

Mid-Atlantic Region of Narcotics Anonymous Web Subcommittee Guidelines

Article 1 of 10

These Guidelines for the Web Subcommittee are adapted from various Regions of Narcotics Anonymous and the NA World Services PI resource paper on the World Wide Web.

2. Purpose

Our primary purpose in putting information on the Internet is to inform addicts and other interested people about NA Meetings and activities in the Mid-Atlantic Region. We are working together on the Internet "to carry the message to the addict who still suffers."

And to create and maintain a Website for the Mid Atlantic Region of Narcotics Anonymous. Providing local information submitted by Regional Sub Committees and Member Areas of the Mid Atlantic Region.

3. Definitions

Web Servant — A technical person or alternate chosen by the service bodies through the group conscience process to maintain these web pages. (See article 9.)

Web Servant Alternate - To assist the Web Servant in his or her duties.

URL - Uniform Resource Locator. This is the "address" of a web site.

HTML - Hypertext Markup Language. This is the computer language that is used to create a web site.

Server - The computer or hardware where the Website resides and is accessed via the Internet. This is generally provided by the ISP.

ISP - Internet Service Provider. A Company or entity providing Web hosting, Internet access and often e-mail services to the general public. The ISP charges a fee for their services.

FTP - file transfer protocol. This is a method of transferring Website files to and from the Website.

Link - A way to immediately jump from one web site to another. This may be a graphic icon or bold-faced or underlined text.

FIPT - Fellowship Intellectual Property Trust. This is a legal document that describes the copyrights of NA literature. All copyrights of NA literature are owned by the NAWS in trust for the fellowship of Narcotics Anonymous.

4. Responsibility/Accountability

The Web Subcommittee will:

- Oversee and maintain the Web Site.
- At least two members of the committee responsible for the Website should know everything about the site: How to maintain it, how to update it, etc. This helps ensure that the Web Site will continue when members leave the committee.
- In line with our Seventh Tradition, the Regional Service Committee itself will fund all approved costs associate with the Web Site.
- The Web Servant of the committee is required to attend at least four (4) regular RSC meetings a year.
- The Web Servant of the committee will provide a written quarterly report to the Regional Service Committee in person.

5. Non-Affiliation

Our online NA information will contain links or references only to NA related information. As guided by our understanding of the traditions, we will provide the following statements before any links that are not registered service bodies of Narcotics Anonymous: "The Mid-Atlantic Region of Narcotics Anonymous does not endorse and is not affiliated with any of these links but provides them only for the convenience of addicts trying to reach other addicts beyond the Mid-Atlantic Region."

And to ensure compliance with copyright laws we will not place copyrighted material or logos on pages that link to other than registered service bodies of Narcotics Anonymous.

6. Privacy

Since information on the Internet is accessed from all over the world, only phone numbers of help lines, hotlines, and NA service offices will be included on these web sites. Anonymous e-mail addresses will be provided for contact information and technical maintenance.

7. Security

To ensure that materials remain available in the event of server or personnel problems, both Web Servant's will maintain disks with a history of all files and incoming messages along with the current passwords for the internet account and message board administration.

8. Content

- A notice will be placed at the beginning of the website that signifies that it is the official website of the Mid Atlantic Region of Narcotics Anonymous.
- Any committee approved graphic using one or more of the N.A. logos' (service symbol, N.A. symbol, etc.), will be registered with the World Service Office via email and a copy of the WSO confirmation filed with the R.S.O.
- A link to Narcotics Anonymous World Services.
- An E-mail link(s) may be provided for individuals to request additional information via email.

9. Qualifications & Requirements of Web Servants

- Clean time: Two Years.
- A working knowledge of the 12 Steps, 12 Traditions and 12 Concepts of NA.
- A demonstrated ability to successfully perform NA service.
- The willingness to advise Service bodies when changes might be needed to these guidelines.
- The ability to create and edit hypertext markup language (HTML) documents.
- Use file transfer protocols (FTP) in order to upload and download files.
- Maintain passwords for account and administration of the message boards.
- Maintain disk files in accordance with article 7 above.
- Minimize the size of graphic files while maintaining the integrity of the images.
- Remain current with Internet and e-mail technologies.
- The web servants will periodically check all links to make sure that they are still active and contain NA public information that is in line with our traditions, these guidelines and the PI Handbook.

10. General Information / Suggested Guidelines for interested Areas' in the Mid-Atlantic Region of Narcotics Anonymous.

"Adopted from the WSO and various other regions in the world"

We must remember that our Primary Purpose is to help the addict that still suffers. Keep it simple.

Since there are many questions about website content, and sometimes egos and personalities can flare and get in the way, we have created this resource as a guideline for area websites.

What can I put on a web page?

The contents of a page can be varied and are really only limited by your imagination, as long as you stay within the Twelve Traditions of Narcotics Anonymous. Very important, do not duplicate any copyrighted material (this also means the readings, IE: "what is" and "who is"), whether it is owned by NAWS or anyone else. Since we are concerned with Public Information issues, this discussion will be limited to that topic. Keep in mind that the overwhelming majority of people viewing your site will be NA fellowship members and recovery professionals. The contents of your page should be geared to help them as much as possible. A good idea for basic information. Is a meeting list for your area or region, a helpline number, and a button for individuals to request additional information via email. You may consider posting NA's published presentation papers: "Facts About Narcotics Anonymous," and "Narcotics Anonymous a Commitment to Community Partnerships." Both are specifically to addiction care providers and are available on NAWS's website. In general, keep it simple. Put the most important information at the top. Starts slow and build. We suggest that you look at the Narcotics Anonymous World Service's web page at <http://www.na.org/> for some ideas.

What can we do with links?

We suggest that you have a link to the Narcotics Anonymous World Services website. If you choose to link your page to other NA web pages, make sure that those pages do not link to any non-NA pages. You should also make sure that any pages that you link to are officially sanctioned and supported by a service committee of Narcotics Anonymous. There are several pages on the Web today that contain recovery material, but they are personal pages and don't necessarily contain a NA message. Some also contain links to nonaffiliated organizations, or even commercial pages. We must keep our sixth tradition in mind and be careful not to provide an implied endorsement of any outside enterprise.

Should my service committee put up a web page?

Each committee needs to analyze its own priorities with respect to Public Information. The Internet and the World Wide Web are powerful media, and can reach millions of people all over the world both inside and outside the fellowship of NA. Keep in mind however, that although computers and the Internet are very exciting and the Web is being given a lot of attention in the media, to date, there are still a relatively small percentage of people online. A web page should not necessarily come before a phone line, PSAs, a poster campaign or community meetings. These efforts will reach a higher percentage of people in your local community. The idea is to reach the most suffering addicts with the least amount of money. Our Eleventh Concept says, "NA funds are to be used to further our primary purpose, and must be managed responsibly." This concept can be extended to our service efforts in general. We can't do everything, so we must choose what we can do and do it well.

Some simple guidelines are important:

The internet account that is attached to the page should be owned by the committee, not an individual, for the same reasons we don't recommend NA phone lines located in members' homes.

In line with our seventh tradition, the committee should fund all costs associated with the page. If a community access account is obtained, it should not be subsidized to any greater degree than any other non profit organization.

The web person should periodically check all your links to make sure that they are still active and contain NA public information that is in line with our traditions and the PI Handbook.

A notice should be placed at the beginning of the website that signifies that it is the official website of the XYZ region of Narcotics Anonymous.

A project such as this should not be started unless the committee is committed to continuing it. The public at large will view these web pages. It hurts NA as a whole if they pop up and disappear all the time.

At least two members of the committee responsible for the website should know everything about the page, how to maintain it, how to update it, etc. This helps to ensure that if one member leaves the committee, the website will continue.

How do we let people know the URL of our website?

You can place the URL for your website anyplace that you would list a help line phone number: on your meeting lists, posters, etc. However, most people will find your website through search engines on the Web itself. It is important to register your website with these search engines.

Our primary goal is to help the addict that still suffers.

Although some of us may be very good with web sites, graphics and web media, we need to keep it simple. We are here to help the addict that still suffers not show how great we are with web media. Therefore some suggestions come into play regarding certain web media.

Macromedia® Flash*® is a web medium that makes really cool looking web site. It can also slow down the loading of a web site and the end user may become frustrated and leave the site.

The same holds true for Macromedia® Director®* movies. These are two media that sometimes require the user to download and install a *Plug-in*. A plug-in is usually a small and simple program, which enables a user to view content on the web. Some users on the web are not savvy to such things as plug-ins, and this too may discourage the user from viewing and visiting a site more than once. Therefore these two types of media should be left for sites other than Narcotics Anonymous.

Area web site should contain basic web site structure. These would be:

- 1) Html language to make the page
- 2) Graphics to be made of .gif or. Jpeg file extensions.
- 3) Made to load quickly by not having huge graphics, or made web safe by cutting the graphics into smaller portions that loads quickly and produces a unit image.
- 4) Cgi scripting or .asp type pages are OK regarding meeting search web programs, but please make sure they really work.
- 5) Meetings should be kept up to date, as well as phone number and email addresses.

Remember we want to help, not hinder. We want web sites to reflect principles, yet some of an area's personality, without getting in the way of our primary objective.

* Not affiliated with Narcotics Anonymous