

## Using Social Media as a tool for PR committees – based upon NA Egypt Region experience

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*\*Our goal is not to endorse or encourage the use of social media or any particular social networking resource; we are simply responding to the reality that many members do utilize these resources and also to the many requests for guidance and insight on how to use social media responsibly in light of our tradition of anonymity.\* “Social Media SP”*

## **"Steps we created a Facebook page with, and configured the workgroup based on this service and how it works"**

The idea of creating the Facebook page was created in 2016. It was simply intended to help spread the fellowship acknowledgment through social media, as all of us knew how much they could contribute to the dissemination of the Narcotics Anonymous message.

The idea was discussed at one of the regular committee meetings and the feasibility of its implementation, taking into account the twelve traditions of fellowship and SP about social media.

- Was contacted the World Service Office to exchange experiences and the feasibility of implementation of the idea. We didn't receive real experience but all was about the general info we would take into consideration while thinking of such step
- The page was actually created mid-year 2016 through an impersonal account. The first interest was to coordinate the page settings and clarify the target for the followers, through 3 members of the committee before starting a more structured work group.
- The page was named **(NA - Egypt Region in Arabic and English)** and one of our logos was used as the profile image of the page. The main image of the page holds also our message in Arabic

**- Description of the page in the section of our story on the page was written in Arabic:**

(Our story) as follow:

This page is intended to communicate with non- addicts outside of NA so as to achieve the sole fellowship goal of "carrying the recovery message for the addict who is still suffering." We also seek to provide information to the public who are interested in the NA program, those who seek to recover from drugs and addiction can reach out to us as a choice among the choices available to them.

**IMPORTANT NOTE:** If fellows are to interact with the page, they should be responsible for maintaining their anonymity as members of the NA.

NA is a nonprofit Fellowship or society of men and women for whom drugs had become a major problem. We are recovering addicts who meet regularly to help each other stay clean. This is a program of complete abstinence from all drugs. There is only one requirement for membership, the desire to stop using.

**Our program is dedicated to telling each addict to:**

Just for today: You will not be obliged to pick drugs again at all!

There are no strings attached to NA. We are not affiliated with any other organizations, we have no initiation fees or dues, no pledges to sign, no promises to make to anyone. Our relations with any other addiction related organization is built upon cooperation only.

Narcotics Anonymous does not provide accommodation or purifying the body of drug poisons, nor medical, psychological or social counseling, does not pursue or attempt to control its members, and does not provide treatment in hospitals, drugs or medicines, or place them in medical and

- The goal of the page was written in a post posted on the first page of the page in Arabic and English:

<https://goo.gl/GZ9x34>

- A search has been done on all the pages and groups that use the name or logo of the fellowship (in Egypt) to achieve personal profit or any other benefit. The links of these pages have been sent to the World Service Office to help close them by communicating with the Facebook Administration. And majority was actually closed.

- A PR working group was formally formed by the committee in July 2017. Two members were approved as representatives of the working group.

- Initially the PR working group representatives were only addicted to the page and all other members in service are moderators of the page so that they can reply to the page messages however the PR working group representatives are the only ones who have the right to post on the page.

Then, internal messenger group was formed to manage the following:

- Reply to page messages and comments on publications. (Has been set up on the Messenger group for easy communication between service members and quickly respond to messages and comments)

Note: the service is not run as fixed shifts among the service members; but it is available to respond as soon as the circumstances of each member allows him, the main goal is to answer as quickly as possible throughout the day, and also there is a pre-saved message automatically sent to anyone who communicates with the page That we will respond as soon as possible plus mentioning the service times and numbers of helplines.

- Reply to messages is very similar to the help line service, such as:

1. The question of whether a person has a problem with drugs or not and how we can help.
- 2 - Send a simple explanation about the program if we saw continued interest with us so.
3. Guidance of the new members to the nearest recovery meeting.
- 4 - Guidance of those who want to inquire more about the program or who want to cooperate with us from the public to reach the help lines for assistance.

Note: Responding to page messages does not rise to conversation or discussion level and if necessary we suggest that the person reaching out to us would refer to the help lines for assistance.

- Managing the e-marketing process and agreeing on the purpose of the page and the type of publications and also the limits of the conversation through the messages (a simple definition of the program and guidance on meetings and more information is directed to the help lines for assistance.

Note: Targeting potential members through an ad campaign is by targeting people in cities that have fellowship meetings and also by active addicts known interests (music type, interest in following sports, political or religious news, eating interests, gender, recovery places, etc.)

- Compiling the content of the page publications from the literature (short paragraphs that are intended to relate to potential members or those who care about our message from the general public).

- Making designs for page posts. (A group has been established on the Whatsapp for easy communication with colleagues who have experience in the design work). The design is attractive, simple and appropriate to the fellowship message, and the name of the fellowship, as well as the help lines details and the website link are included always. And we are working to develop the type of posts, but not yet worked on (such as (audio for a speaker, infographs with some of the principles of the program or what is NA group and what happens in NA meetings)

- A video was produced about the fellowship and was published on the page, which helped to define a large number of fellowship letter:

<https://goo.gl/hY3cMx>

- The frequency of messages cannot be accurately defined but almost 5 messages per day and at the time of advertising increases the interaction through messages significantly.

**Note:** Sometimes interaction from outside Egypt and guidance is given to refer to NA.org or online meetings for Arabic speakers)

## - Page settings:

### Visitor posts

- Allow visitors to the Page to publish Posts
- Disable posts by other people on the Page

### Messages

- Allow people to contact my Page privately by showing the Message button.  
Turning messaging off will remove the Send Message button from your Page. It will also hide all Page posts with Send Message buttons and prevent them from being boosted.

### Tagging ability

- Allow others to tag photos and videos published by Narcotics Anonymous - Egypt Region زمالة المدمنين المجهولين - اقليم مصر

### Others tagging this Page

- Allow people and other Pages to tag Narcotics Anonymous - Egypt Region زمالة المدمنين المجهولين - اقليم مصر

### Page location for effects

- Allow other people to use Narcotics Anonymous - Egypt Region زمالة المدمنين المجهولين - اقليم مصر as a location for frames and effects.  
This setting doesn't affect your Page's ability to use its location for frames and effects.

### Similar Page suggestions

- Include Narcotics Anonymous - Egypt Region زمالة المدمنين المجهولين - اقليم مصر when recommending similar Pages that people might like on a Page timeline.

## Translate automatically



Show people who understand other languages automatic translations of your posts when available

## Prompt people to send messages

People visiting your Page may see more ways to send you a message, such as an open chat window. These will appear if you're online or if your Page is very responsive to messages.

(ON)

## Response Assistant

Thanks for visiting NA Egypt facebook page, link to meeting schedule, and phonenumber

## Show response time

Currently set to "Typically replies within an hour".

## Stay responsive when you don't have access to your computer or phone

Automatically reply to people who contact you in Messenger when your Page is away. Tell them that you can't respond now and let them know when to expect a response. You can also schedule away times to automatically set your Page's status to away during certain hours.

*"Hi Hany, thanks for your message. We are not here right now, but we'll get back to you soon!"*

## Show a Messenger greeting

Create a greeting that people will see the first time they open a conversation with you on Messenger.

*"Hi Hany! Thanks for getting in touch with us on Messenger. Please send us any questions you may have"*

## Post attribution



Post as Narcotics Anonymous - Egypt Region زمالة المدمنين المجهولين - اقليم مصر

Your posts, likes and comments on this Page's timeline will be attributed to the Page by default. When you're creating or replying to a post, you will still have the option to post as yourself or as another Page that you manage.

*Finally, we would like to thank you for allowing us to be in this service to help the addict who is still suffering.*

*If you have any questions or need experiences' exchange, please contact the Committee by e-mail:*

*[pr@naegypt.org](mailto:pr@naegypt.org)*

*Page link:*

*<https://www.facebook.com/NAEgyptUnofficialPage/>*

*Public Relations Committee - Egypt*

*Narcotics Anonymous Egypt*

