

The Augustine Fellowship, S.L.A.A. Fellowship-Wide Services, Inc.



S.L.A.A. and Social Media

F.W.S. provides the following guidance in an effort to remain current with emerging technology:

Since the emergence of social media as a powerful communication tool, many S.L.A.A. Groups and Intergroups are considering creating a presence using these platforms. **F.W.S. has chosen not to have an official presence on any form of Social Media, including Facebook, Twitter, Instagram, MySpace, LinkedIn, and Google+ at this time. Any existing pages or accounts bearing the S.L.A.A. name are not affiliated with The Augustine Fellowship, S.L.A.A., Fellowship-Wide Services, Inc.**

While the benefits of using social media cannot be ignored, there are also concerns regarding its use in the S.L.A.A. recovery community. The information provided here is intended to assist Groups, Intergroups and Lone Groups in their Group Conscience on this matter. Groups would do well to consider:

- *Tradition Five, "Each group has but one primary purpose-to carry its message to the sex and love addict who still suffers."* and
- *Tradition Eleven, "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, TV, film and other public media. We need guard with special care the anonymity of all fellow S.L.A.A. members."*

Anonymity

- Clicking a "Like" button or joining an S.L.A.A.-related page sends a notification to friends and other group members of your activity.
- Page or Group member lists are often publicly displayed, even to non-members.
- Creating a private site doesn't necessarily make it private.
- With a simple click to a profile page, users can obtain sensitive details about personal and professional lives.

Sobriety

- Social media websites can be a "bottom line" behavior for S.L.A.A. members due to cyberstalking or issues with contacting qualifiers.
- Extensive data mining is a common practice on social media. This enables websites to send targeted ads to users, exposing them to unwanted (and possibly triggering) marketing.
- Posts or comments on an S.L.A.A.-related page can become battlegrounds of opinion, rhetoric, and/or hate speech.

Affiliation

- Social media websites are highly branded, creating an issue around the Sixth Tradition, *"An S.L.A.A. group or S.L.A.A. as a whole ought never endorse, finance, or lend the S.L.A.A. name to any related facility or outside enterprise, lest problems of money, property, or prestige divert us from our primary purpose."*