

NLANA Social Media Guidelines & Best Practices

Definition and Purpose

The following pertains to Northern Lights Area of Narcotics Anonymous (NLANA) Facebook (FB) Page and Facebook Group. The purpose is to communicate NLANA related information to friends, fans, and followers of the NLANA. The Facebook Page is to be used as a broadcast medium, not a discussion forum or board. The Facebook Group is for the purpose of discussion.

Facebook Page Guidelines

1. Have a Project Manager and at least one additional Project Team member post and monitor social media activity to help each other follow NA traditions and social media regulations;
2. Set privacy settings so individuals may not tag or post to the NLANA Facebook Page ;
3. Allow anyone to Like, Friend, or Follow the NLANA Facebook Page.
4. Monitor the FB page and profile daily and remove or fix any posts or tags that have circumvented the privacy settings.
5. Post information on NA events, workshops or service opportunities.
6. Do not post pictures of recognizable individuals; keep photos restricted to NA approved artwork or within the context of the communication;
7. Do not post last names or contact information unless permission is granted and is absolutely necessary for the good of NA;
8. Remove any comments that break confidentiality or are not aligned with NA's Traditions.
9. Stay current on NAWs Social Media guidelines.

Best Practices

- Always be aware of Content, Traditions, tenure, and responsiveness.
- Do not treat NLANA Facebook Page and Profile as if it were a person; we do not post birthday wishes or make “witty” comments on others’ posts. The NLANA uses Facebook conservatively as a broadcast medium.
- Always consider the quality of the content and focus less on quantity. Be creative in posts but get the point across quickly.
- Too much content eventually gets tuned out.
- Make sure your content is engaging and varied.
- NLANA uses Facebook as a broadcast communication method even though some other organizations use it differently.
- Be aware of the graphics used in a particular post, be aware of its size so that it shows up correctly.
- Post freely about upcoming NA Events.
- Post about new literature or a look at existing literature.
- Occasionally while logged into Facebook, friends will communicate using the chat feature on Facebook. If it is a “call for help” encourage them to attend one of our meetings and send them a message or have them call the Helpline at (877) 767-7676.

Facebook Discussion Group Guidelines

1. The official Facebook Group for the NLANA is intended to be used for communication, report sharing, and service-related discussions for the member Groups of the NLANA.
2. To protect anonymity, the Group is set up as a “private” group which means it is not found in any type of search on the internet by the public or its members. Only Group Members can post or read posts and view names of other members. Posts will not show up on friends’ newsfeeds unless they are also members of this group.
3. The group has been established to support NLANA member Groups and posts should focus on sharing information between Groups and Area trusted servants concerning Area and Group business and activities.
4. Any non-NA related posts will be deleted.
5. All opinions and concerns are welcomed equally. However, personal attacks on character will not be tolerated and will be addressed according to the guidelines.
6. Posts should adhere to the principles in the Steps and Traditions.

Group Settings

- Privacy: Private Group. Only members and administrators can make and view posts.
- Group is “Visible”. Anyone can find this group.
- Group Affiliation: Northern Lights Area of Narcotics Anonymous
- Linked Page: Northern Lights Area of Narcotics Anonymous
- Only profiles can join the group.
- Membership Approval: New Members are automatically approved when answering yes to the following multiple-choice question:
 - There is only one requirement for membership, the desire to stop using. Do you qualify?
 - Yes - I have the desire to stop using
 - No - I do not have the desire to stop using
- Group Rules:
 - Group Membership: There is only one requirement for membership, the desire to stop using. (Basic Text)
 - Anonymity is Essential: Anonymity is essential in preserving the stability of our fellowship, making personal recovery possible. (It Works: How and Why, Tradition Twelve)
 - Be thoughtful about comments you make: What we say and what we do reflects on our NA recovery and the NA Fellowship. As responsible NA members, we want that reflection to be a source of attraction rather than a source of embarrassment. (IW)
- About
 - This group has been formed to help facilitate communication and information among Members of Narcotics Anonymous (NA) regarding NA groups, meetings, and events.

The primary purpose of the NLASC, in accordance with our Twelve Steps, Twelve Traditions and Twelve Concepts, is to carry the message of recovery to the addict who still suffers by furthering the unity of our Area fellowship through support of its member groups, by associating member groups with each other and by maintaining communication with the MNRSC and WSC.

Admin Responsibilities

- The Media Project Manager Admin will keep a log of any disruptive behavior and removals. This log will be passed to the next Media PM for record keeping purposes.
- Admins will keep NLANA Facebook Discussion Group notifications turned on.
- Admins will handle disruptive behavior as outlined in the “Disruptive Behavior” section below.
- Remove any non-NA related posts.
- Maintain a log of any disruptive posts removed.

Disruptive Posts

- Any member making threatening posts will be immediately removed and blocked from the NLANA Facebook Discussion Group. Admins will save a screenshot of the threatening post, immediately remove the post, immediately remove the threatening member from the group and notify all Administrators, the NLANA Chair and the NLANA Vice-Chair, and log the incident.
- Non-threatening but inappropriate posts such as name calling and personal character attacks will be removed. Admins will save a screenshot of the post and log the incident. Two such incidents will include advising the member of possible removal of membership. Three such incidents may result in blocking discussion group membership of the individual. Such a decision must be unanimously agreed upon by the Administrators, the Area Chair, and the Area Co-Chair. The offending member should be notified via Messenger with explanation and an offer of an opportunity to appeal the decision.
- After removal from the NLANA Discussion Group a member may be added back to the group by making a request at the Area meeting. The member may be added back through the Area group conscience.