

# Marijuana Anonymous Public Social Media Handbook



Short Link to this document: [MA12.org/PI/Social-Media](https://MA12.org/PI/Social-Media)

## *Table of Contents*

[What is Public Information?](#)

[What is the Purpose of this Handbook?](#)

[General Guidelines for Creating Content](#)

[Always Adhere to the Twelve Traditions](#)

[Underlying Currents of the Messages We Share](#)

[How We Achieve These Messages Through Content Design](#)

[Best Practices for Social Media Account Administration](#)

[Setting up your account profile:](#)

[Draft Social Media Policies specific to your Group](#)

[Allowing posts you might not like but don't violate the policy](#)

[Following and reposting other accounts:](#)

[Engagement: Let's talk about responding to comments and direct messages \(DMs\)](#)

[FAQ Section](#)

## **ACCESSIBILITY STATEMENT:**

Email: [Support@MA12.org](mailto:Support@MA12.org) to request accommodations. MA World Services is willing to provide different formatting including an alternate font, larger-sized text, wider line spacing, different colors, or any other reasonable accommodations needed to access these materials.

This is a living document that has been created and is maintained by Public Information Committee. Feel free to contact the Public Information Trustee and Committee for feedback and support: [PI@MA12.org](mailto:PI@MA12.org)

## **What is Public Information?**

Public Information (PI) allows us to bring awareness to the existence of MA. This is the program's information presented to the out-facing presence; primarily of those seeking support for themselves, and secondarily those seeking support for others (e.g. professionals, loved-ones).

Tradition Eleven permits us to publicize our fellowship. If we did not publicize those who need us might never find us unless an MA member shares about the program. Our public relations policy is based upon what we have to offer — a successful way of living a marijuana-free life. Our attraction is that our program works.

In this technological day and age, there lies an opportunity to bring awareness to the program of MA through virtual spaces. We are not allied with any outside organizations, including a specific type of social media, however, Instagram is currently one of the largest platforms and we will reference using it as well as Facebook.

## **What is the Purpose of this Handbook?**

To support and help educate service members who navigate the world of social media so that they may maintain and uphold the Traditions and Principles of our program in pursuit of our primary purpose.

This handbook provides the foundation to create content and will answer the following questions:

- Why are we creating this content, what is the message's goal?
- Who is the target audience, who are we trying to reach?
- How do we create content that is succinct, to the point, and relatable?

In addition, this handbook will explain when to employ creative autonomy, the ways in which individual meetings and districts can adapt to carrying the message of MA in a unique way, and when to adhere to the Traditions on matters that affect MA as a whole.

## **General Guidelines for Creating Content**

### ***Always Adhere to [The Twelve Traditions](#)***

As a social media representative of Marijuana Anonymous Public Information, it is vital that we do not harm the reputation or bring the MA name into public controversy (Tradition 10).

The following will help to stay within the Traditions of MA:

- **Tradition Three**, having the desire to stop using is enough.
  - People may still be using cannabis when coming to meetings. So long as they have the desire to stop using marijuana they are a member of MA.

- We open the door to any addict to find what we have found in MA.
- **Tradition Ten**, protects our fellowship by preventing us from taking “official” positions on outside issues.
  - Our belief that marijuana/cannabis can be addictive is NOT an outside issue.
  - Outside issues include, but are not limited to:
    - If marijuana:
      - Should be legal or illegal
      - Should be criminalized or decriminalized
      - Does or does not have medicinal benefits
      - Can create predictable side effects (See [About Marijuana Detox pamphlet](#))
    - If CBD is or is not beneficial (See [What About CBD pamphlet](#))
    - Step 2 states, “...there is room in MA for all beliefs, we do not proselytize any particular view or religion...” (*Proselytize: to convert or attempt to convert (someone) from one religion, belief, or opinion, to another.*)
  - We are not affiliated with any outside organizations. Here are some things we should avoid:
    - Reposting or resharing from other accounts (non-MA)
    - Posting quotes from non-MA sources
    - Engaging in interviews with press or organizations who have biased opinions about any of the above outside issues
- **Tradition Eleven**, permits us to publicize our fellowship.
  - Attraction not Promotion. Tradition Eleven also ensures that MA does not become filled with irresponsible promoters using their personal stories to boost MA or themselves.
  - Anonymity is key. Never show member faces on anything that could be viewed by the public. This includes public service announcements, videos, photographs, media interviews, any social media posts, etc.
    - If, or when, we make ourselves available to the public as fellowship members, we do not make public the identities of our individual members. While we may know each other’s full names within our membership, publicly we may only use members’ first names and last initials or pseudonyms.

- **Tradition Four**, “Each group should be autonomous except in matters affecting other groups or MA as a whole.” Adherence to the Traditions and Principles of our program is crucial to protecting MA.
  - It is important to be mindful of the threshold where group autonomous decisions to present materials in a certain way may affect MA as a whole.
  - Given that the materials created in these projects are being shared publicly, it is vital that the Traditions which protect the brand and public image of MA are always adhered to.
  - MA World Services entrusts that the power of the group conscience will support the effort to prevent Marijuana Anonymous from being drawn into public controversy.
    - See below for [guidance on drafting Social Media Policies](#) specific to your group

### ***Underlying Currents of the Messages We Share***

- What is the action you are seeking to invoke:
  - Carry the Message
  - MA Exists
  - How to Join MA
  - Sobriety Inspiration
  - Deepen Recovery
- Who do we seek to affect:
  - Newcomers (How do we help inspire the desire to quit?)
  - Existing MA Members
  - Professionals / Loved-Ones (*those affected by another’s marijuana use*)
- Inclusivity:
  - Create/Use images that represent the diversity of people and beliefs in MA
  - Highlight that we accept people from all different walks of life
- Allow our Conference-approved Literature to speak for itself:
  - Share excerpts or quotes from *Life with Hope*, the MA 12 Step Workbook, *Living Every Day with Hope* (MA Daily Reader), MA Pamphlets, and *A New Leaf*.

### ***How We Achieve These Messages Through Content Design***

Content to either be driven by:

- Minimalistic image with more content within the post
  - Ideally brief up to 1 sentence, but no more than 4 sentences
  - If more than 4 sentences, create a collection of images to be shared together and swiped through (*or slideshow*)

- Striking image, less text within the image, and a longer summary within the caption

#### Captions:

- Be mindful of the number of words/characters within the caption
- Include another call to action (where to find more information, our website, etc.)

#### Inclusivity and Accessibility Check:

- If this content is for a newcomer, and they were still high, would they understand the message?
  - Regardless of someone's education level, simple and concise messaging is best.
- Are the images and captions easy to read?
  - No faces (anonymity purposes)
  - Text size & fonts
  - Consider "Alternative (Alt) Text" which is used for accessibility purposes, screen/phone readers will read them aloud
    - Help Center Articles:
      - [Instagram - Guide to Alternative Text](#)
      - [Facebook - Guide to Alternative Text](#)
- Could this post be read in 1-2 minutes?
  - Attention spans are very short on social media!

## **Best Practices for Social Media Account Administration**

### ***Setting Up Your Account Profile***

- Create a Business account
  - Help Center Articles:
    - [Facebook - Business Page How-to](#)
    - [Instagram - Business Page Getting Started](#)
- Setting up multiple administrators or password sharing
  - Help Center Articles:
    - [Facebook - Give, Edit or Remove Access on a Shared Account](#)
    - [Instagram - Manage Roles on a Shared Account](#)

#### **Profile Bio:**

- General Information
  - Where your group is located, if it's part of a district, or any other info
    - MA UK District 14; Online daily meeting of MA
- Group's contact information such as website, phone, and/or email.
  - If you do not have contact information feel free to use MA World Services
    - Call/Text: +1-800-766-6779
    - Email: [Support@MA12.org](mailto:Support@MA12.org)

- Website: [MA12.org](http://MA12.org)
- Statement of purpose (such as the MA Preamble)
  - Our primary purpose is to help the marijuana addict who still suffers.
  - Online meeting of MA, meets daily to support those suffering from cannabis addiction.
- In case of an emergency offer resources that are local to you, such as 988 the US and Canada 24/7 Suicide and Crisis Line.

Bio example from [Marijuana.Anonymous.World Instagram Page](https://www.instagram.com/Marijuana.Anonymous.World):

We are nonprofessionals in recovery whose primary purpose is to help the marijuana addict who still suffers. If you are in crisis please call 988.

Link to website, phone, email

## ***Draft Additional Social Media Policies Specific to your Group***

### **What should be included within a social media policy?**

Within your social media policy, it is important to distinguish how the group adapts to carrying the message of MA in a unique way, and when to adhere to the Traditions on matters that affect MA as a whole. We suggest following all of the guidelines below and determining as a group what additional policies to employ.

### **Following and reposting other accounts:**

We strongly encourage only following other MA groups/districts and MA World Services. Consider the impression of liking / following a specific entity and what it may convey to your audience about the MA Program as a whole. In many cases, “following” conveys an endorsement of the entire entity, while reposting content may only imply endorsement of the specific content that is being reposted, not the entire entity.

Tradition Six guides us as to why it would be unwise to follow and repost from non-MA sources:

“MA groups ought never endorse, finance, or lend the MA name to any related facility or outside enterprise, lest problems of money, property, and prestige divert us from our primary purpose.”

In the spirit of Tradition Six, consider what will be your group’s external link policy for guidance on Liking, Following, or Friending other entities and reposting their content, including other 12-Step Programs and any government accounts (such as SAMSHA or other mental health support resources).

## **Engagement: Let's talk about responding to comments and direct messages (DMs)**

The Newcomer Support Committee has drafted an extensive template guide for responding to frequently asked support questions. We strongly encourage reviewing and regularly referencing this: [Correspondence and Newcomer Support Guidebook](#)

Here are some additional suggestions:

- Respond appropriately to any comments by providing program information and details to help others understand how to take actions to support their recovery or someone else's etc.
- Consider whether it is appropriate to respond publicly
  - Simple template response: "Thanks for your comment, please check your messages, we are going to respond to you directly."
- Don't reply or engage with negative and controversial comments.
  - Delete comments that violate your social media policies
  - Block accounts if they continue to write negative comments
- When it comes to the topics of medication, psychiatry, and theories of marijuana addiction, let our literature carry the message.

## **Allowing posts you might not like but don't violate the policy**

We suggest that all posts, photos, and comments be reviewed and approved by the account administrators.

- Delete posts that violate the MA World Services social media policy. Examples include:
  - Objectionable statements that are blatantly offensive, inflammatory, discriminatory, hate speech, harassment, racist, obscene, unlawful
  - Endorsements, soliciting sales, spam
  - Political issues, including the legality of marijuana and/or CBD
  - Embellishing use of other substances or suggestions for medications to help with detoxing
- Limit replying to posts that may be controversial, do not go back and forth with these individuals, instead consider disengaging or responding directly to the person if needed.
- Provide details, information, and links to the MA Conference-approved literature as needed in response.
- Share a link to your social media policy when necessary to explain the policy.

Remember, we are volunteer nonprofessionals in recovery... pause when agitated, gather an informed group conscience to resolve any disputes, and feel free to contact the Public Information Trustee and Committee for feedback and support. [PI@MA12.org](mailto:PI@MA12.org)

## **FAQ Section**

### **1. How often should we post?**

As often as you wish. However, it is good to establish some regularity that helps your followers engage (such as once per week, twice per month, etc.).

### **2. How do I use Hashtags?**

Consider creating a log of your hashtags based on the content posted and the engagement to track how well hashtags are performing for each post. Best practices to increase the number of people who can find and follow social media posts are finding hashtags based on Facebook / Instagram metrics analytical data (# of impressions, etc) there is also information that can come from third-party companies such as Hootsuite.com.

### **3. Should we use 7th Tradition funds to boost Ads?**

This is something that the group has the autonomy to determine. The 11th Concept for Service states, "Marijuana Anonymous funds and resources should be managed responsibly to ensure their most efficient use in carrying the primary purpose of Marijuana Anonymous." An important question to start this conversation is, "Would it best serve our primary purpose to use 7th Tradition funds in this way?" If yes, then it's important to determine a reasonable budget.

### **4. What is the MA World Services Social Media Content Policy?**

#### **MA World Services Social Media Content Policy**

All posts, comments, and photos must adhere to the MA World Services Social Media Content Policy. Any posts that violate this policy may be deleted or removed. MAWS or MA accounts reserve the right to delete or not engage with any posts, comments, and photos which violate this policy.

Posts, comments, and photos must not be posted or remain active or visible on a MA profile if they contain:

- Blatantly partisan political views
- Explicit commercial endorsements

- Discriminatory, racist, offensive, obscene, inflammatory, unlawful or otherwise objectionable statements, language or content.
- Confidential company info
- Excessive profanity
- Inaccurate or outdated information

## 5. Do we need permission to use the MA name and logo on our group's account?

Yes, your group, or the district or region that your group is a part of, must obtain permission to use MA World Services' registered trademarks (the phrase "Marijuana Anonymous," and the MA Logo *consisting of the abbreviation "MA" inside a triangle* and all variations used by MA or its Licensees to date) in the form of a written signed licensing agreement.

This is because if the corporation of MA World Services fails to control the use of its trademarks by obtaining signed licensing agreements, it could lose the rights to protect those trademarks. This could result in third-parties using MA's name or logo in ways that are confusing or harmful to MA's reputation, and MA World Services would not have the ability to stop them from doing so. *Legally*, MA districts, regions, groups and meetings are not considered the same as MA World Services, which owns the trademarks, so implied permission to use MA's name and logo (as existed previously) is legally insufficient.

In order to ensure that MA World Services continues to have ownership over MA's name and logo for the benefit of the entire fellowship, districts, regions, groups and meetings must have permission to use MA's trademarks in the form of a signed written licensing agreement. Consistent with the Fourth Tradition, MA World Services freely grants permission to use the logo and name in ways that further MA's primary purpose of carrying the message, and also authorizes third parties to use MA's logo in ways that benefit the fellowship, such as chip manufacturers.

It is important to ensure your group's use of the MA name and logo complies with this policy because MA's trademarks of the name and logo are our "brand" and the logo has come to represent the MA program itself. We need to all work together to protect this valuable intellectual property so we can all continue to use the name and logo to help carry the message of recovery to marijuana addicts.

**The MA World services [IP Policies and Procedures](#) state, in part:**

"any member, group/meeting, or district/region that seeks to use MA's Trademarks... must obtain the express permission from MA World Services **for the uses listed below** by contacting [Legal@MA12.org](mailto:Legal@MA12.org) and signing a basic written licensing agreement granting specific permission..."

“MA World Services’...policy is to allow members, groups, meetings, districts, and regions to use the MA name and logo freely, provided it is being used properly in support of MA’s primary purpose of helping the marijuana addict who still suffers, and in ways that will not harm MA’s reputation.”

“It is legally necessary for MA World Services to obtain signed written agreements from anyone currently using the MA name or logo, or anyone who intends to do so in the future for any purpose, including but not limited to, the following uses on: websites; flyers or other promotional materials for fellowship activities, including Conventions, Soberthons, Mini-Conventions, workshops, or any other non-World Services gatherings or events; “t-shirts, other clothing, mugs or any other similar merchandise (including those items produced for MA Conventions); or on milestone recovery-based chips, coins, medallions or any other similar products.”

**6. If the district or region already signed a licensing agreement with MA World Services, does the agreement apply to groups or meetings in the district or region?**

Yes. If your group wants to use the MA name or logo on its accounts, whether as the account’s icon, or in posts, it needs to first ensure that the district or region your group is a part of has signed a licensing agreement in place with MA World Services authorizing the district, and any meetings or groups within the district or region, to use MA’s trademark’s of the logo.

If your group is independent and not part of a district or region, it needs to first sign its own licensing agreement with MA World Services authorizing it to use MA’s name and logo.

To find out whether the district or region has signed a licensing agreement, or if your group wants to sign its own licensing agreement permitting it to use MA’s trademarks including the logo, it should contact [legal@ma12.org](mailto:legal@ma12.org)

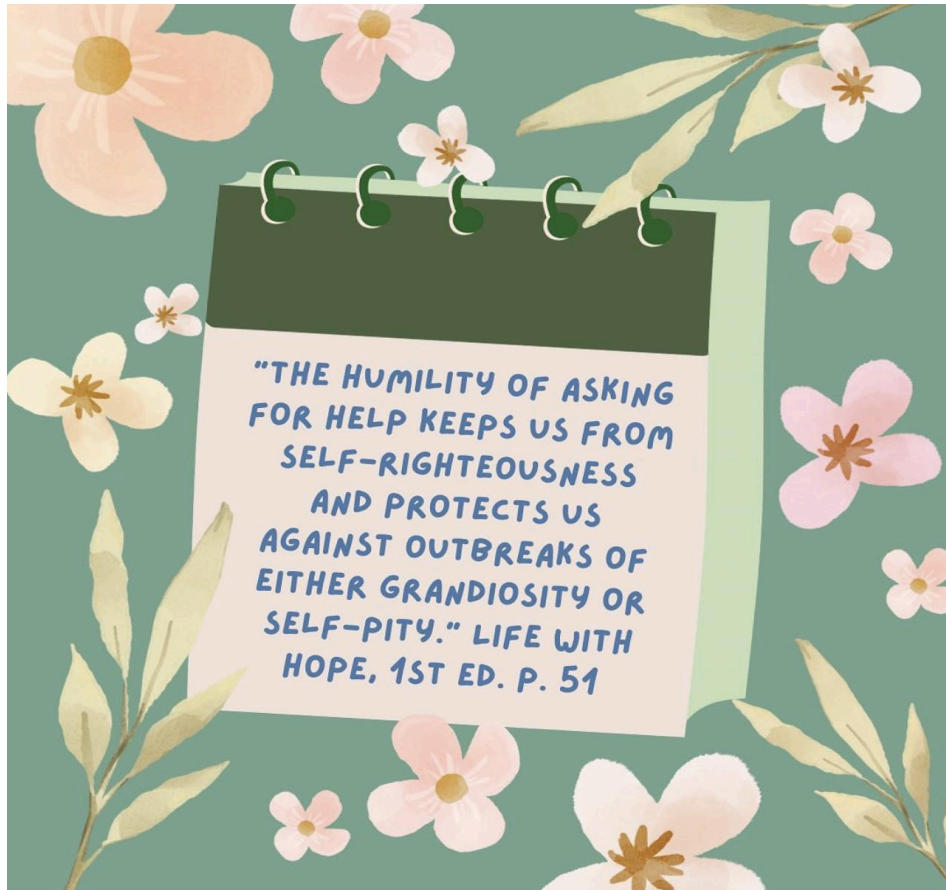
**7. Can the MA name or logo be used on flyers posted on a group’s account?**

There are limits to the permitted uses of the MA name and logo, even with a signed licensing agreement in place. For flyers advertising events the MA logo can only be used if the event includes a recovery-based activity, such as a meeting or speaker, in addition to any fellowship activities. For events that are purely social in nature, the MA name and logo should not be used. Other groups have instead used “Friends of MA” in flyers for fellowship-only events without the logo.

**8. Can the MA name or logo be used on “memes” or accounts primarily used to post memes or similar content?**

No, another limitation on a group’s use of the MA logo applies to “memes” or similar posts that can potentially trivialize the MA program. If the social media account is primarily used to post memes and other similar content, it should not use the MA logo as the account’s logo or icon. The memes or posts themselves should also not include the MA logo or name. If you are unsure whether the content of your group’s social media accounts, or particular posts would be considered memes that should not use the MA logo or name, you can contact [legal@ma12.org](mailto:legal@ma12.org) with the post or account, and someone will let you know if the MA logo and/or name can or cannot be used for that particular account or post.

## Sample Content



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14 likes

**marijuana.anonymous.world** "The humility of asking for help keeps us from self-righteousness and protects us against outbreaks of either grandiosity or self-pity." Life with Hope, 1st ed. p. 51

Today's daily reflection. Fellowship, being of service, and acts of kindness take us out of our disease of addiction and into a life of fulfillment and purpose.

To find more from MA's daily reflection book "Living Every Day with Hope", more literature, access to meetings, and more; head to the link in our bio!! ✨

[#Recovery](#) [#DailyQuotes](#) [#DailySoberQuotes](#) [#DailyRecoveryReading](#)  
[#DailyReflections](#) [#Sober](#) [#Sobriety](#) [#MarijuanaAnonymous](#)  
[#MarijuanaAddiction](#) [#MarijuanaAddictionRecovery](#) [#SoberThoughts](#)

**HIGHER POWER, GIVE ME THE WILL TO KEEP  
GOING.**

**TO LIVE THIS LIFE I LIVE.**

**EVEN WHEN TIMES GET HARD, GIVE ME THE  
STRENGTH AND COURAGE TO STRIVE AGAIN.**

**HIGHER POWER, I THANK YOU FOR LETTING ME  
BE A CHILD OF YOURS.**

**I THANK YOU FOR REMOVING THE DARKNESS, AND  
CLOUDS FROM MY MIND.**

**FOR LETTING ME HAVE THE LIGHT OF LIFE.**

**HIGHER POWER, I THANK YOU FOR THE NEW  
JOURNEY OF LIFE IN SOBRIETY.**

**HIGHER POWER, I THANK YOU FOR LETTING ME  
BECOME MYSELF AGAIN.**

living every day with hope pg. 246

marijuana.anonymous.world

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65 likes

marijuana.anonymous.world Higher Power, give me the will to keep going.

To live this life I live.

Even when times get hard, give me the strength and courage to strive again.

Higher power, I thank you for letting me be a child of yours.

I thank you for removing the darkness, and clouds from my mind.

For letting me have the light of life.

Higher power, I thank you for the new journey of life in sobriety.

Higher power, I thank you for letting me become myself again.

-Living Every Day with Hope p. 246

[#marijuanaanonymous](#) [#marijuanaaddictionrecovery](#) [#serenityprayer](#)  
[#dailyreflections](#) [#dailyquote](#) [#dailyreader](#)



marijuana.anonymous.world

...

 **THE 12 QUESTIONS**  
OF MARIJUANA ANONYMOUS

-  Has smoking stopped being fun ?
-  Do you ever get high alone?
-  Is it hard for you to imagine a life without marijuana?
-  Do you find that your friends are determined by your marijuana use?

@marijuana.anonymous.world



marijuana.anonymous.world

...

 **THE 12 QUESTIONS**  
OF MARIJUANA ANONYMOUS

-  Do you use marijuana to avoid dealing with your problems or cope with your feelings?
-  Has your marijuana use led to financial difficulties and/or legal consequences?
-  Does your marijuana use let you live in a privately defined world?
-  Have you ever failed to keep promises you made about cutting down or controlling your use of marijuana?

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 **THE 12 QUESTIONS**  
OF MARIJUANA ANONYMOUS


-  Has your use of marijuana caused problems with your health, memory, concentration, or motivation?
-  When your stash is nearly empty, do you feel anxious or worried about how to get more?
-  Do you plan your life around your marijuana use?
-  Have friends or relatives ever complained that your using is damaging your relationship with them?

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 **THE 12 QUESTIONS**  
OF MARIJUANA ANONYMOUS

If you answered yes to any of the above questions, you may have a problem with marijuana.

If you have a desire to stop using marijuana, you are in the right place. **CLICK THE LINK IN BIO FOR ACCESS TO LITERATURE, MEETINGS, AND MORE**





## Marijuana Anonymous

Posted by YouTube

Jan 4, 2023 • 🌐



Is Marijuana Addictive? -Well it was for us.

New PSA made by fellows for all fellows and the addict who still suffers.

For more resources, check out our website [marijuana-anonymous.org](https://marijuana-anonymous.org)



youtube.com

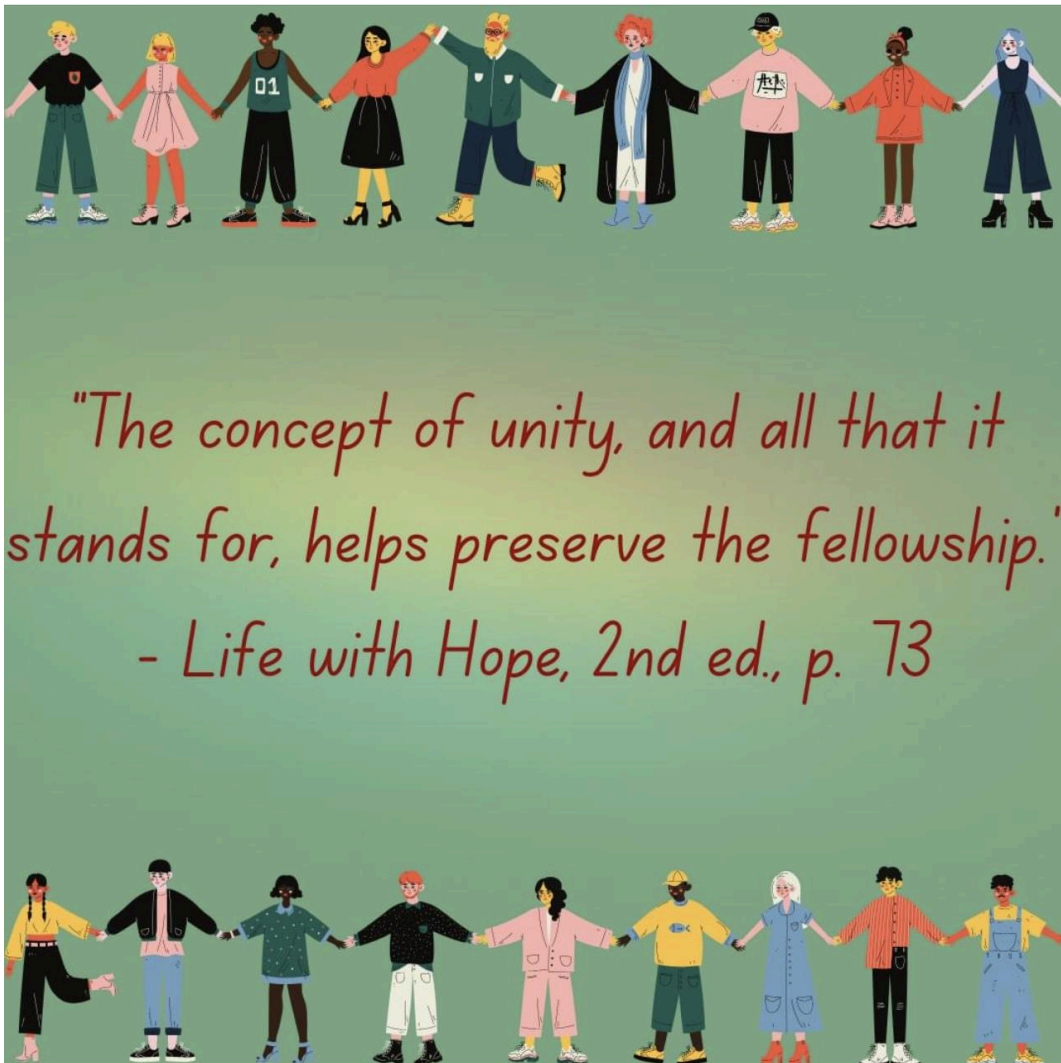
**Marijuana Anonymous- Is Marijuana Addictive?**

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"The concept of unity, and all that it stands for, helps preserve the fellowship." Life with Hope, 2nd ed., p. 73

This image, of fellows holding hands, is one of 12 step programs beautiful moments. We hold hands when saying the unity prayer, or serenity prayer (or both). This moment unifies the fellowship. Today's quote reflects on this topic in "Living Every Day With Hope" Marijuana Anonymous's new daily reflections book that is currently in the process of finalizing! to access the full reading check out our website [www.marijuana-anonymous.org](http://www.marijuana-anonymous.org)



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