

Elements for All A.A. Sites

Technical

- Well organized structure
- Responsive
- Easy to maintain
- Plugins/Modules, etc.
 - Security
 - Forms
 - Calendar
 - Backup Tool
 - Accessibility features
 - Media Library organization
 - SEO Tool (for specific pages)
 - Analytics

People

- Make it a good resource
- Content
 - Public information page about A.A.
 - Newcomer page
 - Assume they have never heard of Alcoholics Anonymous
- Servant Training
 - Training sessions for servants who need to touch the backend of the site
- Announce your new site is LIVE!



The ultimate goal of every A.A. website is to make 12th Step work possible!

Key Elements for Intergroup Websites

Public Information

- Information for the newcomer
 - #1 Priority
- Helpline/Hotline Info
- Public Info about A.A.
- Presentation request form
- Info for professionals about A.A.
- List of Meetings
- TSML feeds Meeting Guide App

Intergroup Information

- Business Info & Reports
- Event Calendar
- Service Meeting Calendar
- Announcements
- Service Opportunities
- Resources for Info
- Bookstore Info
- Online bookstore
- Contribution Methods

Other Ideas

All Sites

- Embedded PSAs and/or Videos for professionals or the public

Intergroup Sites

- Instant Chatline for Newcomers
- Online Bookstore
- Links to A.A. Literature on aa.org

Key Elements for Area Websites

Public Information

- Information for the newcomer
 - #1 Priority
- Public Information about A.A.
- Info for professionals about A.A.
- Presentation request form

Member Information

- List of Meetings
- TSML feeds Meeting Guide App
- Area Events Calendar
- Area Service Meeting Calendar
- General info about A.A., Districts and Area

Area Service Information

- Area Business Info & Reports
- Assembly Info
- Delegate & Alt Delegate Communication to the Area
- Area Officer Communication to the Area
- Area Committee Info, Communication & Resources
- Detailed District Info, Resources & DCM Communication
- Area News and Announcements
- Specific Resources for Trusted Servants (links to aa.org)
- Contribution Methods
 - Area & District Info

Consider a password protected section for this information

AA Websites & our Three Legacies

Recovery

- All sites should have info for the newcomer (#1 Priority)
- Helpline/Hotline Info
- Public Info about A.A.
- Info for professionals about A.A.
- List of Meetings
- TSML feeds Meeting Guide App
- Link to the Big Book!

Unity

- Build Sites with the Twelve Traditions in mind
- Design & build with the spirit of rotation in mind
- Optimize Public pages for search (SEO)
- Honor Traditions 11 & 12
 - Anonymity at the public level

Service

- A.A. Websites can support all levels of service
- Provide info to existing trusted servants
- Provide info to new and potential trusted servants
- Educate A.A. members about service
- Provide resources for existing trusted servants (Don't make them dig for info)

Build a Legacy of Unity into Your AA Website

Tradition 1 – Unity

Build a website accessible for ALL

Tradition 2 – Spirit of Rotation

Don't hold you're A.A. website hostage

Tradition 3 – Desire to Stop Drinking

ALL A.A. websites should have a page for the newcomer

Tradition 4 – Autonomy

Site should reflect the "personality" of your Area. IGCO, etc.

Tradition 5 – Primary Purpose

All web pages should supports A.A.'s primary purpose

Tradition 6 – Affiliation

Think twice when adding links. Are you implying affiliation?

Tradition 7 – Self-Support

Plan for the appropriate budget to build that new site

Tradition 8 – Special Workers

It is ok to use a Tradition 8 special worker to build your site

Tradition 9 – Committees

Don't build your website in a vacuum – have a committee!

Tradition 10 – Outside Issues

AA has NO opinion on outside issues (not even on websites...)

Tradition 11* – Anonymity & Attraction

We are Alcoholics Anonymous but we are not Secret!

Tradition 12* – Spirituality

Anonymity is the spiritual foundation of all our traditions

References and Resources

[A.A. Guidelines on Internet Anonymity Online and Digital Media](#)
[The Twelve Traditions](#)
[East Bay Intergroup Website](#)
[New Mexico Area 46 Public Website](#)
[New Mexico Area 46 Service Website](#)

Username: Area4

Password: unity

Presentations by Kerri K.

- Key Elements & Spiritual Ingredients of an A.A. Website
- SEO for A.A. Websites
- So What is SEO Anyway?
- A.A. Website Planning

All can be found here:

<https://tinyurl.com/NAATW-KeyElements>

Contact Kerri at

12stepwebsites@keyelements.tv

865.804.2566 cell