# CREATING A LOCAL S-ANON WEBSITE

## 1. PURPOSE OF THIS DOCUMENT

The Internet is one of the most efficient, effective and economical ways for S-Anon to reach potential newcomers, professionals, the media, and the general public. Because this communication medium is so powerful and far-reaching, it is important that S-Anon members develop local websites with understanding of S-Anon principles. This service literature offers step-by-step guidance to local groups, intergroups and other service entities interested in creating an online presence in order to carry the S-Anon message.

## 2. FREQUENTLY ASKED QUESTIONS

**Is having an S-Anon Website considered promotion rather than attraction?**
No. The difference between attracting and promoting the S-Anon fellowship is that we do not tell others what to do or 'sell' our program. We do not make promises about what the program will do for others, and we do not make comparisons or criticize self-help or professional programs. We tell visitors why we are here, what we do and how we do it. We let them know that we are available if and when help is needed. We state the facts, which can be communicated through the press, radio, TV, and films, always stressing anonymity at the public level.

**Who is responsible for a Website?**
The website is owned and operated by an S-Anon service arm (local Group, Region, Area or Intergroup) for the purpose of disseminating S-Anon information. A thoughtful and informed group conscience of the S-Anon entity creating the site is responsible for deciding the content, policies, and procedures involved in setting up and maintaining the site, after taking into account the copyright- and Traditions-based considerations presented in Section 3. It has been suggested that a Webmaster (chairperson/coordinator) be appointed or elected to serve as a trusted servant, responsible to the committee/groups they serve. As our Fourth Concept of Service suggests, it can be helpful to have a committee of people (see below) to create the content and maintain the website. In keeping with our Seventh Tradition, the S-Anon service arm creating the site pays the expenses for developing and maintaining the site.

## 3. GETTING READY TO DEVELOP THE WEBSITE

a. **Forming a Committee.** S-Anon experience suggests beginning the process for creating an S-Anon website by forming a committee to discuss all aspects of creating and hosting a website, including all possible concerns about following the Traditions. Early on, it is important to agree

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*"I created the site with a free template from Share-Point. Then I sent out a copy of the site to all our S-Anon members – the site was not yet public at this time, and I gathered feedback."*

upon a method for gathering the group conscience of the sponsoring S-Anon service entity, and for informing all stakeholders about the committee's progress.

b. **Seeking Approval from Sponsoring Entity.** The results of initial Committee discussions are presented to the service entity sponsoring the website, and a decision to proceed, or not, is made through an informed group conscience vote. It is then that the actual work on the website can begin. It is helpful to remember that the speed of this technology need not dictate the speed of our actions. Technical questions regarding this communication method will need to be answered by experts in that field. Please keep in mind that the WSO is available to share collected experience on any subject, including websites.

c. **Selecting a Domain Name.** To choose an appropriate domain name the committee can search and secure a name through one of the several companies that offer domain name registration services. Your Internet Service Provider (ISP) may also have ideas on how to register the domain name. Keep in mind that the WSO has registered a number of domains including www.sanon.org, www.s-anon.org, www.s-anon.xxx and www.sanon.xxx. S-Anon service arms (Groups, Intergroups, Areas and Regions) may use the S-Anon and S-Ateen names in their domain names without requesting specific permission. To preserve S-Anon's trademarks, individuals may not use the S-Anon names in their personal website domain names.

d. Holding a Group Conscience to Fund a Website. In S-Anon we hold a group conscience in order to make decisions that will affect the group as a whole. Having a group conscience on how to fund an S-Anon website is a necessary step in the overall project of creating an Internet presence.

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*"The group was open to the idea and voted to dedicate some funds to creating the site."*

It is important that all participating members have access to all necessary information concerning the website project prior to the actual group conscience discussion. It is also useful to review the Twelve Traditions and the Twelve Concepts of Service, which are the guiding principles for any group conscience. Members who gather for a group conscience are treated as equals who are willing to allow sufficient time for discussion of the topic being considered. The group must determine the ground rules for voting including how many people need to be present in order to vote on the issue (quorum) and how many votes are required for the proposal to pass (simple majority, 2/3 majority, etc.). The more complex the issue, the more time will be needed for discussion of all viewpoints. It is vital that those with opposing opinions are invited to share their concerns. Once a decision is made, the entire S-Anon group agrees to support the group conscience outcome.

4. **CREATING WEBSITE CONTENT**

When developing a content plan, it is suggested the entity developing the site consider the following guidelines, and once the plan is developed, seek approval from the sponsoring entity by group conscience.

a. Content on the website will be most useful when it is the result of a thoughtful and informed group conscience of the service arm and adheres to the Twelve Traditions of S-Anon.

b. All S-Anon literature is protected by copyright. There are restrictions on use that apply to S-Anon material displayed on a local website. Four works of Conference Approved Literature (CAL)—*What is S-Anon, The S-Anon Checklist, The S-Ateen Checklist and What is Sexaholism*—are approved for reprinting or reposting provided that the following credit line is included: *"Reprinted with permission of S-Anon International Family Groups, Inc., Nashville, TN. Compliance with S-Anon International Family Groups, Inc.'s copyrights and trademarks is required."* Refer to *http://www.sanon.org/literature/reprintstatement.html* for more information on what is acceptable to post.

c. The S-Anon logo is a registered trademark and may not be used by Groups, Intergroups, Areas or Regions.

d. The S-Anon registered name is protected. Blanket permission to use the S-Anon and S-Ateen registered names is given to authorized S-Anon groups throughout the world, provided certain conditions apply. For more information, visit *http://sanon.org/groups/sanontrademarkpolicy.html.*

e. Written permission must be obtained before using the Steps, Traditions, and Concepts of Service on websites.

f. No other works of CAL may be reproduced. Requesters who wish to reference copyrighted works not authorized for reproduction may access those works by linking directly to the desired content on *www.sanon.org*.

g. Non-CAL content, including quotes, excerpts or images created by people or organizations outside of S-Anon, Al-Anon, AA and SA, should be avoided. Outside content may imply endorsement or affiliation (Tradition Three) or may imply that the S-Anon entity sponsoring the local website has an opinion on outside issues (Tradition Ten).

5. **POSTING CONTACT INFORMATION**

Since a website is a public medium with the potential for reaching the broadest possible audience, website service entities are advised to keep Tradition Eleven in mind. The same anonymity safeguards that apply at the level of press, radio, TV, and films also apply to websites. We also take into account that anonymity is the spiritual foundation of our fellowship; the principle of anonymity allows newcomers and members to seek understanding and compassion during recovery from the disease of sexaholism without fear of their identity being revealed. In order to preserve personal anonymity, names are not used. Entities wishing to be linked to *www.sanon.org*  may not include names of individual S-Anon members or members' personal contact information. Examples of acceptable contact information include:

a. A dedicated email address for the service entity (e.g. anytown_sanon@yahoo.com)

b.   A dedicated phone number for the service entity

c.   A dedicated phone number that serves as an information line/message line for the service entity

d.   The WSO phone number, address, e-mail address, and website address may be posted as a source of additional information, but should not be used as the only contact information.

6.   **LINKING TO OTHER WEBSITES**

a.   **Linking from the WSO to a Local Website.** The WSO will post links to local websites that meet certain criteria. Refer to the Website Links Policy for more information.

b.   **Linking from Local Website to Other Sites**

   i.   **Linking to the WSO.** As mentioned, local sites may link to www.sanon.org to allow users to view events and meetings outside the local area, CAL not approved for posting on local sites, etc.

   ii.   **Linking to other S-Anon websites** will often have the positive effect of significantly broadening the reach of your site. Information contained on these sites becomes instantly available to those visiting your site. However, since each S-Anon service arm is autonomous and has its own group conscience, a site to which you have linked may start to display information which your group conscience finds objectionable; and there is no way to know when this might occur or to prevent it from happening.

   iii.   **Linking to sites other than S-Anon** is even more problematic, as it may imply endorsement, if not affiliation, regardless of the content. Experience strongly suggests that when considering linking to another site, one must proceed with caution. Keep in mind that links to websites that include links to entities outside of S-Anon will not be posted on www.sanon.org. Contact the WSO to request the S-Anon Website Links Policy to learn more.

7.   **NEED HELP?**

Creating a website requires mastery of many technical details. If your group or intergroup does not have these skills or knowledge to develop your local website with confidence, consider securing the services of a local consultant to assist you. For more information or assistance, contact the World Service Office at 800.210.8141 or sanon@sanon.org. Staff members will put you in touch with other groups, intergroups and service entities that have created their own websites and are willing to share their experience, strength and hope on the subject.

8.   **MORE RESOURCES**

a.   S-Anon Website Link Policy: Please contact the WSO to request a copy of this policy

b.   Guidelines for Al-Anon Websites: View this policy online at *http://www.al-anon.org/members/pdf/guidelines/G40.pdf*.