DCM SHARING SESSION—DECEMBER 18, 2021

11:00 AM – Sharing Session held virtually; opened with the Serenity Prayer by Chairperson, Drew B.,

What happens at a DCM Sharing Session by Drew B.: At the DCM Sharing Session, a District Committee Member suggest a topic and then there is a discussion on the topic with those in attendance. New to the DCM Sharing Session:

Presentation By: Jeff D. of District 11/Sub-District 002 Presentation Topic – "How do we use our electronic presence?"

Index
DCM = District Committee Member,
DCMC = District Committee Member Chair, CNCA = California Northern Coastal Area, GSO = General Service Office,
GSC = General Service Conference

Jeff D. of District 11 Sub-District 002 screenshared the handout "Web Talk Outline" that reflected the topic as narrated during the sharing session: https://tinyurl.com/ dcmsessiondocs

How can we effectively use our AA Website? Why are we looking at this? How many times have you talked with some- one and they are not aware of the information and we state, "It's on the website," and they reply, "I can't find it." The web is constructed and that's the process. Telling them about the website and encourage them to use it. Show them how to use it. Pass It On. Having a team and invest the time and district members on how to use the website and suggests having a workshop for the users.

Some of the questions to consider when creating a website in A.A.: How do we make our website more effective? If no one uses it, it's a waist. Folks are looking for a connection. It is an extension of our leadership. Does it convey the message of our three legacies and leadership? What is on the website? What you want on the site is based on the user. How to make it attractive and easy to use. Defining who the users are to make easy to navigate and get the resources need. Target audiences' identity. Start looking at the greater amount of the audience's identity. What is the platform of choice, what browsers do they use? Knowledge of local user and out of towners. Where are your users located? Most Groups do not have a website, but some do. How do users look at your website?

Text attracts more attention when making a point rather than images which are usually scanned through. Knowing where to post blocks on the web page. Valued propositions clear above the fold. You are telling your users you are important and that you want them to have a deeper connection to A.A. Using a ton of headings. What is the difference between a heading and a headline? Drawing the user's attention of

where they want to go. You want to run a "So-what test" why should I include it is it needed and is it clear. If it does not meet that requirement. Infinite browsing. Long hallway with open doors. You keep searching and searching. Keep it short and get to the point. Sometimes we want to be fancy. But that is how you will lose their attention. Big and bold picture. Call to Action instructing people where to go and what to do. Click Here is a call to action. Making first impressions and building trust with the content is the primary goal to maximize the user's experience on the site. Being big and bold with a logo, which is also a tool and method that builds trust. The less written content the more spatial and brilliant the experience becomes. Consider avoiding big block of texts accompanied with more big block texts.

As members in the session shared their experiences of how their Groups and/or Districts are implementing dynamic electronic presences, their appreciation for the presentation spoke volumes with how to better practice the principle of inclusivity and transparency in the digital format. This too has proven that the Principles can also permeate the virtual world, thus the ability to Carry the Message continues to be a driving force even under such conditions.

TOPIC FOR NEXT MONTH:
No topic at the time as the January 22, 2022 DCM, Sharing Session will be held in person at the Petaluma Community Center at 10:00 AM.
Respectfully Submitted,
Chase C. | DCM Sharing Session Recording Secretary