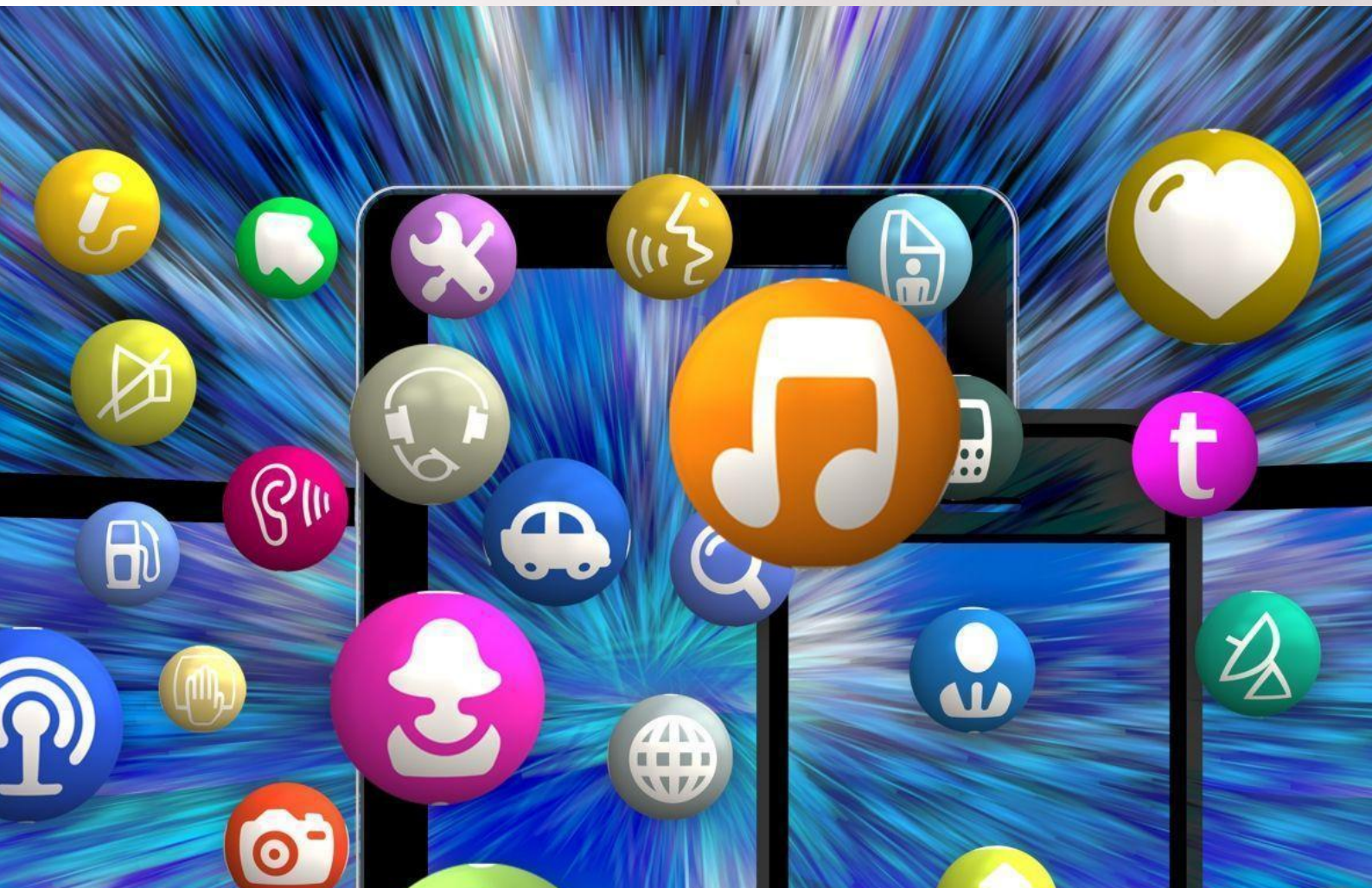


MAJLIS ANSARULLAH UK

GUIDELINES



MAUK SOCIAL MEDIA GUIDELINES

Why we need social media guidelines

Social media can be intimidating—especially when it comes to Tabligh. The purpose of this document is not to discourage members from using social media altogether.

Remember, every Nasir is an ambassador of Jammat. Social media guidelines should provide them with the tools they need to engage positively, respectfully, and inclusively.

With social media guidelines, you can:

- Have your Regional/Majlis Social Media Account which must be approved by Sadr Majlis Ansarullah UK

- Appoint a Naib Nazim/Muntazim (if necessary) Tabligh who can look after Regional/Majlis social media accounts but an approval for such person must be sought from Sadr Majlis.
- Encourage members to follow your official accounts
- Encourage members to share, like and comment on your posts from their personal accounts
- Empower your members to engage positively
- Educate on social media best practices
- Safeguard your Regional/Local (not sharing Passwords) accounts from cybersecurity risks

All our social media endeavours are part of Tabligh. We can only be successful if we address even our opponents with love and sympathy. Therefore please strictly follow the recommendations dos and don'ts as given below.

The Dos

- ***Share teachings of Promised Messiah A.S and his Khulafa'as.***

- *Posts, Events, and Stories related to your Region/ Majlis in English only.*
- *Share and like Jamma'at's official social media activities.*
- *Reply to any question asked by anyone on your post through a link of alislam.org or other Jamma'at's official websites or YouTube videos.*
- *Mention National accounts of MAUK in your posts.*

The Don'ts

- *Engage with opponents in an inappropriate way*
- *Engage with negative coverage or comments*
- *Comment on any social media activities of Jama'at. You must not comment on legal matters pertaining to the Jamma'at.*
- *Reply to any question asked by anyone on your social media activities which is not an official response. You must not comment on your own.*

- ***Involve/engage/like/dislike/share/comment on any political issues.***
- ***Promote activities of any personal account.***