

AFG Area 9 – Florida North

Thought Force Process Form

Thought Force Topic/Charge

Does the Area want to investigate further the use of Social Media or is the Area (members) satisfied with the current state and see no need for further action at this time.

Thought Force Members

Mary W., Wendy R., and Roz Z.

Background/Historical Information

Background: There has been some investigation of the use of Social Media in Area 9. It is still unclear though as to whether the Area (members) are content with leaving our Social Media position as is at this time or would the members like Area to do more.

Historical: There was a social media survey done in February 2019. There needs to be some follow up with that to clearly determine what the results actually told us. This was discussed at the March BOD meeting and there needs to be follow up around that.

Charge: Review the current survey results and determine if the members want us to go further with pursuing a more prominent presence on Social Media or is the Area satisfied with where we are. Should we go forward with a Task Force?

Thought Force Timeline

Mary, Roz, and Wendy communicated and collaborated several times through phone calls, emails.

KBDM Questions from Thought Force (if applicable)

1. What do we know about our membership's needs, wants and preferences that is relevant to this topic?

- ★ Members want to be connected with other members while maintaining their anonymity.
- ★ Members see WSO, like many businesses, on social media.
- ★ According to the Survey, most members would like to enhance Area's presence on Social Media.

2. What do we know about our resources (finances, member participation, etc) that is relevant to this topic?

- ★ We are not sure how this would affect our resources at this time.
- ★ If we used a current resource, such as the Technology Coordinator, it would not affect finances but would add additional time requirements.
- ★ There is no fee to have a basic business social media profile.

3. What do we know about the current realities (membership, culture, etc) and our fellowship's environment (technology, geography, demographic, etc) that is relevant to this topic?

- ★ 145 members took the survey - approximately 10% of our members.
- ★ The digital age is upon us.
- ★ There are many members that are hesitant to join the digital age.
- ★ There are many members that embrace social media.
- ★ Some members are concerned over anonymity.
- ★ Historically the Area website has been used to inform members of Area events and services, including Assemblies, AWSC, convention, and District information (how to attend, topics discussed, task and thought forces).
- ★ We have the technology to enhance our social media footprint.
- ★ Many people do not know about Al-Anon; we must use every reasonable venue to offer help to families and friends of alcoholics..
- ★ Most people under 30 use some, if not multiple, platforms of social media.
- ★ WSO has a social media presence via a website, Facebook, Instagram, Twitter, LinkedIn, and YouTube.

4. What are the ethical implications of our choices - what are the pros and cons? Will our decision be consistent with our spiritual principles?

★ Pros

Instant connectivity to the Area

Informed members

Another option for carrying the message about Al-Anon; WSO, Area, and District information

Area Public Outreach Projects could be posted

★ Cons

Potential for information overload

Cyber Security/hacked

Deciding what information would be posted could differ from District to District

Anonymity, potential for personal information to be hacked

Each member might not be happy if their preferred social media was not chosen

Additional work for Webmaster or whomever is the Social Media Chair.

In keeping with spiritual principle of anonymity, If only Public Outreach information or event/meeting information is posted, not permitting comments, anonymity becomes a non-issue.

5. What do we wish we knew, but don't? (use the back if necessary)

- ★ Which social media platform would best fit the needs of Area 9 AFG?
- ★ Will there be a cost?
- ★ Who would be responsible?
- ★ What content would be posted? Public outreach? Area info?
- ★ How do we protect the privacy of the members?
- ★ Is there any issue with copyright law?

Thought Force Summary/Findings

- ★ 145 members took the survey.
- ★ 76% of those who took the survey wanted more social media presence.
- ★ 79% of the 76% want more social media for public outreach and 70% want updates about area events.
- ★ Findings can be found in the Google Slides:
<https://docs.google.com/presentation/d/1tUAbg6b4NQhGvYBAdr2lWeVTlVv8jep9ulKf6i-enR0/edit#slide=id.p41>
- ★ WSO has paved the way for use of social media.
- ★ WSO has a social media presence via a website, Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- ★ Using Social Media would benefit AI-Anon as a whole, it's an attempt to carry the message and capture the current and potential younger AI-Anon/Alateen members.

The survey showed the biggest concern is anonymity.

The use of social media as a public outreach tool to educate/attract prospective members would be very effective way to reach younger members and potential members, it's how they communicate.

The member in the Administrator role would be the only person posting public outreach information and Area information/events, this would prevent anyone from commenting/posting, therefore protecting the anonymity of AI-Anon members.

Thought Force Recommendation

The members of this Thought Force determine that Area 9 AI-Anon members want more of a prominent presence on social media as long as anonymity is protected.

We recommend this topic be moved forward to a Task Force.