

Technology and Social Media: Applying Our Principles

Session materials: *Tables:* Social Media Service Pamphlet if available, Technology and Social Media Notes Sheets, Ground Rules, Facilitator's Instructions, Traditions and Concepts summary handout, and dots (2 per person).

Front of the room: Pad of big paper and markers.

Set-up and Introduction (10 minutes):

Facilitator: Explain the goals of the session—to discuss **concrete ideas** (best practices) for **applying our principles** when using social media. *Note:* One of the challenges with this session is getting participants to discuss BOTH principles and concrete actions.

This workshop will focus on two components of this IDT:

Applying our principles as individual NA members

Applying our principles as a service committee

Facilitator: Briefly review some of the background information detailed below.

Background:

[Slide2] The widespread use of apps, social media, websites, online discussion boards, and other types of technology have presented a variety of opportunities and challenges for us in NA. Many individuals use social media to connect with family and friends, share their personal experiences and opinions, and interact with other NA members. And, many NA service bodies are either using social media or considering it.

Currently Existing Resources

[Slide3] We have a number of resources that can help us to use social media productively including a service pamphlet that gives practical advice about social media, both as an individual member of NA and as a service body, and other resources focused on our principles and their application in service. Here are some of the resources currently available:

- *Social Media and Our Guiding Principles* service pamphlet
- *Public Relations Handbook*
- *PR Basics*
- Traditions essays from *It Works: How and Why*
- Our new book, *Guiding Principles: The Spirit of Our Traditions*

[Slide4] Social media is increasingly how people find information, announce events, and share their news. For many organizations, a social media presence has become crucial in a number of ways—bringing members together, informing people about their work, and letting the public know they exist.

[Slide5] Nonetheless, for Narcotics Anonymous members and service bodies, social media can present particular challenges to some of our principles. It can be difficult to maintain individual anonymity and unity as a Fellowship to name just a couple of the more obvious difficulties we can encounter online.

Brief large-group brainstorm [Slide6]

What are some of the principles that come into play (or perhaps should come into play but don't) when using social media?

Large group discussion (10 minutes) [Slide7]

What successes can you share about applying these principles while using social media, as an NA member or as service body?

Large group discussion (10 minutes) [Slide8]

What challenges to applying our principles have you faced using social media -

As individuals

As a service committee, for communication within the Fellowship

[Note to the facilitator: This workshop can be used to discuss either applying our principles as individual NA members or applying our principles as a service committee or both. If you choose to focus on just one of these two components, you would modify the discussions accordingly.]

Large group exercise (5 minutes) [Slide9]

Prioritize challenges. Each member gets two votes to identify the two uses s/he wants to discuss. Once the votes are cast, identify the top two vote-getters and those are the topics for the next segment.

Small group discussion (20 minutes) [Slide10]

Small groups – brainstorm solutions to top challenges. If discussing both individual and service committee use of social media, you can divide the room and have half talk about one and half the other.

1. What principles are lacking?

2. Considering the challenge and applying our principles, what solutions can you offer?

[Facilitator: You may need to remind groups, perhaps more than once, that the goal is to come up with some concrete ideas—best practices, so to speak.]

Please write clearly as we will be collecting your input. The World Board is always interested in what people within the fellowship are saying and the input on these will help develop tools.

Small group reporting (20 minutes)

Hear back from the small groups. List the ideas offered by the small groups. These are ideas for all of us to consider as we move this discussion forward.

Large group Discussion (15 minutes)

[Facilitator note: if you run out of time, you can cut this large group discussion and simply ask those with experience using social media to do PR work to send their experience to wb@na.org.]

[Slide11] So far, the use of social media by NA service committees seems to be largely as a tool for internal communications. However, some NA service bodies have also begun to use social media as a public relations tool. [Slide12] The 2016 WSC adopted a project called “Social Media as a PR Tool,” meaning that this Conference cycle we will be researching the opportunities and challenges for NA public relations as it relates to social media.

[Slide13] Has your service body used social media as a public relations tool? What successes and challenges have you experienced?

Facilitator: Ask those with social media PR experience to please write to wb@na.org [Slide14].

Don't forget to send in the input from this session: worldboard@na.org.