

THE NAR-ANON FAMILY GROUPS'
WEBSITE HANDBOOK

2018



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S-318 ~ 18-07-09

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PREAMBLE

The Nar-Anon Family Groups are a worldwide fellowship for those affected by someone else's addiction.

As a twelve step program – we offer our help by sharing our experience, strength, and hope.

We carry the message of hope by letting others know that they are not alone; by practicing the Twelve Steps of Nar-Anon; and by changing our own attitudes.

We will respect your anonymity.

Our program is not a religious one, but a spiritual way of life.

MISSION STATEMENT

The Nar-Anon Family Groups are a worldwide fellowship for those affected by someone else's addiction. As a twelve step program, we offer our help by sharing our experience, strength, and hope.

VISION STATEMENT

We will carry the message of hope throughout the world to those affected by the addiction of someone near to them.

We will do this by

- letting them know they are no longer alone;
- practicing the Twelve Steps of Nar-Anon;
- encouraging growth through service;
- making information available through outreach encompassing public information, hospitals, institutions, and websites; and
- changing our own attitudes.

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INTRODUCTION

A website is often one of the first points of contact for the public and the potential Nar-Anon member. The purpose of this handbook is to provide suggestions that can be useful as a group, area, region or National Service Office (NSO) plans and maintains a local Nar-Anon website. The foundation for this handbook are the principles found in Nar-Anon's Twelve Traditions and Twelve Concepts of Service. The goal for this handbook is to provide guidance to trusted servants and local web committees that can lead to consistent service of members and newcomers by Nar-Anon websites.

PLANNING

Planning is important in the creation of all websites. A website subcommittee may be created for the purpose of planning a Nar-Anon website. Consult *The Nar-Anon Family Groups Guide to Local Services* (GLS), section 6-6, for guidance in establishing subcommittees.

Part of the planning phase is to determine the site's goals and audience. A site may be created to welcome newcomers and help them find their first meeting, or its purpose may be to provide information (e.g., Nar-Anon's mission, vision, and principles; news; area/region information; service information; and calendars). The site's purpose may be to achieve both goals and possibly other goals not mentioned here. When planning and implementing a Nar-Anon website, it is necessary to consider Nar-Anon's Twelve Traditions and Twelve Concepts of Service in all decision-making.

RESPONSIBILITIES AND ACCOUNTABILITY

A website committee is accountable to the groups, areas, region, NSO Board of Trustees or World Service Board of Trustees depending on who it serves. That entity may define the responsibilities delegated to the website committee.

It is advisable to divide website responsibilities among committee members. For example, one committee member may be responsible for receiving change requests and ensuring they are consistent with the purpose of the website. A member with public information skills may be helpful in designing the website. Other committee members may review the website after updates are made. The technical aspects can be managed by other committee members.

The more technical committee members should be cognizant of the technical capabilities of those who will follow. If a website is difficult to maintain, it may be hard to find trusted servants who are able to take on the commitment.

Area, region, NSO, or World Service (WS) committee/board members should monitor the work of their website committee. Those committee/board members should also ensure the website committee is responding to the needs of the local members.

CHOOSING A DOMAIN NAME AND TITLE FOR THE WEBSITE

The domain name is the internet address for the website. The domain name of the Nar-Anon Family Group World Services website is **nar-anon.org**. A domain name should be understandable by those not in the program and relevant to Nar-Anon.

It is important that the website domain name be easy to remember and not confusing to translate.

- A dash is not a good idea.
- Avoid words that are hard to spell.
- Avoid words with alternate spellings.
- Avoid numbers because visitors may not know if it is a numeral or a word. If a number is used, be certain both domain names are available, such as:
 - o www.nfggroup**three**.com
 - o www.nfggroup**3**.com

Prior to registering the website name, make a short list of alternate domain names in case one or more is already taken. Once selected, the domain name must be purchased from a domain registrar. There are many reputable registrars on the internet. Beware of free services as they sometimes become the owner of the domain name, rather than the area/region/NSO.

It is critical that the area/region/NSO be listed as the registrant of the domain name as opposed to an individual. If the area/region/NSO is not the registrant, then they are not the owner. Where it is necessary to list a person as an agent, it is advisable to list multiple persons. It may be difficult to administer the domain name if the only registered member leaves the program.

PAYING FOR THE WEBSITE

Tradition Seven, "Every group ought to be fully self-supporting, declining outside contributions," applies to websites as well as groups. The area/region/NSO sponsoring the website should fund it with contributions from its members. Advertising or tracking used to help pay for the website is not in the spirit of Tradition Seven.

WEBSITE PURPOSE AND CONTENT

The purpose of the website may be to reach potential members (families and friends of addicts), professionals working in the field of addiction, and/or the press/media. For Nar-Anon members, and trusted servants a website allows access to meeting lists, relevant information, service resources, minutes, and contact information for other Nar-Anon services. It may also provide links to Nar-Anon Conference Approved Literature (CAL) on the World Service Website.

Once the website purpose and goals are adopted, the next task is to compile its content. Input may come from the members. The committee then develops the website content, always mindful of the Twelve Traditions and Twelve Concepts of Service.

Generally, the most requested information on the website is a list of meetings.

While each Nar-Anon website is unique to its geographical location, it is still representative of the entire Nar-Anon fellowship. The first impression of a website is likely to have a lasting effect. For this reason, it is important to state the purpose of Nar-Anon and Narateen Family Groups on the home page and keep the appearance simple, without excessive graphic design or appearing to be a commercial endeavor. Make it easy to navigate and find relevant information.

ANONYMITY

Tradition Eleven states, "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, films, internet, and other forms of mass media. We need guard with special care the anonymity of all NA members." Individuals do not identify themselves as Nar-Anon members on the internet. Therefore, we need to pay special attention to maintaining the anonymity of Nar-Anon and NA members on public websites. When posting information that could compromise anonymity, it is possible and advisable to place this content in a password protected "members only" area of the website. Circulating a common username and password at meetings is a way to share this information with Nar-Anon members only.

It is strongly suggested that any sharing of experience, strength, and hope posted on the website be made anonymously. Personal information, such as last names, phone numbers, or addresses, included in flyers and documents posted on the website may compromise anonymity. This includes information known as metadata contained in document properties. Search engines can access this information even though it is not part of the printed document. The most current word processing software has ways to remove this type of information.

The World Service Website Committee has set the following goals for updates to the World Service Website and is working to implement them:

- Avoid compromising anyone's anonymity when using multimedia content and images.
- Do not show full-face images that allow members to be identified.
- Blur images or show the backs of heads to avoid showing faces.
- Stock images should have a disclaimer that they are not depicting actual Nar-Anon members.

Email address lists and/or other personal information must be kept secure and not shared with outside entities. Notice of this policy should be clearly posted on the website.

OUTSIDE MATERIALS AND RESOURCES

It is important that the Nar-Anon message be clear and not diluted with outside materials and ideas. The *GLS*, section 9-2, reminds regions that "Traditions are violated when members, groups, areas, or regions print, distribute, or publish their own literature."

USE OF NAR-ANON COPYRIGHTED MATERIAL

To keep the Nar-Anon message in focus, limited use of Nar-Anon copyrighted materials is allowed by areas and regional committees for the purpose of outreach. The "Copyright and Trademark Information" section from The *Nar-Anon Family Groups Guide to World Services* (GWS), page 27, sets specific guidelines for use of Nar-Anon copyrighted materials:

Outreach literature labeled "This may be photocopied," may be reproduced by local outreach committees for use in their areas and regions. Area or regional committees may use quotes or reprint portions of Nar-Anon CAL that do not exceed 25% of the original piece or do not exceed 25% of a single chapter or section, if taken from a booklet or book. The Twelve Steps, Twelve Traditions, Twelve Concepts of Service, Mission and Vision Statements from the Nar-Anon Blue Booklet or world service website may be used in their entirety]. These excerpts shall always include proper notation or credit identifying the origin of the quote or reprinted portion. This does not create any legal right or claim to Nar-Anon's CAL.

Wherever material copyrighted by Nar-Anon Family Group Headquarters is used, the copyright and origin must be noted. This can be done by including "© <year> Nar-Anon Family Group Headquarters, Inc. Used here with permission." near the quoted material or in a footnote, where "<year>" is the four-digit year the literature was published.

Entire Nar-Anon Family Groups (NFG) documents are not to be placed on any website except the World Service Website. Local websites may provide links to CAL on the World Service Website. This avoids infringing copyrights and ensures that obsolete documents will not remain available. This is especially true for draft documents in preparation for a World Service Conference. Members never have permission to put draft documents on their public websites, they may only link to draft documents that have been placed on the World Service Website, or place them in a private website that requires members to log in. Some draft documents are only available by email or purchase from the Nar-Anon web store and may not be made freely available.

NAR-ANON LOGO

Spreading Nar-Anon's message of hope works well when we are consistent in our presentation. Consistent use of the trademarked format for the Nar-Anon logo helps members, newcomers, and the public recognize our fellowship and connect with our message.

The current logo, as approved by the 2008 World Service Conference, is described as a "circle circumscribed within a square on its side forming a diamond". A similar description of the logo was also registered with the US Trademark Office, so the letters "TM" (trademark) must appear with the logo.

Five logo styles were approved by the 2012 World Service Conference.

A Logo Kit can be requested through the World Service Website by qualified Nar-Anon groups. It can be used in local websites and other documents (<http://www.nar-anon.org/logokit/>).

LINKING TO OTHER WEBSITES

Linking to other Nar-Anon websites provides visitors with additional Nar-Anon information and resources not available on the local website.

Tradition Six states, "...although a separate entity, we should always cooperate with Narcotics Anonymous." To this end, Nar-Anon sites may link to other Nar-Anon or Narcotics Anonymous websites that the website committee finds consistent with Tradition Six. The following disclaimer should accompany the link to any Narcotics Anonymous website: "Links to Narcotics Anonymous websites are provided as a convenience and in a spirit of cooperation and not affiliation."

Tradition Six also states, "Our Family Groups ought never endorse, finance or lend our name to any outside enterprise, lest problems of money, property and prestige divert us from our primary spiritual aim." Links to rehab facilities, hospitals, and entities other than Nar-Anon can be mistaken as endorsements. Nar-Anon websites do not link to outside entities.

When linking to other Nar-Anon or NA sites, it is recommended the new site is opened in a new browser window or tab. This is an accepted internet technique to let visitors know they are no longer on the Nar-Anon website. It is also a good idea to have a site policy statement explaining that links to other sites are provided as a convenience and do not represent an endorsement or affiliation. For example, sites providing maps to meetings are often used on websites with a disclaimer stating that Nar-Anon is not affiliated with the map site service company.

USABILITY

A key goal in planning, design, implementation and compatibility testing is to ensure the website is highly usable. Usability is an indication of how quickly and easily a visitor can find the information they need. Consider the perspective of both the newcomer and the longtime member. Can the newcomer quickly decide whether or not Nar-Anon meets their needs? Can the newcomer quickly find a nearby meeting? Can the longtime member find information about upcoming events? Evaluate how many navigation clicks it takes to get the information each different type of visitor wants to find. At the same time, try to avoid confusing the visitors with an overwhelming number of navigational choices.

There are a number of web browsers developed and marketed by companies and organizations. These programs are developed independently and tend to differ slightly in the way they interpret and render standard markup language as defined by the World Wide Web Consortium (W3C). Web browser compatibility refers to differences in how pages are rendered. The same web browser on different operating systems and different devices can also render pages differently. Due to compatibility issues, it is good to test a website in as many different browsers and operating system combinations as possible. Pages may be adjusted to optimize the experience for the greatest number of visitors. Persons with advanced technical expertise can learn how to use style sheets that adapt to different browser capabilities while using the same content for all browsers.

MULTILINGUAL CONTENT

With our ever-expanding fellowship, it can be a great service to offer website translations to carry our message to those who speak different languages. Members who are conversant in different languages can be of service by offering their translation skills.

Adding multilingual content should be carefully considered before undertaking such a commitment. Just as the site's primary language pages must be kept up to date, so too will the pages written in other languages. This can present workload challenges as a change in one page will result in a change to all translated versions of that page.

At the date of this writing, the WS Website Committee is in agreement that automated translation tools commonly available are not able to translate accurately the subtleties and nuances of recovery language. Therefore it is suggested that automated translation technologies on Nar-Anon websites not be utilized at this time.

ACCESSIBILITY

Tradition Three speaks to the all-inclusive nature of the Nar-Anon program. All who have been affected by someone else's addiction are welcome. To this end, the website should attempt to be accessible to those who seek Nar-Anon's help, including visitors with sight, hearing, or physical impairments.

The issue of accessibility is raised with multimedia options. To accommodate hearing impaired visitors, closed captioning of video and text transcripts of audio can be used. It is also recommended that all images reference "Alternate Text" (alt text) so that the text can be machine read even if the image is not visible.

The World Wide Web Consortium (W3C) in conjunction with advocates for the disabled has created a set of website standards that allow easy access to information for individuals with disabilities. These website features are not technically difficult to build into a website. The website committee can be made aware of the "how to" and "why" of the solution.

MULTIMEDIA AND IMAGES

Multimedia can be quite engaging. Videos, animations, audio tracks, and interactive media can all serve to inform and entertain. Multimedia can come in the form of sound files, such as MP3 files. These different types of media require players, plug-ins, or applications installed in the browser in order to view or hear the media.

When offering features requiring a browser plug-in, it is in the interest of the website visitor that a link is provided to download the specific plug-in. Sometimes auto-detection of these plug-ins can be scripted, allowing for automated notification that a plug-in is required. Solutions should be provided that are compatible with all popular operating systems found on desktop, laptop, tablet, mobile, and other common, small-screen to large-screen devices (excluding miniature screens such as wearables), and are compatible with all popular web browsers found on those devices. Many web hosting service providers can make logs available that can be analyzed to determine which operating systems, devices, and browsers are used to access the website.

The website can be enhanced with images, fonts, and graphics that are purchased for use on the website. Care should be taken to avoid using copyrighted materials without authorization. Care should also be taken to avoid using outside materials that dilute the Nar-Anon message - such as poems, songs, and outside literature.

It is important to protect anonymity on multimedia content and images. Multimedia that compromises anonymity can include, but is not limited to, identifiable faces in images and video, full names in audio recordings, and the use of full names in captions.

CONTACT INFORMATION

All Nar-Anon websites should allow visitors the ability to communicate with website managers and/or the managing entity via telephone, email, or online web form. When posting a telephone number, make it clear that the number is not for reporting emergencies. In case of emergency, the proper authorities should be notified. An online web form that does not require an installed email program is probably the best option.

WEBSITE POLICY PAGE

Most websites have a policy page where its terms of use and privacy policy are stated. Website policies should mention any tracking or analytics software used on the website. Policies may also include information on how often the website is updated and the criteria for listing meetings, and conventions. The Policy should also describe the retention for personally identifiable information.

UPDATING WEBSITE CONTENT

On the internet, no information is often better than out-of-date information. There are fewer things worse than directing a newcomer to a meeting that is no longer open. If no one is able to take the service commitment to keep content up to date, it might be a better option to not post content at all. A regularly updated site encourages visitors and members to return to see new content and service opportunities.

It is a good practice to include the last modified date/time in the footer section of each page on the site and in the HTTP headers. This will let a visitor know the last time the page was modified and give them confidence the site is maintained. The last modified date can help the webmaster identify outdated content. Some web hosting services can assist in automatically generating an accurate modification date/times.

WEBSITE REGISTRATION

It is strongly recommended that webmasters use the online form to register Nar-Anon websites with Nar-Anon World Service (<http://www.nar-anon.org/site-registration/?rq=register>). Registered websites that are consistent with the Nar-Anon principles will be added to the "Other Nar-Anon Sites" page of the World Service Website.

When rotation of service occurs, the group, area, region, or NSO website registration should be updated to keep World Services abreast of the current webmaster. The webmaster is the primary contact used by World Service to communicate regarding website issues and the point of contact for distribution of pertinent information.

GLOSSARY

This glossary is offered as a resource to define many of the terms referred to in this document. The terms, products, technologies, and companies defined herein do not represent any endorsement by or affiliation with Nar-Anon.

NAR-ANON TERMS

- **Conference Approved Literature (CAL)** - Conference approved literature is written by and for the Nar-Anon Fellowship and approved at the World Service Conference. CAL is copyrighted material and is authorized for limited use on conforming Nar-Anon websites per the stipulations contained herein (see *GWS*, section Copyright and Trademark Information for full details).
- ***Nar-Anon Guide to Local Services (GLS)*** - The *Nar-Anon Family Groups Guide to Local Services (GLS)* provides information, explanation, and description of the Nar-Anon group, area and regional services' structure and system."
- ***Nar-Anon Guide to World Services (GWS)*** - Quoting from page 5 in the *GWS*: "The *Nar-Anon Family Groups Guide to World Services (GWS)* provides information, explanation, and description of the Nar-Anon world services' structure and system."
- **Nar-Anon website** - refers to a website operated by any part of the Nar-Anon Family Groups fellowship, whether at a group, area, region, NSO, or WS level.
- **National Service Office (NSO)** - NSO is defined on page 9 in the *GWS* as: "National service offices are the administrative headquarters of Nar-Anon in countries outside of the United States. The purpose of an NSO is to provide centralized services to the fellowship within the country. It functions as a clearinghouse and maintains communication with its board of trustees, regions, groups, and members; translates, prints, and distributes CAL under contractual agreement with NFGH, Inc.; carries Nar-Anon's message around the country; and maintains contact with WSO."
- **World Service Website** - the website at www.nar-anon.org operated by the World Service Office (WSO), with oversight by the WS Website Committee.
- **World Services (WS)** - World service is described in the *GWS*. Quoting from the *GWS*: "Nar-Anon World Services provide information, communication, coordination, and guidance to those all over the world through the World Service Office, World Service Board of Trustees (BOT), world service committees and website. Tradition Nine states, 'Our groups, as such ought never to be organized, but we may create service boards or committees directly responsible to those they serve.' This allows for a service structure that makes it possible for the Nar-Anon Fellowship to carry its message with maximum effectiveness. These services ensure that we deal with the issues and needs of our entire fellowship."

TECHNICAL TERMS

- **Accessibility** - Accessibility, with regard to websites, refers to the inclusive practice of designing pages and sites that are usable by people of all abilities and disabilities. Sites designed, developed, and edited in this way, allow all visitors access to the information and functionality the site has to offer.
- **Domain** - A domain or domain name is a unique alpha-numeric address for a website. Domain names are meaningful in signifying the nature or purpose of the website.
- **External Link** - An external link is a link to another website. Tradition Six must be considered when linking to an external website.
- **Media / Multimedia** - Multimedia files can contain images, video, sound, or other information that is not just text.
- **Operating System** - The computer operating system (OS) is the fundamental software that interfaces the physical hardware with the programs. There are many different computer operating systems.
- **Password** - A password is a secret word or string of characters used with a username to gain access to a computer system.
- **Usability** - Usability is the quality of a visitor's experience navigating and interacting with website services. It gauges the ability to successfully and quickly find information. A site that has good usability is often called "user-friendly."
- **Username** - A username is a person's identification on a computer system or website and must be unique.
- **Web Browser** - A web browser is a software program used for retrieving, presenting, and navigating through information resources on the World Wide Web.
- **Website** - A website is a collection of information made accessible through the internet. A typical website might include text, scripts, files, and links formatted to display through a web browser.
- **World Wide Web Consortium (W3C)** - The W3C is the primary international standards organization for the World Wide Web. It develops and maintains technical standards that facilitate the interchange of information between websites and visitors.