



IMPACT COLLABORATIVE – COMMUNICATION

Recommendations

1. Be more effective in attracting and retaining those in need of recovery; engage the Professional Community and A.A. members; and, improve public perception.

- Do you agree with the report's conclusion that the public perceives AA as a religious organization? If so, how can our service committees work to change that perception in Area 16, Georgia?
- How can we use our Communications Committee to strengthen communication in Area 16, Georgia? Is our message of recovery consistent and accurate?

2. Develop structures, processes, and procedures that strengthen and unify overall messaging, and more effectively manage identity, content, and communication as a whole.

- How can we utilize our Grapevine committee to encourage our members to share their stories with the Grapevine? Do we need more open speaker meetings? How can our story-telling help the public perception?

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3. Leverage A.A.'s rich history of storytelling in becoming more impactful communicators.

- Do you relate more to someone telling about something or sharing their personal experience? What is an effective way to share our stories?
- How can our Archives Committee provide additional platforms to share our AA history?

4. Guide A.A. in utilizing social media, cross-platform content strategies, and other interactive tools to more deeply engage the Fellowship.

- What are the benefits and pitfalls of AA and social media? How can we communicate in the modern age of technology and social media and follow our traditions?
- What happens if we opt out of social media? Should Grapevine stories be posted on YouTube?