



Adult Children of Alcoholics®  
World Service Organization

# Social Media Update

April 2026



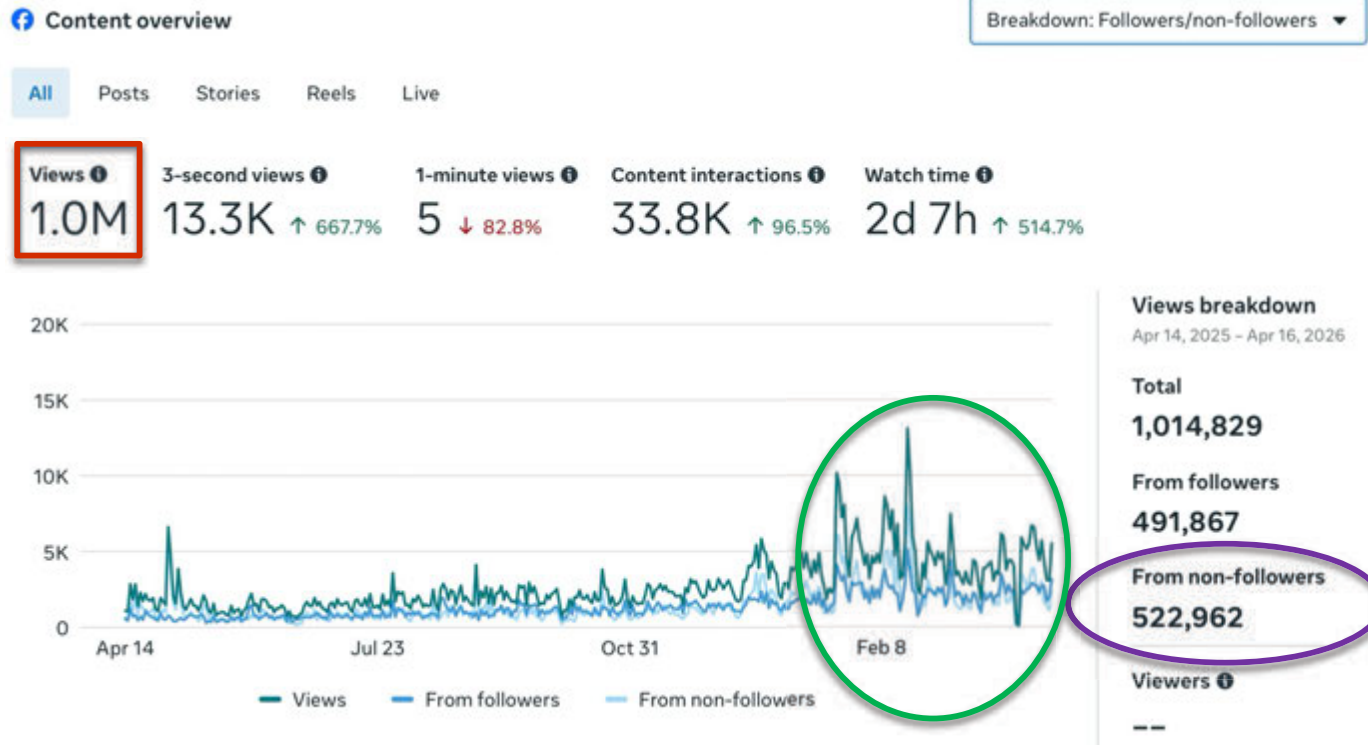
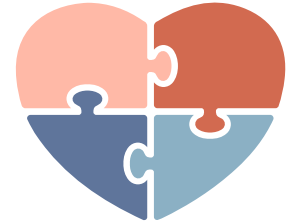


<https://www.facebook.com/acaworldservice/>



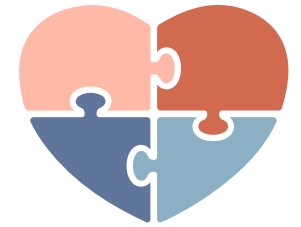
# After three years, how are we doing?

We've reached 1 Million views!! ACA's social media page is now experiencing exponential growth. Instead of growing 100 people every month or two we are growing by 100 people every week. We've doubled the followers from this time last year to 4,700 followers. And the most encouraging news . . . More than half of the users visiting our page are new!



# Audience Growth & Engagement

We continue to publish and grow at a faster rate than the industry average. Over the past year, our interaction score has more than doubled again—from **1,800 to 4,253**. This steady increase shows that people are not only seeing our content but also enjoying it, sharing it, and engaging with it at significantly higher levels.

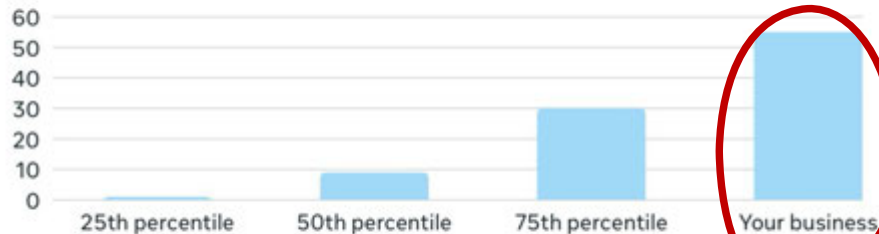


## Published content ⓘ

55

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

## Facebook followers ⓘ

4,678

Higher than others

Typically: 924

## Follows ⓘ

306

Higher than others

Typically: 12

## Content interactions ⓘ

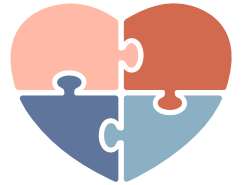
4,253









Higher than others

Typically: 123

# Engaging Content

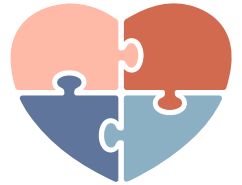
Here are our top performing content posts.



Title	Date published ↑↓	Views 📊 ↓	Reach 📊 ↑↓	Interactions 📊 ↑↓	Comments 📊 ↑↓	Likes and reactions 📊 ↑↓
 ACA defines an Adult Child as "someone w... Carousel • ACA worldservice	Dec 22, 2025	191,687	28,719	2,411	6	884
 Upcoming Yellow Book Step Study Beginni... Photo • ACA WSO	Wed Jan 21, 2:00pm	17,205	9,780	376	58	244
 The Twelve Steps of Adult Children, Steps ... Photo • ACA WSO	Wed Feb 18, 10:00am	12,574	8,485	245	26	179
 The hard truth about alcoholism and family... Photo • ACA WSO	Wed Feb 11, 10:00am	9,060	6,228	211	9	163
 Blame Photo • ACA WSO	Thu Jan 29, 7:00am	7,589	4,902	157	5	115
 NEW DATE ADDED! Upcoming Yellow Boo... Photo • ACA WSO	Sun Feb 8, 2:11pm	7,186	4,275	177	30	125
 ACA defines an Adult Child as "someone w... Multi media • ACA WSO	Dec 22, 2025	7,074	4,307	117	6	70
 You've taken an important step by coming ... Photo • ACA WSO	Tue Jan 27, 10:00am	6,495	3,815	168	6	134

# New Content

We now have a wide range of content developed from most of our books and workbooks, our free literature such as the Laundry List and Bill of Rights, video reels, event-related content, and our regular Daily Affirmations.



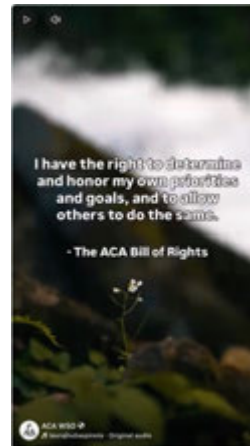
ACA COMLINE BLOG



## It's Never Too Late: Starting The ACA Steps In Midlife

I was 56 years old when I walked into my first ACA meeting. I still remember sitting in my car outside the church basement, feeling both embarrassed and oddly relieved. I'd spent years telling myself that I didn't need this kind of help. But there was a nagging sense, somewhere in my chest, that I'd missed something important. ...

Full blog post available at [adultchildren.org/blog](http://adultchildren.org/blog)



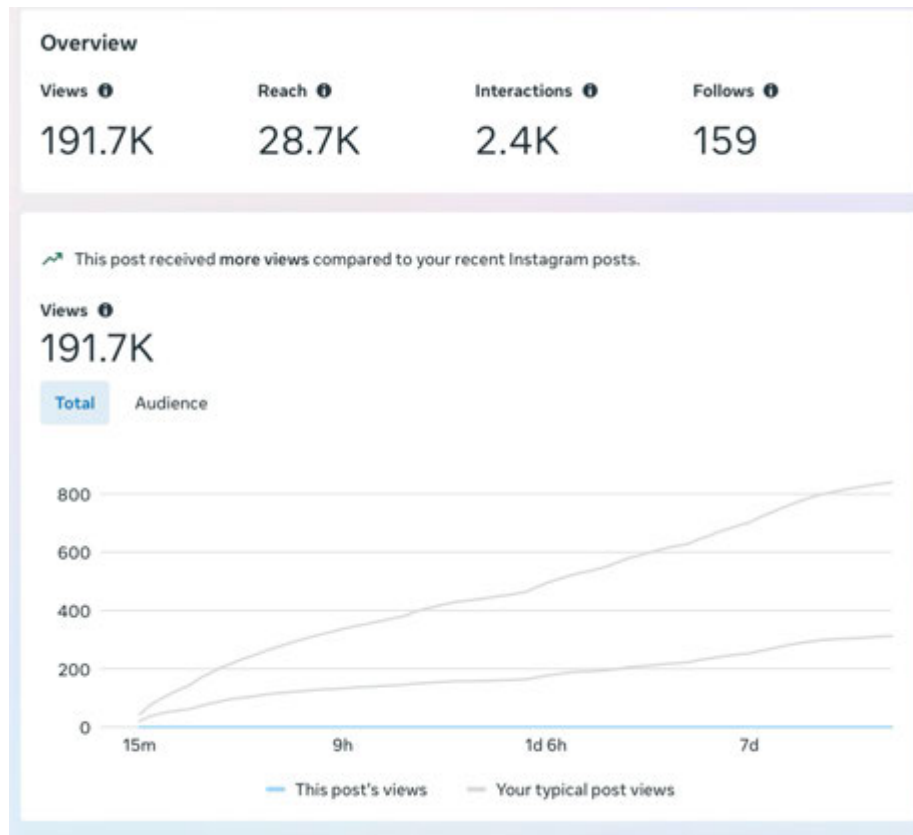
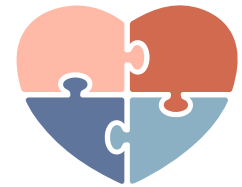
ACA'S PROMISES

As we face our abandonment issues, we will be attracted by strengths and become more tolerant of weaknesses.



# Viral Content

For the first time, one of our Facebook posts went viral! It was a six-slide carousel based on the literature piece *Am I an Adult Child?* and it received nearly 200,000 views.



### Feed preview

Instagram

acaworldservice

ACA defines an Adult Child as "someone whose actions and decisions as an adult are guided by childhood experiences grounded in self-doubt or fear." Pg. 302 of our ACA Fellowship text.

Swipe to read some of the questions we use to help identify ourselves as an Adult Child.

Am I An Adult Child?

acaworldservice ACA defines an Adult Child as "someone whose actions and decisions as an a..."

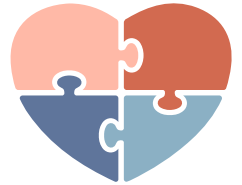
- Do I fear authority figures and angry people?
- Do I see most forms of criticism as a personal attack?
- Do I have difficulty identifying feelings?
- Do I involve myself in the problems of others? Do I feel more alive when there is a crisis?

acaworldservice ACA defines an Adult Child as "someone whose actions and decisions as an a..."

- Do I judge myself without me guess at what is normal?
- Do I recall anyone at my home or taking drugs or being involved in some other behavior that I now could be dysfunction?
- Did one of my parents make excuses for the other parent's drinking or other behaviors?
- As an adult, do I feel immature? Do I feel like I am a child inside?

# The Comline Blog

Social media has become an effective home for sharing snippets from new ComLine blog articles, while also driving readers to the website to read the full posts.



ACA COMLINE BLOG



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	Total		
1	the only one we can change is ourselves	Social Media	153 (20.84%)
2	Feeling Stuck? Your childhood may hold the answer	Social Media	96 (13.08%)
3	its never too late starting the act steps in midlife	Social Media	95 (12.94%)
4	blog posts	Social Media	89 (12.13%)

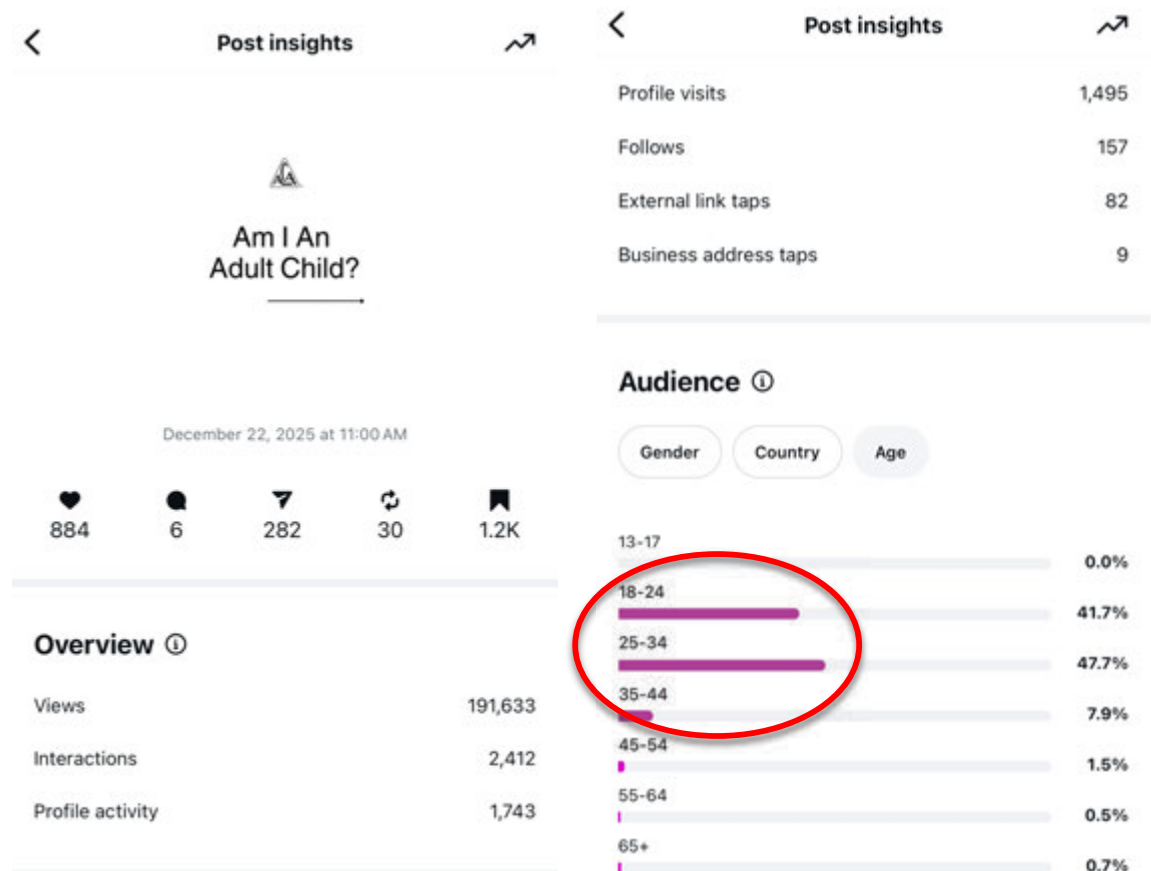
# A look at Instagram

Over the past year, Instagram has grown significantly, gaining 2,600 followers and reaching a total of 3,044 as of April 17. Page visits rose to 8,800, up 293% from the previous year.

Our content was viewed 367,700 times and generated 9,900 interactions, including likes, comments, shares, saves, and replies — a 100% increase year over year.

Organic posts reached 46,100 accounts, up 103% compared to the year prior.

Most notably, our top-performing post on the criteria of adult children received 191,633 views, generated 2,412 interactions, and drove 1,743 visits to our page.

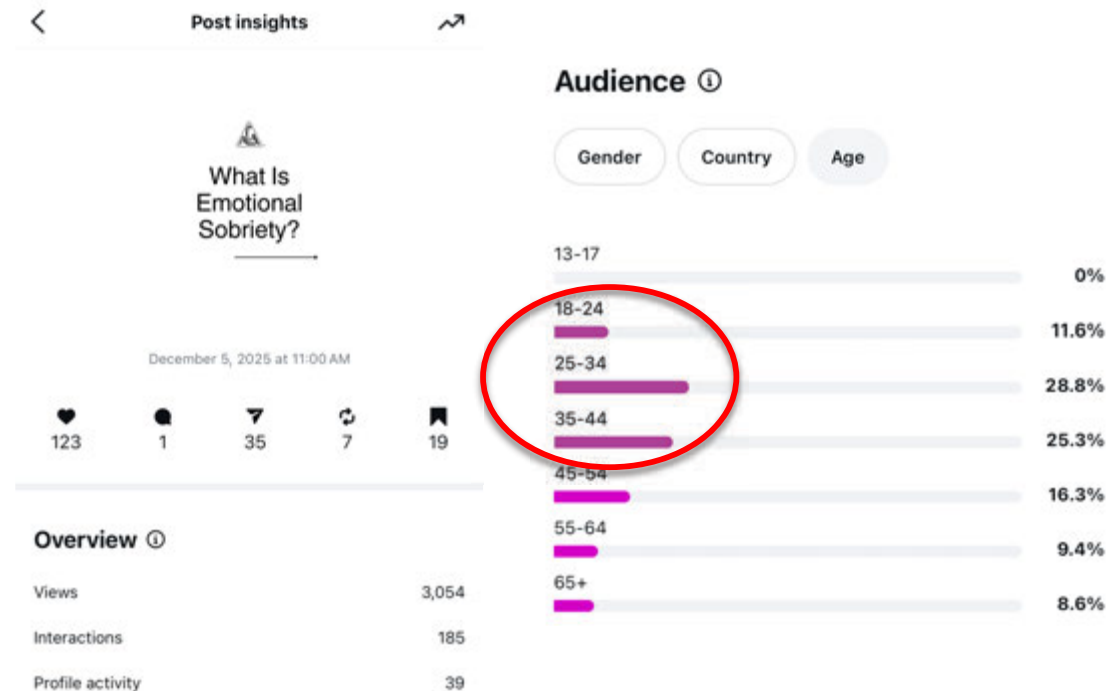


# A look at Instagram Cont'd

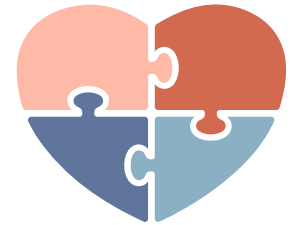
What's promising is that Instagram is reaching younger audiences ages 18–34, attracting a younger demographic than Facebook.

Other high-performing content included our text carousels, such as the Adult Child Criteria posts mentioned above, as well as *What Is Emotional Sobriety?*, which received 3,054 views, 185 interactions, and 39 profile visits, while engaging primarily 25–34-year-olds.

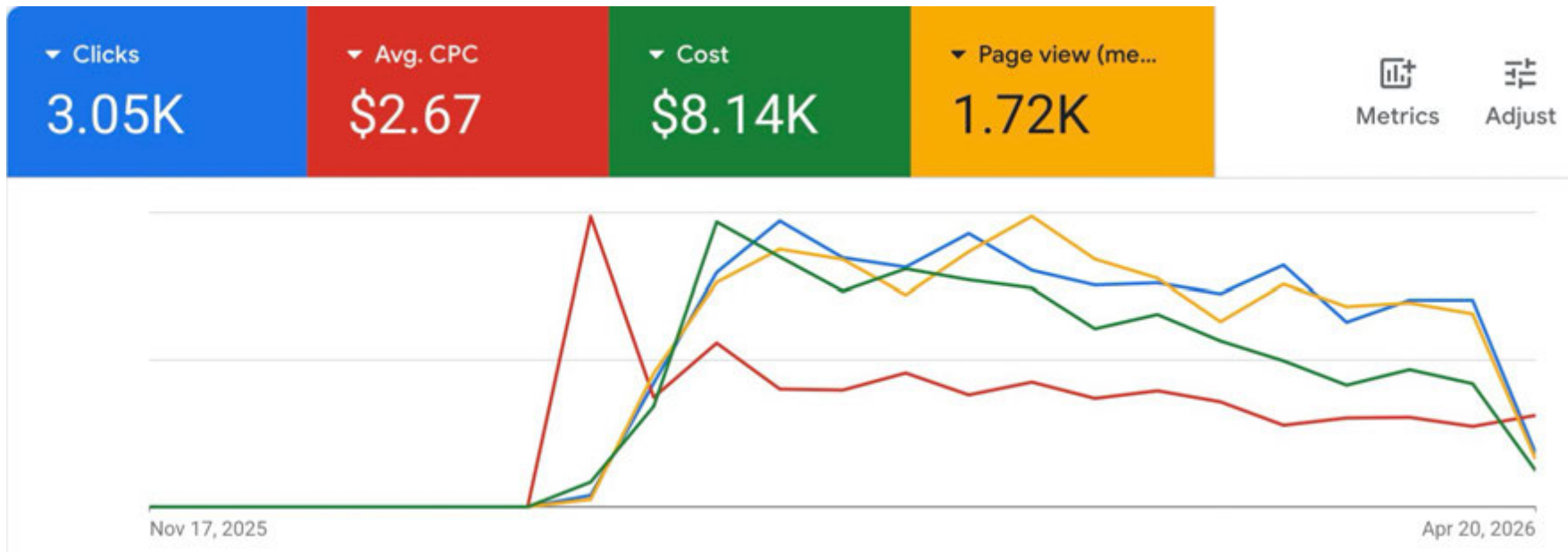
While video reels tend to reach more non-followers than other types of content, text-based graphics perform best when it comes to driving engagement and profile activity. This reinforces our strategy of making four out of five posts per week graphic-based in order to better engage our audience.



# Google Ad Grants



Our Google Ads campaign has been running for just over three months and is already producing strong early results. Through our Google Ad Grants account, we received \$8,140 worth of advertising at no cost. This drove just over 3,000 users to our Newcomer Welcome Path page at an average cost of \$2.67 per click. From there, 57% went on to begin a meeting search, meaning the campaign helped approximately 1,720 people take the next step toward attending a meeting.



## Looking Ahead: Social Media as a Driver of ACA's Future Growth

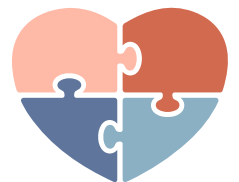
Social media is helping ACA carry the message to more people than ever before. It allows us to reach newcomers, strengthen connection with our existing community, and invite more people into the next step of recovery.

This year's results show that social media is not just increasing visibility — it is meaningfully expanding ACA's reach and engagement. We surpassed **1 million views**, doubled our follower base year over year, and are now growing by roughly **100 new followers each week**. More than half of the people visiting our pages are new, showing that our message is reaching beyond our current community.

At the same time, engagement continues to rise. Interactions have more than doubled, our content is being shared and saved more often, and our posts are driving more visits back to ACA's website and resources. Social media is also helping us connect with younger audiences, especially on Instagram, where we are seeing strong growth among people ages 18–34.

Most importantly, these efforts are helping move people toward recovery action. In just over three months, our Google Ads campaign helped approximately **1,720 people** begin searching for a meeting.

**In short: social media is helping ACA reach more people, build a stronger and more connected community, and inspire meaningful engagement with recovery resources.**



# Thank You



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