

Using Instagram for Outreach

Nar-Anon has successfully gone digital with virtual meetings and events and we have been looking for a way to “carry the message” that builds on that success. Concerns about anonymity have kept us from using social media, but times and platforms have changed providing a way forward. Additionally, a move to social media will help the committee address the mission to broaden outreach efforts nationally and internationally.

We want to establish a NFGH, Inc. social media presence with posts to carry the message using graphics and texts that can be copied and shared member to member in a relevant way. Instagram meets these criteria, plus it offers the ability to post without comments and options to maintain anonymity.

Disabling Comments

One concern about social media is the ability to comment on posts. Instagram offers the ability to disable this feature. This means we can post and limit a feature that might break anonymity. You can click on the Instagram’s help pages link below for information on how to turn off commenting.

<https://help.instagram.com/1766818986917552>

Anonymity Concerns

A significant concern that has kept us from using social media is anonymity. Instagram offers options for members to guard their anonymity.

If you follow any given Instagram account, your account is visible to anyone who clicks to view the account’s followers. However, unlike Facebook, Instagram allows people to open accounts using any name or ID they wish—accounts do not need to be identified with people’s actual names or any name at all. Also, you can view any public Instagram account without having an Instagram account yourself. You just click the link for a user’s feed. We can explain the options to protect members’ anonymity when we announce a Nar-Anon World Services Instagram account.

Account Basics

Professional and business accounts are not private. Instagram allows a website address, as well as a 150-character bio. We could include a brief statement about Nar-Anon and an anonymity alert for our members, so that our bio would be something like:

Nar-Anon is a fellowship for family and friends of addicts who meet to share and support one another. Members can view, not follow, this account to protect anonymity.

There are several types of Instagram posts. Standard posts are photos, memes, or short video clips that display in followers’ feeds along with the posts of anyone else they follow. These standard posts are what you see in “Hollywood Squares” fashion when you click through to someone’s Instagram page. Standard posts do not allow “hot” (clickable) links, but they do allow more than 2,000-character descriptions in the captions.

Stories are videos or photos that display for 15-seconds each when you click the round circle on someone’s account page. Stories only last 24 hours, but stories can be saved as the third type of post—a highlight. Highlights and standard posts stay unless the account owner removes them.

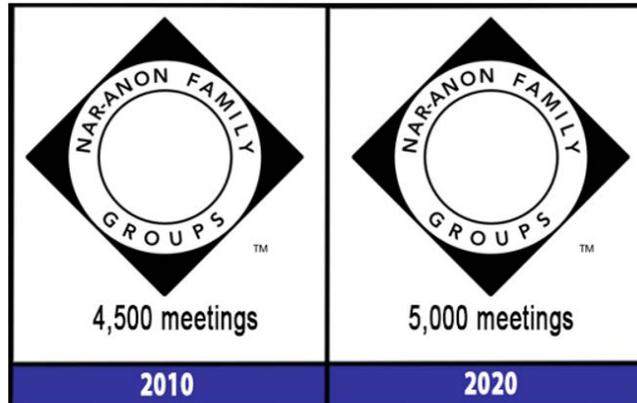
Managing Posts

The idea for an Instagram account began as a way to “carry the message”, but the possibilities are many. We could use Instagram posts to make announcements such as “join our web meeting on Traditions next week,”

share bits of news like “Nar-Anon just started in Spain!”, feature new CAL, share PSAs, post about “how to send \$\$\$\$ to Nar-Anon”, post in languages of international regions and so on. Some samples are below.

We could start with several posts so that a variety are visible out of the gate. We would then post at least twice a week. We would create a bank of posts and stories that we could save to Dropbox to share with the BOT before posting. Files names would include the intended date of posting. We would encourage members to forward pictures (with no faces!) or video clips, and Board members and staff could feed ideas.

Sample Memes/Posts



<https://nar-anon-webstore.myshopify.com/products/donate-to-nar-anon>

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 help by sharing our experience, strength and hope.

www.nar-anon.org

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Tradition Seven: Every group ought to be fully self-supporting, declining outside contributions.