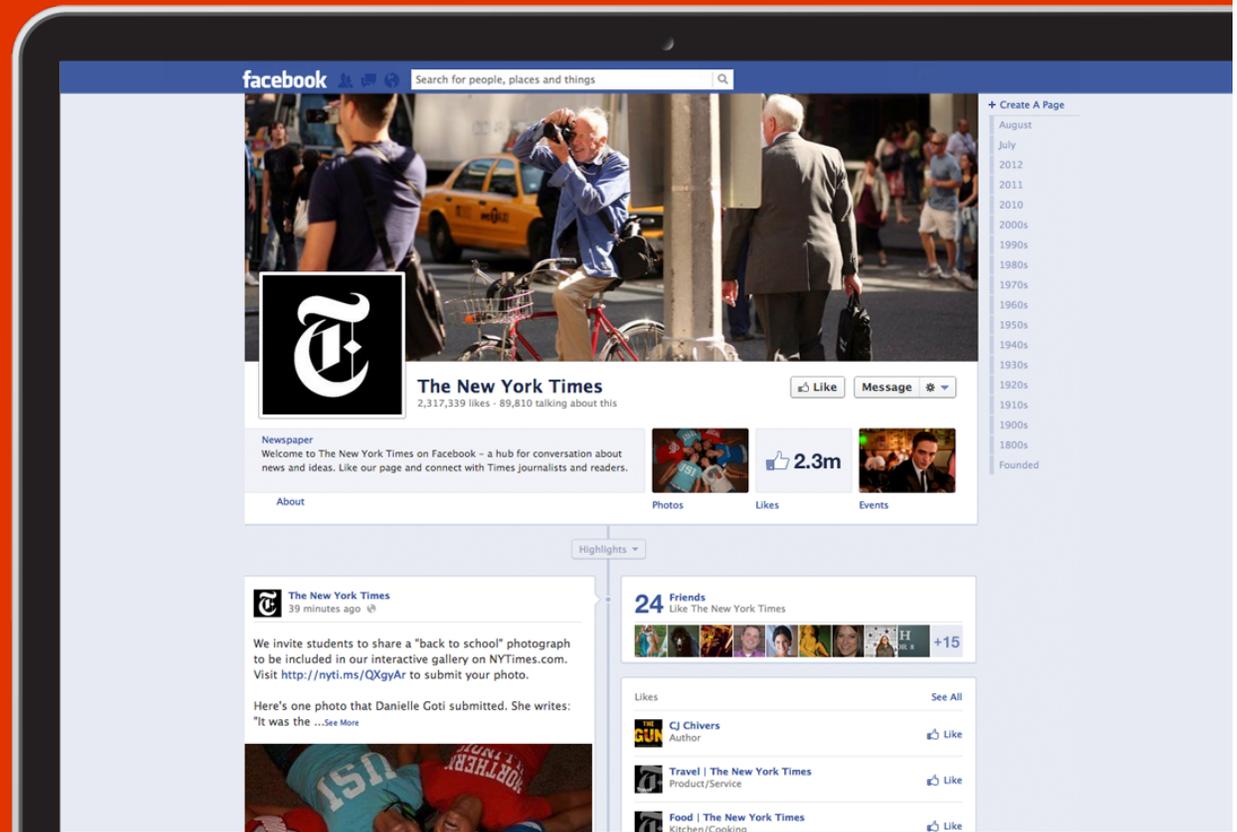


AA & Facebook

Big opportunity to reach AA Members: 2.5 million websites integrated with Facebook

955 million active users; 181 million in US & Canada

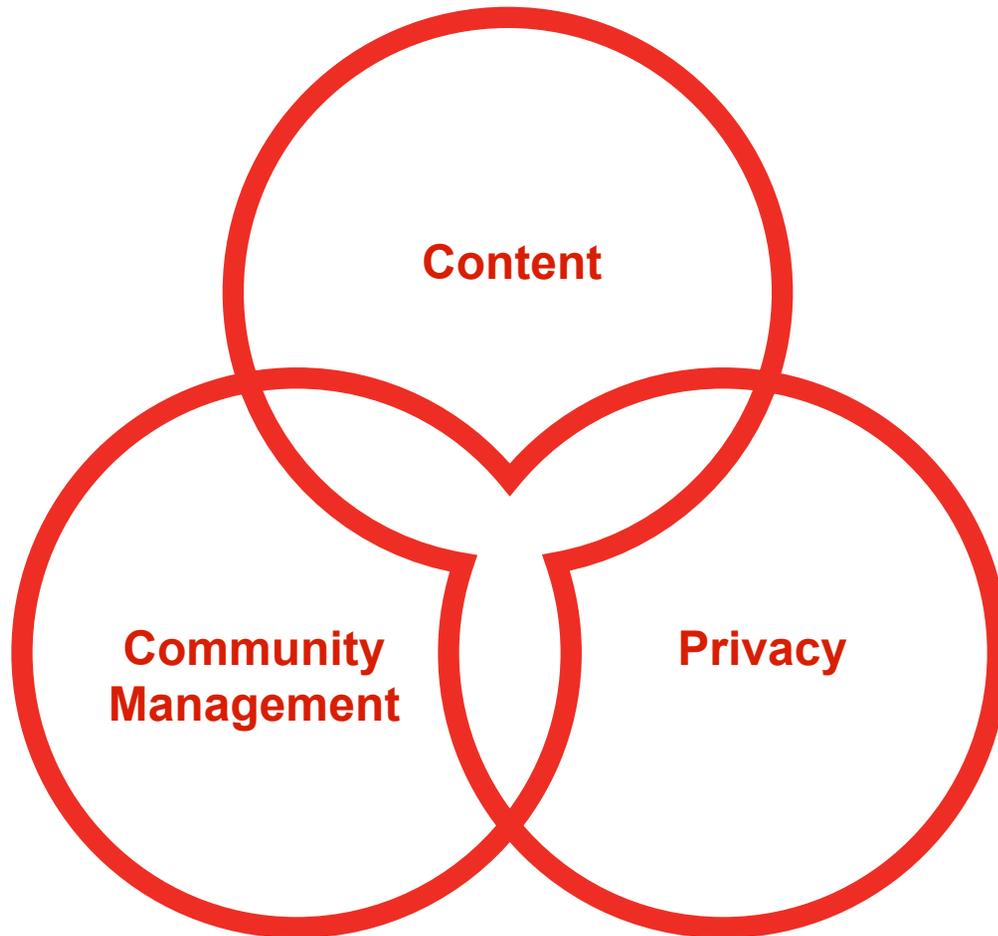
But with a big risk....



Facebook pages are not websites

- Brands and organizations use facebook in a way that's different from regular users
 - People have *Profiles* and Organizations have *Pages*
- Facebook exists in many languages, countries and is used in culturally different ways
- Facebook makes its money by selling user data to advertisers – this is their stated business model
 - So privacy policies have (and will) change without notice
 - Analytics drive its media business – people are targeted for things they like, post and respond to (e.g. babies or Samsung phones etc)

Key concepts for AA



- Managing a Facebook presence is **very** different from managing a website
 - Facebook pages are meant to have ongoing content that is shared with a community
 - Every Facebook page requires a degree of community management
 - fielding questions, allowing people to associate themselves with the page (e.g. “liking” a page)
 - And, of course, privacy management is a key consideration for any social media page
- AA’s in developing a Facebook presence would be in making it relevant to the way that AA members use Facebook while protecting their anonymity
- The risk is that Facebook regularly changes it’s privacy policies so that protecting against inadvertent anonymity breaks would be very difficult

Statistics show that Facebook Fan and Brand only engage users when there are regular status updates and ongoing community management – asking users to do something, posting items that appear on their newsfeeds, etc.

FACEBOOK USERS ARE 40-150 TIMES MORE LIKELY TO CONSUME BRANDED CONTENT IN THE NEWSFEED THAN TO VISIT THE ACTUAL FAN PAGE ITSELF



EXPOSURE OF CONTENT AND ENGAGEMENT AMONG FRIENDS OF FANS OFTEN SURPASSES ACTUAL REACH OF FANS.

Based on this fact, non-profit organizations use Facebook to get users to do something – share content, join a cause, stay connected.



SAVE THE ARCTIC

The melting Arctic is under threat from oil drilling, industrial fishing and conflict.

Yes, I want to Save the Arctic! **SIGN NOW**

Greenpeace International
1,192,732 likes · 49,139 talking about this

Like Message

Non-Profit Organization
Greenpeace exists because this fragile Earth deserves a voice. It needs solutions. It needs change. It needs action. It needs YOU!

About Photos Pinterest Donate Sign up

There are currently many different AA Facebook pages – but their purpose is unclear. Notice that as a Facebook user, I can see if friends like this page – which breaks their anonymity.

The screenshot shows the Facebook interface for the 'Alcoholics Anonymous' page. The page is categorized as a 'Public Figure'. The description section contains text from Wikipedia, stating that AA is an international mutual aid movement founded in 1935 by Bill Wilson and Dr. Bob Smith in Akron, Ohio. The page has 74,069 likes and 546 people talking about it. On the right side, the 'You and Alcoholics Anonymous' section is circled, showing that a user named 'Cara' has liked the page. Below this, there are sponsored ads for 'Hofbräu Bierhaus NYC PROST!' and 'Samsung Mobile USA'.

facebook Search for people, places and things BILL S. Home

Alcoholics Anonymous

Public Figure Like Create a Page

Description

From Wikipedia, the free encyclopedia

Alcoholics Anonymous (AA) is an international mutual aid movement founded in 1935 by **Bill Wilson** and **Dr. Bob Smith** (Bill W. and Dr. Bob) in **Akron, Ohio**. AA states that its "primary purpose is to stay sober and help other alcoholics achieve **sobriety**". With other early members, Wilson and Smith developed AA's **Twelve Step** program of spiritual and character development. AA's **Twelve Traditions** were introduced in 1946 to help AA stabilize and grow. The Traditions recommend that members and groups remain anonymous in public media, altruistically help other alcoholics and include all who wish to stop drinking. The Traditions also recommend that AA members acting on behalf of the fellowship steer clear of dogma, governing hierarchies and involvement in public issues. Subsequent fellowships such as **Narcotics Anonymous** have adopted and adapted the Twelve Steps and the Twelve Traditions to their respective primary purposes.

AA generally avoids discussing the medical nature of **alcoholism**; nonetheless AA is regarded as a proponent and popularizer of the **disease theory of alcoholism**. The American Psychiatric Association has recommended sustained treatment in conjunction with AA's program, or similar community resources, for chronic alcoholics unresponsive to brief treatment. AA's data shows that 64% drop out of AA in the first year, but its program is credited with helping many alcoholics achieve and maintain **sobriety**.

Source

Description above from the Wikipedia article **Alcoholics Anonymous**, licensed under **CC-BY-SA** full list of contributors [here](#). Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.

You and Alcoholics Anonymous
Cara likes this.

Sponsored Hofbräu Bierhaus NYC PROST! Like This Page

Samsung Mobile USA Ready for something new? Upgrade to the Galaxy S III! See how: <http://smgm.us/PRC> Like This Page

What community management looks like for brands



Jamie Nonaka I ordered a few things on the 20th and opted for next day shipping.. but UPS says expected delivery date is the 30th! :(

November 27 at 10:49pm · Like · Comment



Zappos.com Hi Jamie, unfortunately you ordered an item that needs to be shipped ground. We are terribly sorry that you were not notified in advance.

Monday at 1:15pm · Like · Flag

Write a comment...



Barbara J. Arnold Just got great customer service from Beth via your online support team. Sad my item arrived broken. Thrilled you are going to fix it with no hassle. Thank you!

Tuesday at 9:58pm · Like · Comment



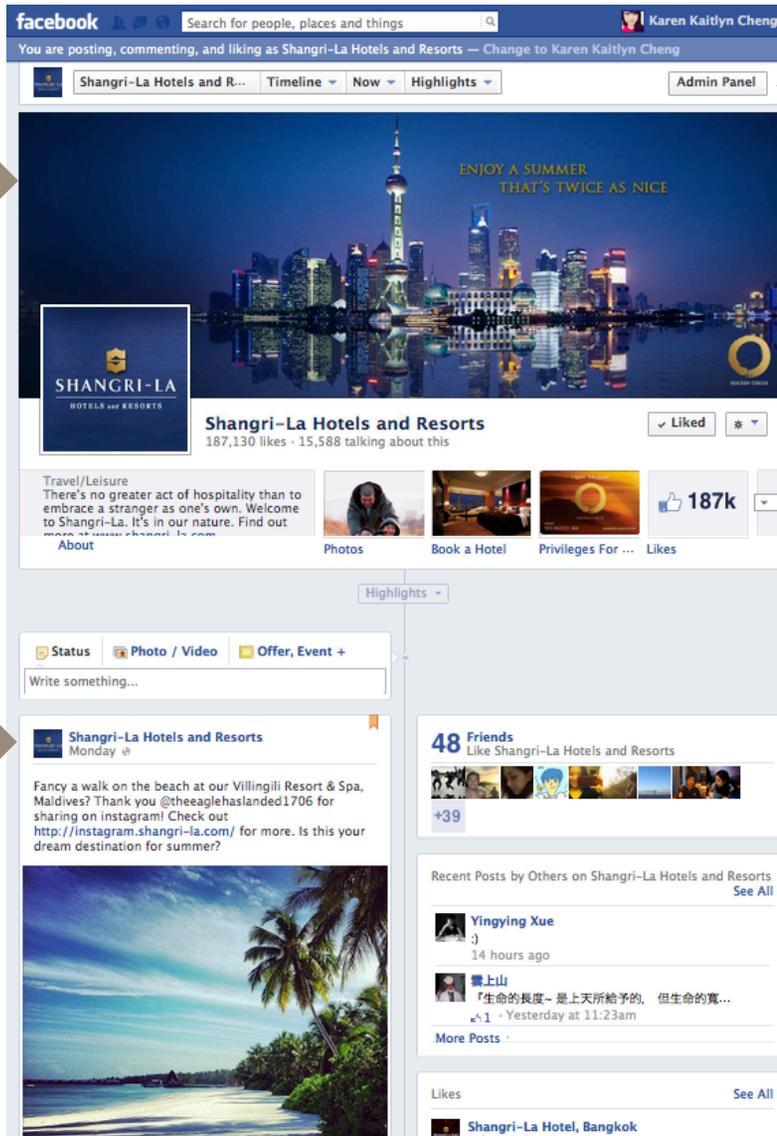
Crate and Barrel Hi Barbara! Thanks for sharing your experience! We are so happy that you were taken care of and have passed along your comments to Beth's manager.

23 hours ago · Like · Flag

Write a comment...

Business Related Functions: Timeline Page

Branded cover photo (851x315) and profile pic (125X125) allow for maximum creativity



Fans can now send private messages directly to the brand. This feature can be disabled.

Applications and tabs appear as "favorites" beneath cover photo as thumbnails. You select four to display.

Pinned posts keep features at top of page for 7 days

Friends of user that like the page

Fan posts aggregated in a separate stream

Business Related Functions: Timeline Page

Reach Generator premium advertising option will enable promotion of a specific post into 50% of fans newsfeeds or sponsored story areas. Will reach fans via mobile as well as desktop.

Timeline automatically inserts geo-targeted posts for fans in that country/city

Browse page history chronologically

Ability to post content in full page width box

facebook Search for people, pla

Ford Motor Company Timeline

John Stone Ford Motor Company July 30 near Las Vegas, NV

Just found this yesterday when going through some of my grandfathers old stuff.

MARTINSVILLE, VIRGINIA August 2 1923

M Eugene Stone,

Ridgeway, Va.

IN ACCOUNT WITH
ACME MOTOR COMPANY, INC.
AUTHORIZED SALES AND SERVICE
Fords, Fordsons and Parts

TIRES AND ACCESSORIES TELEPHONE 154

1	Ford Touring Car Motor No. 8044365	\$454.69
---	------------------------------------	----------

ACME MOTOR CO., Inc.

Like - Comment - Share 18

46 people like this.

View all 20 comments

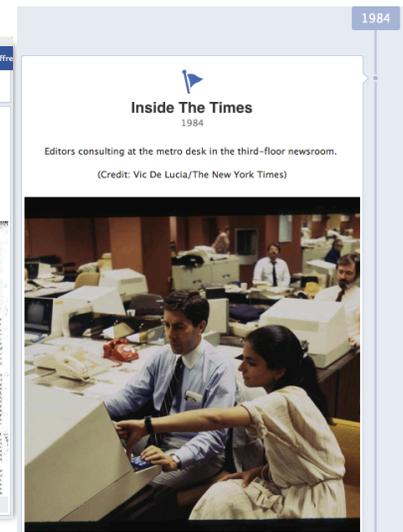
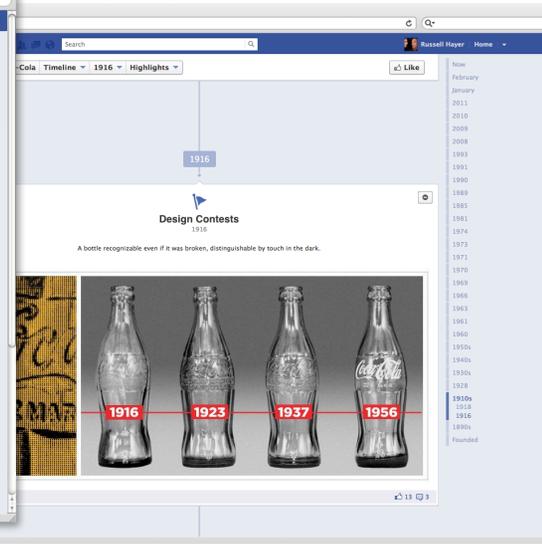
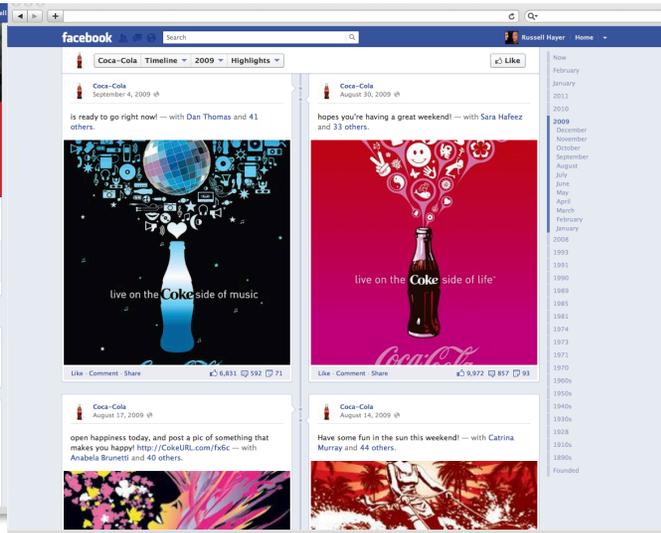
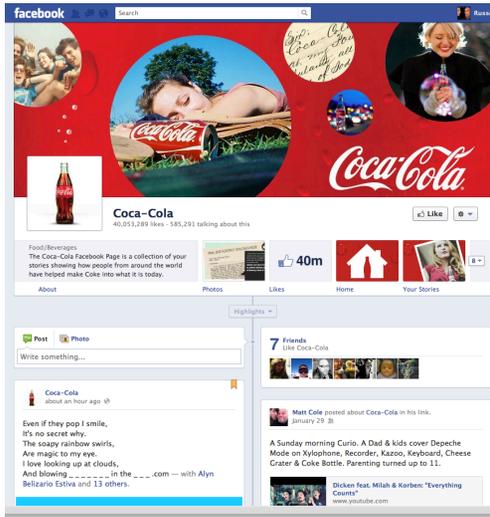
Tudor Mestes I'd like that price for a car nowadays...this would surely give the automarket a new economic boom :) 2 hours ago · Like

Write a comment...

Ford Motor Company July 30 via Publisher

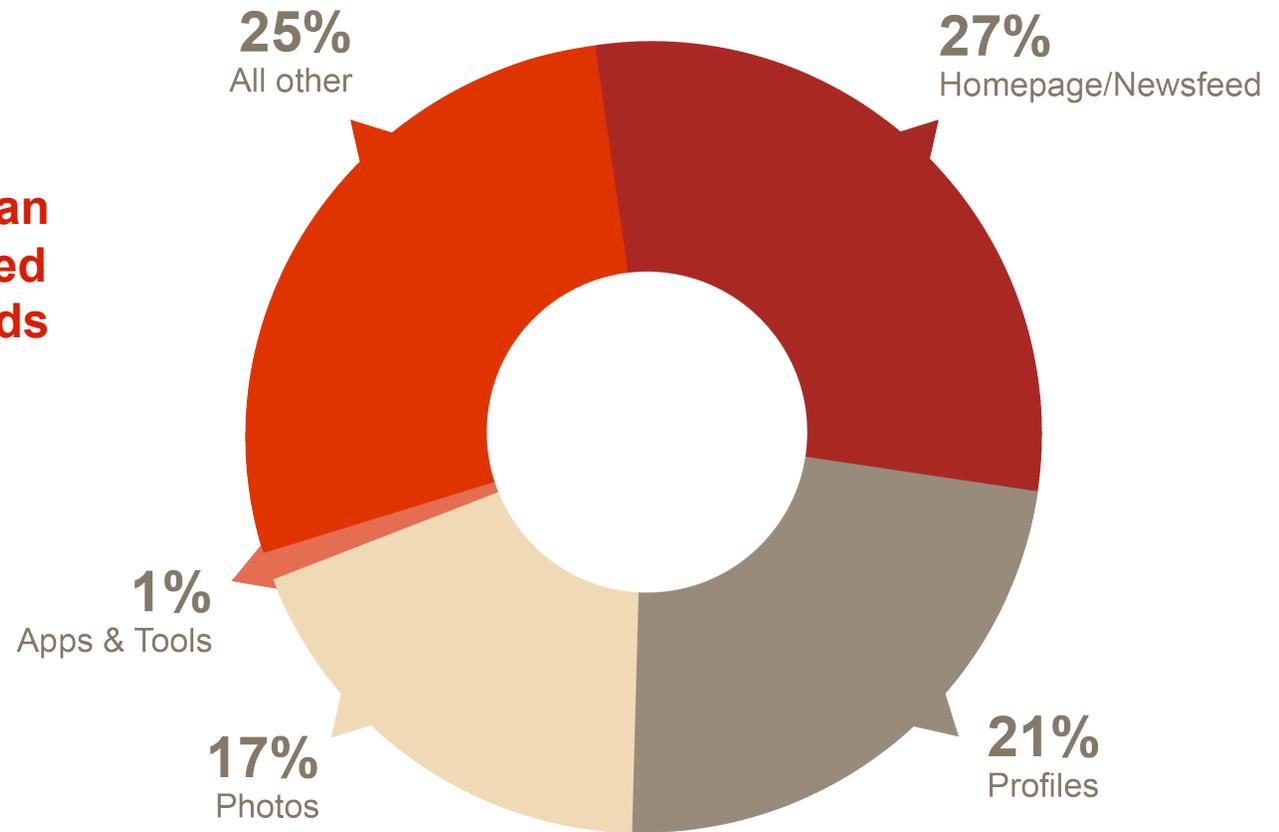
As athletes prepare to take their sports to the beach... why not escape to the beach, too? The all new Ford Escape, with an available hands-free liftgate and abundant storage, makes packing up and heading to the beach a breeze! If you could escape today, where would you go?

Many organizations use Facebook to allow people to explore their history – an opportunity for AA Digital Archives



News feed is the social main street

Users are 40 to 150 times more likely to an organizations branded content on news feeds than visit an actual branded page on Facebook.



Source: comScore Mediabuilder, U.S., May 2011

Organizations use “Branded Pages” to engage users through key topics

The image shows a screenshot of a Facebook page for "People for a Smarter Planet". The page features a large cover photo of a yellow dump truck at night with its headlights on. The text on the cover photo reads "Driven by data." and "With predictive maintenance, machines are seeking help before they need it." Below the cover photo is a profile picture of a colorful, geometric sun-like icon. The page name "People for a Smarter Planet" is displayed, along with "236,526 likes · 2,418 talking about this". There are buttons for "Liked", "Message", and a settings icon. Below the main content area, there are sections for "About", "Photos", "Events", "Likes" (showing 236k), and "Pinterest". A "Highlights" dropdown menu is visible. At the bottom, there is a "Post" section with a "Write something" prompt and a "12 Friends" section with the text "Like People for a Smarter Planet". The Facebook navigation bar at the top includes the "facebook" logo, a search bar, and the user's name "BILL S." with a "Home" dropdown menu.

Content from Branded Pages appears on your Newsfeed if you "Like" it

The screenshot shows a Facebook newsfeed for a user named BILL S. The top navigation bar includes the Facebook logo, a search bar, and the user's name. The left sidebar lists navigation options: News Feed, Messages (58), Events (3), Close Friends (1), Family (20+), and several other categories. The main content area features a post from 'People for a Smarter Planet' with a globe icon. The post text reads: "From our IBM Smarter Analytics page: 'IBM uses social sentiment to study traffic jams in India. The research results are part of the technology company's IBM Smarter Cities Forum in New Delhi, where it also revealed a new method of analyzing social sentiment designed to help cities around the world more effectively measure and understand public opinion on key city issues and services including public transportation. http://ow.ly/dGHOR'". Below the text is a small chart titled 'Social Sentiment About Traffic' and a link to 'blogs.wsj.com'. The post has 9 likes and 3 comments. A notification below the post states: "This story is now hidden from your News Feed. Unhide Change what updates you get from Sam Organize who you see in news feed". On the right sidebar, there are notifications for 'Red Bull Curates', 'Birthdays request', and 'BranchOut request'. Below these are 'People You May Know' suggestions and a sponsored post from 'Samsung Mobile USA' with the text: "Still seeking The Next Big Thing? Upgrade to a Galaxy S III today: http://smgm.us/IQa".

The Value for AA & the work needed to manage a Facebook Page

- Facebook will allow AA to connect with members, provide a new place for 12th step work to happen, and become a new channel for publishing content.
- However, there is critical work needed for a Facebook AA page to be successful:
 - Define and articulate what AA will and won't do in Social Media (it's not a brand, it's not a person, it's not a cause...)
 - Understand and imagine how AA members would interact with AA and each other on Facebook
 - Develop a strategy and employ special workers (or an agency etc) to publish content into the AA Facebook page – this is a forever and full time job
 - Manage the community by responding to comments, deleting offensive posts, fielding 12th step / PI and other requests. This is a full time job in multiple languages.

-

Top Uses for Consumers

...respondents said they “Like” a brand on Facebook **because they are a customer (58%) or because they want to receive discounts and promotions (57%).**
(Mashable)



(Mashable)

3,500,000,000

There are more than **3.5 billion** pieces of content shared each week on Facebook.

(Hubspot)

77% of consumers said they interact with brands on Facebook primarily through reading posts and updates from their brands.

56% of consumers said they are more likely to recommend a brand to a friend after becoming a fan on Facebook.

13% of respondents said they post updates about brands they like.

(Mashable)

-
- **Privacy and Anonymity:** While organizations do have different options when deciding how open they want their community to be, Facebook is designed to share and publicize activity.
 - **Policy Changes:** Facebook has often changed their privacy policy regularly. It is important to stay informed when these changes occur as it can have implications for brands and consumers

Privacy and Anonymity

Facebook provides brands and organizations a few different options to engage with their constituents – Brand Pages and Private Groups:

Brand Page:

- Brand pages are the most commonly used method for brands& organizations to connect with fans on Facebook.
- Privacy and anonymity are not a priority when using a brand page as a page is the most open and public forum for fans and brands to engage with each other.
- Although fans must like the page to see the brand's content, once a page is liked, the fan is able to see any friends who have liked the page and all the fan comments on the page's wall.
- Therefore, it is important to have a Community Manager that is able to monitor the conversations that are happening on the brand's page.
- A privacy feature of brand pages prevents fans from seeing other fans of the brand, allowing for more anonymity.
- Brands also have the option to target content based on location and demographics in order to serve content to very specific audiences. This means brands have the power to be very selective with the content they share to their fans.

Private Groups:

- Brands also have the option of creating private groups. Although these groups must be managed by a person and not a brand profile, it gives the brand more control over group members.
- Fans must be invited to join the group although once inside the group, members are able to see all group participants. Groups work as closed communities and do not give the brand the option of targeting content.

An example of how a Like on Facebook effects anonymity

Scenario:

- If I Like a page, then I see who else likes that page
- My friends can see if I Liked it
- For an AA Facebook page, this means unexpected anonymity breaks



Battles

Redirected from [Battles band](#) · 114,032 likes · 357 talking about this

Musician/Band

New remix album *Dross Glop* released April 16/17 2012.

<http://bttls.com/dross-glop> Latest studio album *Gloss Drop* out now on Warp Records. Battles is comprised of John Stanier, Ian Williams and David Konopka.

About



Photos

114k

Likes



Battles Official Store

Highlights

Post Photo / Video Music

Write something...

7 Friends Like Battles



+ Create A Page

Sponsored

NY Weather Forecasts

wunderground.com



Find the most reliable and detailed weather forecast for New York at wunderground.com

Got an old phone?



Is it time to get rid of that clunker and upgrade to a new smartphone from AT&T?

Jeff Ragovin likes AT&T.

Now

August

2012

2011

2010

2009

2008

Joined Facebook



FRANK G.

FAVORITES

News Feed

Messages

Events 2

APPS

App Center

Photos

Pokes

Music

Games Feed 20+

Notes

Links

Places Editor

BAM Free Ticket+ Thurs...

FRIENDS

Close Friends

Family 2

Brooklyn Area 20+

g rated 8

No wall, no comm... 18

GROUPS

Aidan Jack Seeger 20+

Create Group...

PAGES

Create a Page...

Update Status Add Photo / Video

What's on your mind?

SORT: MOST RECENT



BILL S. likes Battles.



Battles Musician/Band

SUZY AND LIZ also like this.



Find More Pages · 2 minutes ago

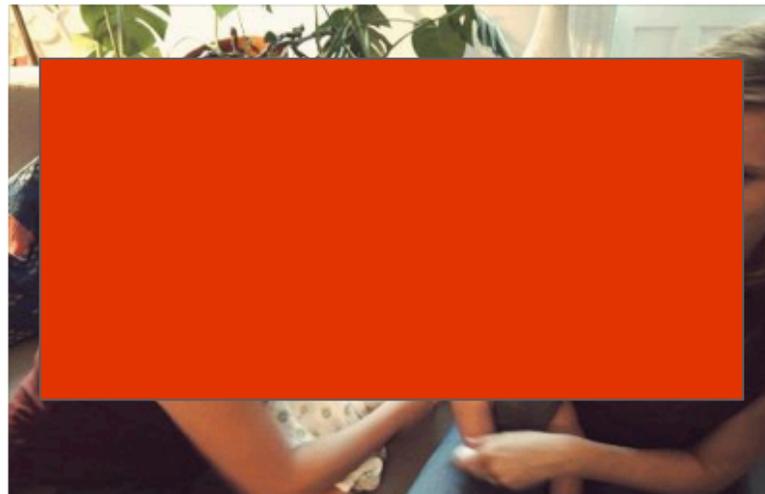


[Redacted] is at Center for Contemporary Printmaking.

Like · Comment · 19 minutes ago in Norwalk, CT



[Redacted]



Create Event

Recommended Pages See All



To Kill a Mockingbird



Like



Kermit the Frog

[Redacted] likes this.

Like

Sponsored See All



Lysol Lysol® Power & Free is family friendly! Have you tried it? http://bit.ly/Og9aWu



Like This Page

Facebook © 2012

English (US) Privacy Terms Help Cookies Advertising More



FAVORITES

- News Feed
- Messages
- Events
- APPS
- App Center
- Photos
- Pokes
- Music
- Games Feed
- Notes
- Links
- Places Editor
- BAM Free Ticket+ Thurs...

FRIENDS

- Close Friends
- Family
- Brooklyn Area
- g rated
- No wall, no comm...

GROUPS

- Aidan Jack Seeger
- Create Group...

PAGES

- Create a Page...

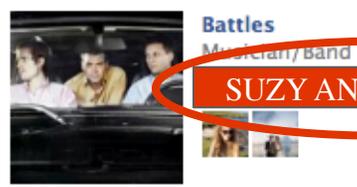
Update Status Add Photo / Video

What's on your mind?

SORT: MOST RECENT



BILL S. likes Battles.

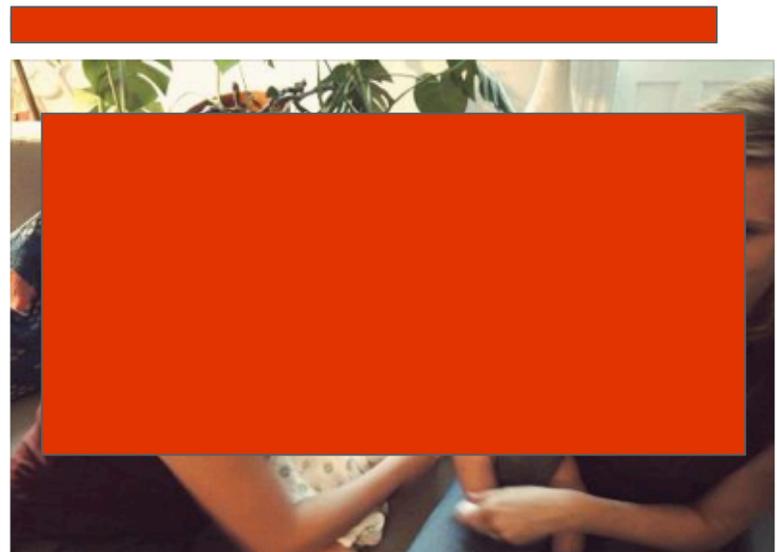


SUZY AND LIZ also like this

Find More Pages · 2 minutes ago



is at Center for Contemporary Printmaking.



Create Event

Recommended Pages See All

To Kill a Mockingbird

Like

Kermit the Frog

likes this.

Like

Sponsored See All

Lysol

Lysol® Power & Free is family friendly! Have you tried it?

<http://bit.ly/Og9aWu>



Like This Page



Battles

Redirected from [Battles band](#) · 114,032 likes · 357 talking about this

✓ Liked Listen Message * ▾

Musician/Band

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114k

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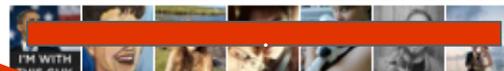
Battles Official Store

Highlights ▾

Post Photo / Video Music

Write something...

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+ Create A Page

Sponsored

NY Weather Forecasts

wunderground.com



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Is it time to get rid of that clunker and upgrade to a new smartphone from AT&T?

Jeff Ragovin likes AT&T.

Now

August

2012

2011

2010

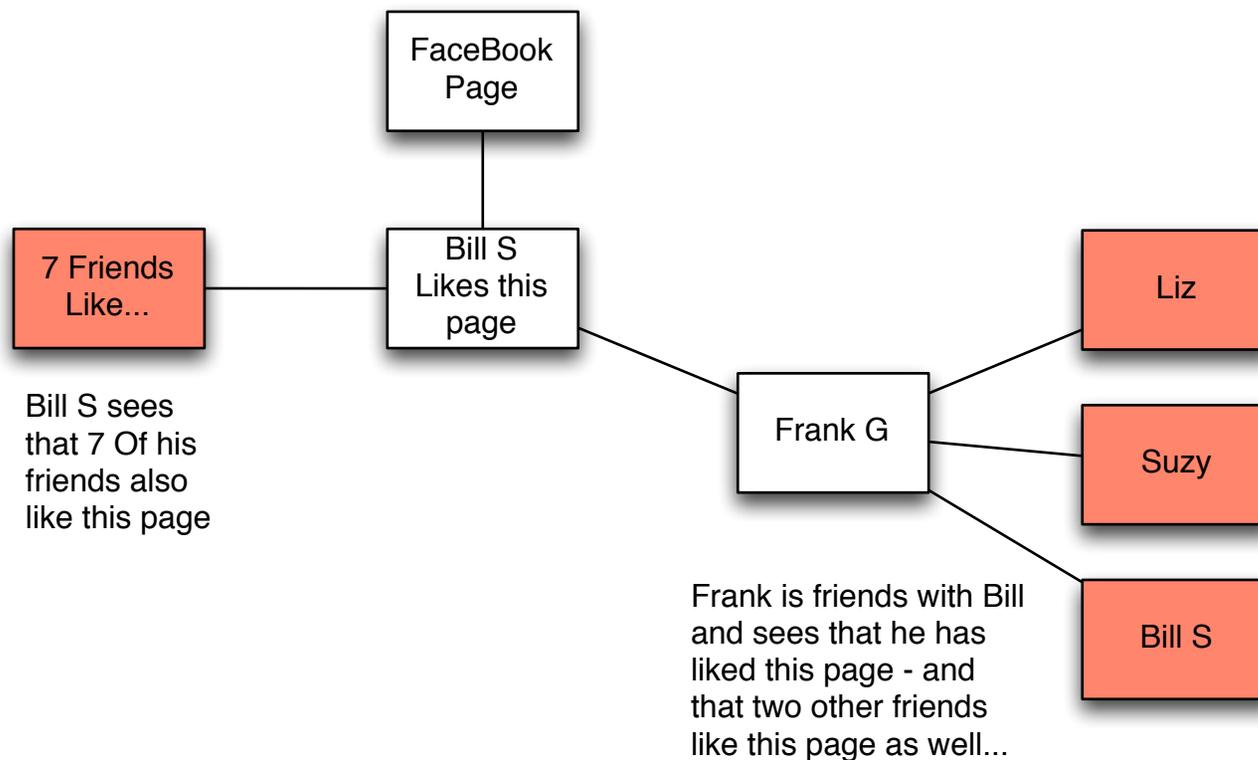
2009

2008

Joined Facebook

The anonymity risk: Depending on Facebook page configuration and privacy policy, one person liking a page could result in many other people seeing their affiliation.

Facebook is designed to share social activity in this way – not to protect anonymity.



Types of Personal Data on Facebook

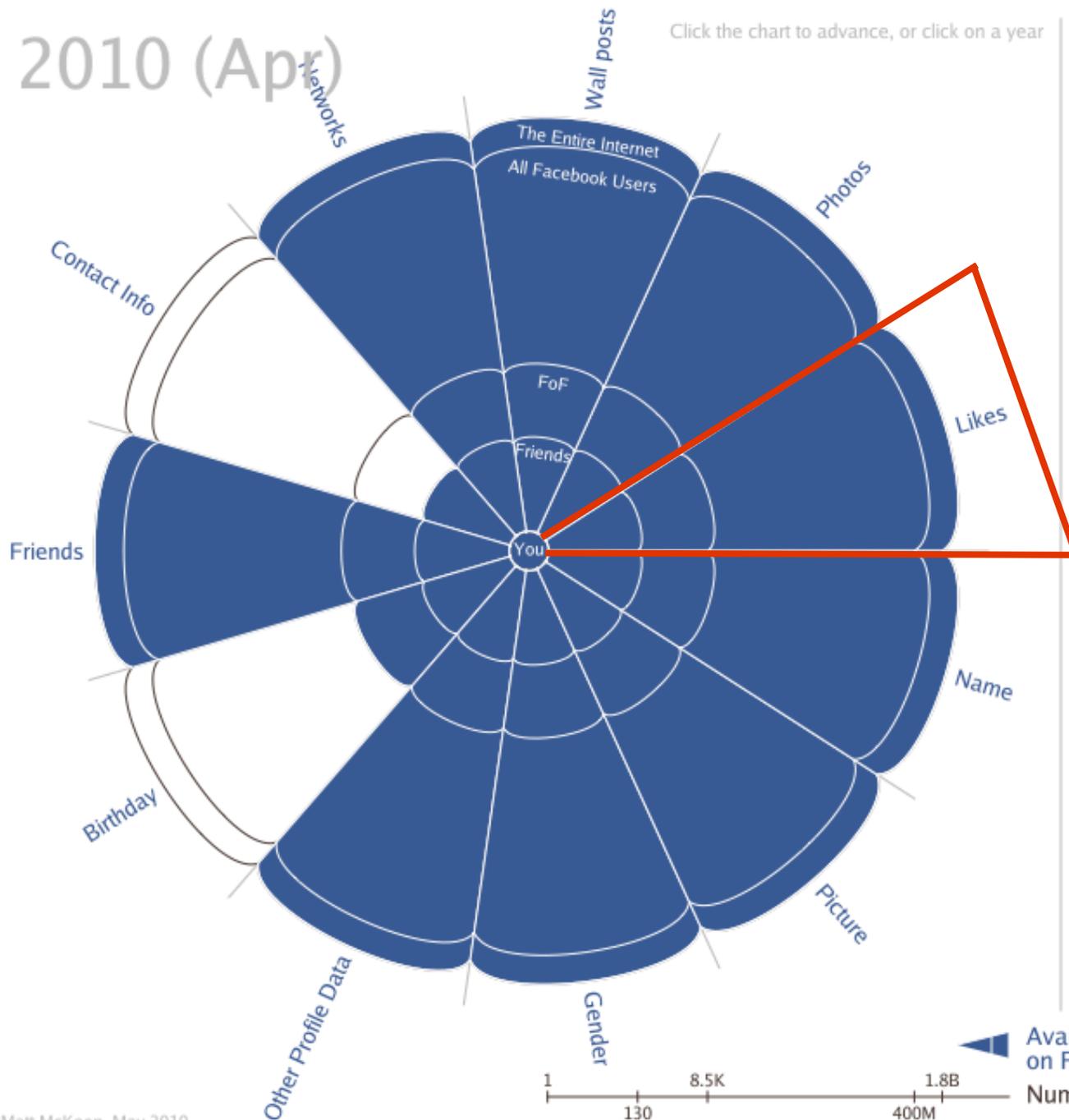
Facebook's classification system for personal data has changed significantly over the years.

- Likes: a person, band, movie, web page, or any other entity represented in Facebook's social graph that has a "like" button. "Likes" started with status updates, but have now grown to encompass pretty much everything. In Facebook Newspeak, a "Connection".
- Name, Picture, Gender, Birthday, Contact Info: self-explanatory
- Extended Profile Data: Your family members, city, place of birth, religious views, favorite authors, schools attended -- anything that is an entity you can list a relationship to in your profile.
- Friends: The people you've friended
- Networks: The personal networks you've set up on Facebook (e.g. colleges & universities or companies).
- Wall posts & Photos

2010 (Apr)

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007
- 2009 (Nov)
- 2009 (Dec)
- 2010 (Apr)



Over the years, Facebook has repeatedly changed its privacy policies

Currently, when a user likes a page, the default is that the entire Internet can see that information

While it's possible to lock this down, the future of privacy changes is hard to predict

2005

Click the chart to advance, or click on a year

2005

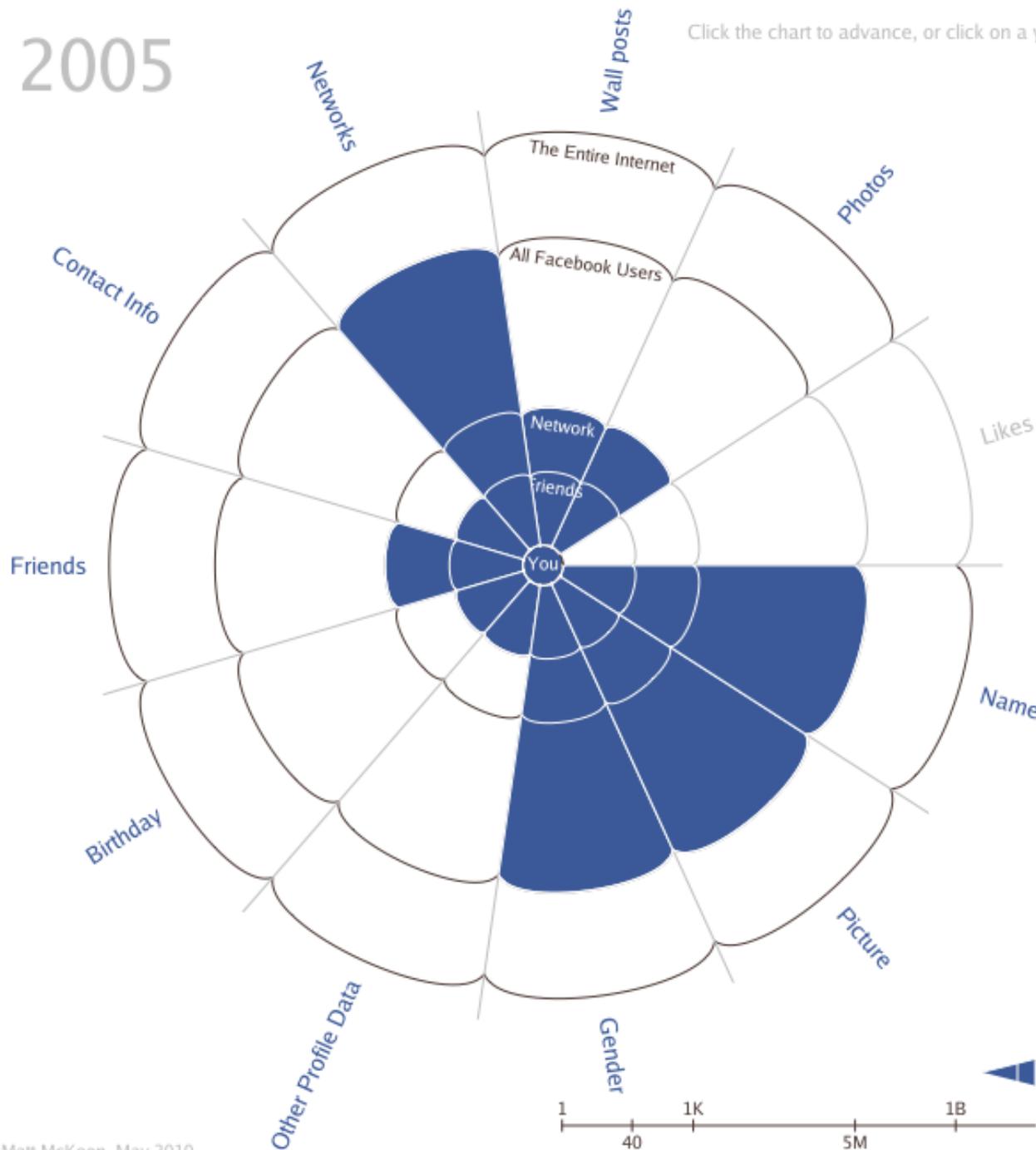
2006

2007

2009 (Nov)

2009 (Dec)

2010 (Apr)

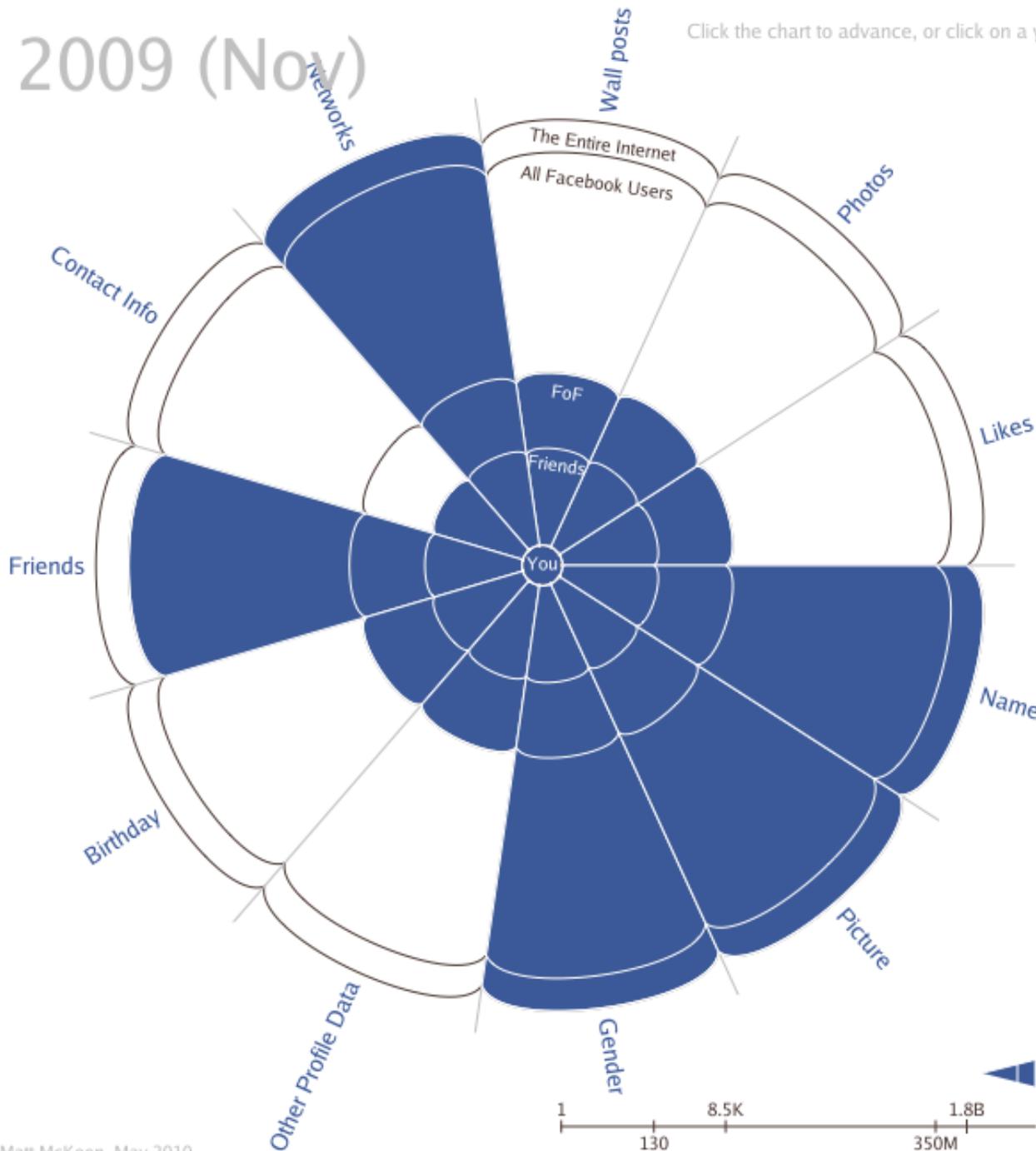


Each year, Facebook has made more user data available – this is due to a shift towards advertising revenue.

2009 (Nov)

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007
- 2009 (Nov)**
- 2009 (Dec)
- 2010 (Apr)



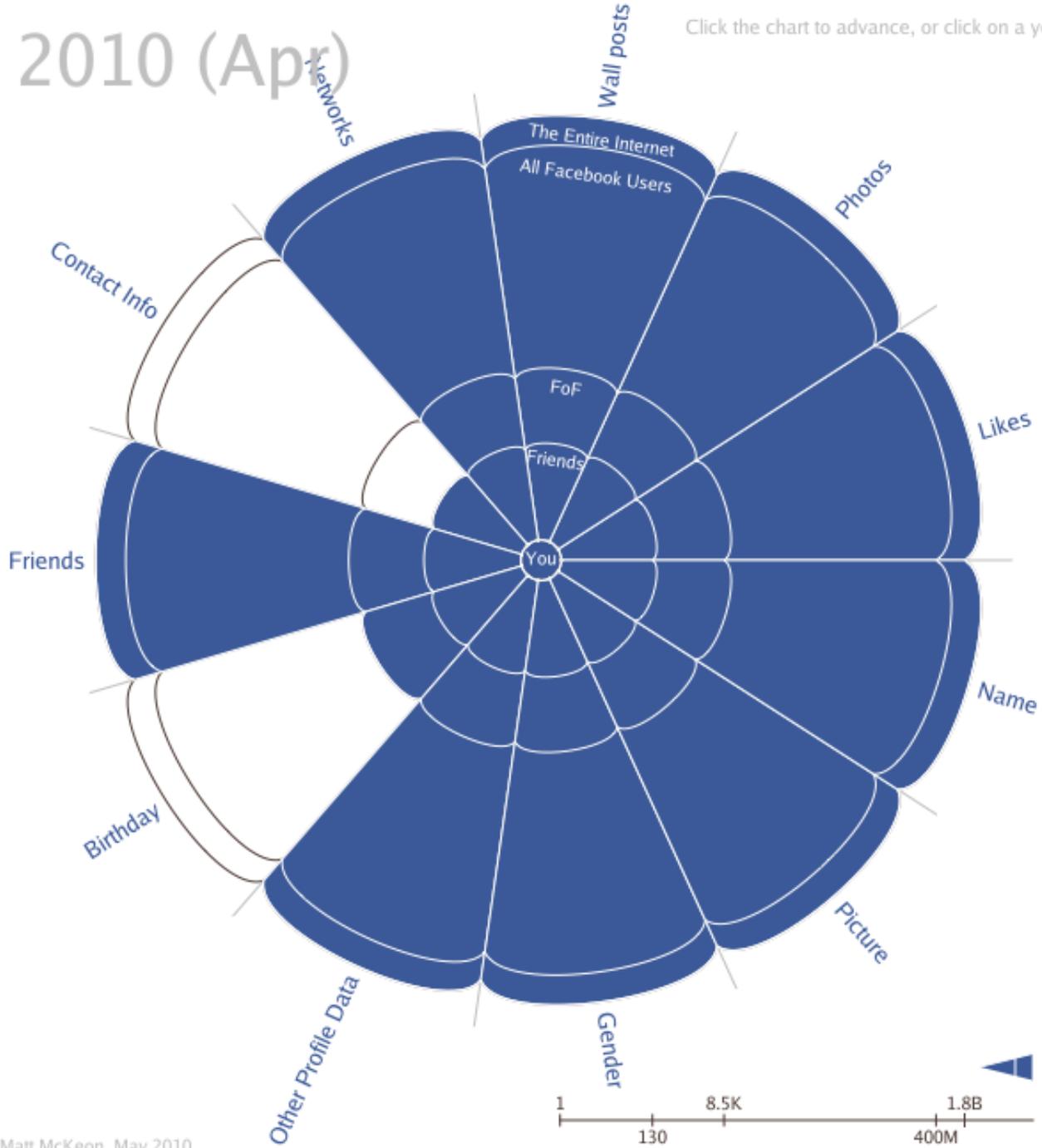
Each change in policy has resulted in backlash from privacy experts and groups like the Electronic Frontier Foundation

▲ Availability of your personal data on Facebook (default settings)
Number of People

2010 (Apr)

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007
- 2009 (Nov)
- 2009 (Dec)
- 2010 (Apr)**



By April of 2010, most of Facebook user data is available to the entire internet by default – for AA Members, this could mean anonymity breaks without prior notice or planning based on additional shifts.

Risk: Policy Changes

- Facebook often changes their policies to adapt to the fast evolving nature of the platform.
- Moreover, Facebook is continuously improving the brand experience and makes regular updates.
- AA must be aware that changes do occur on the platform and may make anonymity difficult or impossible.
- While Facebook sends weekly email updates that announce changes, AA must have dedicated resources / staff to manage this and other community aspects to protect the fellowship.

Suggested next steps

- Define the purpose of the AA Facebook page
- Define the kind of content and community management that would support that mission
- Define the privacy policies and attempt to mitigate the risk of anonymity breaks
- Define the resources / skills required by AAWS
- Proceed with a controlled test if the General Service Conference approves the need and risk