

## Area Coordinator - Public Outreach (“PO”)

Did you know there is a webpage just for “Outreach to Professionals”? You can find it here: [Outreach to Professionals – AI-Anon Family Groups](#). Tons of information to share with professionals! Fact Sheet for Professionals is a free download found here: [S37E.pdf \(al-anon.org\)](#)

Connecting with Professionals on Social Media:

The WSO LinkedIn page features professional articles and videos to provide more insight into our program for families and friends of alcoholics. Through this professional networking platform, we are able to reach current and future mental health, addiction, and medical professionals.

(Note: We reference “addiction” instead of “alcoholism” in this context because professionals consider alcoholism a form of addiction.)

Members can help increase awareness of AI-Anon and Alateen on LinkedIn by following the AI-Anon Family Group Headquarters, Inc. LinkedIn page, connecting with local professionals through LinkedIn, and sharing the article- and video-posts with their connections.

LinkedIn accounts are free and easy to setup; be sure to protect your anonymity by not referring to yourself as an AI-Anon member. You can view AFG’s LinkedIn page by visiting [al-anon.org/linkedin](#)

See these little boxes at the bottom of WSO’s website?



It will take you to the WSO Facebook page, LinkedIn, X, Instagram, YouTube or email. There are some great videos on YouTube!

Connecting with others on Social Media:

One of the easiest ways to reach out to families affected by the family disease of alcoholism is on social media. When members share WSO’s social media pages and posts, we can reach people around the world.

**“Following” or “Liking”** – “Following” (or “Liking”) an AI-Anon WSO social media page does not constitute membership in the program. Social media pages are public to allow individuals and organizations to follow them and engage by liking and sharing content they value. Consider other causes you may follow. Individuals can follow a page devoted to a cause and even engage by sharing content regardless of whether they have personally been affected by that person, place or thing.

**Carrying the message** – It’s easy to carry AI-Anon’s message of hope on social media without violating anyone’s anonymity. Here are a few tips:

- Write your comments in “third person”, i.e. “I know a lot of people who were helped by going to AI-Anon meetings.”
- Use hashtags to insert your shared message into the searches for those key terms., i.e. “#AIAnon provides support to anyone affected by the #FamilyDisease of #alcoholism.”

- Feel free to create a social media alias but refrain from creating a name that includes Al-Anon or Alateen, i.e. Al-Anon Bob.
- Avoid referring to your direct experience in Al-Anon in “first person”:
  - “I have been in Al-Anon for 9 years and it really helped my family.”
  - “Jane Smith, we need to share this with Al-Anon members in our district.”

**Message of hope** – Please join Al-Anon members around the globe and carry Al-Anon’s message of hope to families and friends of alcoholics who may not know there is support available to them.

QR codes are great to add to literature/posters/announcements. It will send newcomers (or others) directly to your website. Whoever manages your website, should be able to create one for free. If you want to pay a small annual fee you can create one and use tracking to see how many scans you get.

Public Outreach Coordinators meeting hosted by WSO is scheduled for Monday, July 29<sup>th</sup> focusing on "outreach to underrepresented, underserved, or under-resourced communities." WSO has invited three members to share their experiences, strengths, and hopes on this topic.

Yours in Service,

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