

# Online Recovery Area Business Meeting Minutes

## Saturday, January 10, 2026 - 12:00 noon Eastern

Chair Announcements: Cameron F.

- The Online Area is now 4 months old.
- As of today, we have 20 Member Groups with 28 meetings
- We'll seek ratification at the World Service Conference this September 2-6, 2026
- Group Changes: <https://onlinerecoveryarea.org/groups/group-changes-requests-updates-submission-form/>
- Ratification Petition: <https://onlinerecoveryarea.org/about-ora/petition-to-become-an-area/>

### **Roll Call & Group Announcements:**

1. Cameron F. - ORA Chair
2. Kimia G. - Treasurer
3. Tom T. WSCIT Committee
4. MJ - Keep It Simple
5. Singo - Spiritual Cartel - GSR
6. Michael M. Unshakeable Foundation
7. Purdy Spiritual Cartel
8. Ollie - Walking Shoulder to Shoulder
9. Lindsay P. - Here for Fun
10. Rosanna - No Half Measures
11. Rachel W. - No Half Measures
12. MarLa - Recovery Movie Matinee
13. Chris D. Cyber Serenity Group
14. Lyndsey J. - Visitor
15. Larissa W. CA Service Sponsorship Group
16. Candace - Emotional Sobriety
17. Younes A. - Social Media Coordinator
18. Nadia J. - Women in Recovery - 30 members
19. Jess P. - Visitor

### **New Business:**

### **Elections:**

- World Service Delegate
- Unity Chair (Celebrate Around the World)

Nominations:

Cameron F. - Nominates: MJ for Delegate - Accepted and unanimously approved.

### **Reports:**

Treasurer - Kimia G. - See report below.

MJ - H&I Chair - Developing a list of people who wish to be involved in coordinating hospitals and institutions with the Online Recovery Area and its member groups to carry a strong recovery message.

Liza L. - Meeting Services - NA

Evarleigh S. - Public Information Chair - NA

Younes A. - Social Media Coordinator - See report below

Cameron F. - Webmaster - see report below

### **Other Business:**

- 7th Form with link to PayPal - [treasurer@onlinerecoveryarea.org](mailto:treasurer@onlinerecoveryarea.org)
- Celebrate Around the World - 1st weekend in March - Purdy elected to Unity Chair and organize the Celebrate Around the World Event.
- Cameron F. To get our Delegate accredited and registered for the upcoming Conference
- Logo use - flyers etc. - no transparent backgrounds, always have the 6th Tradition disclaimer.
- Email Addresses are available for Committee Chairs - see Cameron to implement.

**Next Meeting:** Proposed: Saturday, April 25, 2026 at 12:00 noon Eastern

**Adjournment:** 2026-01-10 at 1:10 pm

### **Reports:**

#### **SOCIAL MEDIA - YOUNES A.**



Goal

Guide people who are searching for help with cocaine addiction—in a safe, anonymous, non-judgmental way—from social media to

👉 <https://onlinerecoveryarea.org>

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Platform Focus (with reach)

- Instagram (~2B users) → Reels & Stories
- TikTok (~1.6–2B users) → short, relatable videos
- YouTube (Shorts) (~2.5B users) → education & deeper guidance
- Facebook (~3B users) → groups, longer posts, older audience



Priority: short vertical video, reused across platforms.

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## Content Strategy (80% value / 20% CTA)

### 1. Awareness & Recognition

- “Signs cocaine is affecting your life more than you think”
- POV / relatable moments
- Content that helps people recognize the problem

### 2. Education (low-trigger, high-trust)

- Why quitting is hard
- Cravings, relapse, dopamine
- Breaking common myths

### 3. Hope & Recovery

- Anonymous stories
- Quotes & short insights
- Emphasis on: recovery is possible

### 4. Soft Call-to-Action

- “Explore help anonymously → link in bio”
- “No pressure. No judgment.”

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## Tone of Voice

- Empathetic and calm
- Never shaming or aggressive
- Safety, privacy and anonymity emphasized

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## Funnel

Profile bio → [onlinerecoveryarea.org](https://onlinerecoveryarea.org)

Landing page should be:

- Calm and trustworthy
- No sales language
- Clear next steps for support

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## 17 Consistency

- 3–5 short videos per week
  - One recurring format (e.g. “Do you recognize this?”)
  - Respond to comments with care (not therapy)
- 

#### Success Metrics

- Link clicks to website
  - Profile visits
  - Saves & shares (very important)
  - DMs asking for help (trust indicator)
- 

#### Optional: Paid Reach / Ads (Boosting)

#### When to use ads

- To increase reach of high-performing organic posts
  - To reach silent help-seekers who don’t comment or engage
- 

#### Recommended Ad Types

##### 1 Instagram & Facebook Ads (Meta)

- Boost short Reels with high engagement
- Target by:
- Interests: mental health, recovery, self-improvement
- Behaviors (NOT addiction labeling)
- CTA:
- “Learn more”
- “Explore support anonymously”

 Avoid direct claims like “Addiction treatment” in ad copy (policy-safe wording).

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##### 2 TikTok Promote

- Promote educational or recognition videos
- Best formats:
- POV
- “You’re not alone” messaging
- Soft CTA only

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### 3 Budget Guidance (example)

- Start small: €5–10/day
- Test 2–3 videos
- Scale only ads with:
- High watch time
- Link clicks
- Saves

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People struggling with cocaine addiction need recognition, safety, and time before clicking help.

## Online Recovery Area Financials for 2025 - \$CDN

[illegible]

## Online Recovery Area Financials for 2026 - \$CDN

Meeting	Zoom Acc	Adverts	Delegate	Web Fees	CAWS	Web Host.	Chat Bot	Total Cost	7th	Group Net
ORA N/L 2025								-384		
1/10/2026	-20					-12	-29	-61	1296.82	1235.82
										0
										0
										0
										0
										0
										0
										0
										0
										0
										0
										0
										0
Total Sums	-20	0	0	0	0	-12	-29	-445	1296.82	851.82

All Users

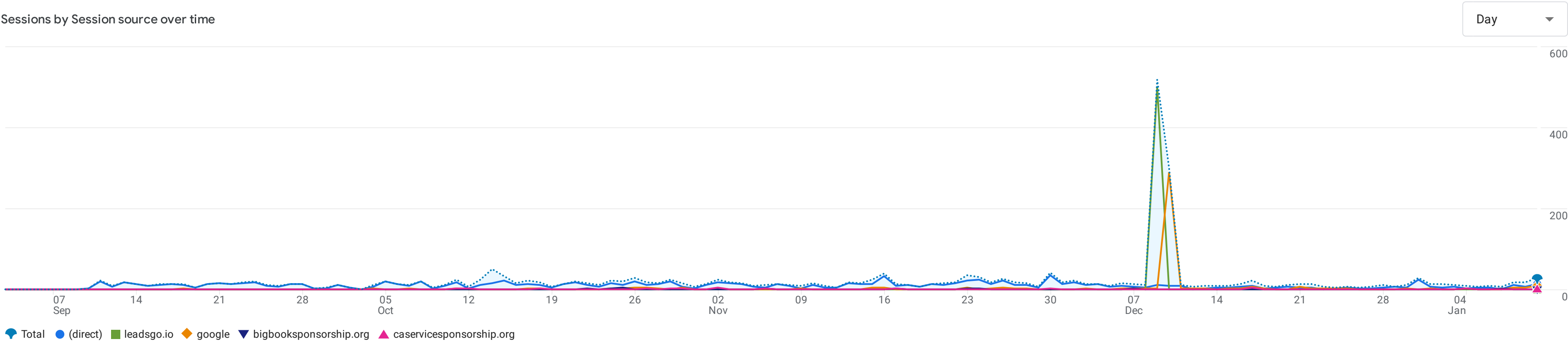
Add comparison

Custom

Sep 3, 2025 – Jan 10, 2026

Traffic acquisition: Session source

Add filter



Plot rows

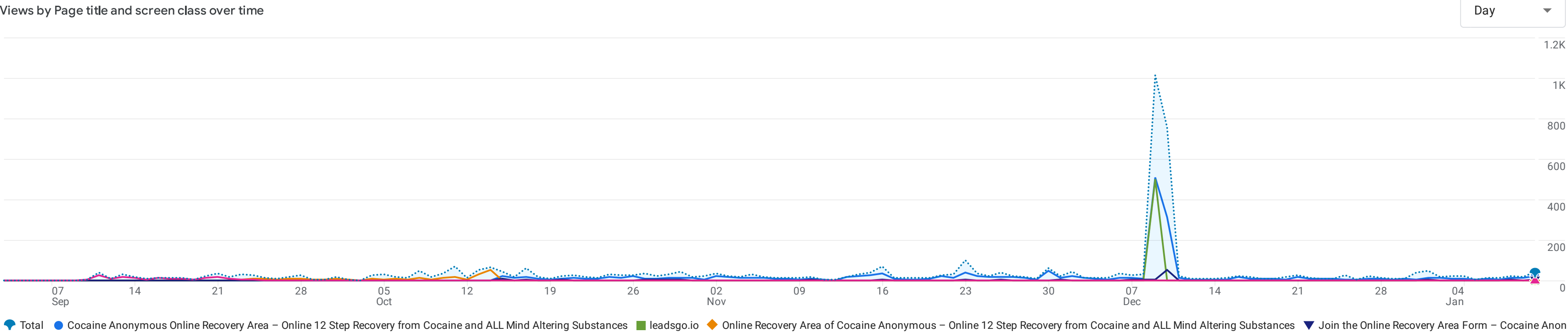
Search...

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	Session source	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
<input checked="" type="checkbox"/>	Total	2,534 100% of total	1,324 100% of total	52.25% Avg 0%	1m 09s Avg 0%	4.84 Avg 0%	12,261 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 (direct)	1,225 (48.34%)	317 (23.94%)	25.88%	23s	3.95	4,844 (39.51%)	0.00 (–)	0%	\$0.00 (–)
<input checked="" type="checkbox"/>	2 leadsgo.io	500 (19.73%)	499 (37.69%)	99.8%	41s	5.99	2,994 (24.42%)	0.00 (–)	0%	\$0.00 (–)
<input checked="" type="checkbox"/>	3 google	455 (17.96%)	375 (28.32%)	82.42%	3m 59s	6.57	2,988 (24.37%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	4 (not set) ⚠	62 (2.45%)	0 (0%)	0%	59s	2.79	173 (1.41%)	0.00 (–)	0%	\$0.00 (–)
<input checked="" type="checkbox"/>	5 bigbooksponsorship.org	51 (2.01%)	23 (1.74%)	45.1%	50s	3.45	176 (1.44%)	0.00 (–)	0%	\$0.00 (–)
<input checked="" type="checkbox"/>	6 caservicesponsorship.org	50 (1.97%)	28 (2.11%)	56%	1m 09s	4.48	224 (1.83%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	7 m.facebook.com	45 (1.78%)	7 (0.53%)	15.56%	3s	3.18	143 (1.17%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	8 12steps4hours.org	39 (1.54%)	19 (1.44%)	48.72%	28s	4.33	169 (1.38%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	9 lm.facebook.com	24 (0.95%)	6 (0.45%)	25%	28s	4.29	103 (0.84%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	10 bigbooksponsorshipgroup.org	18 (0.71%)	9 (0.68%)	50%	12s	3.28	59 (0.48%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	11 l.facebook.com	15 (0.59%)	8 (0.6%)	53.33%	1m 25s	3.87	58 (0.47%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	12 duckduckgo	11 (0.43%)	6 (0.45%)	54.55%	19s	4.36	48 (0.39%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	13 facebook.com	10 (0.39%)	8 (0.6%)	80%	5s	4.00	40 (0.33%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	14 recoverymoviematinee.org	9 (0.36%)	4 (0.3%)	44.44%	37s	3.44	31 (0.25%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	15 caonlineregion.org	8 (0.32%)	4 (0.3%)	50%	3m 41s	3.75	30 (0.24%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	16 bing	7 (0.28%)	5 (0.38%)	71.43%	1m 36s	7.29	51 (0.42%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	17 chatgpt.com	6 (0.24%)	2 (0.15%)	33.33%	10s	3.17	19 (0.15%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	18 cyberserenity.org	6 (0.24%)	4 (0.3%)	66.67%	2m 05s	8.33	50 (0.41%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	19 caofma.org	4 (0.16%)	1 (0.08%)	25%	2m 01s	8.25	33 (0.27%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	20 cabarrie.org	3 (0.12%)	1 (0.08%)	33.33%	2m 15s	4.00	12 (0.1%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	21 cacanada.org	2 (0.08%)	0 (0%)	0%	0s	2.50	5 (0.04%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	22 antelopevalleyca.org	1 (0.04%)	1 (0.08%)	100%	1m 10s	8.00	8 (0.07%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	23 thehighroadto.org	1 (0.04%)	0 (0%)	0%	0s	3.00	3 (0.02%)	0.00 (–)	0%	\$0.00 (–)

Pages and screens: Page title and screen class

Add filter



Plot rows

Search...

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		Page title and screen class	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
<input checked="" type="checkbox"/>		Total	4,478 100% of total	1,897 100% of total	2.36 Avg 0%	1m 32s Avg 0%	12,261 100% of total	0.00 (–)	\$0.00
<input checked="" type="checkbox"/>	1	Cocaine Anonymous Online Recovery Area – Online 12 Step Recovery from Cocaine and ALL Mind Altering Substances	1,862 (41.58%)	1,351 (71.22%)	1.38	52s	5,184 (42.28%)	0.00 (–)	\$0.00 (–)
<input checked="" type="checkbox"/>	2	leadsgo.io	500 (11.17%)	500 (26.36%)	1.00	20s	1,998 (16.3%)	0.00 (–)	\$0.00 (–)
<input checked="" type="checkbox"/>	3	Online Recovery Area of Cocaine Anonymous – Online 12 Step Recovery from Cocaine and ALL Mind Altering Substances	225 (5.02%)	153 (8.07%)	1.47	29s	669 (5.46%)	0.00 (–)	\$0.00 (–)
<input checked="" type="checkbox"/>	4	Join the Online Recovery Area Form – Cocaine Anonymous Online Recovery Area	194 (4.33%)	141 (7.43%)	1.38	55s	447 (3.65%)	0.00 (–)	\$0.00 (–)
<input checked="" type="checkbox"/>	5	Online Recovery Area of Cocaine Anonymous – Modem to Modem 12 Step Recovery from Cocaine and ALL Mind Altering Substances	152 (3.39%)	88 (4.64%)	1.73	1m 05s	451 (3.68%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	6	About the Online Recovery Area of C.A. – Cocaine Anonymous Online Recovery Area	117 (2.61%)	102 (5.38%)	1.15	1m 10s	325 (2.65%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	7	Ask our AI Service Sponsor – Cocaine Anonymous Online Recovery Area	111 (2.48%)	88 (4.64%)	1.26	1m 21s	229 (1.87%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	8	Join the Online Recovery Area Form – Online Recovery Area of Cocaine Anonymous	101 (2.26%)	46 (2.42%)	2.20	57s	238 (1.94%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	9	Online Recovery Area Service Committee Business Meeting Preamble – Cocaine Anonymous Online Recovery Area	95 (2.12%)	85 (4.48%)	1.12	44s	222 (1.81%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	10	Petition to be ratified as the Cocaine Anonymous Online Recovery Area – Cocaine Anonymous Online Recovery Area	91 (2.03%)	76 (4.01%)	1.20	1m 15s	247 (2.01%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	11	Group Changes, Requests, Updates Submission Form – Cocaine Anonymous Online Recovery Area	85 (1.9%)	56 (2.95%)	1.52	55s	128 (1.04%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	12	Committee Chairs – Cocaine Anonymous Online Recovery Area	81 (1.81%)	75 (3.95%)	1.08	35s	190 (1.55%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	13	Service Committee Duties & Responsibilities – Cocaine Anonymous Online Recovery Area	80 (1.79%)	77 (4.06%)	1.04	47s	201 (1.64%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	14	Upcoming Special Events – Cocaine Anonymous Online Recovery Area	66 (1.47%)	57 (3%)	1.16	1m 02s	144 (1.17%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	15	Service Committees – Cocaine Anonymous Online Recovery Area	65 (1.45%)	53 (2.79%)	1.23	1m 09s	126 (1.03%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	16	The most important position in C.A. – the Group Service Representative (GSR) – Cocaine Anonymous Online Recovery Area	56 (1.25%)	55 (2.9%)	1.02	59s	98 (0.8%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	17	ORA Archives – Cocaine Anonymous Online Recovery Area	54 (1.21%)	54 (2.85%)	1.00	1m 09s	99 (0.81%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	18	About Cocaine Anonymous – Cocaine Anonymous Online Recovery Area	50 (1.12%)	48 (2.53%)	1.04	2m 05s	115 (0.94%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	19	Groups – Online Recovery Area of Cocaine Anonymous	43 (0.96%)	21 (1.11%)	2.05	19s	84 (0.69%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	20	ORA Groups – Cocaine Anonymous Online Recovery Area	43 (0.96%)	41 (2.16%)	1.05	1m 22s	92 (0.75%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	21	12 & 12 & 12 – Cocaine Anonymous Online Recovery Area	41 (0.92%)	40 (2.11%)	1.03	9s	68 (0.55%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	22	7th Donation – Cocaine Anonymous Online Recovery Area	41 (0.92%)	43 (2.27%)	0.95	57s	80 (0.65%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	23	About the ORA – Cocaine Anonymous Online Recovery Area	38 (0.85%)	25 (1.32%)	1.52	1m 18s	95 (0.77%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	24	Ask our AI Service Sponsor – Online Recovery Area of Cocaine Anonymous	34 (0.76%)	22 (1.16%)	1.55	13s	64 (0.52%)	0.00 (–)	\$0.00 (–)
<input type="checkbox"/>	25	Service Committees – Online Recovery Area of Cocaine Anonymous	34 (0.76%)	20 (1.05%)	1.70	13s	67 (0.55%)	0.00 (–)	\$0.00 (–)