

WSCITC
presents
Social Media

Social Media
&
Our Guiding Traditions

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Closing Comments

Introduction

Our goal is not to endorse or encourage the use of social media or any particular social networking resource

This presentation is meant to offer some clarification on applying traditions and guidelines (WSM) to help members make informed decisions when using social media and social networking sites.

Who may use the name "Cocaine Anonymous"...

- A. A Cocaine Anonymous "Group" as defined herein, for its function of organizing and operating a regularly scheduled C.A. meeting. A C.A. Group may not use the name letters or logo for any other purpose (including without limitation, dances, conventions, memorabilia, or fund raising events) without the prior written consent of its Area/District Chairperson after a vote taken by the Area/District Service Committee.**

No other individual or entity may use the name "COCAINE ANONYMOUS", the block letters "CA," the official COCAINE ANONYMOUS LOGO* (hereinafter "logo"), future variations of the logo, the book title "HOPE, FAITH & COURAGE: STORIES FROM THE FELLOWSHIP OF COCAINE ANONYMOUS, HOPE, FAITH & COURAGE VOLUME II: Stories and Literature from the Fellowship of Cocaine Anonymous, and/or the motto "WE'RE HERE AND WE'RE FREE" without the written permission of the Cocaine Anonymous World Service Board of Trustees.

So what does that look like?

TRADEMARK
INFRINGEMENT

The image shows a screenshot of a Facebook page for "30 Years of Cocaine Anonymous". The page header includes the name of the organization and navigation options like "Like", "Follow", and "Message". The cover photo features the organization's logo, which consists of a circular emblem with the letters "CA" in the center, surrounded by the words "HOPE", "FAITH", and "COURAGE". Below the cover photo, the page is divided into sections: "PEOPLE" (showing 202 likes and a list of users who liked the page), "ABOUT" (with a description: "WE'RE HERE AND WE'RE FREE" The way this all works is simple. In the beginning when CALA first started there were only meetings, also referred to as group), and a "Post" section. The post is a shared event titled "COMEDY SHOW FOR H & I LONG BEACH" scheduled for Saturday, November 3, 2012, at 7:00pm in Los Angeles, California, with 2 people attending. A "Join" button is visible for the event. A large, diagonal watermark reading "TRADEMARK INFRINGEMENT" is overlaid on the left side of the page.

Traditions to be “Mindful Of”

6. A C.A. group ought never endorse, finance, or lend the C.A. name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose.

10. Cocaine Anonymous has no opinion on outside issues; hence the C.A. name ought never be drawn into public controversy.

11. Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, television and films.

12. Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities.

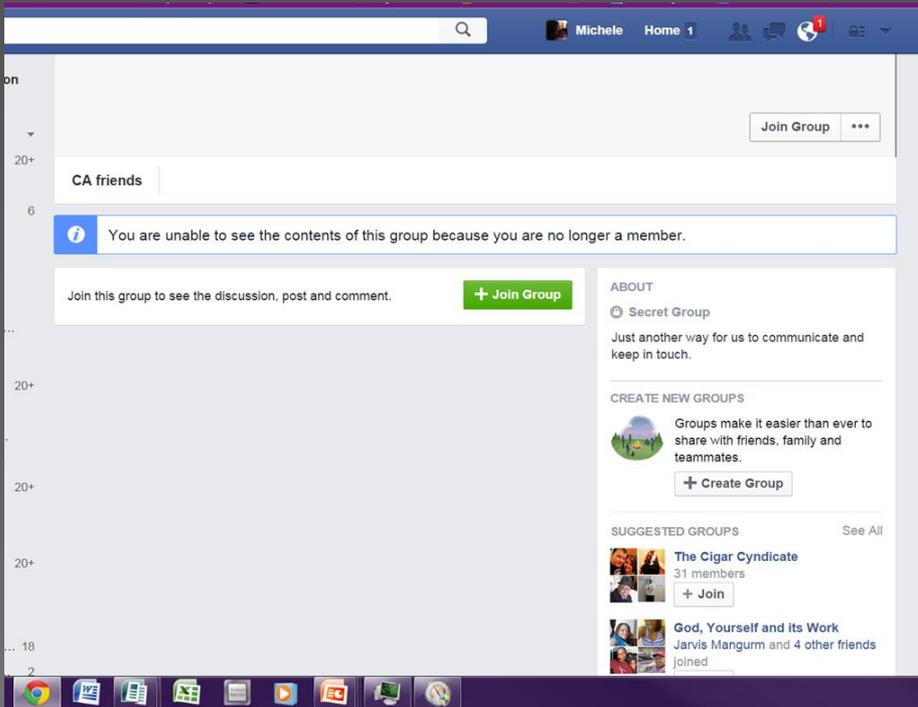
Types of Facebook Pages

	Public	Closed	Secret
Who can join?	Anyone can join or be added or invited by a member	Anyone can ask to join or be added or invited by a member	Anyone, but they have to be added or invited by a member
Who can see the group's name?	Anyone	Anyone	Current and former members
Who can see who's in the group?	Anyone	Anyone	Only members
Who can see the group description?	Anyone	Anyone	Current and former members
Who can see the group tags?	Anyone	Anyone	Current and former members
Who can see what members post in the group?	Anyone	Only members	Only members
Who can find the group in search?	Anyone	Anyone	Only members
Who can see stories about the group on Facebook (like in News Feed and search)?	Anyone	Anyone	Only members

Closed Group

The image shows a screenshot of a Facebook group page titled "CA recovery chat group" which is marked as a "Closed Group". The page features a blue navigation bar at the top with the user's name "Michele" and "Home". Below the navigation bar is a banner with several profile pictures, each obscured by a red star. A "Join Group" button is visible on the right side of the banner. The main content area includes a "Join this group to see the discussion, post and comment." prompt with a green "+ Join Group" button. To the right, the "GROUP INFO" section shows "MEMBERS 180 members" with a row of six red stars representing member avatars. Below this is the "DESCRIPTION" section with the text "Topic and discussion, quotes to ponder, and inspiring stories." and a "CREATE NEW GROUPS" section with a "Create Group" button. At the bottom, the "SUGGESTED GROUPS" section lists "Addiction And Recovery - U CAN Handle The Truth" with a sub-header "Deryk Robinson and 4 other friends joined". The "Members (180)" section is partially visible, showing a grid of member avatars, many of which are obscured by red stars.

Secret Group



What happens with public/closed groups?

When we identify ourselves in these groups (public/closed) as a member of CA it brings ourselves, our opinion into public scrutiny.

**But we want to carry the
message!**

GREAT – so do we 😊

We have a fantastic CA online Area where you can join in with members from all around the world and share in the hope, faith and courage of Cocaine Anonymous in a safe environment <http://www.ca-online.org/>

If we come across someone that we think may benefit from knowing about CA then a better way may be to send them a private email with a link to CA.org or their local Area website

THE IMPORTANCE OF "ANONYMITY"

Traditionally, C.A. members have always taken care to preserve their anonymity at the public level: press, radio, television and films. We know from experience that many people with drug problems might hesitate to turn to C.A. for help if they thought their problems might be discussed publicly, even inadvertently, by others. Newcomers should be able to seek help with complete assurance that their identities will not be disclosed to anyone outside the Fellowship.

We believe that the concept of personal anonymity has a spiritual significance for us: it discourages the drives for personal recognition, power, prestige, or profit that have caused difficulties in some societies. Much of our relative effectiveness in working with addicts might be impaired if we sought or accepted public recognition.

Conclusion

We are all responsible to up hold and protect the 12th Tradition:

To protect C.A. as a whole

To protect any member's anonymity

To protect our own anonymity and recovery

If we express an opinion on anything not relating to C.A. then we immediately compromise the 10th Tradition

When you publish content or information in Public forums, it means that you are allowing everyone on the internet, to access and use that information, and to associate it with you and anyone you tag (i.e., full name and profile picture).

When we use digital media, we are responsible for our own anonymity and that of others. When we post, text, or blog, we should assume that we are publishing at the public level. **When we break our anonymity in these forums, we may inadvertently break the anonymity of others.**

Please Remember: "Anonymity is the spiritual foundation of ALL our Traditions, ever reminding us to place principles before personalities."

