



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

PI - The Purpose of Social Media

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.

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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.

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[Google Adwords](#)

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Facebook

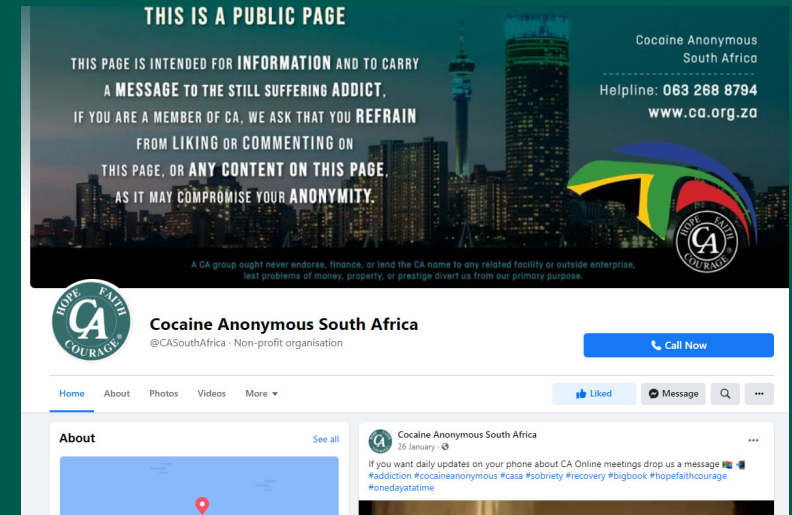
Facebook - Benefits of Business Page

Profile Type: Not for Profit / Charity Organisation

Profile Name: C.A. "Your Area" e.g. C.A. Quebec

Benefits:

- Digital Bulletin Board for C.A. posters and videos.
- 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- Page can be unpublished at any time.



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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.

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Facebook - What To Post / Not To Post

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 PI 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.

Facebook - Disclaimer Examples

**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

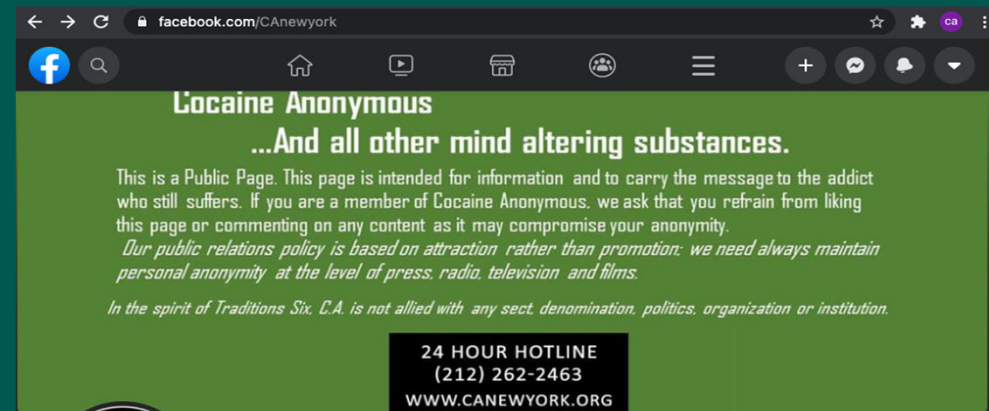
IN THE SPIRIT OF TRADITION SIX, CA IS NOT ALLIED WITH ANY SECT, DENOMINATION, POLITICS OR INSTITUTION.



C.A. London

@calondonarea · Charity organisation

[Call Now](#)



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Facebook - Example Of 'About' Section

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.....

*

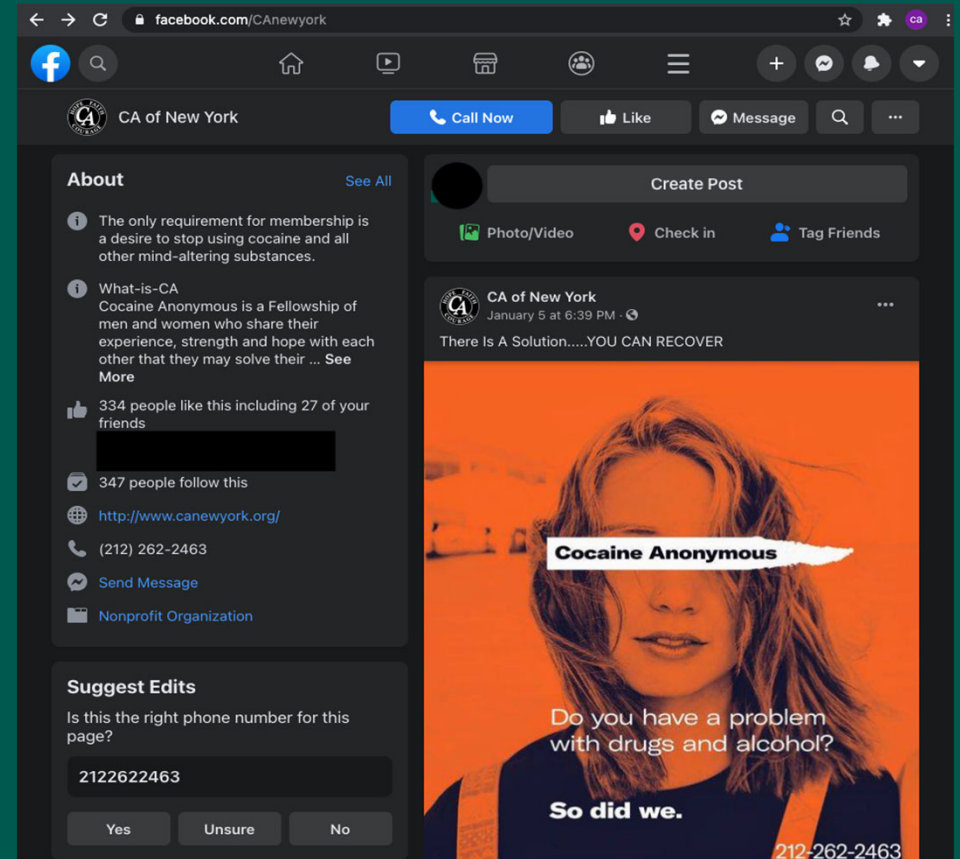
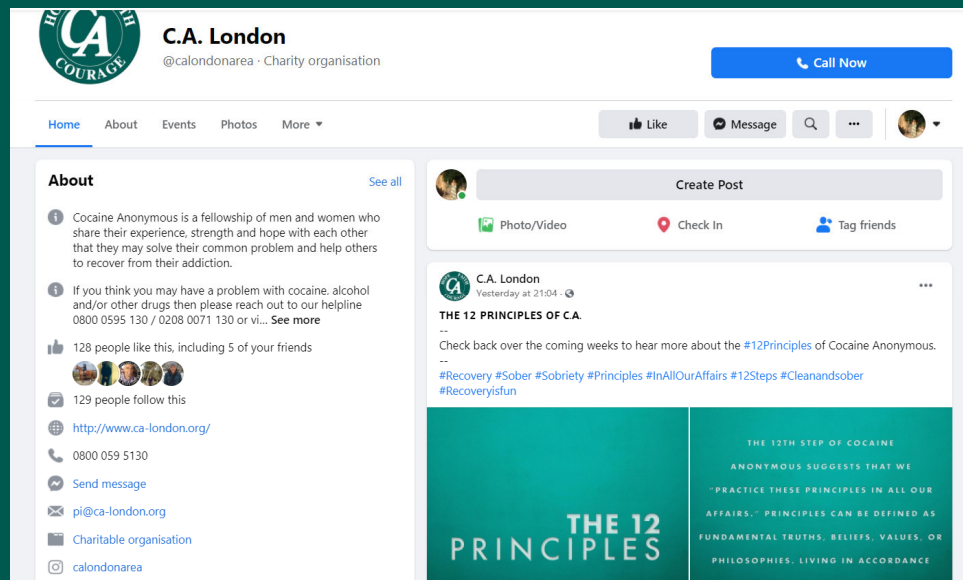
C.A. is a registered charity #####.

*

*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.*

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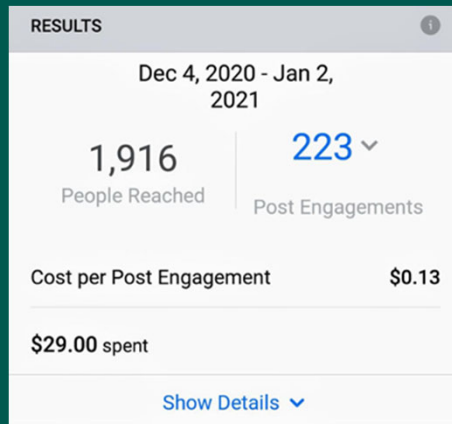
Facebook - Page Example



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Facebook Boost - Why?

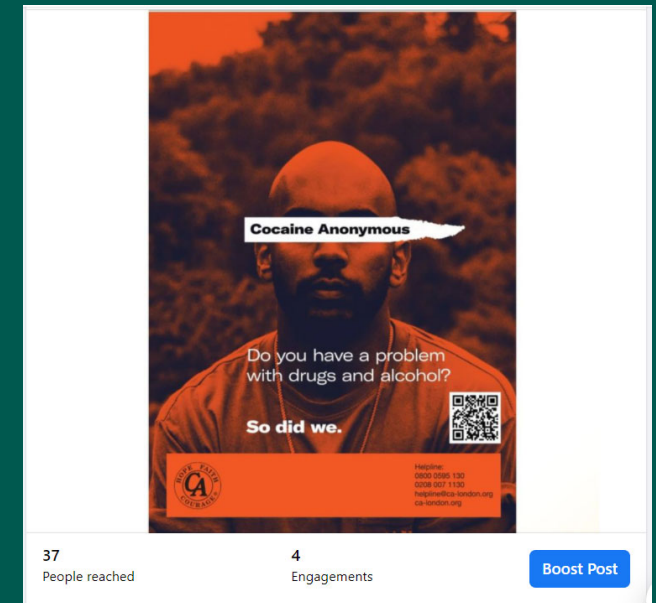
- To show C.A. posters in the digital forum (digital equivalent to putting a physical poster up in a shop, pub, toilet etc).
- Fast and effective way to reach a wide/varied audience with low budget, and flexibility to target specific demographics.
- Easy to monitor analytics and reach.
- Encourage clicks 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.



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Facebook Boost - How?

- Select the poster/PSA you want to boost <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.

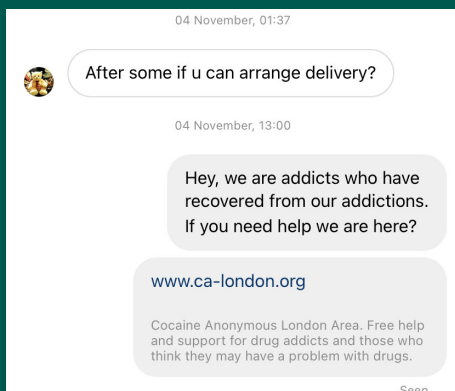


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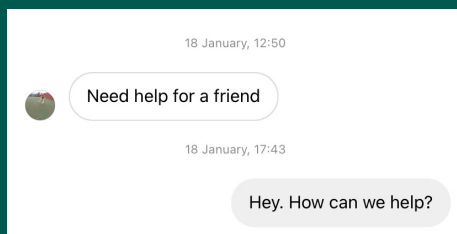


Instagram

Instagram - Benefits

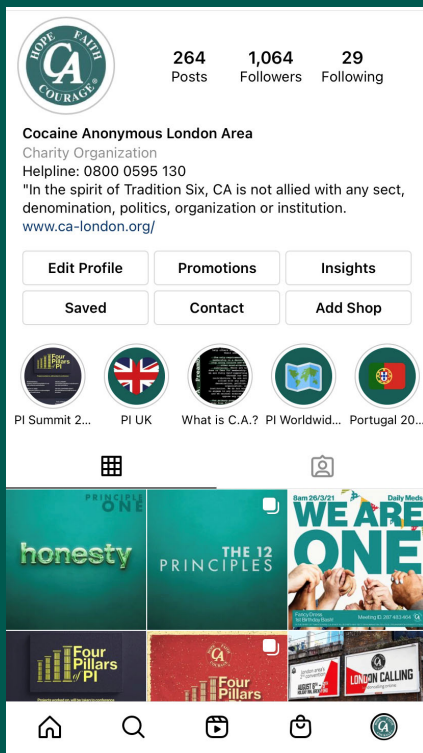


- Opportunities to reach the still suffering addict, friends and family, professional communities, other organisations and the public at large.
- Ability to link content to other platforms (Facebook, Tik Tok, Snapchat, etc...).
- Reach larger audiences with hashtags.
- Ability to promote posts to reach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



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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.

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Instagram - What to Post/Not to Post

Consider posting

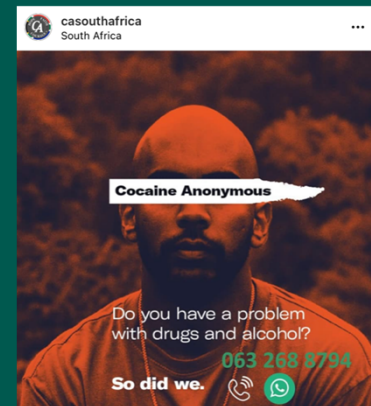
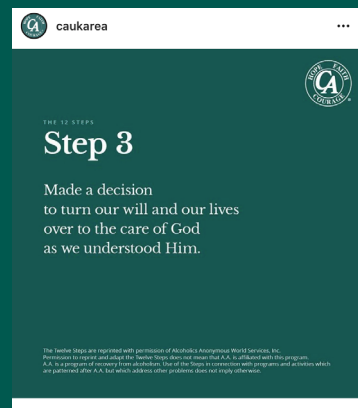
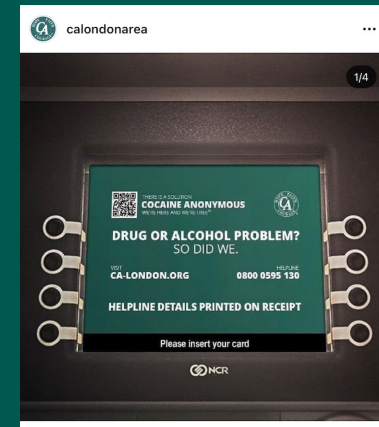
- Recovery messages from conference approved literature, such as C.A. Self-Test, Choosing Your Sponsor, What is C.A.? etc (when using C.A. literature and copyrighted images, licencing agreements should be in place, available from our WSO).
- Local event/gathering flyers
- Meeting Information
- C.A. hotline/local 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.

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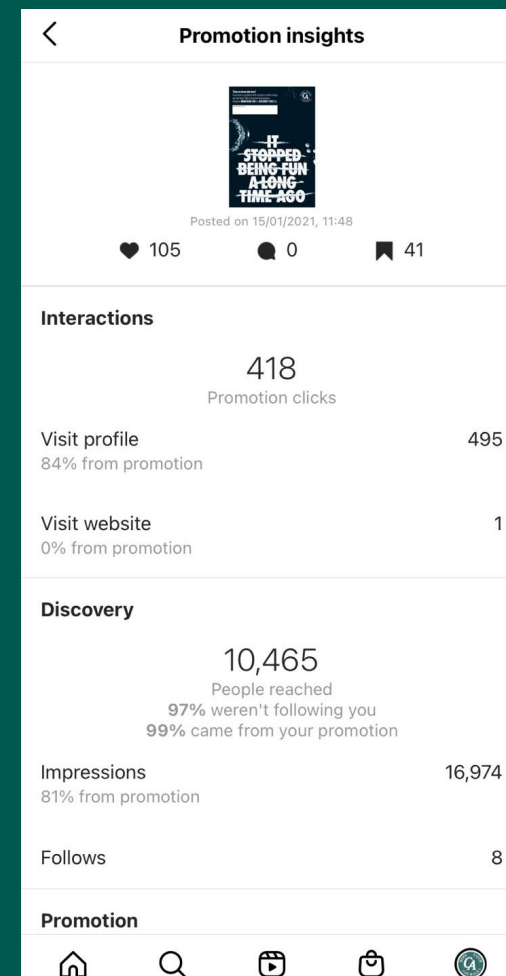
Instagram – Post Examples



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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.



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Instagram - Promote, How?



- Select post of the poster/PSA you want to boost <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.

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Twitter

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, ect...).
- Public page for all to view.
- Digital Bulletin Board for C.A. posters and videos.
- Positive C.A. message.
- Worldwide visibility and support.
- Moderated posts.



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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.

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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.

Twitter - Examples



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LinkedIn


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)



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LinkedIn - Example



**WE ARE COCAINE ANONYMOUS
& WE CAN HELP**

**IF YOU HAVE A PROBLEM WITH COCAINE OR OTHER DRUGS
CALL OUR HELPLINE: 0800 0595 130**

Cocaine Anonymous London Area

Addicts helping addicts to recover from their drug and alcohol addictions. "We're here and we're free".
tm

Non-profit Organization Management · London · 8 followers

See 1 employee on LinkedIn

[+ Follow](#)
[Visit website](#)
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[Home](#)
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[Jobs](#)
[People](#)

Overview

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 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,

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-london.org

★

C.A. London is a registered charity 1181827. Cocaine Anonymous is recognised by Public Health England and NHS England.

→

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Website	http://www.ca-london.org
Phone	0800 0595 130
Industry	Non-profit Organization Management
Company size	0-1 employees 1 on LinkedIn 
Type	Nonprofit
Founded	1982
Specialties	addiction, alcoholism, mutual aid, and Addiction Recovery

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LinkedIn - Example Of Overview

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.....

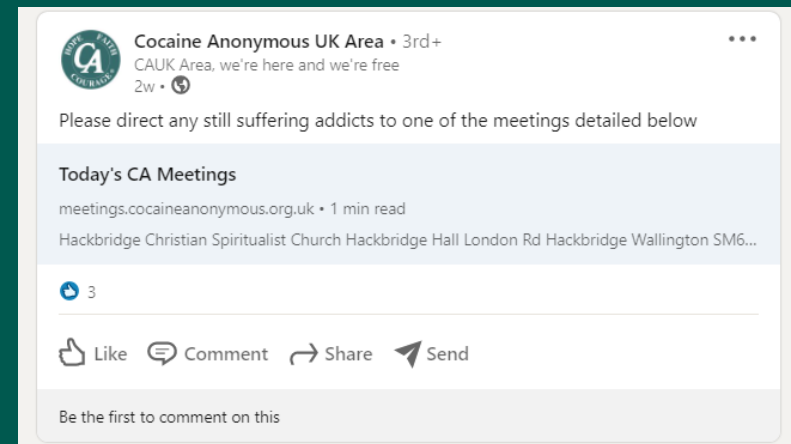
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LinkedIn - Best Practice

- 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



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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

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LinkedIn – Post Examples



Cocaine Anonymous UK Area • 3rd+

CAUK Area, we're here and we're free

2mo •

Addiction Test

Cocaine Anonymous Self-Test
It is the collective experience of the members of Cocaine Anonymous that addiction is a problem not limited to cocaine or any other mind-altering substance. With this in mind, we suggest you answer the following questions:

1. Have you ever used more cocaine, alcohol or other drugs than you planned?

2. Do you ever feel depressed, guilty, or remorseful after using cocaine, alcohol or other drugs?

3. Do you use whatever cocaine, alcohol or other drugs you have, almost continually, until the supply is exhausted?

4. Have you ever experienced physical problems due to your use of cocaine, alcohol or other drugs?

5. Do you ever regret using cocaine, alcohol or other drugs for the first time?

6. Do you ever obsess about getting cocaine, alcohol or other drugs when you do not have any?

7. Are you experiencing financial difficulties due to your use of cocaine, alcohol or other drugs?

8. Do you experience an anticipation high when you are about to use cocaine, alcohol or other drugs?

11. Do you have difficulty sleeping without alcohol or other drugs?

12. Are you absorbed with the thought of using cocaine, alcohol or other drugs even while interacting with a friend or loved one?

13. Have you begun to use cocaine, alcohol or other drugs while you're alone?

14. While using or drinking, do you ever have feelings that people are talking about you or watching you?

15. Do you have to use more cocaine, alcohol or other drugs to get the same effects you once experienced?

16. Have you tried to cut down on your use of cocaine, alcohol or other drugs only to find that you could not?

17. Have you tried to stop using cocaine, alcohol or other drugs only to find that you could not stay stopped?

18. Have any of your friends or family suggested that you may have a problem with cocaine, alcohol or other drugs?

19. Have you ever lied to or misled people about how much cocaine, alcohol or other drugs you use?

20. Have you ever lied to or misled people about how often you get high or drunk?

21. Do you use cocaine, alcohol or other drugs in your car, at work, in the bathroom, or in other public places?

22. Are you afraid that if you stop using cocaine, alcohol or other drugs, your work will suffer or you will not be able to function?

23. Do you spend time around people or go places you would normally stay away from if not for the availability of cocaine, alcohol or other drugs?

24. Have you ever stolen money, cocaine, alcohol, or other drugs from friends or family?

25. Has using and/or drinking cost you more than money?


If you have answered "yes" to any of these questions, you may have a problem. There is an answer. Come to meetings of Cocaine Anonymous. While the name "Cocaine Anonymous" may sound drug-specific, we wish to assure you that our program is not. Many of our members did a lot of cocaine; others used only a little, and some never even tried coke. Whether we focused on a specific mind-altering substance or used whatever we could get our hands on, we had one thing in common: eventually we all reached a point where we could not stop. Over time, virtually every single one of us has realized that our real problem is not cocaine or any specific drug: it is the disease of addiction. According to C.A.'s Third Tradition, the only requirement for membership is a desire to stop using cocaine and all other mind-altering substances. 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 in Cocaine Anonymous!

Like

Comment

Share

Send



Cocaine Anonymous UK Area

232 followers

1mo •

Please find attached our latest meeting list.

<https://lnkd.in/eiaGgag>

CA Meetings

meetings.cocaineanonymous.org.uk • 2 min read


St John's & St Matthew's Parish Church of South Hornchurch South End Road Rainham RM13 7X...

Like

Comment

Share

Send




Cocaine Anonymous UK Area • 3rd+

CAUK Area, we're here and we're free


2mo •

Time to change?



DINNER?

4



Cocaine Anonymous UK Area

91 followers

5d •

Presentation to Professionals


You are invited to our Presentation to Professionals:

How the 12 step process can help those suffering from addiction.

Wednesday 24 March 1pm

Zoom ID: 282 042 3226





Cocaine Anonymous UK Area

91 followers

6d •

Tradition 3

The only requirement for C.A. membership is a desire to stop using cocaine and all other mind-altering substances.

The Twelve Traditions are copyrighted with permission of Alcoholics Anonymous World Services, Inc. Any reproduction and/or alteration of the Twelve Traditions does not mean that A.A. is affiliated with this program. A.A. is a program of recovery from alcoholism. Use of the Twelve Traditions to connect with programs and services which are governed after A.A. but which address other problems does not imply other affiliation.

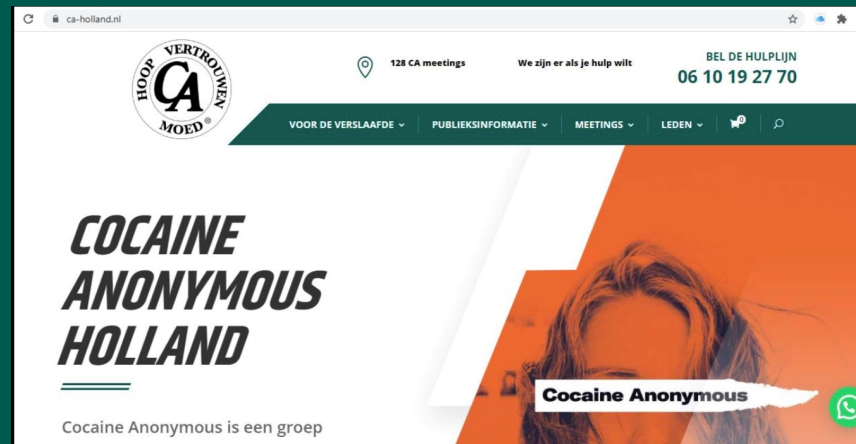
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WhatsApp for Business

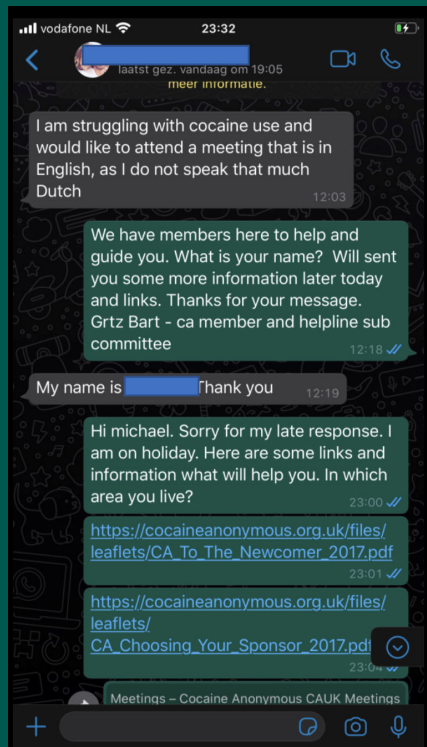
WhatsApp for Business - Benefits

- 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.



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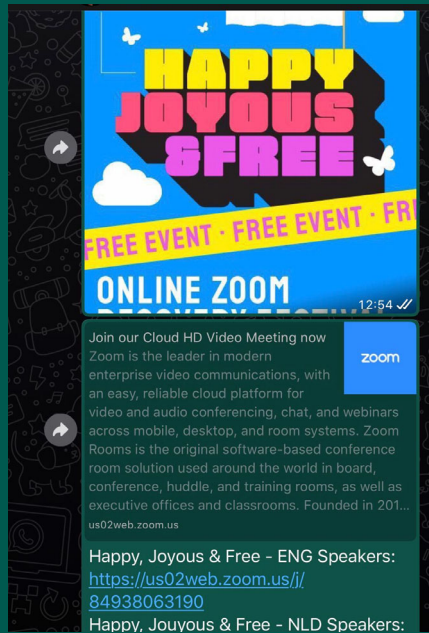
WhatsApp - Best Practise



- Profile picture – C.A. logo , page 13 WSM ([World Service Manual](#))
- 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.

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Group Chat Apps - Examples



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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.

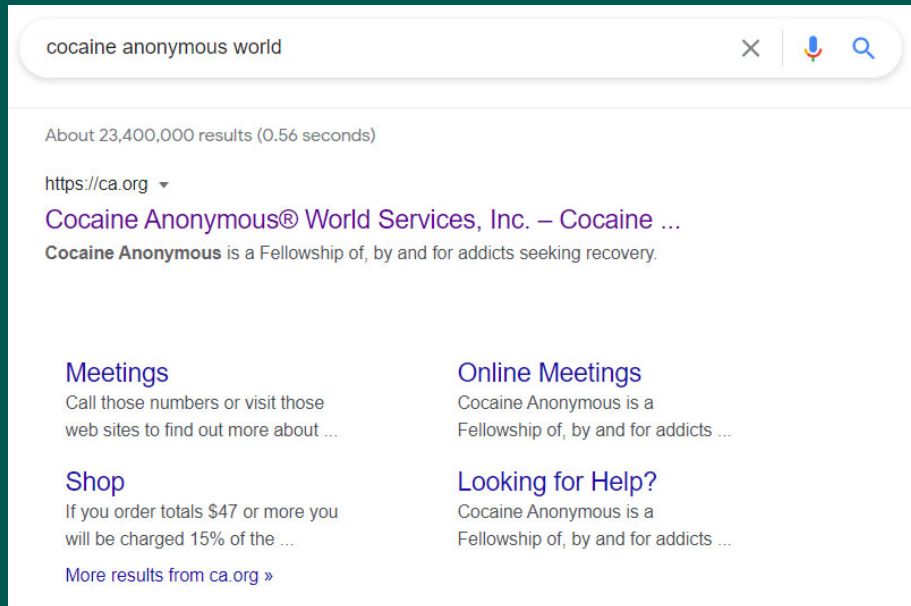
SEO - What is Search Engine Optimization?

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.

SEO – Fundamentals 1/2

Search engine bar →

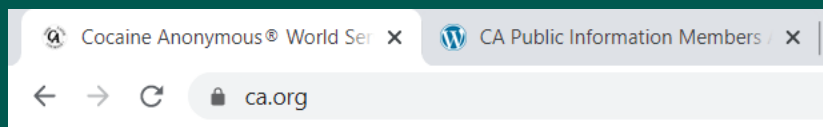


1. Page title →

2. Meta description →

3. Meta Title →

4. Domain →



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

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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.

Welcome to Cocaine Anonymous New York

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.

The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances. There are no dues or fees for membership; we are fully self-supporting through our own contributions.

We are not allied with any sect, denomination, politics, organization or institution. We do not wish to engage in any controversy, and we neither endorse nor oppose any causes.

Our primary purpose is to stay free from cocaine and all other mind-altering substances and to help others achieve the same freedom.

We use the Twelve-Step recovery Program because it has already been proven that the Twelve-Step Recovery program works.

I'm concerned about my drinking or drug use.
[Click here](#) if you are looking for help with a drink or drug problem.

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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.



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.

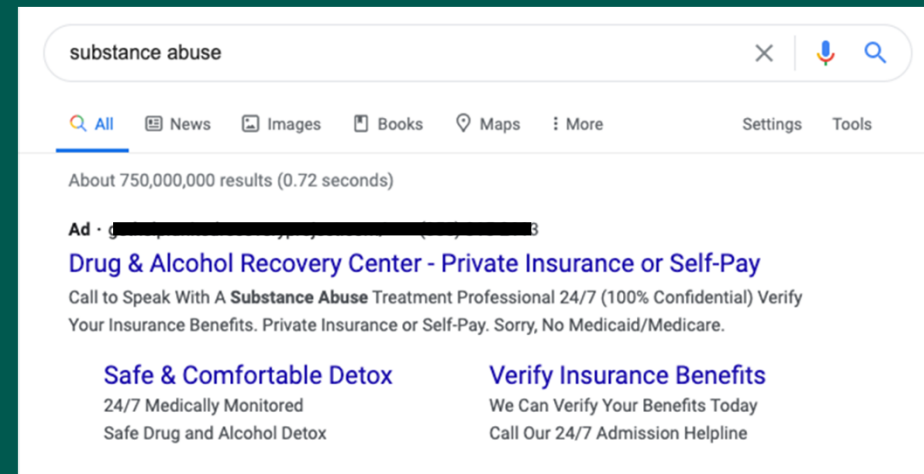
Google My Business is a free alternative - later detailed in this document. Also works in tandem with good SEO practices and PPC.

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.

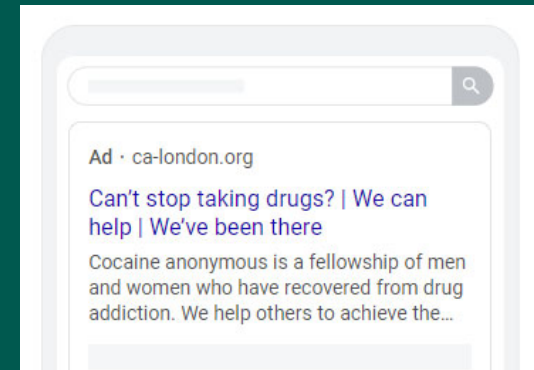
NB setting up a PPC advert does not automatically mean your ad will show, this takes time and reinforcement.

keywords



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.



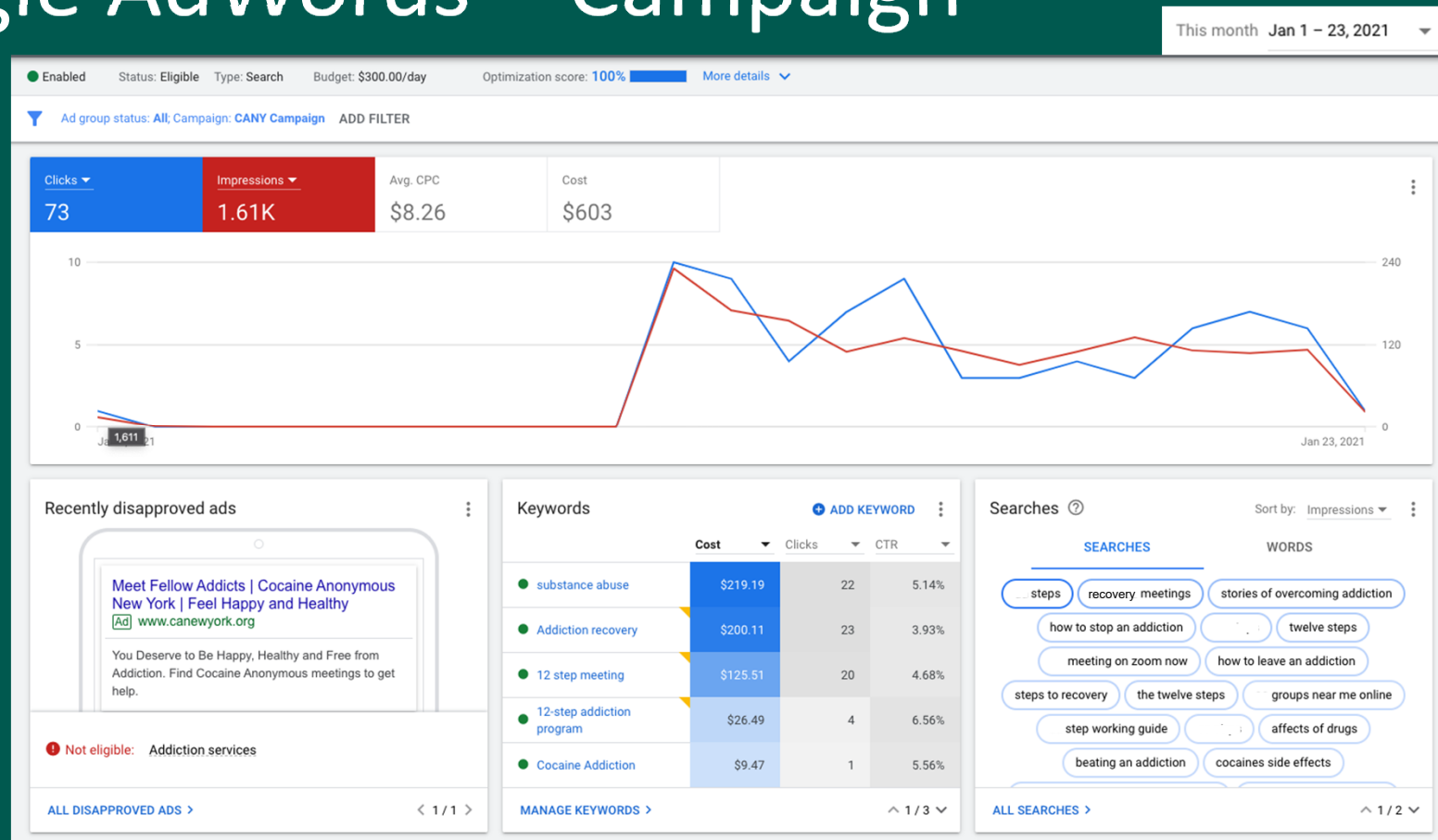
Location & ad schedule

📍 Your ads show in London



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Google AdWords - Campaign



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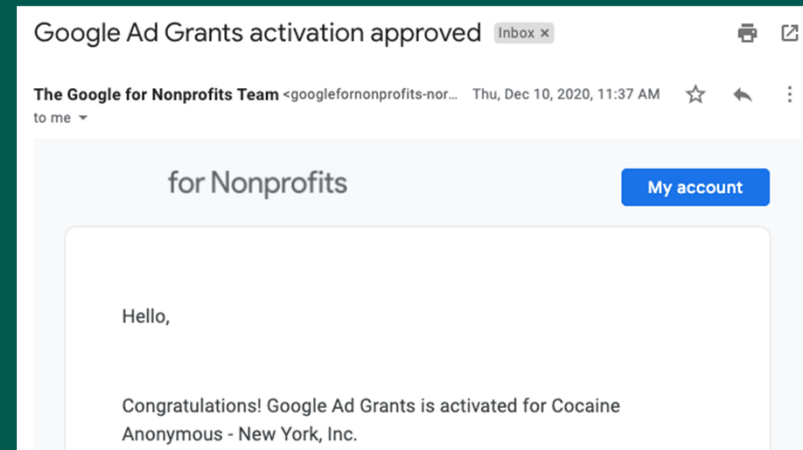
AdWords - Grants for Nonprofits (USA)

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

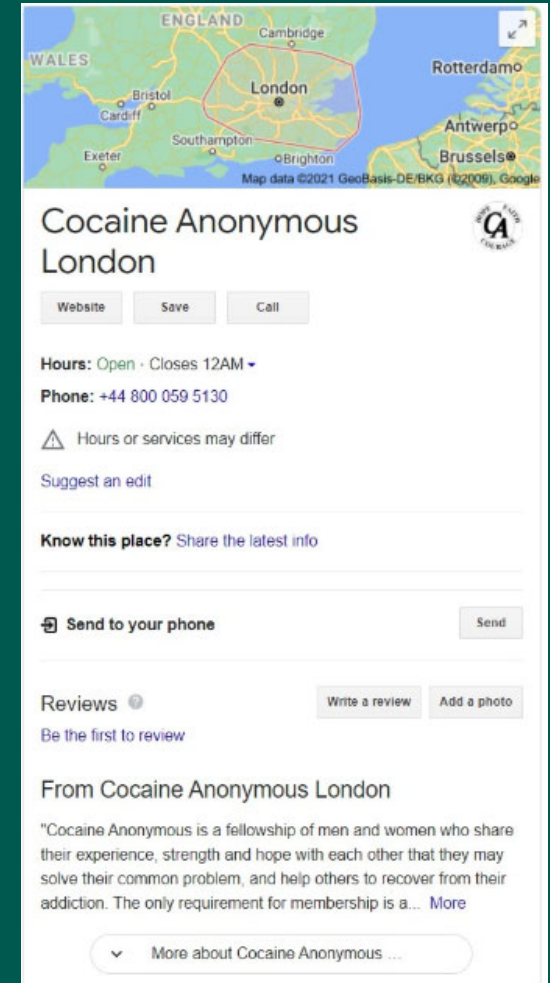




Google My Business

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.



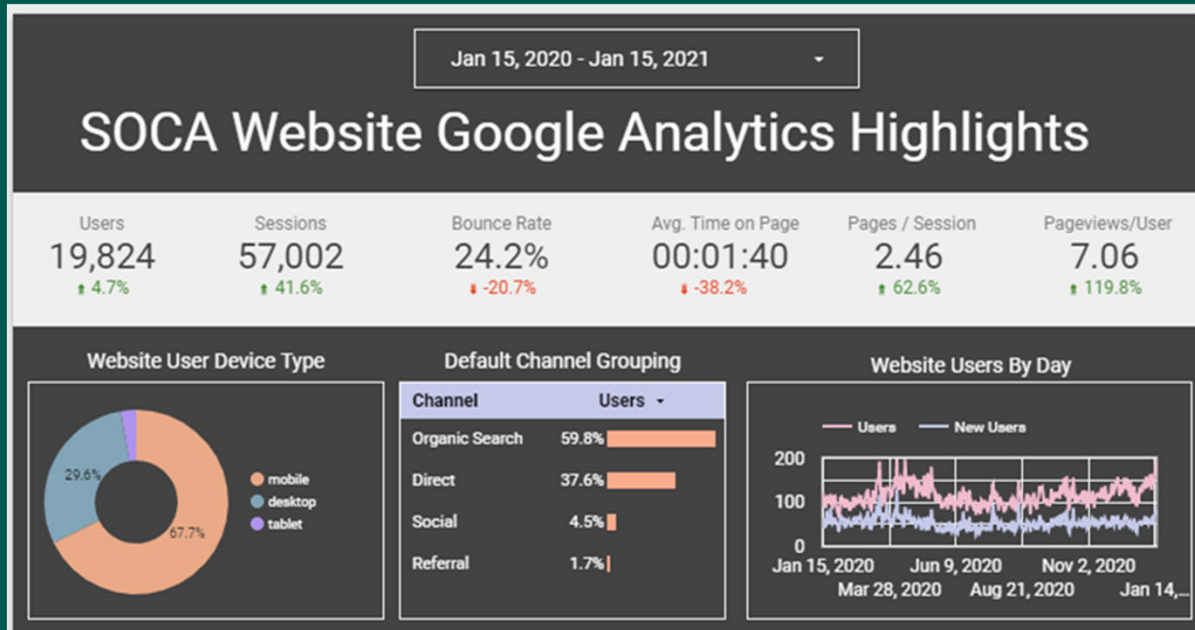
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Google Analytics

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.

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.



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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 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.