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Memorandum

DATE: August 10, 2011
TO: Conference Members
FROM: Communication Section
RE: Twitter and Facebook Update

We've begun posting information about Al-Anon on Twitter.com and Facebook.com. We hope that these social media Web sites will help us to share Al-Anon's message of hope and recovery with as broad an audience as possible.

On Twitter, look for us as "AlAnon_WSO". Please note that there is no hyphen in Al-Anon (this omission is due to Twitter's requirements); also, there is an underscore (space) before WSO. Our Twitter page clearly states that anyone, member and non-member alike, is welcome to the information provided there, and that following Al-Anon on Twitter should not be interpreted as a statement of Al-Anon membership. Although most Twitter accounts also publish comments by "followers," ours does not—because we would not want to see Al-Anon members make statements there that could break their anonymity. It is a public Web site, not a meeting place where Al-Anon members can share with each other in anonymity.

On Facebook, look for us as "Al-Anon WSO." We are not accepting any "friends" on Facebook—even though we understand that building up a large bank of friends is a big part of how Facebook usually works. Again, we're sharing information that we hope you will pass on to others, but ask that you not identify yourself as an Al-Anon member on a public Web site, such as your Facebook page. Also, we would not want someone to look at the WSO's list of friends, assume that the WSO's friends are Al-Anon members, and then market products or services to this list of Al-Anon's "friends."

Instead of becoming a "friend" to follow us, we encourage you to subscribe to updates to the Al-Anon Facebook page via RSS feed. Here's how you do that: After you log in to Facebook, search for "Al-Anon WSO." After you have landed on our Facebook page, please note that the left-hand navigation bar includes an option, "Subscribe via RSS." Once you have done that, look to the RSS feed on your Internet browser; that's where you will be able to find a listing of all the new posts to the Al-Anon WSO Facebook page.

While we understand that Al-Anon members "like" Al-Anon, indicating on your Facebook page that you "like" Al-Anon could also be understood as a public statement that you are a member. If you have clicked on the "like:" options, you can retract that gesture. Please note that the left hand navigation bar, near to the RSS subscription option, includes an option to retract your "liking" Al-Anon.

Thanks to all of you as together we walk this path of network hope, while maintaining our Traditions.