

WebLinks Tools & Resources:

How PI Reps, LSG, and FA members can get the word out

The WebLinks committee is a subcommittee of WSI under PI whose job it is to make sure that anyone, anywhere, at any time, who is looking for online help with food addiction or any related food issue, can find FA online quickly and easily. Weblinks reaches out to organizations with a presence on the web, such as colleges, medical centers, doctor's, employers, churches, synagogues, mosques, 12-step groups, directories, or any other organizations whose readers might benefit from posting of the FA's weblink on their site. If you would like to contact any of these organizations in your local area, this guide will give you all the tools you need to do that. You must have 2 yrs. or abstinence to reach out in person or via phone. If you would like Weblinks to contact a site, email the relevant details to weblinks@foodaddicts.org.

WebLinks and PI REPS: [So, You're a PI Rep, Now What?](#) (currently in revision) To find the most updated format, search for the above title in the search box on the FA website.

QUICK LINKS - Resources For Getting the Word Out (Click on the Blue)

- **[CALENDAR ANNOUNCEMENT RESOURCE \(Spreadsheet\)](#)**: Click on the blue to find a link to Calendar Announcement Database showing you where to go to post calendar announcements online, including national and local newspapers, directories and event calendars, organized geographically. Click on the site URL to start posting a meeting announcement. Use the following account and password to create an account: ACCOUNT NAME: **FAweblinks**; PASSWORD: **FAweb42day!** DO NOT use your own personal password. Before you finish the posting, make sure to save all the information you used to create your online event and insert it into the FA [Calendar Announcement Log](#) (online tracking Form). You can also send the information to weblinks@foodaddicts.org. We want to keep track of the Source you used, the dates you posted for, as well as the password, account & email you used to set up your listing, so one of us can go in and change something if we need to.
- **SEND YOUR COLLEGE AN EMAIL OUTREACH**: Write an email to your college(s). Click on this [Alumni Email Template](#) to copy and paste into an email so you can fill in the **yellow highlighted sections**. This should take no longer than 5 or 10

minutes. We send college emails out informing them of FA in the months preceding National Eating Disorders Awareness (NEDA) Week each February. We will send it out to your college's health & counseling center staff to let them know about FA.

- **[CONTACTING A COLLEGE - INSTRUCTIONS & SCRIPTS](#)**: Click on the blue to see. Instructions, including sample emails and phone scripts, for reaching out to colleges locally. If you are going to call someone, there is a minimum requirement of 2 years abstinence.
- **[COLLEGE HEALTHCARE OUTREACH DATABASE \(spreadsheet\)](#)**: Click on the blue to see the Weblinks database of universities and colleges worldwide, including college URL's, contact person(s), email address(es), etc. Help us look up emails on the colleges in the first tab that are not highlighted yet. Just search for all the counseling and healthcare professional emails and email them to Weblinks@foodaddicts.org. We will then email that college about FA.
- **LOCAL COLLEGES OUTREACH**: Send Weblinks@foodaddicts.org a list of colleges, universities, and junior colleges within a 1-hour drive from your meetings. We will contact them with information about FA and ask them to post the FA web link under their Counseling or Health Center's list of online or community resources.
- **[LINKED WEBSITES SPREADSHEET](#)**: Click on the blue to see a list of websites that currently have a link to the FA website.
- **[WEBSITES IN QUEUE SPREADSHEET](#)**: Click on the blue to see websites, college websites (see tab for Colleges), etc. that the Weblinks committee has either contacted or plans to contact regarding posting the FA link. Sites that have the FA weblink are highlighted in yellow. Help us reach out to any of these sites by email when you volunteer for service in Weblinks.
- **DO A 'GOOGLE SEARCH' FOR LOCAL WEBSITES**: Do Google search (see appendix for sample Google searches) to find local websites to contact about posting FA to their list of mental health, addiction, eating disorder, Twelve Step, support group, and community resources. If you find a site where you think the FA link should go, email it to Weblinks@foodaddicts.org and we will contact them.
- **[CONTACTING AN ORGANIZATION - INSTRUCTIONS & SCRIPTS](#)**: Click on the blue to find a link to the Instructions for contacting local websites by email regarding

the FA weblink. Instructions include sample emails and phone scripts. These can help you reach out to local health organization websites, church websites, etc. in your area about getting the FA web link posted. You can also search for local websites to reach out to (see section 5: SIMPLE WEBSITE SEARCHES below).

- **BLOG OUTREACH:** Contact: blogwatch@foodaddicts.org with any blogs you would like us to respond to with the official FA blog response. Use mediawatch@foodaddicts.org for articles.
- **SEND GENERIC FA ARTICLE TO THE MEDIA FOR PUBLICATION OUTREACH:** Click on the links below to the two generic word documents of articles that can be sent to hospitals, health centers, colleges, etc to include in their newsletters. They can use these articles as the start of an article about eating disorders where they may wish to interview a few members to give it a local flavor, or just as they are. Be sure to copy and paste them to your own file and include the specific information on the bottom that you want them to have about your meeting, i.e. Place, time, local phone number if desired, and date of your local meeting. Here is a generic article you can send, [Food Addiction Program for Food Addicts of All Ages – It's Never Too Late](#) (word document). **LOCAL COMMUNITY MEDIA CONTACTS SUMMARY:** As the PI rep seeking Calendar Announcements in your local area, after you have exhausted all the online sources listed in the Calendar Announcement Resource, to create a summary list of all the community publications in your local area/region – “*Local Community Media Contacts Summary*,” email the PI Committee at pi@foodaddicts.org to request a local list of your area's newspapers, college newspapers, radio stations, and television stations. This list can be updated as needed and passed to the new PI rep when meeting positions are rotated.

APPENDIX:

PLACES TO LIST AN FA WEBLINK

1. **CALENDAR ANNOUNCEMENTS** (Newspapers, Penny Savers, Craigslist, etc.)
2. **DIRECTORIES** (211 Alameda County, United Way Directory, Yellow Pages)
3. **BLOG & ARTICLE COMMENTS** contact: Blogwatch@foodaddicts.org
4. **COLLEGES & UNIVERSITIES**
5. **RECOVERY SITES**
6. **WEBSITES/ORGANIZATIONS** (Churches, Medical Centers, libraries, Association, Municipalities)

7. **MEDIA OUTLETS** (Radio and TV Stations, newspapers, newsletters) contact:
Mediawatch@foodaddicts.org

1 - CALENDAR ANNOUNCEMENTS - Posting the FA WebLink in Calendar

Announcements (i.e. Online Newspapers, Penny Savers, Craigslist, events sites)

HOW TO POST AN ONLINE CALENDAR ANNOUNCEMENT:

- Click here: [Calendar Announcement Resources Spreadsheet](#) for a list of calendar & event listing sites (URLs) organized geographically by nation, region, state, county, & city. National-level publications take calendar items from anywhere in the USA. The spreadsheet is being updated regularly. If you would like us to update it with sites to link in your city or region, contact weblinks@foodaddicts.org so we can update the spreadsheet with free calendar/event listing sites in your area.
- When posting a calendar announcement, please make sure to insert the FA weblink in your post somewhere. Some sites have a special spot for listing the organization's website, www.foodaddicts.org, whereas others, you will have to list it in the body of the text. Sample text that can be used in posting your meeting's details online can be found in the tabs at the bottom of the spreadsheet, just click on them and copy and paste any verbiage you would like to use in your posting. Below are links to two instructional videos explaining how to use the Calendar Announcement [Posting] Resource Spreadsheet.
- I recommend using the following logon when posting a meeting announcement:
Account: **faweblinks**
PW: **faweb42day!**
- Adding logos or GIFs to your posting is also explained in the TABS along the bottom of the [Calendar Announcement Resource Spreadsheet \(OCAR\)](#).

SEE THE FOLLOWING INSTRUCTIONAL VIDEOS ON HOW TO USE THE CALENDAR ANNOUNCEMENT RESOURCE DATABASE TO POST YOUR MEETINGS

 [How To Post Calendar Item.mov](#)

 [Part 2- How to edit calendar posing.mov](#)

SAMPLE CALENDAR ANNOUNCEMENT - SHORT

Are you having trouble with the way you eat?

Food Addicts in Recovery Anonymous (FA) is a free Twelve Step recovery program for anyone suffering from food obsession, overeating, under-eating, bulimia or other food-related issues. Meets weekly on (day of the week) at (location, address) at (time).

For more information or a list of additional meetings throughout the U.S. or world, call locally at (name of person) XXX-XXX-XXXX or call the main office at 781-932-6300 or visit www.foodaddicts.org

The following meeting is held in [name of town] every week
[Day of meeting]
[Location or address of meeting]
[Time of meeting]

CALENDAR ANNOUNCEMENTS - TRACKING FORMS

When you post your event, you will need the following information:

Event/Calendar Website	
<i>Meeting/Day/Time</i>	
<i>Site Name</i>	
<i>Date Posted</i>	
<i>Contact email/URL</i>	
<i>Article/Calendar Item Submitted to</i>	
<i>Your Name/Phone/Email</i>	
<i>Account / Password</i>	FAweblinks / FAweb42day!
<i>Dates submitted</i>	

in order to fill out the (below) FA [ONLINE CALENDAR ANNOUNCEMENT \(TRACKING\) LOG](#):

CALENDAR ANNOUNCEMENT TRACKING LOG

ONLINE [TRACKING FORM](#) - Please use this [form](#) to store all the above details about each post you create.

The image shows a Google Form titled "FOOD ADDICTS in recovery anonymous". The form is titled "Online Calendar Announcement Log". It includes instructions: "To help the committee keep track of postings, it is very important to complete and submit the form below. Please contact digit outreach@foodaddicts.org if you need to make any changes to your meeting posting." Below the instructions, there is a user selection bar showing "faweblinks@gmail.com (not shared)" with a "Switch account" link. At the bottom of the form, there is a "Next" button, a progress bar, "Page 1 of 6", and a "Clear form" link. A footer note states: "Never submit passwords through Google Forms. This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)."

HOW TO FILL OUT THE FA [CALENDAR ANNOUNCEMENT \(TRACKING\) LOG](#) (GOOGLE FORM) TO RECORD THE SITES YOU HAVE POSTED TO:

You will want to use the [tracking form](#) (shown above) and fill in all the information about the meeting you listed and for how long the calendar item will run (from when to when) and the account and log on you used so you and I can keep track of this. Keep a copy for yourself.

HOW TO USE THE FA [TRACKING LOG RESPONSES SPREADSHEET](#) TO REVIEW THE DATA YOU PUT INTO THE ABOVE TRACKING FORM.

Use this ensuing spreadsheet to review the data you have posted, or to make a correction in your data, or to look back and remember which events you posted and to where, etc.

To learn how to post an **Eventbrite event**. (see below for videos outlining the process)

 [How To Post Calendar Item.mov](#)

 [Part 2- How to edit calendar posing.mov](#)

CRAIGSLIST POSTS:

Please use the following to post in Craigslist:

Are you having trouble controlling the way you eat?

Food Addicts in Recovery Anonymous, (FA), is a recovery program for people who suffer from food obsession, overeating, bulimia and under-eating. The program is based on the Twelve Steps of Alcoholics Anonymous. Everyone is welcome at meetings, including those who think they may have a food problem or those who are concerned about someone who may. FA is open to all men, women and teens who want to stop eating addictively.

For a list of regular weekly meetings in your area, visit www.foodaddicts.org
[Find out, Am I A Food Addict? Take the Quiz.](#)

CRAIGSLIST LOGOS/GRAPHICS

[Blue FA Logo](#)

[Red FA Logo](#)

[Orange FA Logo](#)

[FA Stacked Logo \(Orange & Brown\)](#)

SAMPLE CALENDAR ANNOUNCEMENTS: (Click)

Eventbrite, SF, CA	USA National site covers all USA locations and zip codes)
EventsNearHere	"
Eventful	"
Around You,	Australian site (no actual link)
Washington Post	
Air1 Positive Hits	Radio Announcement)
Daily UV, Maine	
Around Olympia	City and Regional event site
Patch	
California Foundation Fund	
Scout Cambridge	

2 – DIRECTORIES - Posting the FA Weblink in Directories (i.e. 211 Alameda County, United Way Directory, Yellow Pages)

- **Examples** (click on blue to see example)
- [BC 211](#) Directory (Canada) event posting
- [Cumberland Council](#) (put "food addicts" in the find box to find FA listing)
- [Cummings Properties Client Directory](#) (Massachusetts) type in "food addicts" in search box
- [info Central East Ontario: Community Connection](#)
- Wikipedia German
- Wikipedia

3 – BLOG & ARTICLE COMMENTS – Posting the FA Weblink in Blog & Article Comments

(In order to post a weblink in a blog or article comment, it MUST go through Shelby at BlogWatch. Email Shelby the newspaper or blog article that you would like her to post the FA comment on at Blogwatch@foodaddicts.org

Examples of Blog postings (click on blue to see example)

- New York Times, [Binge Eating Among Men Steps Out of the Shadows](#) Clergy Recovery Network, [Supersized Pastor?](#) (control-F "food addicts in")
- Childhood Obesity News, [More Celebrity Food Addicts](#)

4 – COLLEGES – Steps for reaching out to colleges (Universities, Jr. Colleges, Institutes) about FA (posting a weblink, setting up a session)

- Review the instructions in: [Steps For Contacting Colleges](#) (Link) for all, email templates, phone scripts, and tracking sheets.
- For a complete list of all the colleges that are currently in our [College Healthcare Outreach](#) database [spreadsheet](#), click on this [LINK](#). Tabs in the spreadsheet: There are different tabs on the bottom of the spreadsheet. The first tab is the “**All Colleges**” tab, and it is the master list of all the colleges. The **All Colleges** Tab does NOT list each email we have on file. To find the emails we have on file for each college, go to one of the next two tabs, either, “**Completed-IP**” (Completed in-person colleges – “p”) which includes colleges within 50 miles of an FA meeting or “**Completed-NIP**” (Completed Not-In-Person - “n”) for colleges not within 50 miles of an FA meeting.
- If you would like to add a college(s) to the list, email weblinks@foodaddicts.org.
- If you would like a copy of the excel spreadsheet to manage at the local level, on your own local google drive, send Weblinks@foodaddicts.org a request for an excel spreadsheet of the above document for your state, so you can manage your data locally.
- Consider creating a local gmail account so that you and your local volunteers can manage and share information about where you are with each college or pi activity. To do this, contact weblinks@foodaddicts.org so that we can walk you through the process and oversee the amount of local gmail accounts generated. You can post the spreadsheet for all to access and update, giving shared access to all.

College Weblink Examples - how other websites list FA on their website.

Formats – Shorter formats with now additional FA website links (These formats of the actual FA link which are also available in the email scripts or can be inserted into an email sent to a college contact.)

- www.foodaddicts.org
- [Food Addicts In Recovery Anonymous - http://www.foodaddicts.org](http://www.foodaddicts.org) FA is a Twelve Step program of recovery for anyone who suffers from overeating, under eating, bulimia, or obsession with food, weight or body size. There are no dues or

fees, and meetings are open to anyone who wants to stop eating addictively.

- **Food Addicts in Recovery Anonymous (FA)** is an international fellowship of men and women who have experienced difficulties controlling the way they eat. Participation in FA has proven to be an effective, long-term solution to food addiction for many food addicts, whether they are under eaters, bulimics or otherwise food-obsessed. There are no dues, fees or weigh-ins at FA meetings.

College Weblink format – long format with a link to the Quiz embedded

- **Food Addicts In Recovery Anonymous** (FA) is a Twelve Step program of recovery for anyone who suffers from overeating, undereating, bulimia, or obsession with food, weight or body size. There are no dues or fees, and meetings are open to anyone who wants to stop eating addictively. Call us at 781-932-6300 or find out, **“Am I a Food Addict?”**

Examples of FA weblinks posted on College Websites: (click on blue to see example)

- [DeAnza College: Student Health Services: Hotline and Health Links](#)
- [Fresno City College: Health & Wellness: Psychological Services: Community Resources Links](#)
- [University of Alaska: Student Health Counseling Center: Physical Health: Nutrition](#)
- [Kansas State University: Counseling Services: Disordered Eating](#)

Examples where no link is present:

- Husson University: [Self-Help: Eating Disorders](#)
- Bowdoin College: [Health Services: Eating Disorders](#)
- Bowdoin College: [Counseling Services: Off-Campus Resources](#)
- Bates College: College Health Center: PDF [Eating Disorder Help For Students](#)
- University of Southern Maine: [University Health & Counseling Services: Eating Disorders](#)

WHEN YOU CONTACT A COLLEGE, HERE ARE SOME QUESTIONS TO ASK:

- Do they have an annual health fair(s)? date(s)? Contact person? Contact's Email? (Send all information to WebLinks@foodaddicts.org or blogwatch@foodaddicts.org or to the people in your area responsible for doing health fairs.
- Do they have a school newsletter? Would they like us to email them a generic FA

article to reprint in a student newsletter? You can send them either of these two articles. Here is the link to the [Generic FA Article](#).

- If they are close to FA meetings ... Would they like a panel of speakers to come visit their school, staff or classroom? Would they like speakers during **National Eating Disorders Awareness Week** in February? If they are interested in any of these things, email: Weblinks@foodaddicts.org. Let us know, and we will pass the information along to the right person.

5 – RECOVERY SITES - see: [Instructions for Getting a link on an organization's website](#) (Recovery sites, Blogs, etc.)

6 - WEBSITES - How to do a search for places to put the FA weblink – see: [Instructions for Getting a link on an organization's website](#) (Recovery sites, Blogs, etc.)

How To Do A Google Search to Find Local Websites to Post the FA Link:

Sample google search:

[your state] and [your city] and (links or resources) and ("eating disorders or addiction or anonymous)

Sample google search:

Maine and (links or resources) and ("eating disorder" or anonymous or addiction)

The above searches should pull up several great sites that you can contact by phone or by email regarding posting the FA link!

Examples of Links Posted: (Click on blue for example)

- [Maine General Hospital](#)
- [Maine Gov](#)

6 – ORGANIZATIONS –see: [Instructions for Contacting Organizations](#) (Churches, Medical Centers, etc.)

Examples of FA link at local organizations: (Click on blue for example)

1. [Living Ministries, SF CA](#)
2. [Stanford Health Care: Los Olivos Women's Medical Group](#)
3. [Sydney AG](#)
4. Melissa Kileen Recovery Coaching

VII) G – MEDIA – Weblinks in the Media (Articles, TV Spots, Radio Broadcasts, etc.) to post a weblink in an article that has already been written, send the article to: Mediawatch@foodaddicts.org

Examples of Weblinks in the Media: (Click on blue for example)

1. [ABC News](#) (Resources)
2. [News Calgary](#)
3. [Shaw TV Lethbridge](#) (You Tube0