2024 Conference Committee on Public Information

ITEM F: Review report on "Meeting Guide app."

Background note:

2023 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the Communications Services report on the AAWS Meeting Guide. The committee looks forward to a report to be brought to the 2024 Conference Committee on Public Information. The committee suggested that the Meeting Guide keep its focus on providing information on locating A.A. meetings.

From the January 27, 2024 meeting of the trustees' Public Information Committee:

The committee discussed the report, and **agreed to forward** to the 2024 Conference Committee on Public Information the 2023 Meeting Guide app report.

Background:

1. 2023 Report on A.A.W.S. Meetings Guide app
2. Meeting Guide App Analytics report

Meeting Guide Yearly Summary:

Quarter 4 2022 – Quarter 3 2023

Q4 2022 (October – December)

Currently there are 524 connected AA Entities and 150, 844 Meetings listed on the App.

Design and Development Highlights:
- Front-end development on the most requested App feature – an interactive map (in-person mode only).
- Entity dashboard "live" with over 30 entities now actively engaged.

Communications and Outreach:
- Collaboration with Code for Recovery (CFR) Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas.
- The Spring quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs.

WHAT'S NEXT
- Design and discovery on improved support for Online v. In-person meeting search

TERMS AND CONDITIONS: Draft Digital platform Terms and Conditions, including new language specific to Meeting Guide Data providers, was approved by the AAWS Board. The Communications Department will work with GSO Management to finalize, send for translation, and implement the approved Terms and Conditions.

REGIONAL SUPPORT: Japanese translations have been put into place. There has been no additional support activity.

International Participation: The trustees' International Committee requested a report on International participation in Meeting Guide.

Q 1 2023 (January – March)

Design and Development Highlights:
- Release 4.1: minor bug fixes, dark mode support and the Japanese UI translation.
- Entity dashboard pilot with volunteer entities.

Communications and Outreach:
- Collaboration with Code for Recovery (CFR) Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas
- The Winter quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs.

WHAT'S NEXT
- Front-end development on the most requested App feature – an interactive map (in-person mode only). Main issue will be the cost of map API calls.

- Performance improvements for the server (slight increase in cost to have a managed database separate from the rest of the server processes).
- Design and discovery on expanding News to be News and Events

Quarter 2 2023 (April – June)

Design and Development Highlights:
- Front-end development on the most requested App feature – an interactive map (in-person mode only).
- Entity dashboard "live" with over 30 entities now actively engaged.

Communications and Outreach:
- Collaboration with Code for Recovery (CFR) Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas.
- The Spring quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs.

WHAT'S NEXT
- Design and discovery on improved support for Online v. In-person meeting search

TERMS AND CONDITIONS: Draft Digital platform Terms and Conditions, including new language specific to Meeting Guide Data providers, was approved by the AAWS Board. The Communications Department will work with GSO Management to finalize, send for translation, and implement the approved Terms and Conditions.

Quarter 3 2023 (July – September)

Currently there are 530 connected AA Entities and 151, 271 Meetings listed on the App.

Design and Development Highlights:
- App release 4.1.25 software platform required upgrade (Expo)
- Front-end development almost complete for version 1 of an interactive map (in-person mode only).
- Entity dashboard has over 70 entities actively engaged.

Communications and Outreach:
- Collaboration with Code for Recovery (CFR) Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas.
- The Summer quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs.

WHAT'S NEXT
- Design and discovery on improved support for listing Online Meetings

TERMS AND CONDITIONS: Final Update: Digital platform Terms and Conditions, including new language specific to Meeting Guide Data providers, was translated and posted on aa.org in July.
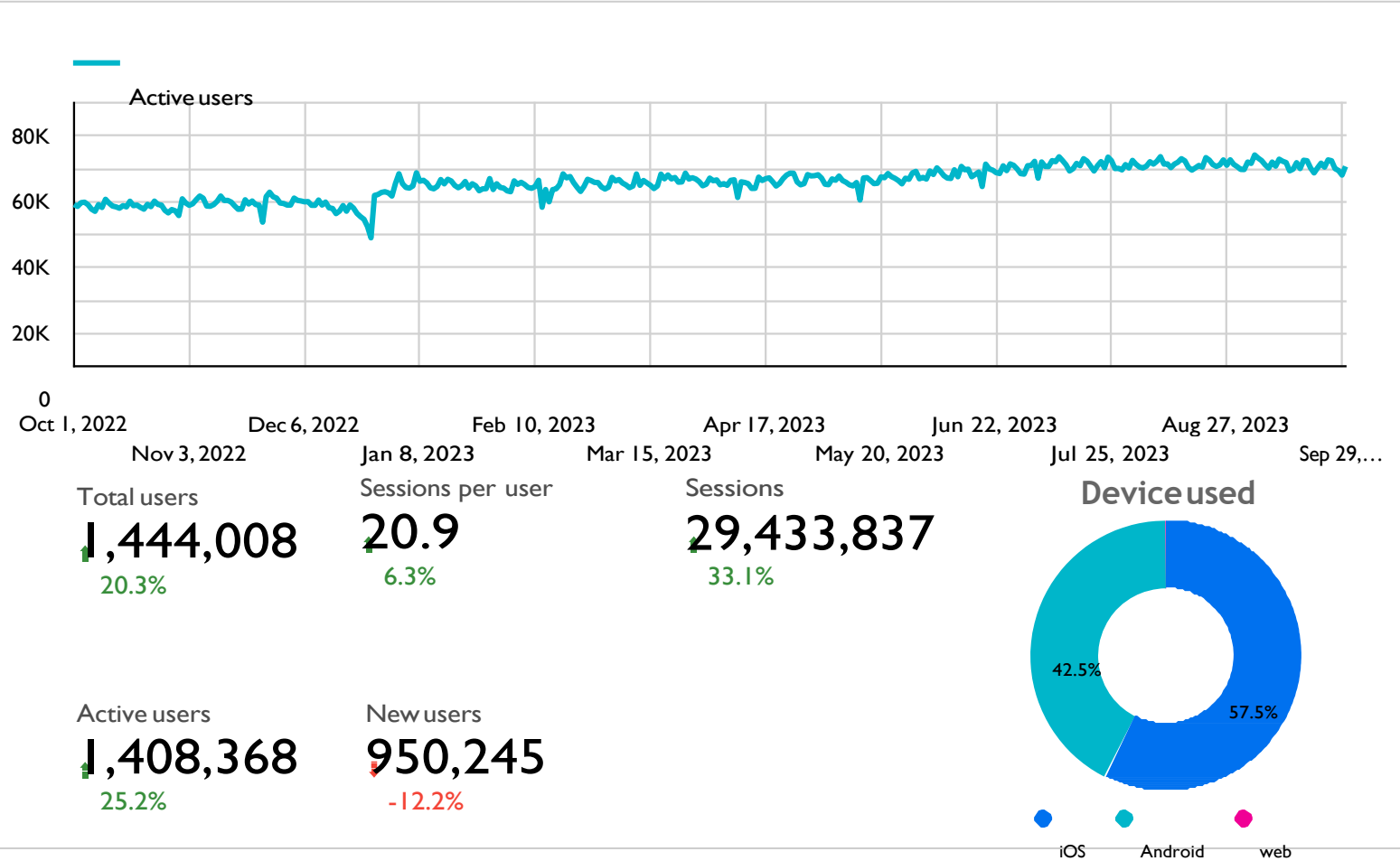
International Participation: The Trustees' International Committee requested a report on international participation in the Meeting Guide app.

Meeting Guide Yearly Summary

Oct 1, 2022 - Sep 30, 2023 ▾

Audience at a glance

Active users

80K	
60K	
40K	
20K	
0	

Oct 1, 2022   Dec 6, 2022   Feb 10, 2023   Apr 17, 2023   Jun 22, 2023   Aug 27, 2023
Nov 3, 2022   Jan 8, 2023   Mar 15, 2023   May 20, 2023   Jul 25, 2023   Sep 29,…

Total users	Sessions per user	Sessions
1,444,008	20.9	29,433,837
20.3%	6.3%	33.1%

Device used

42.5% / 57.5%

● iOS   ● Android   ● web

Active users	New users
1,408,368	950,245
25.2%	-12.2%

Use of app features

	Page title and screen …	Views ▾	%Δ
1.	(not set)	93,964,370	65.0%
2.	MeetingList	23,630,261	163.6%
3.	MeetingsDetail	22,806,117	-23.6%
4.	MeetingsSearch	6,243,585	-21.6%
5.	QuoteScreen	2,276,073	-4.0%
6.	NewsScreen	1,474,641	-12.1%
7.	FavoritesScreen	1,406,959	4.8%
8.	ContactScreen	790,109	-6.3%
9.	FavoritesMeetingsDetail	420,973	-7.3%
10.	MeetingsList	396,322	-97.9%
11.	MeetingsFilter	263,685	-97.1%
12.	ContactLocal	51,457	-45.3%
13.	ContactUpdate	50,057	-44.5%
14.	ContactLiterature	47,721	-25.1%
15.	AboutScreen	35,385	130.3%
16.	Quote	14,040	-97.7%
17.	ContactSuggestion	13,289	-27.0%
18.	ContactConnect	11,564	-54.0%
19.	News	5,335	-98.7%
20.	Favorites	3,928	-98.8%
21.	Contact	3,192	-98.6%
22.	ContactPrivacy	179	-98.0%
23.	MapView	10	

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Language breakdown

	Langua…	Views	%Δ	Total …	%Δ
1.	English	150,362,5…	10.0%	1,396,2…	20.3%
2.	French	2,766,341	9.1%	29,774	26.3%
3.	Spanish	262,476	17.9%	5,459	26.2%
4.	Polish	188,561	4.1%	5,063	20.8%
5.	German	167,648	63.3%	2,129	66.1%
6.	Norwegia…	47,899	94.2%	810	86.6%
7.	Japanese	15,365	-17.5%	388	2.1%
8.	Dutch	15,348	-8.7%	375	7.1%
9.	Russian	13,648	40.7%	274	25.7%
10.	Portugue…	10,212	-18.4%	224	-3.9%

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	City	Views ▾	%Δ	Total us…	%Δ
1.	(not set)	9,379,912	39.1%	277,472	35.8%
2.	New York	6,947,744	18.7%	115,352	0.2%
3.	Los Ang…	5,525,666	31.9%	105,329	-0.6%
4.	Philadel…	3,438,094	14.7%	70,631	22.6%
5.	Chicago	2,989,987	-0.9%	83,551	-9.8%
6.	Boston	2,851,543	39.4%	66,656	55.5%
7.	Seattle	2,577,489	19.2%	55,994	18.5%
8.	San Fra…	2,075,354	43.8%	54,547	48.0%
9.	Dallas	2,033,228	9.2%	59,987	-8.6%
10.	Atlanta	1,999,254	48.6%	55,209	26.9%
11.	Miami	1,893,879	51.9%	50,755	32.0%
12.	Phoenix	1,889,505	20.1%	40,829	34.2%
13.	San Die…	1,792,706	64.7%	36,885	80.2%
14.	Washin…	1,787,385	-40.5%	44,253	-39.3%…
15.	Denver	1,764,221	35.2%	54,032	33.3%
16.	Orlando	1,641,392	-3.8%	56,294	12.3%
17.	Charlotte	1,590,796	-5.7%	41,314	-12.7%…
18.	Tampa	1,566,952	9.9%	38,384	24.8%
19.	Montreal	1,530,233	7.2%	26,647	25.1%
20.	Houston	1,515,894	-11.8%	44,533	-22.8%…
21.	Nashville	1,512,074	-27.2%	41,483	-26.2%…
22.	Columb…	1,427,775	15.2%	33,195	21.7%
23.	Raleigh	1,401,395	45.1%	30,642	37.3%
24.	Austin	1,275,662	-1.1%	31,190	-8.8%
25.	Sacram…	1,228,777	19.4%	32,844	39.7%

Top Countries

	Country	Views ▾	%Δ	Total u…	%Δ
1.	United St…	142,359,8…	9.7%	1,313,369	19.8%
2.	Canada	8,646,978	8.4%	93,302	25.6%
3.	Australia	832,554	41.5%	7,877	45.7%
4.	United Ki…	385,013	64.2%	12,224	1.8%
5.	Germany	249,086	86.1%	5,368	99.9%
6.	Poland	193,689	1.5%	5,282	22.3%
7.	New Zeal…	158,665	16.8%	2,235	78.7%
8.	France	111,421	53.1%	3,976	54.7%
9.	Mexico	94,370	17.7%	5,794	33.2%
10.	Puerto Ri…	76,113	72.4%	4,259	138.5…

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Content for this section to be determined.

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2024 Conference Committee on Public Information

ITEM K: Review Proposal for an AAWS Instagram account

Background Notes:

From the 2023 Committee Consideration of the Conference Committee on Public Information:

The committee discussed a request for Alcoholics Anonymous World Services, Inc. to establish an Instagram account in line with the Twelve Traditions and encouraged Communication Services to continue with planning for the account. The committee suggested that Communication Services provide additional information on the intended messaging, target audiences, analytics, and total cost to maintain the account. The committee requested that a new proposed plan be brought back to the 2024 Conference Committee on Public Information.

The committee offered the following suggestions for the next iteration of the proposed plan:

- Posting *Daily Reflections*, "What's New" from GSO, and press releases, are duplicative to what we share on our A.A. website and Meeting Guide app news. The committee requested a detailed strategy on the target audiences for internal versus external messaging to be communicated within a potential future Alcoholics Anonymous World Services, Inc. Instagram account.

- Including more information in the proposed plan, specifying how distinct messaging and target audience of a potential Alcoholics Anonymous World Services, Inc. Instagram account differs from the existing AA Grapevine and La Viña Instagram accounts.

- Providing information on the total expense including the staff expense for managing the account.

- Including a section defining the key performance indicators that will indicate the channel is successful in carrying the message to members and potential members.

- Capturing the need for a social media management platform, like Hootsuite, in the proposed plan.

o Perform ongoing evaluations of our communications channels to meet members and alcoholics on the platforms they utilize.

o Developing a policy with defined criteria that would allow AAWS to explore and implement new external platforms as technology changes.

From the July 29, 2023, Meeting of the trustees' Public Information Committee:

The committee reviewed the draft proposal for an AAWS Instagram account. The director of CSD reported that the current draft reflected the suggestions forwarded by the additional committee consideration of the 2023 Conference Committee on Public Information regarding the development of an Instagram account. The committee **agreed to forward** the revised proposal to the 2024 Conference Committee on Public Information.

Background:

1. 2023 AAWS Instagram proposal

AAWS Instagram Account Draft Proposal

The Communication Services Department, along with the guidance of Public Information Desk recommends the creation, implementation, and management of an official Alcoholics Anonymous World Services (AAWS) Instagram account.

Goal

To reach our key audiences where they are—increasingly in the digital space—through more robust integrated, cross-platform communications. An AAWS Instagram account would align with the Twelve Traditions and serve as a tool to connect with the digital community and expand A.A.'s reach to members, suffering alcoholics, and other audiences by sharing relevant information about A.A. Examples include:

- GSO Podcast with scheduled posts to build awareness of upcoming episodes with audio clips

- Updates/announcements from GSO, such as new literature offerings, calendars, and upcoming events, i.e., Regional Forums, Conference, visiting GSO, etc.

- Short clips of our approved videos—e.g., upcoming Young People's Video Project

- Seasonal literature special offers

- Press Releases, newsletters, news, and more

- Meeting Guide app—features and how-tos

- Excerpts from our literature, archives, Daily Reflections, and more

Most posts would include existing content adapted for this platform, while a quarter would be new content, and will take an integrated communications approach to disseminate our messaging.

Strategy

Our current goal is to include the use of existing Conference-approved content and service material that is produced by GSO and potentially produce new imaging and video-related projects, as needed, guided by the Conference. As we become more adept, we will start to solicit new content that is Instagram-specific and follow the current example of Grapevine in

regard to using the necessary tools, such as Constant Contact, to share relevant information and resources with members and suffering alcoholics in a visually engaging way.

By amplifying our existing messaging and content, we would drive audiences to our other platforms, such as aa.org, LinkedIn, YouTube, the Meeting Guide app, and the online bookstore—enhancing the user experience and making our life-saving information more readily available to a wider audience.

Target Audiences

Instagram offers an opportunity to engage more deeply with our primary audiences for communications content, as well expose Instagram users who may not be followers to our content via search or in their feeds.

Primary audiences include:

- A.A. Fellowship
- Suffering alcoholics
- Professional community
- Family and friends
- Media
- Individuals who are not on our other platforms but are actively using Instagram.

Social Media Management Tool (HootSuite)

After research and careful consideration, the Communication Services Department recommends the use of a social media management tool to integrate and streamline management of our social platforms (LinkedIn, YouTube, Google My Business) in a more organized, efficient, and effective manner while optimizing audience engagement and measuring impact.

A tool such as HootSuite enables users to capture social media ROI and determine what content engages our audiences the most. This tool allows us to create and schedule posts, track messages, and track performance of individual posts and the platforms over time. HootSuite also allows for several platform integrations for our existing accounts, such as Acquia DAM, Adobe CC, Adobe Stock, Canva, Microsoft Office 365, SurveyMonkey, Trello, Vimeo, and more, which would maximize and streamline our ongoing and future projects moving forward.

The total cost for an annual subscription to HootSuite is $1,188 for one user, and $2,988 for three users. In comparison to a separate social media platform, Sprout, whose cost of an annual subscription is the same for one user, HootSuite appears to be best the social management tool that offers the high functionality and suite of data/analytics with a cost that fits our budgetary standards.

There is no additional cost from account maintenance on behalf of staff, as we do not track staff time nor log hours for individual projects.

Analytics

Instagram has 1.39 billion users who spend an average of 11.7 hours using the app per month. Instagram analytics allow for access to key metrics and data related to the profile's performance. Instagram account metrics to track are as follows:

- **Engagement rate:** Number of engagements as a percentage of followers or reach. This is a baseline for evaluating how well your content is resonating with your audience and inspiring action.
- **Follower growth rate:** How quickly you're gaining or losing followers.
- **Website referral traffic:** How many visitors Instagram drives to your website. This is key if you want to increase your Instagram ROI and tie your Instagram efforts to off-platform goals.
- **Most effective times to post:** Which posting times gain the most response.
- **Audience demographics:** Important data points that can help us understand what types of content are likely to be most effective.

Instagram feed post metrics to track:

- **Post engagement rate:** Number of engagements as a percentage of followers or reach.
- **Impressions:** Total number of times your post was served to users. This can indicate how well you're promoting your account and content.
- **Reach:** How many people saw your post.

Instagram Stories metrics to track:

- **Story engagement rate:** Number of engagements as a percentage of followers or reach.
- **Completion rate:** How many people watch your Story all the way through.

Instagram Reels metrics to track:

- **Reel shares:** How many users shared your Reel.
- **Reel interactions:** Total likes, shares, and saves.
- **Drop-off rate:** How many people stop watching before the end.

Anonymity & Security

- Publicly accessible aspects of the Internet such as social media sites featuring text, graphics, audio, and video can be considered the same as publishing or broadcasting. A social media site requires the same safeguards that we use at the level of press, radio, and film. Simply put, this means that individuals do not identify themselves as A.A. members using their full names and/or full-face photos if they wish to remain anonymous.

- When GSO uses social media, we are responsible for maintaining anonymity in the posts we create. When we post content, we are publishing at the public level. We will not break anyone's anonymity in the Instagram account.

- It is the app user's responsibility to use Instagram in an anonymous way as it does not require any personally identifiable information beyond a phone number or an email address. Any user has the option to make their account private, requiring personal requests for profile access.

- Instagram is a secure platform that allows for two-factor authentication, login activity notifications, and several other safeguards.

Privacy Settings

- The account's manager has control over who can see the posts, who can comment, and who follows the profile. They can also limit how others interact with the Instagram account.

- Instagram allows the option to turn off comments and hide the number of likes. CSD recommends that an AAWS Instagram account turn off the comment feature on our posts but show the number of Likes and allow sharing of posts.

Content Procurement

- The regularly scheduled posting can be handled by the Communication Services department with the content planning assistance of the Public Information desk, as well as other Staff desks and departments. We have ample opportunities to adapt and highlighting existing content including literature, newsletters, PSAs, audio and video clips, historical archives, and other content.

- CSD recommends that the Instagram account launch with a plan to post twice per day, with content also featured in Instagram Stories.

- Instagram has the option of adding more than one image or video per post, allowing us to post content with text in all three languages, English, French and Spanish, where available.

Outside Contributions

We will not use this platform to request or promote Seventh Tradition self-support contributions.

2024 Conference Committee on Public Information

ITEM N: Review report on 2023 Membership Survey Convenience Sample Pilot

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Background Notes:

Excerpt from 2023 Conference Committee on Public Information Committee Consideration:

The committee reviewed the report on the 2022 A.A. Membership Survey process and offered the following suggestions for improvement for future surveys.

- o Design a pilot study to complete two surveys using convenience sampling, which focuses on gaining information from participants (the sample) who are "convenient" to access. These samples could be collected using the A.A. website, and the A.A. Meeting Guide App, and the same questions as the 2022 A.A. Membership Survey.

- o The goal is to examine any potential differences in data patterns across the three different collection methodologies, the traditional A.A. survey process and the two channels listed above. Ideally, collection of this type of data would follow the collection of the traditional A.A. membership survey data within 1-2 years from 2022, so that no portion becomes dated. The committee requested that the trustees' Public Information Committee design a pilot study and that it be brought back to the 2024 Conference Committee on Public Information.

From the January 27, 2024 meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2024 Conference Committee on Public Information the Report on 2023 Membership Survey Convenience Sample Pilot.

Background:

1. Report on 2023 Membership Survey Convenience Sample Pilot

2023 Membership Survey Convenience Sample Pilot -Progress Report
January 27, 2024
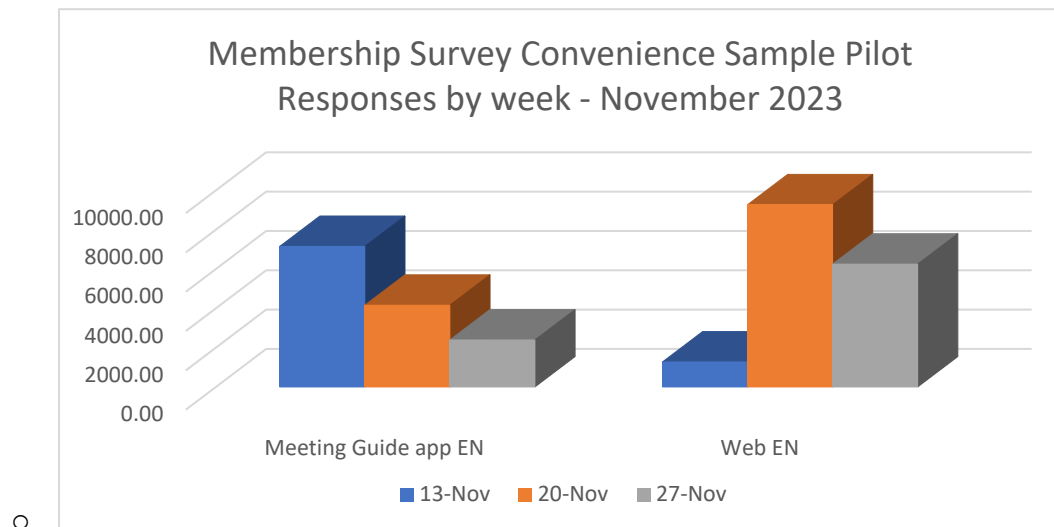
Work Completed To-Date: The Survey

- The 2022 survey questionnaire was updated with new questions designed to capture additional information to help us understand who our respondents are. These include questions that address the following:

  o Do they belong to home group, listed group, or meeting? Does their group have a group #? Or a GSR?

  o Where are they responding from?

- New questions were translated into Spanish and French.

- A new methodology was required to be developed on how to proceed with this new type of survey using convenience sampling.

- Following the methodology designed by our survey consultant, six survey pages were created using Survey Monkey (these include two surveys in each language, one each in English, Spanish and French connected to the Meeting Guide app and an additional page in each language that would be accessible through aa.org and via links that would be shared over email).

- Communications to the Fellowship about the Convenience Sample Pilot were written, translated, and posted to Meeting Guide App, to the What's New webpage on aa.org and to an email communication to Delegates, other Conference members and Public Information trusted servants.

- Requests were made to the Communication Services Department, the Self Support Subcommittee of the AAWS Finance Committee, GSO's IT department, the Finance Department, and the Publishing Department to create and post web banners highlighting the pilot survey on the aa.org home page, the contributions page (contribution.aa.org) and the Online store (onlineliterature.aa.org).

- Data was collected using Survey Monkey from November 5 to November 26.

- Comparative data from the survey tabulation house that processed the 2022 A.A. Membership Survey was requested.

Data Collection: Impact of Channel Choice and Communications

- One component of the convenience sample pilot survey was to identify whether there would be difference between responses gathered via the Meeting Guide app and the aa.org website.

- Note: These differences could be identified based on the following actions detailed in the devised methodology.

- o With Meeting Guide app, members encountered the survey without any external prompting if they clicked on the "News" feature of the app.

- o In the first week of the data collection period, for the website survey, members would encounter the survey if they visited aa.org and clicked on "What's New" or on the web banner inviting members to participate in the survey.

- o At the beginning of the second week of the data collection period, an email was sent to Delegates and Public Information trusted servants, inviting them to share the link to the website survey to members and groups in their Areas.

- Key information learned from the data collection methods:

- As the chart below reveals, in the first week of the survey period, far more respondents came to the survey through the Meeting Guide app.

- The chart below also indicates a dramatic jump in the number of respondents using the web and email link in week two, quite likely a result of the email sent to delegates and other trusted servants.

Membership Survey Convenience Sample Pilot Responses by week - November 2023

	Meeting Guide app EN	Web EN
13-Nov	~8000	~2000
20-Nov	~5500	~10000
27-Nov	~3500	~7500

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Initial Responses:

- More than 32,000 individuals took part in the 2023 Membership Survey Convenience Sample pilot. Of these, approximately 10,300 had to be excluded from the analysis (see Data "Cleaning" below). Of the total responses

- o 30,663 in English

- o 541 in Spanish

109

    o   831 in French

    o   21,000+ members in the United States

    o   2,800+ members in Canada

Work Completed: Data "Cleaning"

As with any large data collection project, the data have to be "cleaned" to confirm qualified or to disqualify submitted surveys. For this survey, that cleaning takes a number of forms:

1. We need to exclude anyone who does not identify as a member of Alcoholics Anonymous

2. In order for the convenience sample data to be easily compared to the 2022 Membership Survey, we had to apply the same criteria to the data, so that the data being compared reflected the same population. To do this we had to do the following:

    a) Exclude if a member took the survey outside of the survey window timeframe.

    b) Exclude if they are based outside the US and Canada service structure.

    c) Exclude if no location is given (including virtual groups)

    d) Exclude if they did not answer the three questions on gender, age, and race/ethnicity (if they answered one or two of these questions, retain)

    e) Exclude if they do not answer the question "When did you attend your first AA meeting?"

    f) Exclude if they do not answer the question "When did you have your last drink?"

    g) Exclude if they took the 2022 Membership Survey with their home group.

3. Based on these criteria – more than 9,000 responses were excluded (Note – these could be separately analyzed in the future).

The largest group of exclusions (more than 5,600) were for individuals who declined to answer the questions about race, gender, and age. The second largest group (more than 2,000 excluded) were from those who reported that they had taken the 2022 Membership Survey.

4. We also performed additional extensive cleanup:

    a) Clean up: How long did it take to get a sponsor (less than 30 days, enter 1 month; convert years to months)

    b) Clean up obvious typos (misspellings for instance)

c) The following question should have a yes, no answer.

- Before coming to A.A., did you receive any treatment or counseling (such as medical, psychological, or spiritual) related to your drinking?

  - If the response is no or blank, make sure the following question is not answered:

- Did that play an important part in directing you to A.A.?

b) The following question should have a yes, no answer.

- After coming to A.A., did you receive any treatment or counseling (such as medical, psychological, or spiritual) related to your drinking?

- If the response is no or blank, make sure the following question is not answered:

- Did that treatment or counseling play an important part in your recovery from alcoholism?

c) For the following questions, we used the coding summary sheet developed in 2022 for coding open-ended responses:

- Please select no more than two of the following that you feel had the most influence on your decision to come to your first A.A. meeting.

- What attributes you prefer or need in meetings you attend?

- Which of these best describes you?

- Relationship status

- Racial and ethnic background

- If you are employed, what is your job?

Next Steps:

- The cleaned data from the Convenience Sample Pilot will be compared to the data collected as part of the 2022 Membership Survey.

- A final report or a progress report on the project will be submitted to the trustees' PI Committee in July 2024.