

Speaker 2

So our next presenter is Dawn HA, dedicated AA member who's passionate about using technology responsibly to reach the still suffering alcoholic. For presentation, Using Digital Ads to Carry the Message explores how AA groups and service entities can use digital and social media advertising within the bounds of our traditions, extending a message of hope to those who may not yet know we're here. Please join me in welcoming John H.

Speaker 3

Thank you non alcoholic. Umm, funny story. So when I signed up, this is my first time attending. So when I signed up, I thought, you know, they were taking topics and so on and so forth. And then I got an e-mail like, hey, we would like you to present. I'm like, oh, but I'm really grateful to be asked. And you know, this is as a trusted servant. This, you know, has been a journey. You know, throughout this process, I sat on the public information. And we call PICPC here. But I sat on the committee and then this came up. So I'm just going to share my screen as we all do. So let me queue it up here. Can everyone see my screen? Yay.

Speaker 2

OK, perfect.

Speaker 3

So again. Technology and traditions and really how to carry the message right, so. When we think about technology and traditions, they might seem a little bit opposite, you know, one word and spiritual principles and the other one in constant change. But it's really the journey that we've had is just when we bring them together with purpose and respect, they can just work hand in hand to carry the message, you know better than before, right? So today, you know, the message hasn't changed. One alcoholic helping another, right? What is changed a little bit is how we could reach that person. Especially the one who may never walk into a meeting. Pick up a phone book, which I I was thinking about that those of you that know what a phone book is. So you know, technology, when used responsibly and guided our traditions, becomes another tool for connection, not promotion, right? It helps us extend the hand of AA in in new ways while keeping anonymity, humility and attraction at the heart of everything we do so. You know, the way I like to think about it and you know, this has been a journey, right at the group level here, at the area level here, at the district level here, at every part of the process, you know, was discussion. And it always came back to whatever decisions we made, the traditions, right? So traditions guide us and technology helps us reach further. So together, you know, they can still carry the same, you know, message of hope. So I want to talk about, you know, the evolution. So you know, in the beginning, handwritten letters, newspaper listings, phone directories, you know, someone

away for the still suffering alcoholic to find a number and reach out for help. And we've always carried the message through connection, one alcoholic talking to another, sharing experience, strength and health. That hasn't changed. The only thing that has become available is how and our tools have changed. And everyone has such done such a great job of really leading into that at this conference. I've just, I've been on it all morning. I'm like, Oh my God, that's amazing. I'm kind of a nerd. Not that anyone else is a nerd, but I'm coming there. You know, hotlines, mailings, public service announcements, radio and TV. It does help the message probably even further. So today, we're in a new era, right? Internet, social media, search engines have just become, you know, the modern phone book where someone may be searching for hope. At 2:00 in the morning alone but may be ready. And so the challenge is, and an opportunity is to just use these digital tools with the same humility and purpose that have always, you know, guided a a so to make sure that when someone reaches out, the hand of a is there to meet them wherever they are. So the tools may change, but our message really doesn't. So the mission and the challenge, right I it's my purpose hasn't changed states over and help other Alcoholics achieve sobriety. That's our guiding mission. Like everything we do, including technology supports it right. There's so many amazing people in this room that it's like, well, in my mind, I'm so grateful. I'm so grateful to be sober and just to be a part of it and to be of service. It's just like. You know, before I did this presentation, I was like, you know, I'm coming up on an anniversary, you know, and you get a little emotional. So, you know, I just, my heart is full. So anyhow, that's I know. But for years, outreach meant Flyers, directories, word of mouth, right? And today people search for help online. And that's the digital age gap, right? Between how we've always reached people and how they now look for us, right? So our role is to just bridge that gap. You know, ethically, respectfully, and you know, in harmony with our traditions. Just using modern tools to make the hand of AA easier to find. So again, the mission hasn't changed. Only tools have. So, you know, Facebook and and, you know, and Instagram gives us something we've never had before, a way to reach people where they already are. Millions of users log in daily and many of them are just quietly searching for help or hope, you know, or maybe they like want to quit drinking. You know, we don't know. We just wanna make sure that they have that message of. A, you know in front of them because the the broad reach and targeting and when I say targeting. Let me make sure we understand that. One thing about it is. If I'm, you know, running digital Psas, not ads, because that word really has a negative connotation. These are Psas off the a.org website that we've always used on TV. You know, there's, there's audio for radio. So it's the same content. But when I talk about that, I'm talking about the fact that, for example, I'm in Arizona. And I probably want this message to show up in this area. Area right so. With its every year, alcoholism doesn't discriminate, right? We're just in the area so that the hotline or the website or the community we serve is seeing the messaging. And, you know, making it visible to those

who who may never find it. This isn't about numbers or advertising. It's just about carrying the message to a larger audience. So. At the heart of it is service, right? Bringing awareness that, hey, we're here. Learn more, not buy something right and just for an example. Esalen intergroup, which is where I'm located. I also do this for Salt River in a group. Ography in a group. In the past two years as we've just as we've gotten this message out and this content out, we've reached over 350,000. In the EVI campaign and 30,000. Of the 30,000. People have viewed at 100%. 30,000. View the video through the end and I am at some point going to share my screen so you can see it, but it's on aa.org. Building the wall is the one that really resonated with a lot of people. And the our digital presence should always be, you know, compassionate, calm and non promotional. Every word, every image should reflect the same humility and hope that define our principles. And that's why it was important, you know, this, a lot of people love Alcoholics, went into this process, you know, I mean, thank God because, you know. Thank God, you know, that that we have that ability. And, you know, it's a lesson in humility. Like I said before, you know, if you're a designer and, and, you know, you see things, but it's really about all of us, right, Coming together and having discussions and remembering the primary purpose. And, you know, 'cause I, I've got a big ego and I'm smart, so. But yeah, just. Sit on a committee and that'll dry out the window. But. So, done right, this approach represents anonymity and honors tradition 11 and keeps the focus exactly where it belongs, on connection, not conversion, right? You know, we're not selling anything. We can't control who sees the message, but we can control how we share it with compassion, integrity and purpose. And you know, with the With that in mind, so. Just a little bit of data because I'm kind of a nerd. Umm. So this shows us that social media has become another place, you know, whether we like it or not, right? Whether we like it or not, there's a lot of still suffering Alcoholics that may want to reach out quietly and often for this, uh, first time. It's where people gather, connect. And you know, look for help, right? We really want to the connection. So January 2025, about 250 million social media user identities in the US, 73% of the total population. So if someone's searching for help, connection or hope late at night, chances are they're not flipping through a directory, they're online and they're on platforms like Facebook, Instagram. Google, right? And the Google piece is more related to that whole. This is related to Facebook and Instagram, not Google. But. Searching. We all searched for something. When we don't search for things unless we want something, so it's not like. You don't search for something and get something else. But in this case, we're just gonna talk about the social piece. So the steady growth from 2020 to 2029, the audience is large, it's growing and it's accessible, right? And we just want to get the message out there. We're not promoting anything. And we just want to make sure the hand of A is visible in that space. And so the people were trying to reach are already online, our message just needs to meet them there. So you know we. As part of the Pi committee, we go to events, we sit at tables, we have stuff, you know, people.

Wherever we are, whatever event we're at, we're there. You know, and we're not walking around, you know, beating people over the head with a big **** but we're available. In case they want information and this is just another place to be available. So first. Respect, right? Everything we do online should reflect A spirited attraction rather than promotion. You're in here. We repeat that over and over and out so much. There's no, you know, no persuasion, just quiet, honest visibility. And we like a message of hope, speak for itself. And at some point, I am going to share my screen just to show you what the EVI, what it looks like. And we also caption it for those that are hearing impaired. Site use Always use approved messaging and media. That is just made it so much easier. To be able to use that, you know, because it just it's consistent. It's it's available and you know, it's not only here, but it's here. And we don't have to make a fun to have our own ideas about, you know, we should do this or we should do that. It's just very easy. And it keeps the, like someone was saying about websites and that always I get excited about that. But the journey, right? The journey and that just keeps it consistent, right? And, and, and that's what it is. And that's why we use the aa.org Psas and information. Keep it simple. Yeah, I started with that clear, factual information. What a A is and this is a, you know, like we drive to the site. And then the site is a reflection of. Who is going to decide right groups go to site members go to the site, but they're still suffering alcoholic doesn't even know like for being personally. I never heard about a products anonymous and I certainly wasn't searching for it, but so grateful I'm here I made it. But what a A is where to find meetings and how to reach us. That's it. Umm inform and not influence. And then when we respect the traditions, use the the Psas on the site and then share only information you know we we keep it intact. So, you know, our goal isn't to sell recovery, it's just to give them an idea that we're here, right? A A is not anonymous. We are. To let the you know, to let them know you're not alone. There's some really cool and I'll show you. It's a building a wall, and I'm sure many of you have seen it, the building the wall PSA on the site, getting to the site. And and helping people find a meeting or learn about what we are and especially what we're not. And never targeting an individual or group, right? When I say hopeful imagery, the reason the reason I we use that the building a wall video because it's. It's kind of hopeful and and it kind of like gives a really good visual about maybe what it feels like, you know, when you're when you're isolated, but then the walls broken down. It's super cool. I know I get excited about silly things. You know, again, the the videos are there, the Psas are there. And it allows for consistency and then, you know, keep the focus on connection and awareness. We're not trying to convince, we're not trying to convert. It's just basically it's a visit to the, it's a visit to the website. Or a call to the hotline. Right. That's it. Each one of those represents, you know, in, you know, in our mind because we really thought about this other, you know, all the levels, you know, because we don't make, it's the, the group, you know, everywhere along the line, the steering committee, it was like, who are we trying to help, right? And we want it, want them to find

information and so when they get there, when they're on the site. They can see what we are again and and make a phone call. And I think the messaging for that particular video is really. It's not advertising tactics, it's really about. Just here we know like here. And when we leave when I when I is a very. You know, smart person and ego, you know, I take myself out of it and it's just really like keeping people just like what am I doing? What am I doing? What are we doing? What are we doing? Cuz you know. It was a lively discussion over the process. It took probably seven months for us to get here and I'm glad for that. Right. I'm glad for that. Let's see. So. So this is important. We don't collect or store personal information. Now, I know a lot of people, you know, not going to get into the weeds on that. There's a bunch of tech people here. You know, we have things like pixels and things like that. But ultimately. The data it comes through is anonymous in ACT. Never had it. It shows me within the plethora of data that I get within the dashboard, trends, not identities, right? Is it working? Are we getting, is it, you know, because in a perfect world they would be free like, you know, but a budget had to be set aside for it, right? And it was a matter of like, is this, is this working? Is it not working? What are we doing? And so it was important to measure right it it was about. How many people engaged with the message? Video views, landing page visits, and many of you that have Google Analytics on your site, you already, you already see the landing page, you already see that. This just gives another layer of the connection between what we're doing over here. Who were reaching and the journey of where they're going. And how long are they staying there? That's a whole different thing. But you know the journey. And no, it's behavioral indicators that help refine it. Umm, simply because for Oops. Hello back. So it's just like I said, it's only meant to for whomever is working through it or doing this to really see. What's happening, where it's going, you know? And measuring reach, not identity. Because every click viewer call could is just like. You know, exciting and the the the office, you know they have that data, right. They have like. How many people call they have that data on like how many websites, how many people look at delay? They're already looking at that data. I don't well, I don't know if everybody is, but I know here we they do and then they report that office managers report out to it. I think. I think it's really important to like define like. We already know, you know. The traditions in mind, we already know who we're trying to reach. Now it's defining like. Where are they, right? Like I said, I'm in Arizona, right? So New Mexico would probably want to run things in New Mexico. It's kind of like when you're running, you know, television commercials, right? Where are you at? You're going to work with probably running on the local. TV station versus another you know state so it's really about defining it that and the message and the like I said the. The content on aa.org is released. I would like more if anyone's here. Can you make more videos? So. Engage, right? So engage the committees. Engage the trusted servants like it was a huge pile of people. That really came together. And super cool to watch, you know, 'cause there was a lot of, you know, there was a lot of. Differences of

opinions and there should be, you know, it's, it's a change, it's different. And so. You know, so engaging everybody, like that's what we should be doing, right? And then when it goes live, just deal with transparency, shared reporting. So I report out to EVI. I referred to the intergroups EVIAFISRI report out to all of them, like here. Here's what it's doing. And then it just keeps the focus on service and not self. Now track don't make me freak out on that number. You know, it's not that I'm tracking. We're, we're not tracking like names, people and everything else. We're just tracking things like visits the website.

Speaker 4

Calls to the hotline, right?

Speaker 3

It's not, it's not any of that. I thought about that word in this presentation is not a good word, but you know what I mean? And the goal of it isn't control, it's just understanding, right, to determine engagement, You know, are they finding it? You know, are they clicking to learn more? You know, it's about impact. It's not about numbers. It's, you know, and then every clicker call represents a person just kind of. Taking a brave step because if you see something, you're not going to click on it because you're not wondering, right? It's things come up all the time, you know? They may want to take a look and say what does that really look like? And so we don't measure people, we measure reach and awareness and what what is happening. So it's just as a tool, right? But when guided by our primary purpose, it becomes a powerful reach. Doesn't replace the message, just carries it farther. And then, you know, when we say willing to adopt while being grounded, you know, just make it more accessible. I heard a lot about accessibility today throughout the process. And I'm just like, again, I just really enjoyed it and I'm so grateful that this is here. And and you know, technology if if one person finds us because what we've shared with yay. His, you know. I want AA to be found. Like I didn't go looking for it, I just just. Ended up here and I'm still here. Yay. So technology may involve, but our purpose remains the same. So these are just some of the resources that I put, you know, the PSA videos, I put a link there and it goes straight to that page on aa.org. And here's some of the videos. The sobriety in a, a my drinking built a wall and when drinking is no longer a party. And I just like that because it's, it's there and I don't have to recreate the wheel and, and I, you know, they just worked really well. And I did find some information within as I was doing some other research on, you know, the technology committee and things like that. And I found this source and I think it's a really good one and it really gives some good guidelines. So I was really, you know, I read through it. I really, I wasn't familiar with it, but I really thought it was impactful. So I think I just want to leave you with like a thought. So technology is always going to change, right? Tools, platforms, I'm definitely going to look up some of those little cheap things that we're

done with the design. I, I go down the camera radical all the time. But. You know they'll keep evolving, right? But our principles don't change. Umm, the heart has always been. One alcoholic talking to another, and then whether it, you know, whether it happens in a meeting room, on a phone call, through a message someone finds online at 2:00 AM, it's still the same miracle. And that's for me what this is all about and why I got involved because it's not marketing, it's not metrics, it's just carrying the message in whatever form helps it reach the next person who who needs it so. Thank you for letting me be of service.

Speaker 2

Thank you so much, Don. We do have some time for some questions and for someone who is a reluctant presenter, that was pretty amazing. So we do have some questions in the room and maybe we'll have someone soon as well. Go ahead.

Speaker 5

Kissing the mic that's right kissing the mic kissing the mic kissing the mic. Thank you for your presentation. That was awesome Very, very interesting I have one general question, more philosophical question. a.org is O somewhere it's like neutral using Facebook or any other social media platform means that we. By default. Engaging with another entity. So what are your thoughts of let's say Facebook values? Not financial values, but the the values behind the organization, Meta and any other social media enterprise meaning that. We agreed to have. Link with those organization. Thank you.

Speaker 3

No, I appreciate that conversation. Like I said, no one's all. Not everyone agrees with the The way to Reach today, right? But if we think about the television stations, we don't know what their concept is. We don't know what their values are. We don't know what their mission is. But we use them to deliver a message through Psas. So as far as affiliation? It's just another medium. Same with radio. We don't know. We don't know what that radio station believes in. We don't know what their whole involvement is in the world. So we're not affiliating with them, we're using them as a platform to reach the still suffering alcoholic. This is just another platform. It's not. You know, just like if we went to a tabling event, we're not affiliating with that conference person that's doing the tabling because trust me, this, these these questions are not something that has not been asked. And I appreciated it because that is a very big. Question. But when we think about it holistically. When it comes to. The the platforms that we use right? There's always going to be someone else involved. Because we don't own our own radio station or TV station, so there are always going to be someone involved. But I appreciate that and I understand it.

Speaker 2

I think we have a question online, yes.

Speaker 6

Hi, my name's Raymond alcoholic. Umm, I don't know if this was uh, mentioned, but I know with typically with these Psas on a, on a platform like Facebook, umm, where you, how are you connecting it to a page? Was it a, a business page that didn't show? Didn't show your Facebook like how? How did that get hide it?

Speaker 3

So everyone, obviously you need to have a business page to run advertising on Facebook. So it is set up under a few trusted servants, but no one knows who those trusted servants are because it's a business page and that business page is locked out. So it's basically. That's like a it's just a page, that's it. And it's not, it's East Valley or not East Valley Intergroup, it's a PICPC page. Because that's the committee that is public information. So no one can leave comments on that page, you know, but within that there are. People that have access to it at different access levels simply because when there's a rotation of service. We need to make sure that you know, it's a rotation of service, right? Yeah, so it's a locked out page and no one knows it's. It's not attached to a personal profile per se, but it is run through. A personal profile that is anonymous but no one sees it. But there's a separate business page and a separate business account for that. Does that make sense? Umm.

Speaker 2

Yeah, that was good. I I do. I don't see Trisha in the room who's one of my fellow city delegates. But you had mentioned earlier if somebody was listening, you'd like more, more videos from aa.org this year at conference, the public information committee brought to the floor and we passed it instead of reinventing the wheel to use. To. Adapt 3 videos that were done by AA Ostersius. Come up here and talk about it.

Speaker 3

Yeah, I think I heard that. I think I heard that through Tim or something.

Speaker 2

I was talking a little bit. She served on the Pi, on the Pi committee. That's right. Where she comes walking fast.

Speaker 3

Patricia, an alcoholic Panel 74 delegate from Area 61, Rhode Island.

Speaker 2

I was just being held hostage by Buck because he talks a lot. So I have no idea what the question is. So her presentation was on digital using digital. Collapse to carry the message and she really loves PSA's so I was starting to tell her about the PSA's that we passed from Australia. OK so. So the the slightly longer story. At the 74th, I showed up, you know, we were, we were given the task of reviewing all of our Pfas. So while I'm preparing, I'm watching all these Psas that are terrible is really the word. They look like they're all from like 1995. They're they're just not happy, right? Like there's just a lot of just like everything was really bad and now I'm swimmer and like. I'm sorry, that's not a A like that's not my AAA. My AAA is full of life and like spirit and happiness and laughter and I just it. So I hated them and got to conference. We all talked about it. I wasn't the only one big surprise. Everybody hated all of them. And so we tried at the 74th, we discontinued a few and we talked about. How one of our one of our members had looked at other countries. To see what they were doing and in Australia they have a set of Psas that are. Will blow you away. They're incredible. Like, really. Goosebumps type stuff and we watch them. And then we didn't want to impose lots of workload on everyone. So we made a committee consideration, which is it's not binding on the board. It's just a hey, we think this would be a good idea. And so that's what we did for the 74th and nothing happened. And we talked about a lot in our in our committee about instead of creating more of the same old content, let's take the ship and turn it this way so that it's doing more like let's, let's change everything, make it stuff that is actually going to pull people, you know, out of the bottle and into a room of a a. And so this year. We we went through them with new delegates because half, half of the conference rotates. For those that don't know, so a set of new delegates showed them to them and they were same, same response, like, yeah, why aren't we doing this? And so we took a vote to to recommend it to the floor. There are. I think there's like 7 or 6 in Australia. Some of them don't carry over to us because we are a, you know, we're US and Canada. So some of them aren't really valid for a Canadian. So we talked about all of that and how it didn't really make sense to do, to do different, to do different ones, but. Two of them are like, really knock your socks off. There's one where a woman is, she's very upset. You can tell she's very upset. There's very little like dialogue. And she's she's like crying. There's a kid hiding in the closet. From his mom, obviously, like it's his mom crying, scared. And there's like this woman there and she's she's got a drink in her hand and she's like. Like she can't believe what she just said and that's it. That's it. It's like 15 seconds, but like it punches you in the gut, you know, like it brings you right there to like, wow, that for me, it made me that's what I'm gonna be, right? Like I was never a drinking mom, but if I drank today, I sure would be. So that's the kind of thing that would happen. And then there was another one where a guy was drinking in the bathroom stall at work and it was about, you know, are you risking your job? And then that's the that's the question. And then it.

Answer A A.