engaging and varied.
- L. Post directories and events often.
- M. If hashtags are used, be sure they align with Narcotics Anonymous.
- N. Any events not related to NA shall not post/publish within the social media platform.

IV. Account Administration

- A. Designate trusted servants to manage social media accounts. Ensure they are familiar with the NA Traditions and Guidelines.
- B. Use NA email accounts for social media logins to maintain transparency and accountability.
- C. Change account credentials regularly and ensure access is restricted to active committee members.
- D. Regional Chairperson will have access to the login information for the social media platforms.
- E. Social media accounts will only be utilized for sharing NA-related information, including events, public service announcements, and posters.
- F. Social Media platform can only be directed as shared link reference, upon request.
- G. Cannot join any personal or outside groups that are not align with NA and/or conflicts with the social media guidelines or approval of the committee.
- H. Will not 'Like' personal or outside posts that are not align with NA.
- I. Create an auto-reply for incoming messages which directs the person to a contact of the Regional Public Relation Chairperson email address.

V. Privacy and Anonymity

- A. Avoid posting photos or videos that include identifiable information of members, even with permissible consent to uphold anonymity.
- B. We, Narcotics Anonymous, do not suggest anyone follow any 'similar' pages as we have no opinion on any outside enterprises or organizations.
 - i. A disclaimer shall be referenced stating,
"All advertisements, invitations, or promotional material associated with Narcotics Anonymous are generated and disseminated automatically through proprietary platforms. Narcotics Anonymous does not endorse any advertisements, external opinions, or organizations. Individuals who choose to follow or engage in any activity do so at their own discretion."
- C. Do not respond to messages regarding personal recovery instead to direct inquiries to NA helpline number or official website, or a local meeting.

VI. Monitoring and Moderation

- A. Regularly monitors account for inappropriate content, comments, or messages
- B. Enable moderation features to filter offensive language and/or spam.
- C. Remove content that is not in accordance with the Guiding Principles contained in the 12 Traditions and Principles of NA immediately.

VII. Responding to Inquiries

- A. Keep responses factual, brief and professional.
- B. Avoid engaging in debates or discussions about NA policies or practices online.
- C. Direct media or professional inquiries to designated public relations representatives.

VIII. Training and Accountability

- A. Provide ongoing training for committee members on social media best practices and NA principles.
- B. Regularly review and update social media guidelines to address emerging concerns.
- C. Document all decisions and actions taking on social media platforms.

IX. Reporting and Feedback

- A. Maintain transparency by reporting regularly social media activities to the PR committee during monthly meetings.
- B. Encourage feedback from the committee to improve outreach efforts and address concerns.

X. Crisis Management

- A. Maintain a plan to address potential controversies or concerns on social media.
 - i. Any or continual instances of actions that are not in accordance to the Guiding Principles and 12 Traditions will result in a suspension and/or removal of all accounts and reported to the PR Committee.
 - ii. Reference to the SCRSC Guidelines [*Section VIII. Misappropriation and Misconduct A- E*].
- B. Immediately escalate serious concerns to PR committee chair or other trusted servants.