

HIGHLANDS & ISLANDS GROUPS OF NA ASC

Project plan to use Social-Media as a PI tool.

Background:

Since the early 2010's awareness of many of the issues related to the use of social media by NA members and service bodies have been highlighted in the ["Social Media and Our Guiding Principles"](#) booklet and [Chapter 10 of the PR handbook](#) has long been a source of suggestions and guidance on the more general use of technology as a PI tool. Over the last decade or so the use of social media by the fellowship as a service tool has broadened and our understanding of its implications, application and best practice in relation to our traditions has matured.

As a wholly Virtual Area and in order to create PI opportunities a proposal was made and accepted to look into the use of social media to reach addicts in remote and isolated areas of the UK in a targeted manner.

Research has been undertaken into how other groups and service bodies have achieved this both currently and historically.

One of the early adopters of the use of social media in NA was the Minnesota Region in US who, in the in the late 2000's, were successfully using Twitter to disseminate information about the availability of meetings and service events in a structured way.

More recently virtual groups and service bodies have widely adopted the use of FB and Instagram to broadcast similar information, examples of this globally would be NAWS and in the UK the East Coast Scotland Area.

The Okanagan Virtual Area in BC Canada have been using specifically targeted, paid for, FB boosts to bring awareness of their meetings and services to addicts and other services outside of NA whose work brings them into contact with using addicts. To date these boosts have been producing positive results in terms of newcomers finding and attending meetings. In order to achieve this, they have created a social media work group, to manage the content and set a monthly budget. This model, as described above, would appear to most closely fit the needs of our proposal.

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Practical application:

In order to apply the Okanagan model, we would initially require 3 things, a website (which we already have) a basic HIGNA FB page (which again has been created) which is a prerequisite to then create a specific Not for Profit FB Business Page from which we could then launch the paid for and targeted boosts.

We also need to consider the creation of a Social-Media working group or sub committee to manage the FB pages and create the content. This would probably need to be a minimum of 2 or 3 HIGNA members familiar with the medium and willing to be of service.

The cost of utilizing FB boosts appears to be a massive variable and can range from a few £'s a week to £100's a month depending on the range and size of the target audience, the Okanagan budget for example is \$150 per month. From personal experience of having run FB boosts recently for my own page any set budget does appear to need to be managed carefully as it can very easily run away. Boost payments could be easily set up to come direct from the HIGNA pay pal account on a weekly or monthly basis once a budget is established.

The pages below are some of the many useful resources out there to see how all this works if we decide to opt for it....

<https://buffer.com/library/facebook-advertising-cost/>

<https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>

As ever ILS

Steve A