

THE NAR-ANON FAMILY GROUPS'
WEBSITE HANDBOOK

2016



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Conference Approved
S-318 ~ 16-11-15

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PREAMBLE

The Nar-Anon Family Groups are a worldwide fellowship for those affected by someone else's addiction.

As a twelve step program – we offer our help by sharing our experience, strength, and hope.

We carry the message of hope by letting others know that they are not alone; by practicing the Twelve Steps of Nar-Anon; and by changing our own attitudes.

We will respect your anonymity.

Our program is not a religious one, but a spiritual way of life.

MISSION STATEMENT

The Nar-Anon Family Groups are a worldwide fellowship for those affected by someone else's addiction. As a twelve step program, we offer our help by sharing our experience, strength, and hope.

VISION STATEMENT

We will carry the message of hope throughout the world to those affected by the addiction of someone near to them.

We will do this by

- letting them know they are no longer alone;
- practicing the Twelve Steps of Nar-Anon;
- encouraging growth through service;
- making information available through outreach encompassing public information, hospitals, institutions, and websites; and
- changing our own attitudes.

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INTRODUCTION

A website is often one of the first points of contact for the public and the potential Nar-Anon member. The first impression of a website is likely to have a lasting effect. For this reason it is important to state the purpose of Nar-Anon and Narateen Family Groups on the home page and keep the appearance simple, without excessive graphic design or appearing to be a commercial endeavor. It should be easy to navigate to relevant information. We can improve the effectiveness of an already existing website by clarifying the site's purpose. It may be designed to reach potential members (families and friends of addicts) and professionals working in the field of addiction. For Nar-Anon members, a website allows access to meeting lists, literature, event information, service resources, minutes, and contact information for other Nar-Anon services.

PLANNING

Planning is important in the creation of all websites. It is suggested that a service committee be formed to plan, implement, and maintain the website. Part of the planning phase is to determine the site's goals and audience. A site may be created to welcome newcomers and to help them find their first meeting, or its purpose may be to provide information (e.g., Nar-Anon's mission, vision, and principles; news; area/region information; service information; and calendars). The site's purpose may be to achieve both goals and possibly other goals not mentioned here. When planning and implementing a Nar-Anon website, it is necessary to consider Nar-Anon's Twelve Traditions and Twelve Concepts of Service in all decision-making.

RESPONSIBILITIES OF A WEBSITE COMMITTEE

Clearly define the responsibilities delegated to the website committee which is accountable to the region/area service committee. Consult *The NFG Guide to Local Services*, section 6-6, for guidance in establishing subcommittees. It is advisable to divide web responsibilities among committee members. For example, a chair, who may or may not have the technical skills needed for web maintenance, could be responsible for verifying and updating information submitted to the website. The technical aspects can be managed by other committee members.

Region/area service committee members should make it a practice to review their website on a regular basis to ensure the website committee is responding to the region/area service committee's requests. A region/area is best served by a website that can be easily passed on to a subsequent committee. If a website is difficult to maintain, it may be hard to find trusted servants who are able to take on the commitment.

CHOOSING A DOMAIN NAME AND TITLE FOR THE WEBSITE

The domain name is the internet address for the website. The domain name of the Nar-Anon Family Group World Services website is **nar-anon.org**. A domain name should be something that is understandable by those not in the program and also relevant to Nar-Anon.

It is important the website domain name is easy to remember and not confusing to translate verbally.

- A dash is not a good idea.
- Avoid words that are hard to spell.
- Avoid words with alternate spellings.

- Avoid numbers because visitors may not know if it is a numeral or a word. If a number is used, be certain both domain names are available, for example:
 - www.group**three**.com
 - www.group**3**.com

Before the website name is registered, make a short list of alternate domain names in case one or more is already taken. Once selected, the domain name must be purchased from a domain registrar. There are many reputable registrars on the internet. Beware of free services as they sometimes become the owner of the domain name, rather than the region/area.

It is critical the region/area be listed as the registrant of the domain name as opposed to an individual. If the region/area is not the registrant, then they are not the owner. It may be difficult to administer the domain name if the registered member leaves the program.

PAYING FOR THE WEBSITE

Tradition Seven, "Every group ought to be fully self-supporting, declining outside contributions," applies to websites as well as groups. The region/area sponsoring the website should fund it with contributions from its members.

WEBSITE CONTENT

Once the website purpose and goals are adopted, the next task is to compile its content. The committee develops the website content, always mindful of the Twelve Traditions and Twelve Concepts of Service. Input is solicited from the region/area members. Generally, the most requested information on the website is a list of meetings. While each Nar-Anon website is unique to its geographical location, it is still representative of the Nar-Anon program.

ANONYMITY

Tradition Eleven states, "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, films, internet, and other forms of mass media. We need guard with special care the anonymity of all NA members." Individuals do not identify themselves as Nar-Anon members on the internet. Therefore, we need to pay special attention to maintaining the anonymity of Nar-Anon and NA members on public websites. When posting information that could compromise anonymity, it is possible and advisable to place this content in a password protected "members only" area of the website. Circulating a common username and password at meetings is a way to disseminate this information to Nar-Anon members only.

It is strongly suggested that any sharing of experience, strength, and hope posted on the website be made anonymously. Personal information, such as last names, phone numbers, or addresses, included in flyers and documents posted on the website may compromise anonymity. This includes information known as metadata contained in document properties. Search engines can access this information even though it is not part of the printed document. Most current word processing software have ways to remove this type of information. Consult the application's Help function on instructions to remove personal information from documents.

Avoid compromising anyone's anonymity when using multimedia content and images. Do not show full-face images that allow members to be identified.

USE OF NAR-ANON COPYRIGHTED MATERIAL

The primary purpose of a Nar-Anon website is outreach. It is important the Nar-Anon message be clear and not diluted with outside materials and ideas. *The NFG Guide to Local Services*, section 9-2, reminds regions that “Traditions are violated when members, groups, areas, or regions print, distribute, or publish their own literature.”

To keep the Nar-Anon message in focus, limited use of Nar-Anon copyrighted materials is allowed by areas and regional committees for the purpose of outreach. The “Copyright and Trademark Information” section from *The NFG Guide to World Services (GWS)*, page 27, sets specific guidelines for use of Nar-Anon copyrighted materials:

*Outreach literature labeled "This may be photocopied," may be reproduced by local outreach committees for use in their areas and regions. Area or regional committees may use quotes or reprint portions of Nar-Anon CAL that do not exceed 25% of the original piece or do not exceed 25% of a single chapter or section, if taken from a booklet or book. **The Twelve Steps, Twelve Traditions, Twelve Concepts of Service, Mission and Vision Statements from the Nar-Anon Blue Booklet or world service website may be used in their entirety** [emphasis added]. These excerpts shall always include proper notation or credit identifying the origin of the quote or reprinted portion. This does not create any legal right or claim to Nar-Anon’s CAL.*

NAR-ANON LOGO

In accordance with Tradition One, “Our common welfare should come first; personal progress for the greatest number depends on unity,” it is strongly suggested Nar-Anon websites display the conference approved logo. Using the same logo builds trust in the Nar-Anon Family Groups and assures visitors they are on an official and active Nar-Anon website.

The Nar-Anon logo is in color and the background is clear, meaning if the logo is placed on top of another graphic element, the graphic remains viewable in the inner-circle of the logo.

Royal Blue and Clear with Text	Black and Clear with Text	Black and Clear Silhouette	Gray and Blue Gradient
Web Color: # 172697 RGB: 23, 38, 151 CMYK: 100%, 97%, 3%, 1%	Web Color: # 000000 RGB: 0, 0, 0 CMYK: 75%, 68%, 67%, 90%	Web Color: # 000000 RGB: 0, 0, 0 CMYK: 75%, 68%, 67%, 90%	Various colors

LINKING TO OTHER WEBSITES

Linking to other Nar-Anon websites can provide visitors with additional Nar-Anon information and resources not available on region/area websites.

Tradition Six states, "...although a separate entity, we should always cooperate with Narcotics Anonymous." To this end, Nar-Anon sites may link to any other Nar-Anon or Narcotics Anonymous websites that the website committee finds consistent with Tradition Six.

The following suggested disclaimer should accompany the link to any Narcotics Anonymous website: "Links to Narcotics Anonymous websites are provided as a convenience and in a spirit of cooperation and not affiliation."

Tradition Six also states, "Our Family Groups ought never endorse, finance or lend our name to any outside enterprise, lest problems of money, property and prestige divert us from our primary spiritual aim." Therefore, links to rehab facilities, hospitals, and other entities other than Nar-Anon can be mistaken as endorsements. Nar-Anon websites do not link to these entities.

When linking to other Nar-Anon or NA sites, it is recommended the new site is opened in a new browser window or tab. This is an accepted internet technique to let visitors know they are no longer on the Nar-Anon website. It is also a good idea to have a site policy statement explaining that links to other sites are provided as a convenience and do not represent an endorsement or affiliation. For example, sites providing maps to meetings are often used on websites *with a disclaimer stating that Nar-Anon is not affiliated with the map site service company.*

NOTIFICATION SERVICES

Notification services alert those interested of new content, meetings, and events. Email lists can be effective ways to open communication to members and interested parties. Short Message Service (SMS) sends text messages to recipients' cell phones. Some visitors may prefer Really Simple Syndication (RSS) feeds as they can easily aggregate many different information sources into a single interface.

Email address lists and/or other personal information maintained for the purpose of notification services must be kept secure and not shared with other entities. Notice of this policy should be clearly posted on the website.

MULTIMEDIA AND IMAGES

Multimedia can be quite engaging. Videos, animations, audio tracks, and interactive media can all serve to inform and entertain. Multimedia can come in the form of sound files, such as MP3 files. These different types of media require players, plug-ins, or applications installed on the website computer in order to view or hear the media.

When offering features requiring a browser plug-in, it is in the interest of the website visitor that a link is provided to download the specific plug-in. Sometimes auto-detection of these plug-ins can be scripted, allowing for automated notification that a plug-in is required. Solutions should be provided that are compatible with all popular operating systems found on desktop, laptop, tablet, mobile, and other common, small-screen to large-screen devices (excluding miniature screens such as wearables), and are compatible with all other popular web browsers found on those devices. Many web hosting service providers can make logs available that can be analyzed to determine which operating systems, devices, and browsers are used to access the website.

When using copyrighted content from other websites, permission from the owner of the material is required. For example, using images from a web search could be a violation of copyright. Although there are some public domain images, much of the content on the internet is copyrighted.

It is important to protect anonymity on multimedia content and images. Compromising anonymity can include, but is not limited to, identifiable faces in images and video, full names in audio recordings, and the use of full names in captions.

MULTILINGUAL CONTENT

With our ever expanding fellowship, it can be a great service to offer website translations to carry our message to those who speak different languages. Members who are conversant in different languages can be of service by offering their translation skills.

The addition of multilingual content should be considered before undertaking such a commitment. Just as the site's primary language pages must be kept up to date, so too will the pages written in other languages. This can present workload challenges as a change in one page will result in a change to all translated versions of that page.

At the date of this writing, the Nar-Anon Website Committee is in agreement that automated translation tools commonly available are not able to translate accurately the subtleties and nuances of the recovery language. Therefore it is suggested that automated translation technologies on Nar-Anon websites not be utilized at this time.

CONTACT INFORMATION

All Nar-Anon websites should allow visitors the ability to communicate with website managers and/or the managing entity via phone number, email address, or online web form. When posting a telephone number, make it clear the number is not for reporting emergencies. In case of emergency, the proper authorities should be notified. An online web form is probably the best option because it will not require an installed email program from the visitor. This is usually the case in public environments such as schools and libraries.

WEBSITE POLICIES

Most websites have a policy page where its terms of use and privacy policy are stated. Generally, Nar-Anon websites will not store personal information. Often a website creates what is known as a session cookie on the visitor's computer. This is usually deleted after each visit and used only to keep track of the visit. It will generally not contain any personal information. Website policies should mention tracking or analytics software used on the website. Policies may also include information on how often the website is updated and the criteria for listing meetings, conventions, and external links.

UPDATING WEBSITE CONTENT

On the internet, no information is often better than out-of-date information. There are fewer things worse than directing a newcomer to a meeting that is no longer open. If no one is able to take on a service commitment to keep content up to date, it might be a better option to not post content at all. A regularly updated site encourages visitors and members to return to see new content and service opportunities.

It is a good practice to include the last modified date in the footer section of each page on the site. This will let a visitor know the last time the page was modified and give them confidence the site is maintained. The last modified date can help the webmaster identify outdated content.

ACCESSIBILITY

Tradition Three speaks to the all-inclusive nature of the Nar-Anon program. All who have been affected by someone else's addiction are welcome. To this end, the website should attempt to be accessible to those who seek Nar-Anon's help, including visitors with sight, hearing, or physical impairments.

The issue of accessibility is raised with multimedia options. To accommodate hearing impaired visitors, closed captioning of video and text transcripts of audio can be used. To accommodate visually impaired visitors, touch, magnification, and sound can be used.

The World Wide Web Consortium (W3C) in conjunction with advocates for the disabled have created a set of website standards that allow easy access to information for individuals with disabilities. These website features are not technically difficult to build into a website. The website committee can be made aware of the "how to" and "why" of the solution.

Nar-Anon websites should contain the following elements:

1. Navigation links, the first elements in the page, allow visitors to skip repetitive navigation links and go directly to content and the footer. Another link in this section should direct visitors to a page describing the accessibility features of the website, meeting locations, and other accommodations available for disabled Nar-Anon members.
2. All images, multimedia, and non-text content will have a text-only equivalent.
3. HTML/XHTML should conform to W3C standards.
4. HTML/XHTML should contain proper tags and attributes to pass the *Cynthia Says* "Section 508" automated validation for website accessibility.

ACCESSIBILITY RESOURCE LINKS

This is a list of resources for Nar-Anon webmasters and does not imply affiliation with these organizations.

- **Web-based Intranet and Internet Information and Applications (1194.22)**
<http://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/guide-to-the-section-508-standards/web-based-intranet-and-internet-information-and-applications-1194-22>
Though these standards provide requirements that must be followed by federal agencies when producing web pages, they are a helpful set of practical guidelines for webmasters.
- **Introduction to Web Accessibility**
<http://www.w3.org/WAI/intro/accessibility.php>
The World Wide Web Consortium (W3C) is an international community where member organizations, a full-time staff, and the public work together to develop web standards. Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with and contribute to the web.

WEBSITE REGISTRATION

It is strongly recommended that webmasters register all Nar-Anon websites at the Nar-Anon World Services Website. Upon registration, webmasters will have access to Nar-Anon logo image assets to use in the creation of websites. When the webmaster commitment is passed from one trusted servant to another, the website should be re-registered in order to keep the World Service Office abreast of the current webmaster.

The webmaster is the primary contact used by the World Service Office to address website issues and the point of contact for distribution of pertinent information. The contact information may also be shared with the region/area from which the site is registered.

GLOSSARY

This glossary is offered as a resource to define many of the terms referred to in this document. The terms, products, technologies, and companies defined herein do not represent any endorsement by or affiliation with Nar-Anon.

NAR-ANON TERMS

- **Area** - Areas are convenient segments into which a region may be divided. Approval for the formation of an area rests solely with the groups within the proposed area.
- **Conference Approved Literature (CAL)** - Conference approved literature is written by and for the Nar-Anon Fellowship and approved at the World Service Conference. CAL is copyrighted material and is authorized for limited use on conforming Nar-Anon websites per the stipulations contained herein (see *GWS*, section *Copyright and Trademark Information* for full details).
- **Group** - A Nar-Anon or Narateen group is defined in our Third Tradition, "The relatives of addicts, when gathered for mutual aid, may call themselves a Nar-Anon Family Group, provided that as a group, they have no other affiliation. The only requirement for membership is that there be a problem of addiction in a relative or friend." Groups are the highest-level of the Nar-Anon service structure.
- **Nar-Anon and Narateen** - The Nar-Anon and Narateen Family Groups are a worldwide fellowship for those affected by someone else's addiction.
- **Region** - A region is comprised of areas located within its geographic boundaries. A region supports areas and groups by providing opportunities for communication, acting on behalf of Nar-Anon's primary purpose and encouraging growth of the fellowship.
- **World Services** - In harmony with the First Concept of Nar-Anon Service, "To fulfill our fellowship's primary purpose, the Nar-Anon Family Groups have joined together to create a structure that develops, coordinates, and maintains services on behalf of Nar-Anon as a whole." Nar-Anon World Services rests at the base of the Nar-Anon service structure in support of the above service structure and ultimately in support of all Nar-Anon members.

TECHNICAL TERMS

- **Accessibility** - Accessibility, with regard to websites, refers to the inclusive practice of designing pages and sites that are usable by people of all abilities and disabilities. Sites designed, developed, and edited in this way, allow all visitors equal access to the information and functionality the site has to offer.
- **Content Management System (CMS)** - A CMS is a software system for organizing, approving, and delivering content to a website. The CMS generally has centralized administration and distributed access for content creation and approval. Updating content in a CMS is generally far easier than updating static web pages through the use of a web page editing program.
- **Domain** - A domain or domain name is a unique alpha-numeric identifier for a website. Domain names often are a string of words that together are meaningful in defining the nature or purpose of the website. The domain name always ends in a top-level domain such as .com, .net, .org, or .info. There are many other top-level domains.
- **Embedded Media** - Embedded media is any image, movie, multimedia presentation, or other web asset that is presented on a website other than the website from which the media is stored. The video appears in the web page and appears to be part of the website, but the media (video) is actually stored on another site.
- **External Link** - An external link is a link to another website. Tradition Six must be considered when linking to an external website.
- **File Types** - File types are usually defined by the file name extension or the one (1) to six (6) characters at the end of the file name, after the last period (.). File types can be grouped into categories depending on their purpose, format, and delivery method.
 - **Images** - Image files are most often static graphic files. They are part of almost every web page. Image files are compressed in order to transfer quickly from the website to a computer. The more compressed the file, the quicker it transfers; however, too much compression can result in a degradation of image quality.
 - **Multimedia** - Multimedia files can contain images, video, and sound. They can also be interactive, meaning a user can click on buttons within the media to change the course of the presentation.
 - **Web Pages (static)** - Websites are created from an associated group of web pages and come in different types, static and dynamic. Static pages are delivered to web browsers directly from the server file system. Static pages are updated individually using a web page editing program and are commonly used on small websites that are updated manually.
 - Hypertext Markup Language (HTM and HTML)
- **Web Pages (dynamic)** - Dynamic web pages are often generated in conjunction with a database and can change based on the time of day, a specific query, the visitors' permissions or other input. Content Management Systems (CMS) utilize dynamic pages to manage medium to large websites. Dynamic pages have many different file types.

- **Markup Language** - The primary purpose of markup language is to format and place information on a web page. Markup language uses a text-based set of instructions known as tags, to create web pages. Web browsers download and interpret these tags using a formalized set of rules in order to render the page. HTML is the predominant markup language.
 - Hypertext Markup Language (HTML)
 - Extensible Hypertext Markup Language (XHTML)
 - Extensible Markup Language (XML)
- **Operating System** - The computer operating system (OS) is the fundamental software that interfaces the physical hardware with the programs. There are many different computer operating systems.
- **Password** - A password is a secret word or string of characters used in conjunction with a username to gain access to a computer system.
- **Really Simple Syndication (RSS)** - RSS is a family of web feed formats used to alert subscribers of frequently updated information, such as blog entries and news headlines. RSS uses a standardized format that can be read by web browsers and email clients.
- **Short Message Service (SMS)** - SMS is a service component of mobile communication systems. It utilizes standardized communications protocols that allow the exchange of short text messages between internet services such as social networking sites and mobile phones.
- **Usability** - Usability is a measure of the quality of a visitor's experience navigating and interacting with website services. It gauges the ability to successfully and quickly find information. A site that has good usability is often called "user-friendly."
- **Username** - A username is a person's identification on a computer system or website and must be unique. The username is usually associated with a password.
- **Web Browser** - A web browser is a software program used for retrieving, presenting, and navigating through information resources on the World Wide Web.
- **Web Browser Compatibility** - There are a number of web browsers developed and marketed by companies and organizations. These programs are developed independently and tend to differ slightly in the way they interpret and render standard markup language as defined by the World Wide Web Consortium (W3C). Web browser compatibility refers to differences in how pages are rendered. The same web browser on different operating systems can also render pages differently. Due to compatibility issues, it is good to test a website in as many different browsers and operating system combinations as possible. Pages may be adjusted to optimize the experience for the greatest number of visitors.
- **Web Browser Plug-ins** - A Plug-in is a program installed on a computer that interacts with multimedia and other non-web page content in order to render content in a web browser.
- **World Wide Web Consortium (W3C)** - The W3C is the primary international standards organization for the World Wide Web. It develops and maintains technical standards that facilitate the interchange of information between websites and visitors.