



YOUR PAL GROUP AND FACEBOOK

WELCOME!

We're excited that you are choosing to use social media to support your group! Your enthusiasm is a big part of what will make your new PAL group a success. We do have some standards we follow with social media, driven by two primary goals:

1. **Never forget that we are an anonymous organization** – we are careful not to jeopardize that anonymity for any of our meeting participants, even with their permission.
2. **We are a face-to-face organization.** PAL is not designed to be an online support group; it is an in-person meeting, so remind your participants that this isn't the place to share personal stories.

GROUP OPTIONS:

There is only one public PAL Facebook page (the national page at <https://www.facebook.com/PALGivesHope>). All others are private Groups so people can find the PAL page without being confused by dozens of options - please **DO NOT** make a Facebook page for your PAL meeting group. Instead, create a Group through your personal Facebook page.

Typically, groups cross-promote by setting up a regional page like PAL Group Indiana or Parents of Addicted Loved Ones AZ Group to reach more people. However, you can set up a Group just for your meeting. Groups can be informational only or for sharing. All PAL Facebook Groups are private – people must request to join or be invited.

1. **Information only** – Only the admin can post (meeting changes, guest speakers, etc.). Other people can comment on posts. It is possible to have multiple administrators so multiple facilitators can share the duties.
2. **Sharing page** – Other people can post, share stories and articles. Please remember to refrain from sharing personal details online. This type of group puts more demand on the administrator who must monitor all the posts.

SETTING UP A GROUP:

1. From your **Feed**, click **Groups** in the left menu. If you don't see **Groups**, click **See more**.
2. Click **Create new group**.
3. Enter your group name (i.e. "PAL Group Pure Heart").
4. Select "private" and select whether to make your group visible or hidden.
5. If ready, add people to your group.
6. Email your Facebook Group information to admin@palgroup.org and include the following:
 1. Your name
 2. The state and your group's name
 3. Type of group you started:
 - a state/regional group
 - individual meeting group
 4. Your Facebook Group's link

MARKETING YOUR GROUP:

Many are eager to use Facebook to help market their group and for that reason they want it to be public. We have learned through experience that it's BEST to keep your Facebook Group private. If you're comfortable, you can share your Group through your personal Facebook page to let all your FB friends know, who will share it with their friends, who will share it with their friends...

PAL can also support you by sending emails to the area, mailing brochures to nearby first responders, treatment centers, medical facilities, and churches and/or reaching out to mainstream media for you. Send us an email if you're interested in exploring one of these promotional ideas.

Feel free to reach out with any questions - **good luck and THANK YOU!**