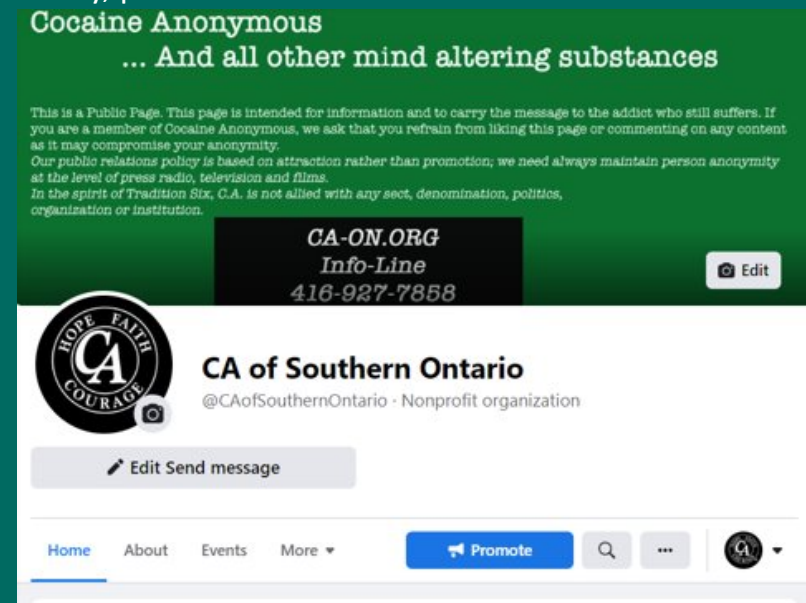


Social Media Business Accounts

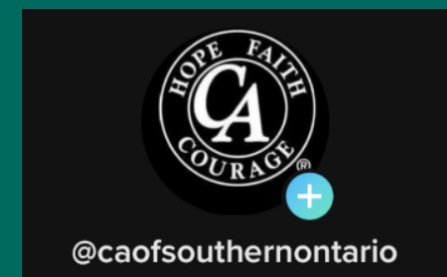
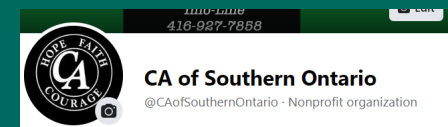
Benefits of a Business Page on Social Media

- Digital Bulletin Board for C.A. posters and videos
- Opportunities to reach the still suffering addict, friends and family, professional communities and other organizations and the public at large
- Great content control relative to personal page
- Reach larger audiences with hashtags
- Ability to boost posts
- Ability to link content between platforms
- Provided direct website and helpline links
- Protect anonymity by posting as C.A.
- Public page for all to view
- Page can be unpublished at any time



Best Practices

- Profile picture - C.A. Logo
- Name - C.A. "Area" (platforms do not allow cocaine in the name)
- Twelve Traditions should be followed at all times
- Tradition 6 statement in the bio for the account
- Minimum of 2 elected members of the PI Committee (or relevant service body) should hold access to the account
- Comments should be turned off or monitored/removed in order to keep comments appropriate
- Avoid tagging other accounts
- Avoid commenting on other account's posts
- Only Cocaine Anonymous accounts should be followed



What to Post/Not to Post

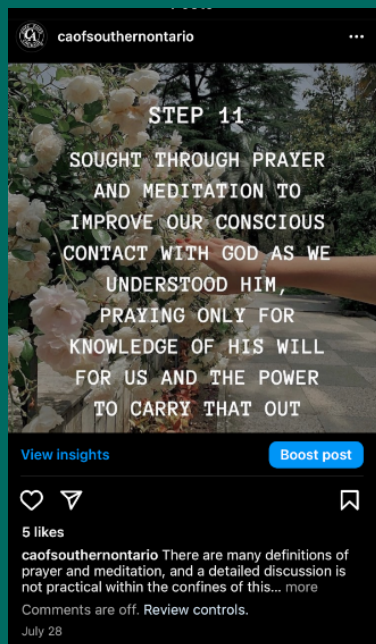
Consider posting

- Recovery messages from conference approved literature, such as C.A. Self-Test, Choosing Your Sponsor, What is C.A.? etc (when using C.A. literature and copyrighted images, licensing agreements should be in place, available from our WSO).
- Local event/gathering flyers.
- Meeting information.
- C.A. hotline/local PI contact/website.
- Copyright free imagery/graphics.
- Original artwork/original photos with creator's permission.

Consider avoiding

- Anything exposing a member's anonymity such as members' contact details (including phone numbers, email addresses, surnames, face, location).
- Politics/outside issues/opinions.
- Meeting halls, business names and other recovery websites.
- Non C.A. content sources (such as AA, NA etc).
- Celebrities/influencers.
- Content which is sexual or violent in nature

Example Posts



#addict #addiction #recovery #recoveryispossible #recoveryjourney #sober #sobriety #sobercurious #soberAF #soberissexy #fyp #hangovergang #hangovercure #solution #help #free #helpless #hopeless #lifegoals #courage #12steps #12stepstorecovery #hope #toronto #ontario #etobicoke #Mississauga #barrie #hamilton #southernontario



Tips for Growing Social Media Accounts

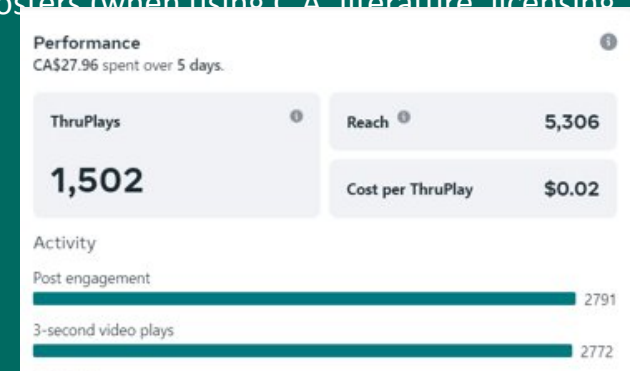
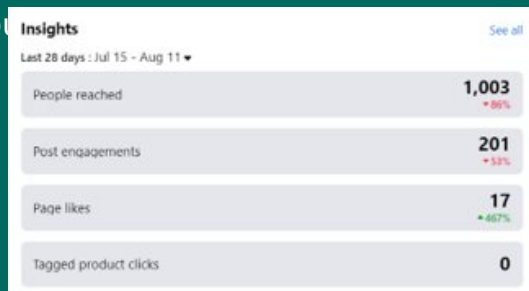
- Consistent posting (3-5 times per week) - utilizing scheduling tools
- Monitoring trends in engagements and posting content the audience interacts with
- Promoting the page to the fellowship
- Ad boosting/promoting
- Have awareness of the community guidelines for each platform
- Follow similar accounts and post similar content
- Respond quickly to any messages

Ad Boosting/Promoting

Why?

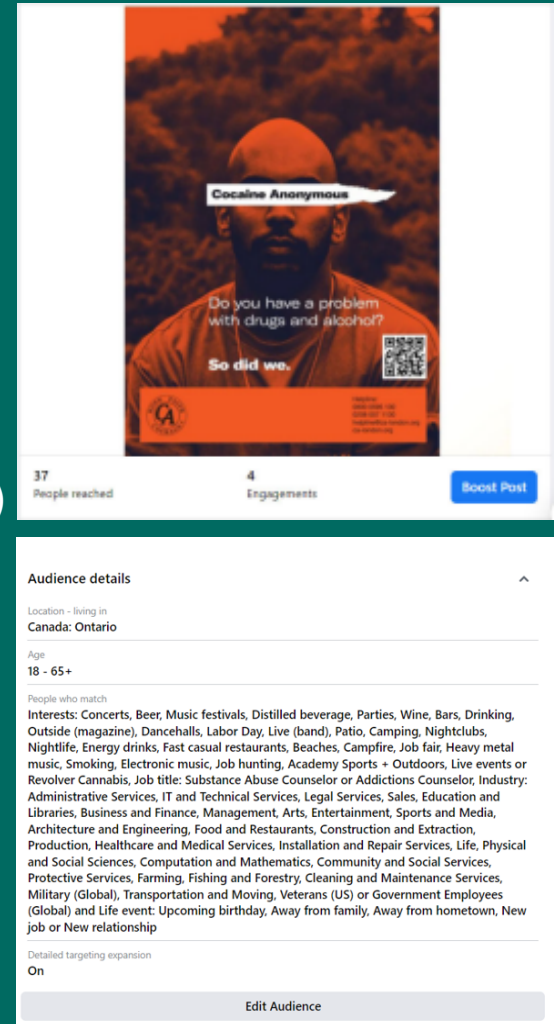
- To show C.A. posters in the digital forum (digital equivalent to putting a physical poster up in a shop, pub, toilet etc.)
- Fast and effective way to reach a wide/varied audience with low budget, and flexibility to target specific demographics.
- Easy to monitor analytics and reach.
- Encourage clicks to local C.A. website.
- Use existing C.A. content, such as C.A. Conference approved posters (when using C.A. literature, licensing agreements should be in place, available from our WSO).

• Show



How? - Facebook/Instagram

- Select the poster/PSA you want to boost
- Select boost in the bottom-right corner of your post.
- Fill in target audience (such as over 18s, clubbing, addiction services, mental health professional, fitness and wellness, plus the location etc.)
- Select a budget and length of boost
- When you're done, select boost
- Through Meta Business Centre you can boost/post to both platforms



The image shows a Facebook post for Cocaine Anonymous. The post features a man in a brown shirt with a white banner over his eyes that says "Cocaine Anonymous". Below the banner, the text reads: "Do you have a problem with drugs and alcohol? So did we." There is a QR code in the bottom right corner of the image. Below the image, the engagement metrics are: 37 People reached, 4 Engagements, and a blue "Boost Post" button.

Audience details

Location - living in
Canada: Ontario

Age
18 - 65+

People who match

Interests: Concerts, Beer, Music festivals, Distilled beverage, Parties, Wine, Bars, Drinking, Outside (magazine), Dancehalls, Labor Day, Live (band), Patio, Camping, Nightclubs, Nightlife, Energy drinks, Fast casual restaurants, Beaches, Campfire, Job fair, Heavy metal music, Smoking, Electronic music, Job hunting, Academy Sports + Outdoors, Live events or Revolver Cannabis, Job title: Substance Abuse Counselor or Addictions Counselor, Industry: Administrative Services, IT and Technical Services, Legal Services, Sales, Education and Libraries, Business and Finance, Management, Arts, Entertainment, Sports and Media, Architecture and Engineering, Food and Restaurants, Construction and Extraction, Production, Healthcare and Medical Services, Installation and Repair Services, Life, Physical and Social Sciences, Computation and Mathematics, Community and Social Services, Protective Services, Farming, Fishing and Forestry, Cleaning and Maintenance Services, Military (Global), Transportation and Moving, Veterans (US) or Government Employees (Global) and Life event: Upcoming birthday, Away from family, Away from hometown, New job or New relationship

Detailed targeting expansion
On

Edit Audience

How? - TikTok

- Select the video you would like to promote
- Click “...” at the bottom right, then click promote
- Select the goal of the promotion
- Choose audience
- Select a budget and length of boost
- Purchase TikTok coins to use to boost
- Select Start Promotion

How? - Twitter

- Go to Twitter Ads
- Top right - Create Campaign
- Select Campaign Objective
- Set Campaign name click next
- Set budget and schedule for campaign
- Select start campaign

Insights

