

Reaching the Still-Suffering Alcoholic Through Digital Platforms

*Technology & Traditions Working
Together to Carry the Message*





Outreach Evolution



"The Man on the Bed". This oil painting was created by Robert M. for the AA Grapevine and was reproduced as the center spread in the December, 1955 issue.





The Mission and the Challenge

A.A.'s primary purpose is to help alcoholics to achieve sobriety..

Traditional outreach: flyers, directories, word-of-mouth.

Digital age gap: reaching those who search for help online.



Facebook's Potential for Outreach

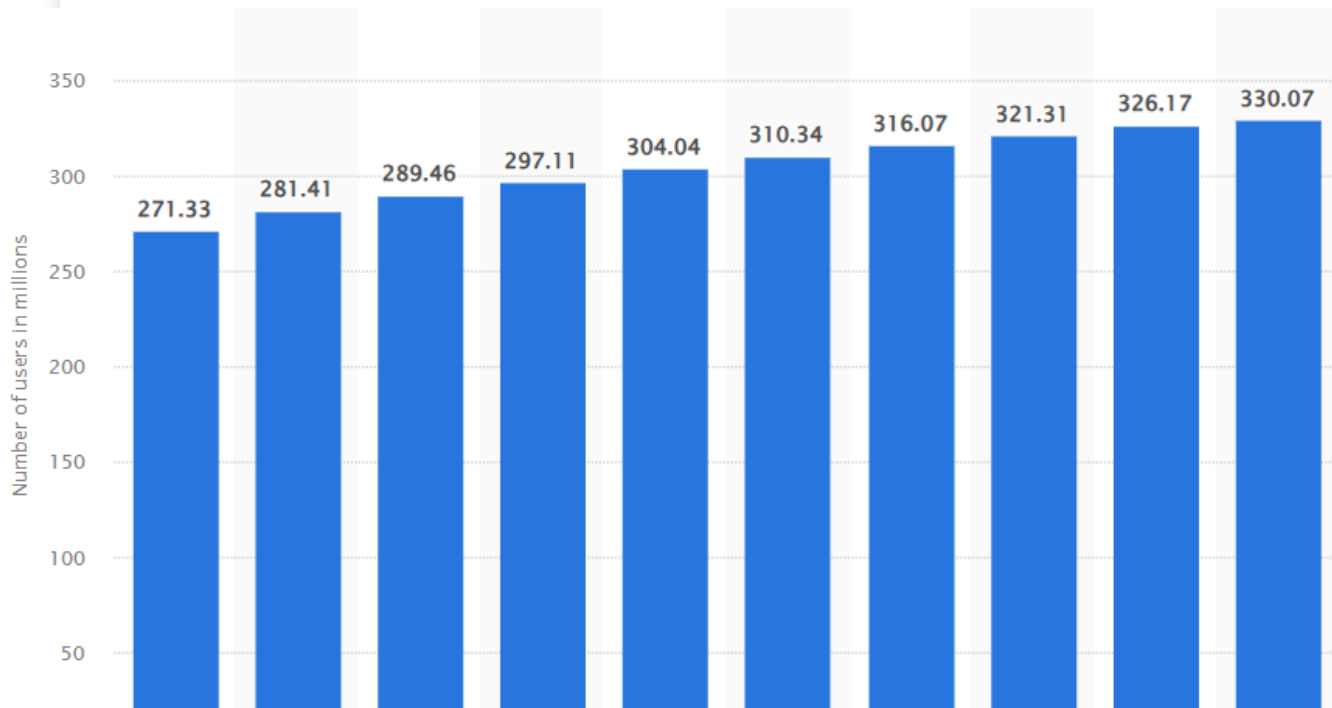
Facebook's broad reach and targeting tools.



Carrying the Message to a larger audience.



Compassionate, non-promotional digital presence.



Number of social media users in the United States from 2020 to 2029
(in millions)



Aligning with AA's 11th Tradition

Respect

Respect attraction vs. promotion.

Use

Use AA.org messaging/Media.

Info

Information on Alcoholics Anonymous



Ethical, Effective Campaign Examples



Sample

Sample ad message: 'You are not alone. Find a meeting near you.'



Use

Use hopeful imagery (sunrise, open doors, meeting room without identification, and AA.org videos/graphics)



Keep

Keep focus on connection and awareness. (note: visit to website or phone call is conversion)



How Data Can Save Lives

Measure engagement, not identity.

Video Views/Landing Page
Views/Phone Calls

Data as a tool for understanding
effectiveness and reach.



Implementation Blueprint

01

Define

- Define target area and message boundaries.

02

Engage

- Engage committees.

03

Launch

- Launch with transparency and shared reporting.

04

Gather

- Gather feedback to guide future outreach.



Measuring Impact Respectfully



Track

Track anonymous metrics: visits to site or hotline calls



Use

Use data to determine engagement



Attraction, Not
Promotion —
Digitally
Reimagined

Technology as a new tool
for our primary purpose.

Open minds lead to
broader outreach.

If even one person finds
help, we've succeeded.



Area 87 Social Media Pilot (Québec) Facebook page (not ads)



Purpose: Reach more people by maintaining an official AA presence on Facebook and Instagram.



Approach: Shared daily reflections, event updates, and AA-approved content without personal identities or comments.



Results: Steady follower growth; anonymous analytics used only for demographics.



Significance: Shows AA can use social media ethically and effectively while respecting anonymity.



AA Public Service Announcements (PSAs)



Purpose: Carry the message of hope through short video/audio PSAs for TV, radio, and digital platforms.



Examples: 'Sobriety in A.A.: My Drinking Built a Wall' and 'When Drinking Is No Longer a Party.'



Reach: Multi-language PSAs shared on YouTube and streaming services.



Significance: Safe, AA-approved assets Intergroups can use for digital outreach.

[Link to PSA Videos](#)

AA Guidelines and Digital Age Reports



Purpose: Guide service bodies on responsible digital use while protecting anonymity.

Key Message: Technology can carry the message—if traditions are upheld.

Sources: 'Final Report: Carrying the Message of AA in the Digital Age' and AA's Social Media Guidelines.

Significance: Confirms AA's support for digital engagement grounded in principles and privacy.

“Technology changes — our principles don’t. We’re still one alcoholic sharing hope with another.”



Thank you for letting me be of service!



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Discussion

Resources

Steps to success:



- High Performing website with Pixel Installed
 - “Alcoholic Facing” Messaging
 - Mobile Friendly
 - Accessibility
 - Secure
- Set Up Facebook Business Page
- Set Up Instagram Business Page



References:

[A.A. Guidelines Public Information](#)

[Setting Up a Business Facebook Page](#)

[Setting Up a Business Instagram Account](#)

[How to run Social Media Ads](#)

[Setting up a Facebook Pixel on your website](#)

[Link to Intergroup Digital Ads Performance](#)

[Presentation \(Arizona\)](#)

[A.A. Digital Press Kit \(FYI\)](#)