

ALCOHOLICS ANONYMOUS SOUTH AFRICA SOCIAL MEDIA GUIDELINES

A.A.S.A.'s Social Media Guidelines are designed to provide a framework for the use of social media for its members. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. The use of Social Media must not be detrimental to fellow AA members or to the Fellowship at large. These guidelines provide practical advice that should be followed to avoid issues that might arise as a result of careless use of social media accounts.

For purposes of this Guideline, social media is defined to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites (Facebook, twitter, WhatsApp), online meetings and any other sites and services which permit users to share information with others in a contemporaneous (at the same time) manner.

See Guidelines tabulated below

- The table gives the do's and don'ts for members to determine what is acceptable and what is not acceptable if and when they are actively participating on any social media platform.
- Postings must be kept legal, ethical and respectful. Generally, the rule is that behaviour (language, comments, pictures and the like) must be morally defensible.
- Members must bear in mind that the trust relationship extends beyond AA interaction to after hours on social networking sites and the highest standard of behaviour is expected of the members both inside and outside the Fellowship.
- Members need be mindful of the fact that whatever is released into the web space can stay there for a very long time.
- Members are reminded that internet and email communication may be monitored, intercepted, or hacked.

Do's	Don'ts!
Know and adhere to A.A.'s code of conduct regarding the use of social media and related issues	Members may not use A.A. facilities and equipment for purposes other than A.A. business
Be aware of the effect of your actions may have on your personal and the Fellowship's image (posted information may be public knowledge for a very long time)	Social media use should not interfere with member's responsibilities to the Fellowship.
Be aware that the Fellowship may observe content and information made available by members through social media	Members may not publish, post or release any information that is considered confidential or not public
Use best judgement when posting material so that it is not inappropriate or harmful to the Fellowship and its members.	Specifically prohibited: posting commentary content or images that are defamatory, pornographic, proprietary, harassing, libellous or that can create a hostile environment or damage to relationships
Appropriate permission must be granted before a member refers to or posts images of current or former members, and the use of third-party copyright, copyrighted material, trademarks or any other intellectual property	Never publish or forward something which is not yours
If members publish content after hours that involve the Fellowship or subjects associated with the Fellowship, a disclaimer must be inserted "The postings on this site are my own and do not represent the Fellowship's position, strategy or opinion"	Do not answer questions or queries which you do not know the answer to, and which may be purely speculative; the Fellowship will distance itself from your utterances
Social media networks, blogs and other online content sometimes generate press and media attention or legal questions. Members should refer such queries to the PI Chairperson.	Other members' names or information pertaining to the Fellowship may not be discussed on social media platforms.
Fellowship information to be kept confidential. Members to block access to their profiles for other users that they do not know	The Fellowship name or logo may not be used on private profiles

