



Guidelines

Internet & Social Media

In the past few years, more and more of us have begun to use the Internet and social media as part of our recovery support system. Both can be very helpful in connecting us to each other, as well as to the still suffering nicotine addict. Online meetings offer a new way to meet, social media a new way to connect 24/7. Our fellowship's website www.nicotine-anonymous.org connects us to others, and group/intergroup websites connect us geographically.

But, the Internet and social media also bring new things that we need to consider in order to *practice our principles in all our affairs*, and uphold our Traditions. So, these guidelines help balance our desire to have the fellowship of Nicotine Anonymous as visible as possible, while still adhering to the Traditions of our fellowship.

Below are some tips to help you. If you have any questions about the guidelines, please reach out to us at webservant@nicotine-anonymous.org and we'd be happy to help you navigate any specific questions you have.

Anonymity (Social media, websites, & email)

Tradition Twelve states that anonymity is the "spiritual foundation of all our Traditions." Thus, we practice anonymity on public websites at all times.

Tradition Eleven states that we "need always maintain personal anonymity at the level of press, radio, television, and films".

Social Media & Websites

When we use websites or other digital media, we need to remember **we are responsible for our own anonymity and that of others**. When posting, blogging, chatting, attending online meetings, tweeting, etc. we need to consider who can see our comments.

If we are in a platform where all other users are also members of Nicotine Anonymous, then we can follow the same guidelines we would use in a face-to-face meeting.

However, if we are on a website or social media platform that includes BOTH Nicotine Anonymous members and other (non-Nicotine Anonymous) people, we should assume that we are communicating at the public level.



If we break our anonymity in these forums, **we may inadvertently break the anonymity of others**. While you might feel comfortable using your last name and/or photo, other members of our Fellowship might prefer to stay anonymous. If you comment on their page, or feed, you might inadvertently "out" him/her.

So, we should be diligent about maintaining our anonymity in public forums.

Also remember, although users create accounts and utilize usernames and passwords on many social media sites, once on the site, it is a public medium where NicA members and non-NicAs mingle. Unless a site is password-protected *and for NicA members only*, it is considered a public medium. It's recommended to also use diligence when creating "private" groups on these sites.

Members of Nicotine Anonymous (NicA) should not identify themselves as members of Nicotine Anonymous using their full name or photograph on any public (non-NicA) websites or other social media. Using your first name (with or without a last initial) in relation to Nicotine Anonymous is permissible on websites if you do not include your last name or photograph.

Email

Email is now widely used and accepted, but we need to ensure the Traditions are maintained when communicating digitally. Help safeguard member anonymity by not disclosing email addresses in the "to" field of your email. Instead, address the email to yourself, and place multiple recipient emails in the "BCC" option available in most email programs so that individual recipients will not see each other's email addresses.

Non-affiliation (Hosting services & linking)

Tradition Seven states that we ought to be "fully self-supporting declining outside contributions".

Hosting Services

It's important that Nicotine Anonymous websites guard against the perception of affiliation, endorsement, or promotion. Avoid using hosting that requires the inclusion of mandatory advertising space. (For example, think of what would happen if your hosting company began to feed ads for e-cigarettes on your site because your site had the word nicotine on it!)



Tradition Six states that we "ought never endorse, finance, or lend the Nicotine Anonymous name to any related facility or outside enterprise, lest problems of money, property, and prestige divert us from our primary purpose".

Links to Other Sites

We avoid linking to websites that might contain controversial content. In most cases, Nicotine Anonymous websites should not contain links to other sites where we do not manage the content. If an external link needs to be used, it should be approved by Nicotine Anonymous World Services. In addition, an exit statement should appear either when the user clicks the link or displayed clearly next to the link, such as:

YOU ARE ABOUT TO ACCESS A LINK OUTSIDE OF THE
NICOTINE ANONYMOUS WEBSITE.

Please be aware that when you exit our site we are not responsible for another website's privacy policy, computer security, tracking technology, or intellectual property protection. Nor can we attest to the accuracy of information provided by any linked site.

This website link does not constitute an endorsement in any way by Nicotine Anonymous.

Hyperlinking to the Nicotine Anonymous Website

Groups, intergroups, directory sites, and outside organizations may link to the Nicotine Anonymous website www.nicotine-anonymous.org.

These links help users find the information and tools we have available on our site, and can be an important part of our outreach efforts on the Internet.

Third Parties (not related to Nicotine Anonymous)

Other companies or organizations that are not part of Nicotine Anonymous may not use the Nicotine Anonymous name or logo on their websites or in any other way. Our name and logo are trademarked assets that can be used only by Nicotine Anonymous.

Groups and intergroups may use the name and logo, and can find it at www.nicotine-anonymous.org under the "Outreach" tab.

(For more information please see the *Nicotine Anonymous Name & Logo Use Policy*.)



Unity & Autonomy (Group & Intergroup Websites)

Tradition One states "our common welfare should come first; personal recovery depends on Nicotine Anonymous unity."

Tradition Twelve states that each group "should be autonomous except in matters affecting other groups or Nicotine Anonymous a whole."

Websites

Individual Nicotine Anonymous members should not create individual websites, social media sites, or apps. Our program is a "WE" program. Decisions to create these should be made through an informed group conscience, which can form a website committee to consider the purpose of the site, discuss any concerns about the Traditions, and seek guidance when needed from *Nicotine Anonymous World Services (NAWS)*.

Our webservant (webservant@nicotine-anonymous.org) can help you out with recommendations on best practices, getting logo artwork, and so on.

Unless the website is password-protected and for Nicotine Anonymous members only, it should not include any member's full names nor photo. In addition, care should be taken when including any member phone numbers or email addresses to ensure the member authorizes the publishing of their information. Consider these factors also when posting event or other flyers on the sites. Also consider carefully whether information such as meeting minutes, group financials, or other such information should be posted on public sites or remain private within the fellowship.

When creating content for the website, reference the NAWS Copy & Reprint Policy as noted below:

- a. Nicotine Anonymous gives registered intergroups and Nicotine Anonymous groups permission to use the Nicotine Anonymous Twelve Steps, Twelve Traditions, and logo on their local website and local information. (The Nicotine Anonymous Twelve Steps and Twelve Traditions must also include the AA disclaimer and the AA Twelve Steps and/or Twelve Traditions)
- b. Other than registered intergroups and Nicotine Anonymous groups, any permission to reprint the Nicotine Anonymous Twelve Steps and Twelve Traditions is also contingent upon the requesting party receiving permission by Alcoholics Anonymous World Services.
- c. The length of the reprint or quote should never exceed 25% of the original piece. Reprints or quotes from Nicotine Anonymous books or pamphlets should never exceed 25% of a single chapter or section. A reprint from the meditation book is limited to one meditation at a time.



- d. The proper notation or credit identifying the origin of the quote or reprinted portion must always be included.
- e. When granting permission to reprint literature, we request the addition of the disclaimer, “permission to reprint this material does not imply Nicotine Anonymous affiliation with or endorsement of this publication or organization.”

Nicotine Anonymous World Services wants to ensure that any literature that is read by those surfing the Internet will be the most current conference approved literature. Therefore, any website that wants to display any Nicotine Anonymous literature should instead link to the publication on www.nicotine-anonymous.org,

If you have questions about these guidelines, or need more information, please contact us at **Webservant@nicotine-anonymous.org**.