Right Here, Right Now

Digital Communication Tools & Shared Experience
For Public Information Committees

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
SHOULD
● be in-line with our PI primary purpose.
● be used to carry the message of recovery to the addict who still suffers, friends and families, professionals and the public at large.
● be used to update our fellowship with respect to changes in C.A. including upcoming events.
● be used to share information from our conference approved literature and copyrighted images (when using C.A. literature, licencing agreements should be in place, available from our WSO).
● allow the public to be able to communicate and contact us via direct message.
● show an insight into the work that C.A. does anonymously.
● be aligned with our Twelve Traditions.

SHOULD NOT
● be a social media forum for C.A. members already in recovery.
● display or be used to contact individual members.
● include content that is sexual or violent in nature.
● compromise any member’s anonymity.
● promote any individual whether fellow, public or celebrity.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Social Media - How & Why?

Letting the public know
“*We’re Here and We’re Free*™
in the spirit of the 5th Tradition.

Preserving personal anonymity and informing the public of our work and principles, in the spirit of the 11th Tradition.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
This booklet is full of clickable links. Please click the contents to take you to the relevant section.

Facebook
Instagram
Twitter
LinkedIn
WhatsApp for Business
Search Engine Optimization
Google Adwords
Google My Business
Google Analytics
Cloud Storage

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Facebook
Facebook - Benefits of Business Page

Profile Type: Not for Profit / Charity Organisation
Profile Name: C.A. “Your Area” e.g. C.A. Quebec

Benefits:
- Greater content control relative to personal page.
- Ability to boost posts.
- Ability to link content to other platforms (Instagram, Twitter etc).
- Provides direct website and helpline links.
- Protects personal anonymity by posting as C.A.
- Public page for all to view.
- Page can be unpublished at any time.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Facebook - Best Practice

- Profile picture – C.A. logo
- Name – C.A. “Area” (Facebook does not allow Cocaine in the name)
- Our Twelve Traditions should be followed at all times.
- A minimum of two elected members of the PI committee (or relevant service body) should hold access to the account.
- Comments should be monitored by the committee, in order to delete inappropriate comments.
- Ability to set profanity limits (low, medium, high).
- Avoid tagging other accounts.
- Avoid commenting on other account’s posts.
- Only Cocaine Anonymous accounts should be followed.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
# Facebook - What To Post / Not To Post

<table>
<thead>
<tr>
<th>Consider posting</th>
<th>Consider avoiding</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Recovery messages from conference approved literature, such as C.A. Self-Test, Choosing Your Sponsor, What is C.A.? etc (when using C.A. literature and copyrighted images, licencing agreements should be in place, available from our WSO).</td>
<td>• Anything exposing a member’s anonymity such as members’ contact details (including phone numbers, email addresses, surnames, face, location).</td>
</tr>
<tr>
<td>• Local event/gathering flyers.</td>
<td>• Politics/outside issues/opinions.</td>
</tr>
<tr>
<td>• Meeting information.</td>
<td>• Meeting halls, business names and other recovery websites.</td>
</tr>
<tr>
<td>• C.A. hotline/local PI contact/website.</td>
<td>• Non C.A. content sources (such as AA, NA etc).</td>
</tr>
<tr>
<td>• Copyright free imagery/graphics.</td>
<td>• Celebrities/influencers.</td>
</tr>
<tr>
<td>• Original artwork/original photos with creator’s permission.</td>
<td>• Content which is sexual or violent in nature.</td>
</tr>
</tbody>
</table>
HAVE A PROBLEM WITH DRINK OR DRUGS?
SO DID WE.
WE ARE COCAINE ANONYMOUS LONDON.
CALL OUR HELPLINE: 0800 0595 130
OR VISIT: CA-LONDON.ORG

C.A. London
@calondonarea - Charity organisation

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
If you think you may have a problem with cocaine, alcohol and/or other drugs then please reach out to our helpline ### #### ##### or visit our website www.ca.org.

C.A. ’s Twelve Steps are not drug-specific, and Cocaine Anonymous is not a drug-specific Fellowship. It doesn’t matter to us if you drank or what type of drugs you used; if you have a desire to stop, you are welcome.

If you are an interested party within the media, medical, mental health, police or probationary services, or other services, we would like to inform you on C.A. and how our 12-step fellowship can help those with substance abuse issues recover from addiction.

Please reach out to our Public Information committee who be able to provide literature, posters, business cards in addition to hosting information booths at events, and via presentations and workshops.
pi@ca......

* C.A. is a registered charity #.#.#.#.#.#.

* In the spirit of Tradition 6, C.A. is not affiliated with any sect, denomination, politics, organisation or institution.
In the spirit of Tradition 7, we are fully self-supporting and decline outside contributions.
In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Facebook Boost - Why?

- To show C.A. posters in the digital forum (digital equivalent to putting a physical poster up in a shop, pub, toilet etc).
- Fast and effective way to reach a wide/varied audience with low budget, and flexibility to target specific demographics.
- Easy to monitor analytics and reach.
- Encourage clicks to local C.A. website.
- Use existing C.A. content, such as C.A. Conference approved posters (when using C.A. literature, licensing agreements should be in place, available from our WSO).
- Should promote to adults only.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Facebook Boost - How?

- Select the poster/PSA you want to boost [https://pi.ca.org/](https://pi.ca.org/).
- Select boost in the bottom-right corner of your post.
- Fill in target audience (such as over 18s, clubbing, addiction services, mental health professional, fitness and wellness, plus the location etc).
- Select a monthly budget.
- When you're done, select boost.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Instagram
Instagram - Benefits

- Opportunities to reach the still suffering addict, friends and family, professional communities, other organisations and the public at large.
- Ability to link content to other platforms (Facebook, Tik Tok, Snapchat, etc...).
- Reach larger audiences with hashtags.
- Ability to promote posts to reach active addicts on the go.
- Encourages global C.A. unity.
- Public page for all to view.
- Provides direct website and helpline links.
- Ability to interact anonymously.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Instagram - Best Practice

- Profile picture – C.A. logo
- Our Twelve Traditions should be followed at all times.
- A minimum of two elected members of the PI committee (or relevant service body) should hold access to the account.
- Comments should be monitored by the committee in order to delete inappropriate comments
- Avoid tagging other accounts.
- Avoid commenting on other account’s posts.
- Only Cocaine Anonymous accounts should be followed.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Consider posting

- Recovery messages from conference approved literature, such as C.A. Self-Test, Choosing Your Sponsor, What is C.A.? etc (when using C.A. literature and copyrighted images, licencing agreements should be in place, available from our WSO).
- Local event/gathering flyers
- Meeting Information
- C.A. hotline/local area contact/website
- Copyright free imagery /graphics
- Original artwork/original photos with creator’s permission

Consider avoiding

- Anything Exposing a member’s anonymity such as members’ contact details (including phone numbers, email addresses, surnames, face, location)
- Politics/outside issues/opinions
- Meeting halls, business names and other recovery websites
- Non C.A. content sources (such as AA, NA etc)
- Celebrities/influencers
- Content which is sexual or violent in nature.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Instagram – Promote, Why?

- To show C.A. posters in the digital forum (digital equivalent to putting a physical poster up in a shop, pub, toilet etc).
- Fast and effective way to reach a wide/varied audience with low budget, with flexibility to target specific demographics.
- Easy to monitor analytics and reach.
- Encourage clicks to local C.A. website.
- Use existing C.A. content, such as C.A. Conference approved posters (when using C.A. literature and copyrighted images, licencing agreements should be in place, available from our WSO).
- Should promote to adults only.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Instagram - Promote, How?

- Select post of the poster/PSA you want to boost [https://pi.ca.org/](https://pi.ca.org/)
- Select promote in the bottom-right corner of your post
- Select where you want to direct the audience to i.e. C.A. website
- Fill in target audience (such as over 18s, clubbing, addiction services, mental health professional, fitness and wellness, plus the location etc).
- Select a monthly budget
- When you're done, select Create Promotion.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Twitter - Benefits

- Inform the public of C.A.’s message of recovery.
- Introduce C.A. and provide information plus interact with the still suffering addict, friends and family, professional communities, other organisations and the public at large instantly.
- Reach wide audience with hashtags and ability for others to retweet C.A. tweets.
- Ability to link content to other platforms (Facebook, Tik Tok, Snapchat, etc...).
- Public page for all to view.
- Positive C.A. message.
- Worldwide visibility and support.
- Moderated posts.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Twitter - What to Post/Not to Post

What to Post

- Recovery messages from conference approved literature, such as C.A. Self-Test, Choosing Your Sponsor, What is C.A.? etc (when using C.A. Literature and copyrighted images, licencing agreements should be in place, available from our WSO)
- Local event/gathering flyers
- Meeting information
- C.A. hotline/local area contact/website
- Copyright free imagery/graphics
- Original artwork/original photos with creator’s permission
- C.A.’s “We’re Here, and We’re Free” tm message

What Not to Post

- Retweets from non-C.A. accounts
- Politics/outside issues/opinions
- Anything exposing a member’s anonymity such as members’ contact details (including phone numbers, email addresses, surnames, face, location)
- Meeting halls, business names and other recovery websites
- Non C.A. content sources (such as AA, NA etc)
- Celebrities/influencers
- Content which is sexual or violent in nature.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Twitter - Best Practice

- Profile picture – C.A. logo.
- Our Twelve Traditions should be followed at all times.
- A minimum of two elected members of the PI committee (or relevant service body) should hold access to the account.
- Comments should be monitored by the committee in order to delete inappropriate comments.
- Avoid tagging/retweeting other accounts.
- Avoid commenting on other account’s tweets.
- Only Cocaine Anonymous accounts should be followed.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
LinkedIn - Benefits

- Increases the opportunity to reach professional communities
- Provide Public Information contact information
- Digital Bulletin Board for C.A. PI
- Reach larger audiences with hashtags
- Ability to promote posts, specifically targeted to professional communities
- Public page for all to view
- Ability to private message targeted professional contacts (limited number per month)

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Cocaine Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from their addiction. C.A. ’s Twelve Steps are not drug-specific, and Cocaine Anonymous is not a drug-specific Fellowship. It doesn’t matter to us if they drank or what type of drugs you used; if you have a desire to stop, you are welcome.

If you are an interested party within the media, medical, mental health, police or probationary services, or other services, we would like to inform you on C.A. and how our 12-step fellowship can help those with substance abuse issues recover from addiction. Please reach out to our Public Information committee who be able to provide literature, posters, business cards as well as host information booths at events and via presentations and workshops. pi@ca........

*  
C.A. is a registered charity #??????????.

*  
In the spirit of Tradition 6, C.A. is not affiliated with any sect, denomination, politics, organization or institution.
LinkedIn - Best Practice

- Page profile picture to be the C.A. logo.
- Our Twelve Traditions should be followed at all times.
- Connect to PI committee and C.A. website.
- A minimum of two elected members of the PI committee (or relevant service body) should hold access to the account.
- Include overview which offers insight into C.A. Public Information.
- Comments should be monitored by the committee.
- Delete inappropriate comments immediately.
- Avoid tagging other accounts.
- Avoid commenting on other accounts posts.
- Only Cocaine Anonymous accounts should be followed.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Linked In What to Post/Not to Post

What to Post:
- Conference approved literature, such as C.A. Self-Test, Choosing Your Sponsor, What is C.A. etc (when using C.A. literature and copyrighted images, licencing agreements should be in place, available from our WSO)
- Public Information news/collaboration updates (such as paint the world orange, presentations to professionals etc)
- C.A. hotline/local area contact/website
- Copyright free imagery/graphics
- Original artwork/original photos with creator’s permission

What Not to Post:
- Anything Exposing a member’s anonymity such as members’ contact details (phone numbers, email addresses, surnames, faces, location)
- Politics/Outside Issues/opinions
- Meeting Halls, business names and Other Recovery Websites
- Non C.A. Content sources (such as AA, NA etc)
- Celebrities / influencers
- Content which Insinuates sex / violence

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation
In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
WhatsApp for Business
WhatsApp for Business - Benefits

- Simple way for the still suffering addict, friends and family, professional communities, other organisations and the public at large, to contact C.A.
- Quick and easy transfer of C.A. content, website links and literature (when using C.A. literature and copyrighted images, licencing agreements should be in place, available from our WSO).
- Ability to add one-click links/buttons to social media platforms and C.A. website (see image).
- Allows multiple log-ins for shift cover.
- Easy to set up.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
WhatsApp - Best Practise

- Install WhatsApp business to your phone, add the helpline number, link from website and social media.
- Our Twelve Traditions should be followed at all times.
- A minimum of two elected members of the PI committee (or relevant service body) should hold access to the account.
- Ability to block accounts.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Search Engine Optimization
SEO - Benefits

- SEO is the most effective way of optimizing your website. It ensures the still suffering addict, friends and family, professional communities, other organisations and the public at large, searching for C.A and recovery from all mind altering substances can easily find us.
- SEO helps to strengthen your website’s presence, by using key words/phrases and other methods to improve your website’s ranking in search engine results (across multiple search engines).
- Website achieves more traffic due to higher visibility.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
SEO - What is Search Engine Optimization?

SEO is the term used for a range of digital ‘marketing’ methods, to increase the ranking of your website and its content on search engine result pages.

- SEO is a strategy for your website using key words/phrases and other methods.
- Algorithms index your pages and content, based on ‘user-friendliness’ rankings, allowing your website to move up in the search results.
- SEO is different from PPC (pay per click) and can work well in conjunction with it - if your country allows addiction recovery PPC ads (more information noted in Google Adwords section)
- Algorithms are search engine specific and subject to change at any time (i.e. Google, Bing, Yahoo etc)
- Google Analytics (noted later in this document) can be used to understand your website to improve your visitor experience and SEO.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation
SEO – Fundamentals 1/2

1. Page title. Such as Cocaine Anonymous plus location

2. Meta description. Create these as you would an advert, they will appear in the search results and will help drive the search engine algorithm and visitor click throughs, 190 characters maximum.

3. Meta title. Each page will need a meta title which matches the content available on that page. i.e. Primary Keyword | Secondary Keyword | Brand Name

4. Domain name; ensure to use a top-level domain such as .com or .org

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation
SEO – Fundamentals 2/2

- Website copy. Ensure you have key words and phrases such as prescription medication, drug addiction, alcohol, addiction recovery, help, free, treatment etc. Keywords and phrases that the still suffering addict, friends and family, professional communities, other organisations and the public at large would use to search. Reinforce with natural/organic repetition.

- Images. Ensure images are saved with a relevant name i.e. you might want to name A Quiet Peace “A Quiet Peace C.A. Meditation Book” as it is a book, it offers meditations and is C.A. literature – it will therefore come up in a ‘C.A. meditation’ search. Correctly named images are likely to show under image search results which further reinforce search engine algorithms.

- Keep page load-times quick and ensure website is easy to navigate. Websites which are complicated to use and see shorter visitor times will be found lower in the search rank.

- Ensure mobile optimization.

- Backlinks to other C.A. websites i.e. other geographies (backlinks from non-C.A. websites also help i.e. local council, health website, media etc). Links to/from other websites, that are used, reaffirm to search engines the website is real, the more credible a website is that provides a backlink, the better the reinforcement.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
SEO – What to Avoid

What to avoid

- Page titles that are unrelated to the content of the page.
- Overuse of relevant words on each page; try to find synonymous words as to not spam keywords in the system (keywords do need a little repetition to enforce). i.e. drug addiction recovery could also be; substance addiction recovery, recovery from drug addiction, help drug addicts recover etc
- Keyword stuffing on each SEO fundamental - keywords and phrases should repeat organically.
- Long image names. Keep below 120 characters.
- Images where text could be used i.e. Message to Professionals Pamphlet.
- Duplicating content on your website.
- Long and messy URLs. E.g. a messy link could be ca.org/#/page/meetings, instead you would want ca.org/meetings (N.B. these links may not be active and are examples only)
- Outdated content.
- Broken links (backlinks, links to Zoom etc).
- Hidden text. Copy that is on the page but cannot be seen by the visitor.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
AdWords (USA & Canada)
AdWords - Why USA/Canada only?

Outside of the USA Google does not allow adverts for addiction recovery, this includes not for profits.

Experience from trialling Google Ad-Words in Europe suggests Google Ad-Words ads will reach the C.A. member and not the newcomer, therefore funds could be redirected.

Google My Business is a free alternative - later detailed in this document. Also works in tandem with good SEO practices and PPC.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
AdWords - What is it?

- Google Adwords is pay per click (PPC) digital marketing.
- Google provides search results based on keyword searches from both SEO (search engine optimization) and PPC, if PPC is set-up.
- You can pay Google to show your ad based on keywords and location.
- PPC works best in collaboration with SEO.
- If an individual searches for keywords/phrases relating to addiction, the search results will be those recognised as part of good SEO, as well as paid ads (PPC) that match the search term.

NB setting up a PPC advert does not automatically mean your ad will show, this takes time and reinforcement.
Google AdWords - Benefits

- Globally the most popular search engine (PPC also available on other search engines, specific to each).
- Your C.A. website could reach a larger audience.
- Ability to direct to a target audience.
- Easy to set-up.
- Enables you to set your budget.
- PPC works best with multiple ads.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
AdWords - Grants for Nonprofits (USA)

Allocated clicks vary monthly
https://www.google.com/grants/

Steps:
1. Get nonprofit determination letter
2. Get tax return
3. Get Google for Nonprofits
4. Apply for Google Ad Grants

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation
Google My Business
Google My Business - Benefits

- Free.
- Ability to set to local geography.
- Should come up in search results when searching relevant terms. (i.e. 12 step London).
- Displays helpline number, website info and opening hours (i.e. of helpline).
- One-click call helpline button.
- Ability to add content.
- Ability to add description (i.e. preamble).
- Easy to set-up - search for Google My Business and enter the relevant information.
- Google will send analytics of views each month.
- Do not need an address, however might need to verify via postal letter.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Google Analytics
Google Analytics - What Is It?

A free web analytics service which tracks and reports website traffic (personal information cannot be tracked). It is an essential tool for understanding your visitor journeys and therefore, maintaining and improving your website.

Bounce rate – this is the number of people visiting your website and leaving quickly (you want this to be low).

You see here mobile accounts for 68%, so you want a mobile focused website.

4.5% of visitors are coming from social media.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Google Analytics – Benefits & Resources

- Data-driven understanding of what’s working and not-working on your website.
- Can show if your outreach efforts have been successful – analytics will show source of click-through i.e. through media website, search engine, social media etc.
- Offers insight on your website effectiveness across all device types and browsers.
- Google Analytics bootcamps and assistance available online.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
Cloud Storage
Cloud Storage - Benefits

- Multitude of platforms available for free or at low cost.
- Committee information in one location for handover process.
- Prevents loss of information.
- Perfect syncing.
- Real time collaboration.
- Works across multiple devices.
- Can provide additional security.

In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers mentioned in this presentation.
In this ever evolving world and with emerging technologies, we are aware elements of this document may become outdated however we will continually update as new technologies emerge and lessons are learned.