

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
- 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.



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

👉 <https://onlinerecoveryarea.org>



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.

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

Landing page should be:

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

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

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

2 TikTok Promote

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

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

Meeting	Zoom Acc	Adverts	Delegate	Web Fees	CAWS	Web Host.	Chat Bot	Total Cost	7th	Group Net
Net 2024										0
								0		0
								0		0
								0		0
								0		0
								0		0
								0		0
								0		0
								0		0
								0		0
								0		0
9/28/25	-20			-201		-12	-29	-261		
10/26/25						-12	-29	-41		
11/30/25						-12	-29	-41		
12/28/25						-12	-29	-41		
Total Sums	-20	0	0	-200	0	-48	-145	-384	0	-384

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