

Ann Arbor Intergroup Online Communications DESCRIPTION SHEET

Constant Contact

Description: Constant Contact is an email utility which enhances our ability to communicate. It allows people to subscribe to information on the website as well as unsubscribe from within each email.

It is used by the Online Communications Committee to:

- Maintain mailing lists (for example IG reps, home group lists, etc)
- Used as the only distribution point for A2OA IG information including newsletters, IG communication, workshop announcements and regional announcements. This ensures that the proper people receive the proper information in an organized and controlled fashion.

Wordpress / Website Maintenance

Description: Wordpress is used to build and present the A2OA website. The type of content of the website must be approved by IG

Current Content of the Website:

- Calendar of IG meetings and other events
- Links to other useful sites
- Minutes of IG and Region
- Provides archives of posted material where applicable

Website Updates are triggered by:

- New versions of information released (new minutes, flyers, etc)
- Links to sites change or new sites become available
- New or changed events to calendar

Newsletter

Purpose: Keep area members informed of activities in the area. Inspire and encourage members.

Content may include

- Opportunities at IG
- Group support content
- Member support content

- Regional and WSO news
- Upcoming events

Facebook

Purpose: To spread the message of recovery through social media. Regular posts are important to engage readers.

Content can include

- Links to other activities of Regions, WSO or other groups and intergroups.
- Articles or images about recovery.
- Links to sources of inspiration. Such as other newsletters sponsored by other service bodies.

June 2023