

Carrying the Message on Facebook

*Tradition 4: Each group has but one primary purpose—
to carry its message to the compulsive overeater who still suffers.*

Social Media and Anonymity

In a world where people increasingly get information and connections online, we must adjust our outreach to accommodate this but we need to work within the traditions.

Social media is built on public connections. Because of our traditions, we cannot utilize social media in this way. Because of this we must A) set up accounts to hide connections and B) utilize the platform primarily for passive advertising.

Social media can also be used for OA support connections, but they must be **private groups** to which members must apply for entry. *This document will not cover this type of group.*

Why have a Facebook page?

Facebook is still the largest social media site. Facebook owns Instagram as well. These accounts can be linked.

The main purposes of the page are 1) so that we can advertise the existence of OA and reach those who still suffer and 2) point people from there to OA Intergroup and OA.org Websites for more information.

Important notes:

- **Anonymity must be protected** by hiding “friends” and “likes”. The **privacy and security settings** are where these things should be changed for both the “personal account” and the “Facebook page”.
- **The account can still “like” other pages** such as OA.org and other intergroups, as well as repost information from those kinds of official OA accounts. But care must be taken NOT to “like” other types of organizations or accounts so that we do not inadvertently endorse other groups or organizations.

Set up your Facebook Account

1. **Set up or use a generic email account.** This could be an existing account your IG or group uses, or sign up for one on gmail. (example: atlantaoapipo@gmail.com) Tip: make sure that log-in information is shared among your Board and locatable in a safe place.
2. **Use that generic email account to sign up for a Facebook account.** This is a “personal” account and typically you don’t need to do anything with it going forward. Suggest you give this a name that is different from the Business page. (Example: Greater Atlanta uses “OA-Atlanta Intergroup” for personal and “Greater Atlanta Overeaters Anonymous Intergroup” as the Business name.
3. **Set up a “business” Facebook Page.** This will function like a billboard - simply letting people know we are here. You must have this to do advertising on Facebook.
4. **If desired, also set up an Instagram account** and link it to your Facebook page. This way when you do an advertisement, you can also advertise on Instagram.
5. Make sure someone is committed to regularly checking these accounts. Sometimes people respond or have questions.
6. **Multiple people can be designated as managers to create posts and respond** to private messages on both/either accounts (Personal and Business page)

7. **It is best to regularly post on these accounts**, but it doesn't have to be every day. Just utilize messages that are consistent with our OA literature and messaging.

See appendix for example from the Greater Atlanta IG. The exact screen shot is a little dated, but it gives an idea.

EXTREMELY IMPORTANT: It is critical for whomever is managing the page to **LOG OUT** each time so that you do not accidentally start using this as their own Facebook page. For example, an individual might start "liking" or posting, thinking they are using their own account.

Setting up your advertisement.

1. An Advertisement (also sometimes called "boosting a post") publicizes **a single post** to a targeted audience
2. **Create a post.** Use both a short text and a graphic. The post should LINK to something relevant.
 - o **This should be related to the NEWCOMER.** Could be a your IG meeting list or content developed on your website for the newcomer.
 - o **This advertisement is PASSIVE.** The post simply appears in a user's newsfeed and they can click on it or not as they wish.

The post must follow community guidelines for Facebook. The most important distinction for our purpose is that it cannot use "you" statements. Much of the promotional material on oa.org uses "you" statements.

- YES: "Overeaters Anonymous can help with compulsive food behavior"
- NO: "Is food overwhelming you?" "Do you have a problem with food?"
- Here are two examples of ads approved by Facebook:

Greater Atlanta Overeaters Anonymous Intergroup
January 17, 2022 · 🌐

No fees. Anonymous. Supportive. Food addiction is real. Learn more about how Overeaters Anonymous can help.

**Many Symptoms
One Solution**

- obesity
- body size obsession
- eating binges
- starving
- preoccupation with diets
- inability to stop eating
- purging after eating
- fantasies about food

Overeaters Anonymous can help

The only requirement for OA membership is a desire to stop eating compulsively.
[Find a meeting: atlantaoa.org](http://atlantaoa.org)

ATLANTAOA.ORG
Learn About Overeaters Anonymous – Atlanta OA Intergroup [Learn more](#)

Greater Atlanta Overeaters Anonymous Intergroup
July 9, 2022 · 🌐

Compulsive eating is a real condition. We help each other in recovery, whether our symptoms are over or under-eating, bulimia, anorexia, binge eating or over-exercise. No matter what our symptoms, we can find help. Learn more at

ATLANTAOA.ORG
Learn About Overeaters Anonymous – Atlanta OA Intergroup [Learn more](#)
Learn About Overeaters Anonymous You are not alone anymore! No matter ...

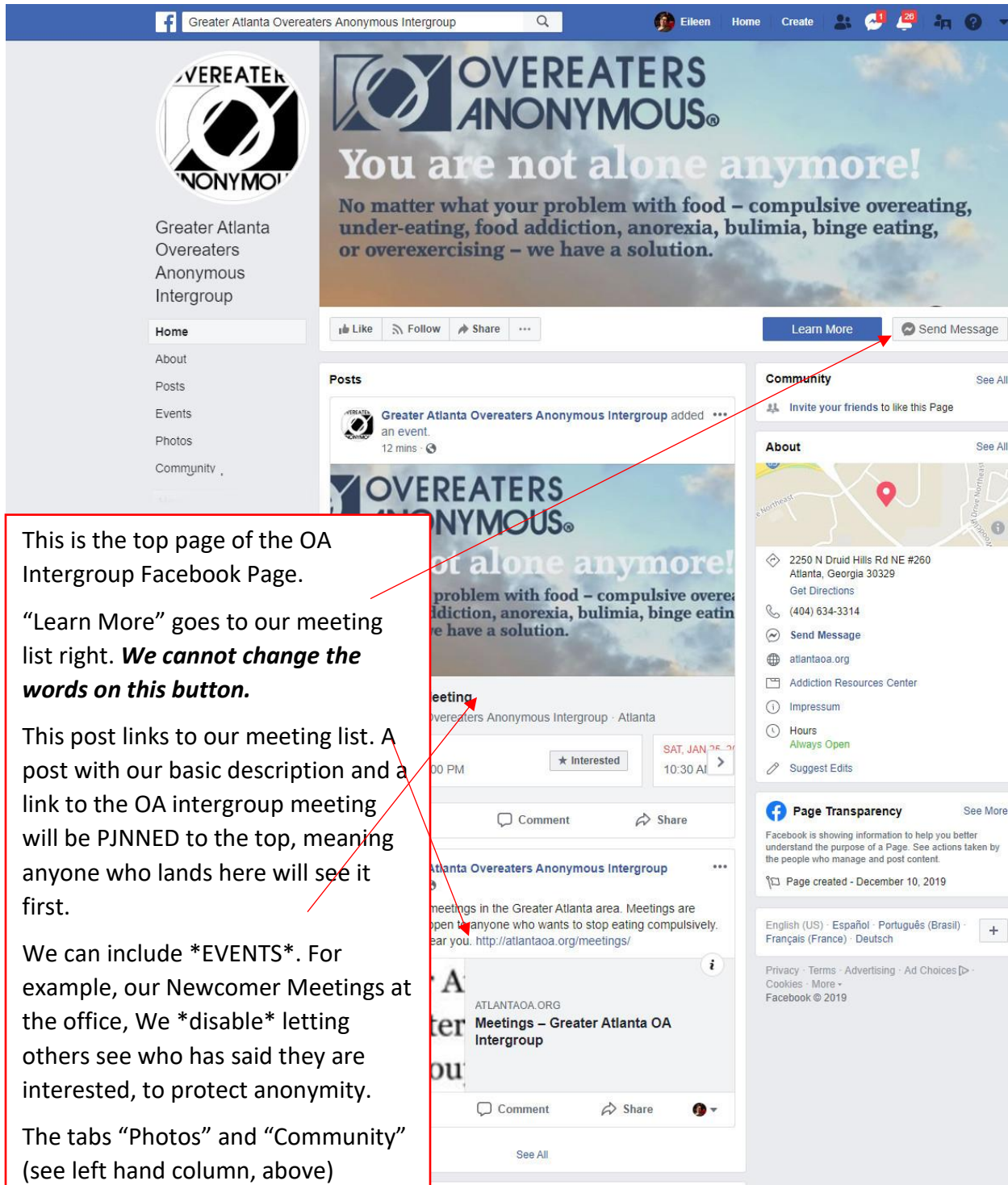
3. Once your post is created, **click on Boost Post button**
4. Set up your “boost” ad as follows (suggested):
 - **Goal:** switch from automatic to “Get more Website Visitors” (because we really can’t utilize more follows or likes due to anonymity)
 - **Advantage +creative** - leave on
 - **Button Label.**
 - Click on the down arrow under “Button”. Choose “Learn More”
 - Click on Button Designation. Choose “Website”
 - Enter the website address you want the click to go to. Make sure it clearly is geared to newcomers with enough information to guide them to get help.
 - **Special Ad Category** – leave unchecked
 - **Audience:**
 - Click People You Choose Through Targeting
 - Click the edit icon next to *Audience Details*
 - Suggestions only, but based on a couple years of experience in Greater Atlanta
 - Do not limit by men or women
 - Keep ages 18 to 65 – **important!** If you select lower age than 18 this then puts you into a category of Facebook that will require a lot of extra hoops to jump through.
 - Location – the app automatically puts in the address of your organization. You can delete that and put in whatever geography you are promoting
 - Designate a number of miles around it by using the SLIDER at the bottom. (Example: in Atlanta we use 50 miles around Atlanta)
 - *Suggestion:* do not designate by interests. It narrows the potential audience too much.
 - **Duration** (Greater Atlanta IG selects at least 3 months at a time and up to a year)
 - **Budget** (Greater Atlanta IG usually spends about \$500 a year)
 - **Placements** – select where you want the ad placed. (if you have an Instagram account you can place both there and on FB if you’ve connected the accounts)
 - Ignore metapixel
 - **Payment** – can be a credit card or paypal account
 - Check the ad preview on the right.
 - **Check your details** and make sure everything is correct.
 - **Click Boost Post Now.**

Managing Your Ad

Facebook can be confusing. When you log in as the “personal” account you created, it takes you to the “Personal” view of your account.

- To find the Business page, instead, click on the Icon of your account, top right, then choose “See All Profiles”
- Select your business page and go to its home page.
- On the LEFT side of the screen you will see a Manage Page panel.
- Select Ad Center
- The top panel gives you the last 60 days of results.
- More meaningful is the ad info itself – scroll to that ad and click View Results.
- To stop an ad, click the three little dots on the top right and chose Delete Ad.

Appendix – Example screen from Greater Atlanta OA IG
(this interface is a little out of date from current FB, but gives an idea)



This is the top page of the OA Intergroup Facebook Page.

“Learn More” goes to our meeting list right. **We cannot change the words on this button.**

This post links to our meeting list. A post with our basic description and a link to the OA intergroup meeting will be Pinned to the top, meaning anyone who lands here will see it first.

We can include *EVENTS*. For example, our Newcomer Meetings at the office, We *disable* letting others see who has said they are interested, to protect anonymity.

The tabs “Photos” and “Community” (see left hand column, above) appear to be required by FB, but we disable posts on this page by anyone but the page manager to protect