# II. CPC – EN

General Service Conference - Conférence des Services généraux - Conferencia de Servicios Generales

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**2026 Committee on Cooperation with the Professional Community**

**ITEM A:** Review progress report on AAWS LinkedIn page.

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**Background notes:**

*Excerpts from the November 2025 trustees' CPC-Treatment & Accessibilities committee meeting:*

AAWS LinkedIn Update: The committee accepted the AAWS LinkedIn report. The Communications Services Department also reported that they are awaiting confirmation on the status of the LinkedIn Premium subscription.

*Excerpts from the 2025 Conference Committee on Cooperation with the Professional Community*:

- On a one-year trial basis, AAWS subscribe to a LinkedIn Premium Business account at a cost not to exceed $1,000 per year, and to bring back a report on the effectiveness of the upgraded account to the 2026 Conference Committee on Cooperation with the Professional Community.

*Additional Committee Considerations:*

- The committee reviewed the progress report on the LinkedIn page and received a verbal update from the Communication Services Department. The committee noted that the formatting and content would include informing professionals in three languages within the limitations of the platform and best practices for posting to social media. The committee requested that a progress report be brought back to the 2025 Conference Committee on Cooperation with the Professional Community.

- The committee requested that AAWS explore increasing the cadence of LinkedIn posting and what resources would be required to support that effort.

*Secretary's note: An Advisory Action in 2018 stated that "The committee recommended that A.A. World Services, Inc. develop a company page on LinkedIn with the following goals in mind:*

- *To offer another digital resource, in addition to www.aa.org, where professionals can find accurate information about A.A.*
- *To broaden the reach of the* About A.A. *newsletter for professionals.*
- *To offer a platform where our professional friends may recommend us.*



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- *To raise awareness of exhibits staffed by local CPC committees at national and local professional conferences.*
- *To expand the network of our professional friends and perhaps deepen the pool of Class A trustee candidates.*
- *By our presence on LinkedIn, to reinforce the continuing relevance and efficacy of A.A. to professionals.*

*An Advisory Action in 2021 then stated that "The goals expressed in the 2018 Advisory Action establishing a dynamic AAWS LinkedIn page be implemented by GSO, to provide current and relevant content about A.A. to professionals in accordance with A.A. principles and Traditions; and that a progress report on the usefulness and effectiveness of implementing these updates on the AAWS LinkedIn page be brought back to the 2022 Conference Committee on Cooperation with the Professional Community."*

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**Background:**

**1.** LinkedIn: Annual summary Q4 2024 (October) – Q3 2025 (September)



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**CPC**
**Item A**
**Doc. 1**

# LinkedIn: Annual summary

Q4 2024 (October) – Q3 2025 (September)

**OVERVIEW OF PROJECT:** https://www.linkedin.com/company/aaworldservicesinc

- During this time period, information was posted 36 times.
- As of October, 75 private profiles have been reported that are not current or past employees. As has been the case, these profiles take a while to remove and it seems like they are increasing at a faster rate than they are being removed.
- The Staff secretary met with the Communication Services Department to discuss the implementation of the 2025 Advisory Action:
  "On a one-year trial basis, AAWS subscribe to a LinkedIn Premium Business account at a cost not to exceed $1,000 per year, and to bring back a report on the effectiveness of the upgraded account to the 2026 Conference Committee on Cooperation with the Professional Community."
  - We found that LinkedIn is currently in the process of testing the impact of the Premium subscription and as a result, it is not available to us yet. A LinkedIn representative said this option may not be available or recommended for company pages, rather for individual profiles. The team will continue to follow up with LinkedIn for an update.
- CPC Staff coordinator and the Communications Service Department continue to develop the content calendar, populate a backlog of posts, and post at least twice a month.
- The hashtag research project with the Language Services' department is still on hold as we determine a process for research on French and Spanish hashtags.

**KEY TAKEAWAYS:**

- There is a continued upward trend in people reaching out through LinkedIn, mostly about job postings. We direct them to the appropriate Staff desk or department for assistance.
- Our highest engagement rate for the year was for an issue of *About A.A.* focusing on myths and misconceptions.
- While our rate of engagement has decreased from last year, we've gained nearly 900 subscribers who want to receive the information we share.
- There was a focused effort this year to develop reusable content highlighting why professionals would reach out to various service desks, the Corrections Correspondence Service, and Accessibility resources. Posts for each are planned for 1-2 times a year to keep these resources visible and searchable. This will move us closer to the goal of posting more often.

**ANALYTICS:**

- As of September 30, 2025, we have 4,910 followers (an increase of 890from last year's 4,020).
- Channel stats this year:
  - Total page views: 9,303 (13% decrease from last year's 10,743)
  - Unique visitors: 3,708 (14% decrease from last year's 4,288)
- During this time period, we had a total of 1,840 reactions and 138 reposts.

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- Top 5 posts during this period, by engagement rate*:
  1. April 3, 2025: Ever wondered about common myths and misconceptions about Alcoholics Anonymous? (10.33% engagement rate)
  2. January 16, 2025: Alcoholics Anonymous World Services has announced the debut of Our Primary Purpose, the official podcast from the General Service Office (GSO) of Alcoholics Anonymous for the U.S. and Canada. (8.15% engagement rate)
  3. August 7, 2025: Young and Sober in A.A.: “I thought drinking made me an artist” (6.65% engagement rate)
  4. December 5, 2024: Attending one of these national conferences? Stop by our exhibit booth to learn more about A.A. resources. (6.55% engagement rate)
  5. March 20, 2025: Attending one of these national conferences? Stop by our exhibit booth to learn more about A.A. resources. (6.32% engagement rate)

*Engagement rate is calculated by LinkedIn as: (Clicks + Likes + Comments + Reposts + Follows) / Impressions.

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**2026 Committee on Cooperation with the Professional Community**

**ITEM B:** Review progress report on the development of an outward-facing pamphlet for mental health professionals.

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**Background notes:**

*Excerpts from the November 2025 trustees' CPC-Treatment & Accessibilities Committee meeting:*

Pamphlet for Mental Health Professionals: The committee accepted the progress report on the development of a pamphlet for mental health professionals. The AAWS Managing Editor and Staff secretary on the CPC assignment will explore the development of an outline and project plan and bring back a status update at the Q1 2026 meeting.

*Advisory Action of the 75th General Service Conference*:

- The project for the development of an outward-facing pamphlet for mental health professionals be redirected, utilizing existing content in the current draft and reformatted in a quad-fold layout. The committee requests that a draft pamphlet or progress report be brought back to the 2026 Conference Committee on Cooperation with the Professional Community.

*2025 Conference Committee on Cooperation with the Professional Community additional committee considerations:*

- Regarding the redirection of the pamphlet for mental health professionals, the committee requested that the Staff secretary forward a memo to the Publishing Department, including the following suggestions to shape additional content and update the layout and format:

    - Include hyperlinks to the stories and shared experiences previously provided in the interviews and the earlier draft pamphlet.
    - Update subject titles, including the following:

        - Brief FAQ
        - How A.A. may be helpful to mental health treatment
        - How do I suggest A.A.?
        - How to find us?

- The committee further requested that the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee review these recommendations and considerations for the new pamphlet, and that a report on



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how this work will be done be brought back to the 2026 Conference Committee on Cooperation with the Professional Community. The committee requests that the report should include what options were considered, what progress was completed, and if the considerations were not implemented, those reasons be included in the report.

*Secretary's note: A 2021 Advisory Action states: "The trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities develop a pamphlet directed to mental health professionals. The committee request that a progress report or draft pamphlet be brought to the 2022 Conference Committee on Cooperation with the Professional Community."*

*A 2023 committee consideration states: "The committee reviewed a progress report on the development of an outward-facing pamphlet for mental health professionals and expressed their appreciation for the work completed to date. The committee supports the continued efforts to interview additional mental health professionals with a focus on professionals who are not A.A. members. The committee suggested a theme and direction to move forward, and that interviews seek to identify the myths and misconceptions that could prevent a clear understanding of Alcoholics Anonymous. Additionally, the committee suggested the trustees' CPC/TA Committee consider other vehicles of communication beyond a pamphlet to make the message more relevant for current mental health professionals. The committee requested that a progress report be brought back to the 2024 Conference Committee on Cooperation with the Professional Community."*

*A 2024 committee consideration states: "The committee suggested the trustees' Cooperation with the Professional Community/Treatment-Accessibilities Committee (TCPC/TA) consider developing additional service materials as follows:*

- *A "hard copy" service piece for local Cooperation with the Professional Community (CPC) committees to provide to professionals in their face-to-face contact and when exhibiting or presenting at professional events.*
- *That the service piece includes newly designed infographics gleaned from existing content in the draft pamphlet for mental health professionals.*
- *That the service piece also includes a way to link to material for the mental health professional, such as the content of interviews already conducted and content from the draft pamphlet.*
- *That the presentation of materials developed reflects a modern look and feel appealing to professionals.*

*The committee requested that a progress report on the development of the service piece be brought to the 2025 Conference Committee on Cooperation with the Professional Community.*



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**Background:**

**1.** Draft Mental Health Pamphlet (P-XX): **Committee Eyes Only**



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## 2026 Committee on Cooperation with the Professional Community

**ITEM C:** Review content and format of CPC Kit and Workbook.

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**Background notes:**

Workbooks (and applicable service kits) for Archives, CPC, Corrections, Literature, Public Information, and Treatment and Accessibilities are reviewed by the appropriate Conference committees during each General Service Conference.

Between Conferences, ideas for changes to a workbook may be received. These changes may be reviewed by the appropriate trustees' committee and/or respective Staff assignment and implemented as directed.

The trustees' committee may also choose to forward an idea to the Conference committee for review. Members of the Conference committee then have an opportunity to review proposed changes to a workbook during the next General Service Conference.

**Note**: Workbooks and kits are service pieces. Any suggested changes to their content from the Conference committee are put forth as Committee Considerations rather than recommendations. The CPC Workbook (Item M-41i) is available on GSO's A.A. website (www.aa.org).

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**Background:**

1. CPC Workbook and Kit content lists available to view at the links below:

   Workbook:

   - ENG
   - FR
   - SP

   Kit content lists:

   - ENG
   - FR
   - SP



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**2026 Committee on Cooperation with the Professional Community**

**ITEM D:** Review progress report on the effective use of CPC videos on aa.org.

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**Background notes:**

*Excerpts from the November 2025 trustees' CPC-Treatment & Accessibilities committee meeting:*

CPC videos on aa.org: The committee reviewed the report on the use of CPC video clips in local committee work and discussed the options presented by the Communication Services Department for updating the current full videos. It was agreed that further clarity was needed on permissions related to the intellectual property of the videos and what permissions could be granted for the use of audio/video clips of our materials. Additionally, it was noted that it would be helpful to have clarity on possible cost estimates for updating the content. The secretary will bring back additional background on this topic at the Q1 2026 meeting.

*2025 Conference Committee on Cooperation with the Professional Community additional committee consideration*:

> Regarding the development of a new CPC video, the committee requested that the most cost-effective means of producing the video be used, utilizing in-house resources when available. The committee also requested that the video should reflect the diversity of the Fellowship.

*Secretary's note: A 2024 additional committee consideration states: "The committee reviewed the three existing Cooperation with the Professional Community videos for professionals available on aa.org and requested that the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee explore the option of repurposing the videos, including updating the scripts with new voiceovers while also using stock footage and images to replace outdated video/images. The committee requested that a progress report be brought back to the 2025 Conference Committee on Cooperation with the Professional Community."*

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**Background:**

**1.** Progress Report on CPC videos on aa.org



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## Progress Report on Development of CPC Videos

Intellectual property of AAWS media on aa.org and YouTube: The CPC coordinator met with the Legal, Licensing and Intellectual Property (LLIP) Department director to discuss copyright permissions/restrictions for videos. An initial assessment includes further development of a disclaimer before and after the videos, as well as a watermark. The disclaimer should express that content is the property of AAWS and is not to be reproduced or modified in any capacity.

Creation of cost-effective videos: The CPC coordinator met with the multimedia production coordinator and Public Information coordinator to discuss a plan for developing short CPC videos in-house that would align with current PI initiatives.

An initial assessment of criteria was discussed: topics, new vs. existing content, length, linking to aa.org, cover and end language, style and format, consistency with branding, development lead time, and content sources.

As an initial project, the working group agreed to begin a series focused on introducing the current Class A trustees in short reels of 30 seconds to one minute in length. Time was scheduled during Q1 2026 board weekend for recording. As it would not be possible to produce five new videos by the Conference background deadline, the proposed series would be suggested as service materials, and any available progress on the series will be presented to the Conference committee for review, prior to any posting. This will include the aforementioned copyright disclaimers.

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**2026 Committee on Cooperation with the Professional Community**

**ITEM E:** Consider a request that standalone audio/visual clips be created when developing any new/revised videos for professionals. (PAI 82).

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**Background notes:**

*Excerpts from the November 2025 trustees' CPC-Treatment and Accessibilities committee meeting:*

> The committee reviewed a request that the trustees' Cooperation with the Professional Community Committee/Treatment and Accessibilities Committee in the development of any new videos for professionals also create short, professional-specific, standalone audio/visual soundbites of professionals recommending A.A. to coincide with the new/revised video and **agreed to forward** to the 2026 Conference Committee on CPC.

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**Background:**

1. PAI #82 submission form



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| |
|---|
| (1) **Submit a clear and concisely worded motion.** |
| That the Trustees Cooperation with the Professional Community Committee/Treatment & Accessibilities Committee in the development of any new videos for professionals also create short, professional specific, stand-alone audio/visual soundbites of professionals recommending A.A. to coincide with the new/revised video. |
| (2) **What problem does this proposed item address?** |
| "There are three existing videos for professionals, each more than six minutes in length. This is the only audio/visual material specifically available for professionals at aa.org. The videos feature professionals recommending Alcoholics Anonymous to other professionals in their field. There aren't any shorter videos that reflect the current shortform video content practices that engage viewers.<br><br>New videos will be created which allow more "bite size" segments that can attract professionals to other content. A.A. Service Committees will have access to professionally produced soundbites (15 to 60 seconds in length) pulled from new video(s) to catch professionals' attention. These stand-alone clips could be included in welcome letters, providing a "hook" encouraging the busy professional to explore the "If You Are a Professional" page on aa.org, watch the video in its entirety, and/or the AAWS LinkedIn page." |
| (3) **What level of group conscience, if any, discussed the proposed agenda item? Make it clear who is submitting the item (an individual, group, district, area, etc.).** |
| Note: While all items are received equally, experience has shown that ideas greatly benefit from the value of a broader group conscience. Consider if and with whom you would like to have a group conscience discussion on the proposed agenda item prior to submitting. |
| This motion was passed by the Panel 75 Area 79 CPC committee. It was then brought forward to the full assembly body and carried unanimously at our September Voting Assembly by the BC/Yukon Area 79 voting body. |
| (4) **Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:** |
| |
| Today's media landscape provides information rapidly and effectively, in shortform content. Busy professionals are unlikely to sit and watch a full-length video without first having their interest piqued. Providing stand-alone soundbites preserves the shelf life of new video(s), with the ability to have new/fresh soundbites pulled and added to the collection periodically. |
| (5) **What are the intended/expected outcomes if this proposed item is approved?** |

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| |
|---|
| The intended outcome is to create short, engaging soundbites that capture the attention of busy professionals. These 'hooks' would highlight the benefits of Alcoholics Anonymous for their clients or patients, helping us carry the message more effectively and in a way that aligns with today's changing media landscape. |
| (6) **Provide a primary contact for the submission.** |
| Drew W.<br>Panel 75 Delegate<br>BC/Yukon Area 79 |
| (7) **Final comments:** |
| Thank you |