



**Arkansas Region Service Committee of
Narcotics Anonymous**

Social Media Manual

Revised May 2026

I. Our Primary Purpose

It is the mission of the Arkansas Region Service Committee to carry a clear and consistent message of recovery in keeping with the 12 Traditions of Narcotics Anonymous. Arkansas Region's social media is intended as a point of access for information rather than as a platform for social engagement.

II. Our Common Welfare Should Come First

This is a Public Relations effort. A public social media account can be seen by anyone on the internet. Anyone who posts on it or comments on it is, in effect, representing Narcotics Anonymous. For this reason, it is essential that we conduct ourselves in keeping with the 12 Traditions, 12 Concepts, and spiritual principles of the Narcotics Anonymous program.

If inappropriate material is posted, or arguments take place between those managing the social media and those following the social media account(s), this reflects badly on the fellowship as a whole.

If we lose access to social media because a trusted servant fails to learn about and prevent security threats, our social media could fall into the hands of strangers who do not care about our principles or our message.

For our common welfare (Tradition One) and with respect for other groups and Narcotics Anonymous as a whole (Tradition Four), we ask that all trusted servants who work on this social media exercise the willingness to learn the skills and tools outlined in these guidelines.

III. Goals

1. To drive traffic to our website, our meetings, our literature, and our helpline.
2. To increase attendance at our events.
3. To increase involvement in our service committees.

IV. Internal Objectives

Target Audience: Arkansas Region Narcotics Anonymous Members

1. To provide inspiration and recovery support for the Arkansas Region of Narcotics Anonymous members by posting quotes from Narcotics Anonymous literature.
2. To attract members to service committees by providing information about what they do and how to get involved.
3. To attract members to Narcotics Anonymous events in and around the Arkansas Region.

V. External Objectives

Target Audience: Community at large, potential Narcotics Anonymous members, Narcotics Anonymous members from other Regions and Regions.

1. To attract newcomers to our meetings and events.
2. To provide a social media platform that increases community awareness about the message of Narcotics Anonymous.
3. To provide daily postings of scheduling information about Arkansas Region meetings for those who frequent social media for information.
4. All Internal Objectives.

VI. Accountability

The Arkansas Region Narcotics Anonymous social media accounts will be maintained by the Communications Coordinator. Social Media Team members will work directly with the Arkansas Region Communications Coordinator to fulfill the duties as needed.

VII. Social Media Roles & Responsibilities

1. Social Media Management Roles

Social Media Roles:

- a. Social Media Security Team Member
- b. Social Media Admin(s)
- c. Social Media Editor(s)
- d. Social Media Content Contributor(s)

2. Removal of Social Media Team Members:

Voluntary Resignation:

Team Members can tender voluntary resignation to the Arkansas Region Communications Coordinator in writing or by email.

Involuntary Removal:

The following may result in the involuntary removal of Team Members from social media accounts by the Communications Coordinator:

- a. Relapse during term of office;
- b. Lack of communication;
- c. Blocking another Team Member on social media account(s); or
- d. Failure to adhere to the Social Media Manual.

The Communications Coordinator will remove the Team Member from the back end of the Arkansas Region social media as a security measure, and inform the Team Member of such removal by email or in writing. The Team Member will be given an opportunity to address this removal. If the Team Member is not willing to accept the determination of the Communications Coordinator, the Team Member will be given the opportunity to address this removal at the next RSC meeting. If requested, the RSC floor will vote on the reinstatement of the Social Media Team Member access.

3. Team Members' Qualifications:

Social Media Security Team Member: Minimum clean time requirement of four years.

Social Media Admin(s): Minimum clean time requirement of two years.

Social Media Editor(s): Minimum clean time requirement of one year.

Social Media Content Contributor(s): Minimum clean time requirement of one day.

- a. Member of Narcotics Anonymous within the Arkansas Region
- b. Willingness to communicate with the Communications Coordinator.
- c. Willingness to undergo the training outlined in this Manual prior to starting the job.
- d. Availability and willingness to commit to maintenance shifts.
- e. Willingness to adhere to the Arkansas Region Social Media Guidelines Manual and protect the reputation of Narcotics Anonymous in keeping with the 12 Traditions, 12 Concepts, and spiritual principles of the fellowship.
- f. Willingness to adhere to Contributed Content Guide.
- g. Willingness to train their replacement.

4. Team Members' Job Descriptions & Responsibilities:

Communications Coordinator:

The Communications Coordinator will oversee all social media operations, train trusted servants for positions as Team Members, and report to the Communications Coordinator. The Communications Coordinator will assign trusted servants to Social Media Management Roles – Social Media Admin(s) and Social Media Editor(s) as defined by social media account(s), and Content Contributor(s). The Communications Coordinator will serve as a social media admin, and will cover all Social Media Management Roles in the absence of assigned trusted servants

or in the case of their removal. The Communications Coordinator will complete all tasks outlined in the Duties and Responsibilities section of this Manual. Willingness to facilitate Arkansas Region social media meetings when needed.

Maintenance Duties and Responsibilities:

- a. Train social media team
- b. Assign social media account(s) roles to Social Media Team Members.
- c. Provide a point of accountability for the Social Media Team Members.
- d. Facilitate Arkansas Region social media.
- e. Communicate with Region Service boards and committees.
- f. Report to Arkansas Region.
- g. Review analytics (social media account(s) Insights).

Social Media Security Team Member:

The Social Media Security Team Member will NOT perform ANY actions on the social media account(s) unless trained for the Duties and Responsibilities of social media account(s) Admins as outlined in this Manual. To do so presents a security risk that could result in our Region permanently losing access to the social media account(s). The SOLE responsibility of the Social Media Security Team Member is to add approved Team Members or remove Team Members due to negligence or noncompliance.(See Removal of Social Media Team Members.) This position will be filled by a member of the Social Media Team.

Maintenance Duties and Responsibilities:

The Social Media Security Team Member should NOT attempt to secure the social media account(s) by clicking on ANY links sent to the social media account(s) by private message. This is always a hacker attempt. social media account(s) will NEVER send private messages to a social media account(s) for any reason. social media account(s) sends messages via email and in the support inbox of personal profiles. Failure to adhere to this rule will result in the Arkansas Region permanently losing access to our social media. Hackers who take over social media will usually use it to promote third party sites that post X-rated content. As this would damage the reputation of Narcotics Anonymous, it is of paramount importance that we maintain social media account(s) security. **All Team Members must reset their login password every three months.**

Social Media Admin(s):

Social Media Admins are responsible for creating and posting content according to the Duties and Responsibilities and Content Guide outlined in this Manual.

Maintenance Duties and Responsibilities:

- a. Review analytics (social media account(s) Insights).
- b. Curate content according to the Content Curation Guide. (See Glossary)
- c. Create content according to the Content Creation Guide. (See Glossary)
- d. Periodically evaluate and adjust posting schedule to reflect activity.
- e. Respond to social media account(s) followers in a polite and professional manner (comments, shares, private messages).
- f. Provide email support for Social Media Team Members.
- g. Review analytics (social media account(s) Insights).
- h. Reset login password every three months.

Social Media Editor(s):

Social Media Editors are responsible for posting pre-approved content according to the Duties and Responsibilities and Content Guide outlined in this Manual.

Social Media Content Contributor(s):

Content Contributors submit content sourced from Narcotics Anonymous literature, to include posters and quotations. Any member of Narcotics Anonymous is welcome to contribute content for the Arkansas Region social media, provided that Content Guide is followed. Content Contributors are not required to undergo training; however, should a Content Contributor wish to receive training, the Communications Coordinator will provide basic training in curating and creating content that meets the Contributed Content Guide.

Training:

1. Thorough understanding of the 12 Traditions and 12 Concepts of Narcotics Anonymous.
2. Thorough understanding of the Narcotics Anonymous Public Relations Handbook.
3. Thorough understanding of internet security and social media account(s) security, to include antivirus software, anti-malware software, typical methods of hacking and spamming social medias, setting secure passwords, and keeping a social media account(s) secure.
4. Thorough understanding of the Narcotics Anonymous Fellowship Intellectual Property Trust.
5. Thorough understanding of copyright law and social media account(s) intellectual property rights policies.
6. Thorough understanding of social media account(s) Terms of Service and Community Standards.
7. Thorough understanding of Social Media Terms and social media account(s) Help Center.
8. Familiarity with free programs used for content creation (see Posting Guidelines).

Tools Needed:

1. Daily access to a computer or smartphone.
2. Access to social media account(s) through PC and/or mobile device throughout maintenance shift.
3. Install social media account(s)s management app on phone.
4. An email address to facilitate communications between the Communications Coordinator and Social Media Team Members. It is suggested that Team Members set up a dedicated social media account(s) login email address for emails specific to the management of the Arkansas Region social media, as there will be hundreds of notifications per month if Team Members choose to receive social media account(s) notifications. A free Gmail account can be set up here, though other providers can be used.
5. An antivirus and anti-malware program. Recommended program: Webroot. Note: Though security products often come with a free trial the paid version will require a financial commitment on the part of the trusted servant. At this time, that investment will not be reimbursed by the Region.
6. Dropbox account (free version available here) in which to securely store files and images.
7. An Evernote account (free version available here) in which to securely store quotations from Narcotics Anonymous literature and other textual information to be posted on the social media account(s).

Duties and Responsibilities of Social Media Team Members:

Duties and Responsibilities During Initial Launch or Re-Launch Phase:

The Communications Coordinator:

- Set up the social media account(s) Settings:
 - Category
 - About Section
 - Short Description
 - Long Description

- Cover and profile pictures
- Tabs
- Custom URL
- Apply blocks and filters (including profanity and commenting if possible)
- Create social media account(s) identity (cohesive graphic art look):
 - social media account(s) name
 - Poster templates
 - Just for Today Meditation
 - Basic Text
 - It Works: How and Why
 - Living Clean
 - NA Way Magazine
 - Information Pamphlets
 - Service Manuals
 - Booklets
 - Write taglines.
 - Write hashtags.
 - Create QR code for social media account(s). (See Glossary)
 - Set up content organization system:
 - Evernote (free version)
 - Dropbox (free version)
- Install social media management program for scheduling and analytics.
 - Options include but are not limited to:
 - Social media account(s) management App (free)
 - Postcron (\$9.99/month)
 - Buffer (free for one platform)
 - Hootsuite (\$9.99/month for up to 50 profiles)
- Establish an editorial calendar (post schedule).
- Link Arkansas Region Social Media to Arkansas Region website.

Social Media Content Contributor(s):

- Content Contributors must follow the Contributed Content Guide. Content will not be accepted for posting if it does not follow the guidelines in this Manual unless permission to edit has been granted to bring the contribution into adherence with the guidelines.
- It is recommended that Content Contributors become familiar with the 12 Traditions and 12 Concepts of Narcotics Anonymous, the Narcotics Anonymous Public Relations Handbook, the Narcotics Anonymous Fellowship Intellectual Property Trust, copyright law, social media account(s) intellectual property rights policies, social media account(s) Terms of Service and social media account(s) Community Standards prior to designing content.
- Training is not required for Content Contributors. (See Content Guide)

Social Media Posting Guide:

Narcotics Anonymous Trademark and Copyright Notice:

All posters created for the Arkansas Region Social Media will display the registered Narcotics Anonymous trademark (including the trademark symbol) and the following statement of copyright: © [year] Narcotics Anonymous World Services Inc. Reprinted by Permission. All Rights Reserved. Status posts quoting the literature will bear the same statement of copyright.

Making Changes:

Any changes to the content list must be approved by the Arkansas Region Communications Coordinator with the approval of the Arkansas Regional Service Committee.

Content Guide:

Content list:

1. Posters featuring properly attributed quotes (See Glossary) from Narcotics Anonymous literature that do not exceed 25% of the original piece, chapter, or section, except in the case of the NA Way Magazine, which we may reprint in its entirety with the permission of Narcotics Anonymous World Services Inc. (NAWS). Posters should be created in social media account(s)-friendly dimensions. Posters must contain the Narcotics Anonymous Trademark and Copyright Notice.
2. Posters about Narcotics Anonymous events. Posters should be created in social media account(s)-friendly dimensions. Event posts should follow social media account(s) guide for dimensions (See social media account(s) Help Center). Posters must contain the Narcotics Anonymous Trademark and Copyright Notice.
3. Calls to Action for the purpose of attracting addicts to Narcotics Anonymous meetings, events or websites. Calls to Action should follow social media account(s) guide for dimensions (See social media account(s) Help Center). Calls to Action posts must contain the Narcotics Anonymous Trademark and Copyright Notice.
4. Status posts featuring properly attributed text passages from Narcotics Anonymous literature that do not exceed 25% of the original piece, chapter, or section, except in the case of the Narcotics Anonymous Way Magazine, which we may reprint in its entirety with the permission of NAWS. Posts quoting NA literature must contain the Narcotics Anonymous Trademark and Copyright Notice.
5. PSAs about what Narcotics Anonymous is and what we do, and anonymous audio testimonials by Narcotics Anonymous members about how Narcotics Anonymous has impacted their lives. All testimonials and audio PSAs recorded by members shall be anonymous. Social Media Administrators shall not post any recordings without permission from the individual(s) whose voice(s) appear(s) on the recordings. Video recordings will feature actors and identify them as actors. Posts quoting NA literature must contain the Narcotics Anonymous Trademark and Copyright Notice.
6. Shared content linking to verified (See Glossary) Narcotics Anonymous social medias and verified Narcotics Anonymous websites.
7. Links to verified (See Glossary) Narcotics Anonymous websites.
8. Posts about meetings in our Region.
9. Phone numbers for our local and statewide Narcotics Anonymous helplines.
10. QR code (See Glossary) that links to our Arkansas Region meeting list, events, or Arkansas Region website.
11. A disclaimer regarding any businesses or facilities that appear on event flyers or meeting information postings.

Content Curation Guide:

Content may be found from the following sources:

1. Quotations from Narcotic Anonymous literature.
2. Arkansas Region event information and information about events in surrounding Regions or Regions.
3. Narcotics Anonymous PSAs (Public Service Announcements).
4. If third-party images are used, they must have Creative Commons Zero licensing. (See Glossary)
Note: Google Images is a catalog of images, not a free source. Images in their catalog are almost always copyrighted and cannot be used without permission.
5. Anonymous member testimonials.

Content Creation Guide:

In the spirit of unity, content created for the Arkansas Region Social Media should be standardized and recognizable:

- Graphics: Posters should be created in social media account(s)-friendly dimensions in order to display well in the social media account(s) feed.
- Photos: Creative Commons Zero only.
- Quotes: Quotes should come from NA-approved literature (not to exceed 25% of the original piece, chapter, or section, except in the case of the NA Way Magazine, which we may reprint in its entirety with the permission of NAWS). Posts quoting NA literature must contain the Narcotics Anonymous Trademark and Copyright Notice.
- Status updates: Status updates will consist of NA-approved literature quotes, announcements of upcoming events, and meeting information. Posts quoting NA literature must contain the Narcotics Anonymous Trademark and Copyright Notice.
- Articles: We may use articles from NA Way Magazine, which we may reprint in its entirety with the permission of NAWS. Posts quoting NA literature must contain the Narcotics Anonymous Trademark and Copyright Notice.
- Scheduling Guide: The Arkansas Region social media should follow a regular posting schedule. The posting schedule will be determined by the Communications Coordinator based on availability of the Social Media Team Members.

Contributed Content Guide:

This section is for Content Contributors. In order to be considered for posting on the Arkansas Region Social Media, content must follow this guide:

1. Must include the Narcotics Anonymous Trademark and Copyright Notice.
2. Must be created by the person submitting it, using original artwork, an original photograph, or Creative Commons Zero images. Google Images are not original artwork. Images must have Creative Commons Zero licensing. See Content Curation Guide for more details.
3. Must quote the NA literature. Quotes cannot exceed 25% of any piece, chapter, or section, except in the case of the NA Way Magazine, which we may reprint in its entirety with the permission of NAWS). Posts quoting NA literature must contain the Narcotics Anonymous Trademark and Copyright Notice.
4. Should be designed to display well in the social media account(s) feed.
5. Artwork will not be credited by us. If you would like to credit your artwork on the poster, please use your first name and last initial only. Be aware that if you identify yourself on the poster, we cannot prevent others from tagging you or breaking your anonymity.
6. By submitting your artwork, you grant Narcotics Anonymous a non transferable license to use said artwork in perpetuity. We are not responsible for third-party uploads of your work.
7. Artwork can be submitted via email to the Communications Coordinator. Artwork submitted via social media account(s) private message will not be considered.
8. All submissions will be considered. If your submission is approved, we will notify you by email.

ARSCNA Social Media Dos and Don'ts:

Dos:

1. Do manage the Arkansas Region social media in a manner consistent with the organizational requirements of Narcotics Anonymous, the Twelve Traditions of Narcotics Anonymous, and the Twelve Concepts of Narcotics Anonymous
2. Do observe the intellectual property rights of Narcotics Anonymous in keeping with copyright, trademark, and trade name assets as detailed by Narcotics Anonymous World Services Inc., the Narcotics Anonymous Fellowship Intellectual Property Trust

Bulletin One and Bulletin Four, group conscience and NA Literature, social media, and Our Guiding Principles.

3. Do confirm that the Communications Coordinator, Social Media Admins, and Social Media Editors have received the required training before assuming social media account(s) Management Roles.
4. Do confirm that the Communications Coordinator, Social Media Security Team Member and all Social Media Admins, and Social Media Editors have adequate security measures on the devices from which they will manage the social media account(s). It is strongly recommended that all Social Media Team Members set up secure passwords and change their passwords at least every three months (See Tools Required). To protect the security of the social media account(s), passwords should not be shared with ANYONE who has not gone through the training outlined in this Manual.
5. Do contact the Communications Coordinator, Social Media Security Team Member, or a Social Media Admins if there is a concern that arises. Do not handle it alone.

Don'ts:

1. Do not click on ANY links sent to social media via private message. NO EXCEPTIONS. This is the primary method through which social medias are hacked. social media account(s) will NEVER send private messages to a social media account(s) for any reason. Social media account(s) sends messages via email and in the support inbox of personal profiles. Failure to adhere to this rule will result in the Arkansas Region permanently losing access to our Social Media. Hackers who take over Social Media will usually use it to promote third party sites that post X-rated content. As this would damage the reputation of Narcotics Anonymous, it is of paramount importance that we maintain social media account(s) security.
2. Do not make changes to the Arkansas Region Social Media Guidelines Manual without the approval of the Arkansas Region Communications Coordinator who receives direction from the Arkansas Regional Service Committee.
3. Do not add or remove Team Members to the Arkansas Region social media without the approval of the Arkansas Region Communications Coordinator.
4. Do not block other Team Members on the social media account(s) platform. In order to work together in the spirit of unity and cooperation, Team Members must be able to communicate through the social media account(s) platform. Blocking Team Members will result in immediate removal from the social media accounts.
5. Do not make changes to the About section of the Arkansas Region social media without the approval of the Arkansas Region Communications Coordinator.
6. Do not make changes to the social media account(s) name, social media account(s) logo hashtags, poster templates, profile picture, or cover photo without the approval of the Arkansas Region Communications Coordinator.
7. Do not argue with social media account(s) followers about the efficacy of Narcotics Anonymous.
8. Do not use last names in communications between Social Media Admins and social media account(s) followers.
9. Do not break the anonymity of other Social Media Admins or social media account(s) followers. NO TAGGING.
10. Do not link to, follow, or subscribe to anything that is not a verified (See Glossary) Narcotics Anonymous social media or verified Narcotics Anonymous website. This includes any personal pages or business pages, even if those pages are licensed vendors that can legally utilize the Narcotics Anonymous trademark.
11. Do not speak on behalf of the Arkansas Region about facts or issues not already available online or in print – refer questions to the appropriate Subcommittee heads or online resources (e.g., the Narcotics Anonymous Public Relations Handbook).

12. Do not distribute social media account(s) passwords to anyone. Every Social Media Team Member will use their individual social media account(s) profile password to log on to the Arkansas Region social media. For security purposes, each Team Member must reset their password every three months. Team Members should not share their profile passwords with friends or family members, as these individuals have not gone through the security training for Team Member positions and might click on a link that could jeopardize the safety of the social media account(s). Many social media account(s) admins create an additional profile for managing social media account(s)s. It is not against social media account(s) Terms of Service to create a separate profile from which to manage social media account(s)s, provided that you do not use a fake identity (i.e., you must not use a phony name or profile picture or otherwise misrepresent your identity). As an added precaution, Team Members can periodically reset their login emails as well.
13. Do not use Narcotics Anonymous literature quotes without the required attribution (See Posting Guide).
14. Do not upload content (See Glossary) from other social media sites.
15. Do not share content from any other social media or websites unless they are verified Narcotics Anonymous sites.
16. Do not post Narcotics Anonymous material that exceeds 25% of the original piece, chapter, or section, except in the case of the Narcotics Anonymous Way Magazine, which we may reprint in its entirety with the permission of NAWS.
17. Do not post screenshots of Narcotics Anonymous literature.
18. Do not post links or screen shots of controversial copies of Narcotics Anonymous literature.

Social Media Glossary:

Additional terms may be added based on feedback from groups.

Admin

- Admin is the official social media account(s) terminology for someone who manages public social media. It's an abbreviation of "Administrator."

Creative Commons Zero

- This is a legally operative term that extends licensing of published works to anyone who wants to use them. There are different types of Creative Commons licensing – attribution required, personal use only, commercial use, no attribution required, etc. Creative Commons Zero allows the user unrestricted use of the work (for example, images or memes). This is different from the Public Domain Mark, which is not legally binding. Please note that just because an image (or other work) is made available on the Internet, this does not mean that it is in the public domain. Most images (and other works) on the Internet are restricted by copyrights. Just because we can find it doesn't mean we can use it. Creative Commons Zero is abbreviated as CC0.

Content Curation

- "Content Curation" is social media lingo for "collecting material." In the case of our Region social media, this would refer to quotes from Narcotics Anonymous literature, Creative Commons Zero images, anonymous testimonials, PSAs, etc.
- **Recommended free programs:**
 - For PC: PicMonkey, Canva, Pablo, Fotor, GIMP, Inkscape
 - For Mobile Device: PicsArt, Font Studio
 - Recommended sites:
 - Pexels.com
 - Pixabay.com
 - Unsplash.com
 - Stockphotosforfree.com

- Morguefile.com

Content Creation

- For our purposes, this refers to making posters and videos for the social media account(s), writing status posts, writing the About section of the social media account(s), etc.
- Recommended dimensions:
 - Instagram post size: The ideal size for square posts is 1080px by 1080px at a 1:1 aspect ratio. For landscape posts, use an image that is 1080px by 566px, with an aspect ratio of 1.91:1. Vertical images should be sized at 1080px by 1350px with a 4:5 aspect ratio.
 - Facebook post size: The Facebook recommended image size for sharing images and sharing links with an image is **1,200 x 630 pixels**.

Social Media Account(s)

- In social media account(s)-land, this is the shorthand social media term for a public social media.

Social Media Account(s) Role

- Social media has terminology that it assigns to specific jobs people have on the back end of social media. These jobs come with varying degrees of permission (i.e., what they are able to do). For example, an Admin is the only role that can add or remove other people managing the social media account(s).

Properly Attributed

- After reviewing The Narcotics Anonymous Fellowship Intellectual Property Trust and speaking with Public Relations and the Fellowship Services Team at NAWS, our Communications Coordinator discovered that because we are a service board, we are allowed to use limited portions of the Narcotics Anonymous literature provided that we provide the registered Narcotics Anonymous trademark (including the trademark symbol) and the following statement of copyright:

© [year] Narcotics Anonymous World Services Inc. Reprinted by Permission. All Rights Reserved. Status posts quoting the literature will bear the same statement of copyright.

QR Code

- This stands for "Quick Response Code". A QR code is the square barcode you see on packages and websites that looks like an inkblot. It's a two-dimensional machine-readable code that stores the link to a website, and it can be read from your smartphone using an app called QR Reader. For example, on our Region business cards, the QR code takes you directly to the meeting list page on our Arkansas Region website.

Verified (Pages or websites)

- Our research revealed that there are a ton of websites and social media pages/groups that bear the name of Narcotics Anonymous. Unfortunately, many of them are individuals posting as the Fellowship, without the knowledge or permission of the Fellowship. These individuals are violating the 12 Traditions of Narcotics Anonymous, the 12 Concepts of Narcotics Anonymous, the Fellowship Intellectual Property Trust of Narcotics Anonymous, and the Narcotics Anonymous Public Relations Handbook. For this reason, any time we share material from outside our Region or material that was not created by our Social Media Team Members, we will vet the social media or website to make sure that it is run by an authorized Narcotics Anonymous service board or committee in observance of the Traditions.

Uploading Content

- Clicking "Save As" and saving an image or meme to your phone or computer, then posting it to social media (uploading) is almost always a violation of someone's copyrights. (See Content Guide)