

Maine Area

Website Guidelines 2020

(To be used for a trial period 2020-2024 revised as needed)

Purpose of the Maine Area AFG Website:

- To further public outreach to the Maine Area giving special attention to prospective members who have never experienced a 12 Step meeting
- To keep Maine Area members informed about Area business and events
- To better allow communication between members and trusted servants

Anonymity (per Tradition Eleven):

It is imperative to maintain anonymity when posting events on the website:

- Ensure that any posters and flyers do not include personal names with phone numbers and addresses
- Ensure that no documents (i.e. minutes) include last names
- Encourage the use of 800# for information
- When using 800# for information, forward a copy of the flyer or poster or registration form to the AIS Coordinator
- When rejecting a document for anonymity violation, suggest necessary changes:
 - Suggest the use of the 800# for further information
 - Mailing addresses on such flyers must be P.O. Boxes with the acceptable (real) addressee but not the last name (i.e. Sally C.)

Content:

It is imperative that content not violate trademarks and copyrights of AFG, Inc.

- The acceptable use of trademarks/copyrights is established by the World Service Office. (Please refer to maineafg.org for Infographic "How to Share CAL" based on the 7/2017 Forum article.) The Delegate or Group Records Coordinator is responsible for forwarding trademark questions to WSO for review/approval.
- Content on the landing page of the web site or any content not specific to a Coordinator's page-(i.e. explaining what Al-Anon is) should be developed by the Website Committee (see below) and approved by AWSC for accuracy and generally accepted Al-Anon principles without bias. Content provided by Coordinators would be reviewed by Group Records Coordinator for approval. If the Coordinator has any issues with the decision of the Group Records Coordinator, the AWSC will have the final approval.
- The Webmaster is responsible for posting information that the Group Records Coordinator forwards to them. All information that is to be posted on the website must be sent to Group Records Coordinator for approval. See attached flowchart.

Website Committee:

An Area Website Committee should be formed

- The Committee should be comprised of Current Group Records Coordinator, the current AI-Anon Information Service Coordinator, the current Webmaster, the Public Outreach Coordinator, and one other member with some interest and/or expertise. If needed, the voluntary web designer could be asked to attend if he/she is available.
- The Website Committee should meet at least annually, more often as necessary.
- Responsibilities of the Website Committee:
 - To periodically review non-coordinator content for timeliness and appropriateness
 - To make suggestions for improvement
 - To ensure the landing page and find a meeting page are free of AI-Anon jargon
 - Annual report/demonstration to the Assembly