

Anonymity & Social Media

TOM A.

PAST WEST CENTRAL REGION TRUSTEE (2016-2020)

WAITE PARK, MN (AREA 35)

Basics that I hope we all agree on

- ▶ “Selfishness -- self-centeredness! That, we think, is the root of our troubles....”
- ▶ “Our real purpose is to fit ourselves to be of maximum to God and the people about us.”
- ▶ “The spiritual substance of anonymity is sacrifice”

- ▶ “We now fully realize that 100 percent personal anonymity before the public is just as vital to the life of AA as 100 percent sobriety is to the life of each and every member.”
- ▶ AA Co-Founder, Bill W., January 1955, “Why Alcoholics Anonymous Is Anonymous”, *The Language of the Heart*

Bill specifically addressed Social Media when he wrote Tradition 11

Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity **at the level of** press, radio, and films.

Social Media: the 21st century public media for many people

With regard to the 11th Tradition, Bill shared this:

“Obviously, A.A. had to be publicized somehow, so we resorted to the idea that it would be far better to let our friends recommend us.”

Foundation of Social Media Platforms

Model Alternatives for “free” social media:

- I. Data Collection & Selling (data mining)
- II. Advertisements
- III. Traffic Manipulation
- IV. Charge for the social media platform service

Example: “...it is important to note that both Google and Facebook (WhatsApp) require accounts in which all data about them including with whom they communicate – be logged, used for marketing, and distributed via interest-group sales...”

“If you are not paying for it, **you’re not the customer; you’re the product being sold.**”

Or

“*There’s no such thing as a free lunch*”

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....at the level of....

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12 Traditions = 12 Filters

- Use'm Like the Steps
- Applying the principles from the cornerstones
- They provide the same positive discipline that the steps provide
- A personal dimension, too

Significant Tradition Filter Dimensions

- ▶ T1: ...Common Welfare comes first...
- ▶ T4: Autonomous ... EXCEPT ...A.A. as a whole...
- ▶ T7: ...Fully Self Supporting, Declining Outside Contributions
- ▶ T10:the A.A. name out never be drawn into public controversy
- ▶ T11: Attraction Not Promotion; Personal Anonymity AT THE LEVEL OF
- ▶ T12: Anonymity.....

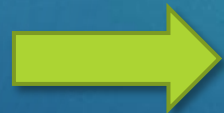
My Friend Dennis' gentle reminder: *“I would remind everyone that our Twelve Traditions are not about harm caused or felt – they are about the potential of placing our beautiful Society in harm’s way.”*

Adage that fits in A.A. from many perspectives:

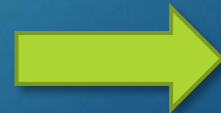
“In A.A., Speed Kills”

New Paradigm, New Level of Challenge, Same Principles Still Apply

Great Speed
Great Reach
Great Ease



*Equals
And Requires*



Great
Responsibility

What do I do to fulfill my obligation of the Attached String?

The Attached String:

“the string is that we are granted the use of this legacy for our lifetime upon the condition that we will not only look after it but increase its spiritual content for the generations that will follow us. Each succeeding generation, as it receives this legacy, must similarly protect it if they wish to employ it and gain life by it and pass it on to the next generation with an enriched spiritual content.That obligation is to insure that this fellowship survives, that this flame of faith, this beacon light of hope for the world, must never be extinguished.” ---- Page 280, AA Comes of Age



Thank You!