

# Overview of Social Media and PIPO from Greater Atlanta Intergroup

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Due to the decreasing effect of many off-line activities, online promotions have become very important. However, a major limitation for our use of social media is anonymity. Social platforms work through relationships which are visible. We cannot do this without breaking anonymity. So, we have to rely on paid advertising.

Below is an evaluation of these.

1. **Facebook/Instagram:** Through trial and error we have found this to be the most effective use of PIPO budgeted funds. We basically run an ad throughout the year. This appears on both platforms which are both owned by Meta (Facebook). We spend around \$500 on this per year, but maybe could do more. An “ad” is created by boosting a post. This then appears to users in the greater Atlanta area.
  - We have a regular Facebook account <https://www.facebook.com/oaatlanta.intergroup.1> and also a Facebook Business page. <https://www.facebook.com/AtlantaOA> Accounts are set up to protect anonymity of those who “like” the page.
  - The FB business page is where we run ads.
  - FB lets you define an audience using various key words or demographics. We have found it is **less effective** to define the audience. Instead, we simply define the geography (about 50 miles around Atlanta) and let the ad run for the entire audience.
  - Because of anonymity issues, our objective with the post is not really to have people engage much on Facebook or Instagram (although sometimes they do). Instead, we direct them to our newcomers page on the website and that lets them check for meetings and other information. This page is <https://atlantaoa.org/newcomers-meeting/>
  - A volunteer regularly posts content on Instagram and FB.
  - Our office manager also checks the accounts regularly to respond quickly to any inquiries or concerns.
2. **LinkedIn:** <https://www.linkedin.com/in/oa-atlanta-a15953234/> This platform has the limitations of all social media. It is based entirely upon connections which we cannot make. Unlike FB, they require a minimum of \$99 for advertising. We tried

it and got ONE impression. **It was a real waste of money.** That being said, we post from time to time on this platform in case someone happens to see it.

3. **YouTube:** [https://www.youtube.com/channel/UCNt\\_3neSOV7bHJ\\_5FtS4CXA](https://www.youtube.com/channel/UCNt_3neSOV7bHJ_5FtS4CXA) We have several videos posted on our account created by one of our members. YouTube is based largely upon a model where users subscribe to a channel and that channel uploads regular content on which ads appear. Since we can't provide an ongoing stream of video-based content, we have not tried to promote our channel. Oa.org has some video content on YouTube, but not much. Our videos are set to NOT show ads since we cannot inadvertently endorse someone else.
4. **Tik-Tok and Snapchat:** We have no presence on these primarily because video presents challenges to anonymity. Advertising on these means boosting a video. Users on the platform are used to seeing actual video footage of people, not a promotional slideshow. In short, we haven't devoted resources to these but maybe it's a good idea for others.
5. **Google Search Advertising:** This has not yet been tried by our Intergroup, but could be very effective and has no anonymity issues.

## Event organizational sites:

These are things each individual group should consider:

**Eventbrite:** this platform is becoming a place where people search for activities. Hosting an event is free if you are not charging for tickets. We have weekly listings set up for a number of meetings. (see for example <https://www.eventbrite.com/e/overeaters-anonymous-12-step-support-atlanta-noon-zoom-registration-170344607306>)

Instructions for groups to set up their own listings are available here (*specific to Atlanta – may need modification for your own group*):

[https://docs.google.com/document/d/1AvGmy7JPJ3iP\\_ElxiF3XR3xUwTBz5\\_61/edit?usp=sharing&oid=106894541464452914258&rtpof=true&sd=true](https://docs.google.com/document/d/1AvGmy7JPJ3iP_ElxiF3XR3xUwTBz5_61/edit?usp=sharing&oid=106894541464452914258&rtpof=true&sd=true)

**Meetup** We once had a meetup account and it has been used by some other groups successfully (according to Region 8). This was an experiment and we started just with the five noon groups (at that point, f2f). But Meetup was bought out and changed their pricing to \$15 a month and we were not seeing enough traffic to be worth \$180/year. If you use, do NOT set an event to be private. I once made that mistake (thinking of anonymity) and it means it does not display in searches, thus

defeating the purpose of the listing. I am not sure Meetup is as hot as it once was so I'm not sure if this is worthwhile or not. The other big issue is that each group of meetings has to have one organizer, and each organizer has to pay that fee, so it requires central management.

There may be other good options out there that could be explored on behalf of local meetings, with information then communicated to them. **NextDoor** is one we have not yet explored.