

GSO
Communication
Services
Department
Overview

NAATW
Sept. 9, 2022



Communication Services Department

Communications have been a major component of the Alcoholics Anonymous program since Bill first called on Bob.

As we all know, our primary purpose is to carry the message to the still suffering alcoholic.

Bill Wilson wrote:

“Nothing matters more to A.A.’s future welfare than the manner in which we use the colossus of modern communication. Used unselfishly and well, it can produce results surpassing our present imagination.”

Communication Services Department

- ▶ Became an official department at G.S.O. in November 2019. The creation of the department was a result of a 2017 communications audit, which found:
 - A.A.'s primary purpose is alive and well at the group level;
 - Some view A.A. as a religious program;
 - We're challenged by our use of vague and insular language (jargon and sometimes outdated language that some members find hard to understand);
 - Advance efforts to share our story with our friends in the media.

Communication Services Department

- ▶ Currently, the department comprises:
 - Director of Communication Services
 - Digital Product Manager
 - Senior Digital Communications Analyst
 - Project Coordinator
 - Administrative Assistant
 - Content Support (temporary)

Communication Services Department

Areas of Responsibility & Major Projects

ONGOING

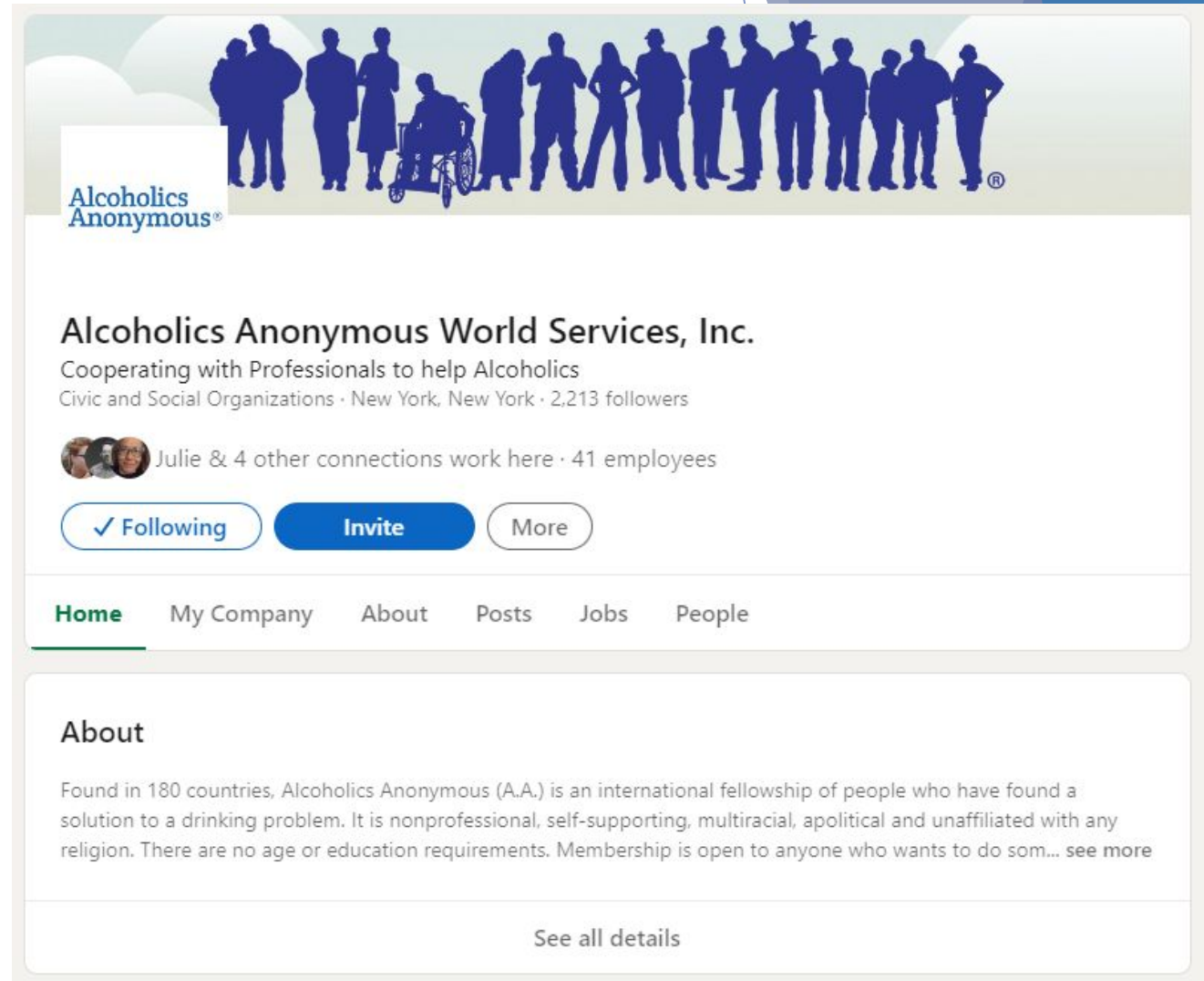
- aa.org
- Digital strategy & Implementation
- Analytics for digital platforms and products
- Meeting Guide app
- Google ads redeploy
- LinkedIn
- YouTube Channel
- Mass Communications Distribution

IN PROGRESS & PLANNING 2022-23:

- G.S.O. Podcast
- Evaluating adding social media platforms for content dissemination
- Content Creation process streamlining for digital, print, A/V
- Website enhancements

LinkedIn

- 2,213 followers as of Sept. 1, 2022
- 41 employees connected
- Includes job postings and apply features
- A.A. News postings and interactions



The screenshot shows the LinkedIn profile for Alcoholics Anonymous World Services, Inc. The header features the AA logo and a silhouette of a diverse group of people. The profile name is "Alcoholics Anonymous World Services, Inc." with the tagline "Cooperating with Professionals to help Alcoholics". It lists "Civic and Social Organizations" as the industry, "New York, New York" as the location, and "2,213 followers". A section indicates "Julie & 4 other connections work here · 41 employees". Navigation buttons include "Following", "Invite", and "More". A menu bar contains "Home", "My Company", "About", "Posts", "Jobs", and "People". The "About" section describes AA as an international fellowship of people who have found a solution to a drinking problem, noting it is nonprofessional, self-supporting, multiracial, apolitical, and unaffiliated with any religion. A "See all details" link is at the bottom.

Alcoholics Anonymous®

Alcoholics Anonymous World Services, Inc.

Cooperating with Professionals to help Alcoholics
Civic and Social Organizations · New York, New York · 2,213 followers

Julie & 4 other connections work here · 41 employees

✓ Following Invite More

Home My Company About Posts Jobs People

About


Found in 180 countries, Alcoholics Anonymous (A.A.) is an international fellowship of people who have found a solution to a drinking problem. It is nonprofessional, self-supporting, multiracial, apolitical and unaffiliated with any religion. There are no age or education requirements. Membership is open to anyone who wants to do som... [see more](#)

[See all details](#)

[Click here to view.](#)



Alcoholics Anonymous World Services, Inc.
2,213 followers
[View full page](#)

Alcoholics Anonymous World Services, Inc. 2,213 followers
3w • 


Are you looking for an Instagram feed that can support people within Hispanic communities who may have a drinking problem? Our AA LaViña magazine's Instagram page can be a start.
<https://lnkd.in/gQ-dn8wu>

Êtes-vous à la recherche d'un compte Instagram qui pourrait aider les personnes de la communauté hispanophone recherchant de l'aide avec un problème d'alcool? Le compte Instagram de notre AA La Viña peut-être un bon premier pas.
<https://lnkd.in/gQ-dn8wu>

¿Está buscando una página de Instagram que pueda apoyar a personas de comunidades hispanas que pueden tener un problema con la bebida? La página de nuestra revista La Viña de AA en Instagram puede ser un punto de partida.
<https://lnkd.in/gQ-dn8wu>



[#instagram](#) [#inspiringpeople](#) [#recovery](#)



[See translation](#)




Revista La Viña (@alcoholicosanonimos_lv) • Instagram photos and videos
[instagram.com](https://www.instagram.com)


Jobs in Worldwide Set alert
2 results


 **Translations Project Manager**
Alcoholics Anonymous World Services, Inc.
New York, NY (On-site)
\$90K/yr - \$95K/yr · Medical, Vision, Dental, +2 benefits
 Actively recruiting
Promoted

 **French Translator**
Alcoholics Anonymous World Services, Inc.
New York, NY (On-site)
\$70K/yr · Medical, Vision, Dental, +2 benefits
 Actively recruiting
2 weeks ago

 See more jobs with these suggestions:

- **Remove Company filter** +15,226,567 jobs
- **See jobs based on your profile**

Are you finding what you're looking for? ×
We'll use your feedback to improve your job search experience. 

 **Create alert for this search** Off
Get notified when new jobs become available.

See jobs where you're a top applicant ×
[Try Premium for free](#)

[About](#) [Accessibility](#) [Help Center](#) [Privacy & Terms](#) ▾ [Ad Choices](#)

Alcoholics Anonymous

Alcoholics Anonymous World Services, Inc.
7.52K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Sobriety in A.A.: Opening doors to a life wi...
14,287 views · 4 years ago

Do you have a drinking problem? Alcoholics Anonymous can help you to find sobriety. Members talk about their experiences with alcohol and how A.A. helped them change their lives.

For more information on problems with alcohol and how to quit drinking, visit www.aa.org. A.A. can help.

YouTube Channel

- 7.52k subscribers as of September 1, 2022
- 311,264 views
- 109 videos, including ASL, French and Spanish translations

[Click here to view.](#)

Communications Services Department

For more information, contact:

Clorinda V.

Communication Services Director

Commservices@aa.org

212-870-3472