

# TABLIGH IN THE MODERN DAY

*Using Technology and Social Media effectively to propagate the  
True Message of Islam*

by: National Lajna Tabligh Team, 2015

‘By those which are sent off gently  
Then gather speed and blow swiftly,  
And by those who spread a thorough  
spreading,  
*And then they make clear distinctions,*  
And by those who deliver the Reminder,  
Absolving themselves of responsibility or by  
way of warning,  
Verily, that which you are promised must come  
to pass’

The Holy Quran, (77: 2-8)

# The 'Modern' Day

- Technology today is shaping the world and age we live in, so much so that it is becoming the foundation of much of the world's method of communication
- Political Power/Marketing Power/Social Power is entrenched firmly within the Media, which has a powerful and pervasive voice. We need to influence that voice.



# Facts and Figures

As of September 2014:

- Around **40%** of the world population has an internet connection today. In 1995, it was less than 1%.
- 71% of online adults use Facebook
- 23% of online adults use Twitter
- 1550 million Facebook users
- 316 million Twitter users
- 900 million WhatsApp users

# Recognition

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- As members of the Ahmadiyya Muslim Community, we have the opportunity to take advantage of this growing technology and recognize it for what it is- a **source** of Divine blessing and an excellent avenue to spread our faith and beliefs and enlighten the world.
- Harnessing this technology can become one of our greatest assets, insha'Allah.

# THEMES

1. Guidance on Methodology and Techniques
2. Usage of Current Media Avenues for Tabligh Purposes
  - Practical Examples (throughout)
  - Safeguarding

# Methodologies and Techniques

- ❖ Media: Television, Radio, Newspapers, Advertisement
- ❖ Internet: YouTube, Websites, Blogs, E-Learning, Webinars, Articles, Op-Eds
- ❖ Social Media: Twitter, Facebook, Linked-In, WhatsApp

# Media

- Media + Tabligh :: Complementary Partners
- Media Team works in tandem with Tabligh
  - ▣ Tabligh Team as **Content Expert** develop appropriate material
  - ▣ Media Team Expertise in effective **Message Delivery** to a greater audience
- One Goal: effective media coverage leads to a positive image of the Ahmadiyya Muslim Community, which then leads to a more receptive audience
- Enables us to dispel misconceptions about Islam



***“At a time when certain groups within Islam are doing their utmost to defame and discredit its teachings, we are witnessing how Allah the Almighty is constantly opening new avenues of Tabligh for our Jamaat. Unquestionably, MTA is itself playing a great role in spreading the true teachings of Islam to all parts of the world.”***

***“I hope and pray that we are able to take full benefit of this great treasure of MTA that Allah has bestowed upon us, so that the message of true Islam shines brightly and comes to enlighten every home in the world.”***

***-Hazrat Khalifatul Masih V (atba), MTA International Conference, March 2015***

**“Reaching the Corners of the Earth”**

# Media: MTA as a Beacon of Tabligh

- The programs are a massive resource for knowledge and explaining contemporary 'issues' in a clear manner
- English programs reach a wide target audience, but this can be broadened through 'buzz' and raising awareness of the resource
- Use your online presence to link to programs and spark discussion/conversation
- Share links to the recordings found on YouTube (**mtaonline1**)
- Use in 1-1 sittings (record programs on Sky Plus)

# Media: MTA as a Beacon of Tabligh

- Current LIVE and interactive ENGLISH programs to promote/encourage viewership of:
  - Beacon of Truth
  - Press Point
  - In His Own Words
  - Faith Matters



Twitter: text-based social networking platform, 140 characters maximum, which has recently begun to incorporate photos/videos. Premise is to share via posting 'links' which is a great opportunity to link people to Jama'at resources

Link to These Key Websites

[www.alislam.org](http://www.alislam.org)

[www.mta.tv](http://www.mta.tv)

[www.muslimsforpeace.org](http://www.muslimsforpeace.org) and [www.ukmuslimsforpeace.org.uk](http://www.ukmuslimsforpeace.org.uk)

[www.youtube.com/mtaonline1](http://www.youtube.com/mtaonline1)

TWITTER

# Media: Linking to MTA as a form of Tabligh

Beacon of Truth Retweeted

 **Babar Ahmad** @Babr\_Ahmad · Nov 22  
Want to gain knowledge about #Islam??  
Tune in @beacon\_mta  
At MTA for the true teachings of Islam  
#Ahmadiyya

#MTABoT



  7  3 

Beacon of Truth Retweeted

 **Ahmad Mustafa** @ahmad\_mustfa · Nov 22  
Watch live @beacon\_mta today at 7:30pm on @muslimtv Topic of discussion today is "Is Islam a Religion of Terror?"  
👤 Amjad Mahmood Khan, Imaz Khalid, Bilal Mahmood and 7 others



  13  3 

# Linking to Official Press Accounts (@AMJCanadaPress): video

 Mansoor Ahmad Clarke Retweeted

**AMJ Canada Press** @AMJCanadaPress · Nov 16



The actions of ISIS have nothing to do with Islam, says @lalkhanmalik President of Ahmadiyya Muslim Jamaat 🇨🇦. #Paris





# The official Twitter Account of the Ahmadiyya Muslim Community's International Press & Media Office.

**@pressahmadiyya**

TWEETS 2,517 FOLLOWING 39 FOLLOWERS 6,427 LIKES 923

**Ahmadiyya Press**  
@pressahmadiyya  
The official Twitter account of the Ahmadiyya Muslim Community's International Press & Media Office.  
London  
pressahmadiyya.com

**Tweets** Tweets & replies Photos & videos

**Pinned Tweet**  
**Ahmadiyya Press** @pressahmadiyya · Nov 20  
The critical need of the hour is #Peace, founded on the principles of honesty, integrity and justice. #Islam

**AHMADIYYA MUSLIM COMMUNITY**  
INTERNATIONAL PRESS & MEDIA OFFICE

'We should realise and recognise the critical need of the hour. We must accept that peace can only be built upon the solid foundations of honesty, integrity and justice. These are the keys to peace. Until there is honesty and justice no solution will ever prove beneficial'

Hazrat Mirza Masroor Ahmad 14<sup>th</sup> March 2015  
Caliph and Worldwide Head of The Ahmadiyya Muslim Community

**Who to follow** · Refresh · View all

- florence welch @flo\_tweet
- One Direction @onedire...
- MTV @MTV

**Trends** · Change

- Happy Thanksgiving 1.93M Tweets
- #ImThankfulFor 316K Tweets
- #MacysParade 97.2K Tweets
- #DogThanking Just started trending
- #TurkeyTrot Trending for 5 hours now
- Trey Songz 9,746 Tweets
- #TdayCBS

# Twitter TRENDS

- There are around **10 topics** in discussion that appear on Trends.
- Who decides what Trends?
  - ▣ People, normal people, who happen to be talking about the same interest for a long enough period.
- Topics can trend city-wide, nation-wide or **international**.
- Team Islam-Ahmadiyya on twitter focuses on trending on the international scale and on the country scale.
- Trends are like **ads**, they are as in-front of general public as a TV ad. Some companies pay for their topic/keyword to trend. Whereas we do it using the combined effort of a united community. It requires a global effort → one mission



# #Ahmadiyya #PrayforParis

Muslims  
for  
Peace

Ahmadiyya UK @AhmadiyyaUK · Nov 21

Video Report: #PrayForParis Remembrance Service held @ #Ahmadiyya Baitul\_Futuh Mosque London [youtube.com/watch?v=df3s0Q...](https://www.youtube.com/watch?v=df3s0Q...)

The Ahmadiyya Muslim Community expresses its utter abhorrence of the carnage that was carried out in Paris on Friday 13<sup>th</sup> November 2015. The London-based World Head of the Ahmadiyya Muslim Community, the Fifth Caliph, His Holiness, Hazrat Mirza Masroor Ahmad, said:

"On behalf of the Ahmadiyya Muslim Community worldwide, I express my heartfelt sympathies and condolences to the French nation, its people and government following the heinous terrorist attacks that have taken place in Paris. This brutal and inhumane attack can only be condemned in the strongest possible terms.



"I would also like to reiterate that all forms of terrorism and extremism are completely against the true teachings of Islam. The Holy Qur'an has said that to kill even one innocent person is akin to killing all of mankind. Thus under no circumstances can murder ever be justified and those who seek to justify their hateful acts in the name of Islam are serving only to defame it in the worst possible way.

"Our sympathies and prayers are with the victims of these attacks and all those who have been left bereaved or affected in any way. May God Almighty grant patience to them all and I hope and pray that perpetrators of this evil act are swiftly brought to justice."

The Ahmadiyya Muslim Community UK, one of the...



# #PeaceforAhmadis #Jhelum



**Kashif N Chaudhry** @KashifMD · Nov 22

Show your solidarity with Pakistan's **Ahmadiyya** Community with [#PeaceForAhmadis](#). [#Jhelum](#)



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- Social Networking site primarily built for users to share personal information with 'friends'
- Huzoor has given clear advice to the Jama'at in regards to it's appropriate use in regards to Tabligh, and has advised that as Jama'at has created official Facebook pages, these should be the sole ones used for purpose of Tabligh. Other official Jama'at pages, such as that of MKA and Lajna can also be utilised.
- Refrain from engaging in lengthy personal battles online, especially in the name of Jama'at, as this usually leads to negative emotions and outcomes
- Instead, re-direct such conversation towards approved Jama'at outlets/sources/media spokespersons and accounts.

# FACEBOOK

# Facebook: Advice from Khalifatul Masih V

<http://vidzvid.com/watch/jPmgFfDVoTw/tabligh-using-social-media-and-tabligh-steps-especially-for-atheists.html>

(Please click on link and watch first two minutes- the file was too large to send via email once I embedded the video but it can easily be embedded into the presentation)



# Ahmadiyya Muslim Community

Community Organization

Timeline

About

Photos

Likes

Videos

147,311 people like this.

Invite friends to like this Page

## ABOUT



Ask for Ahmadiyya Muslim Community's address

Ask for Ahmadiyya Muslim Community's phone

<http://www.alislam.org/>

## PHOTOS



Ahmadiyya Muslim Community shared a link.

12 hrs · 0



### Khalifa Of Islam delivers message of true Islam in Japan

His Holiness Hazrat Mirza Masroor Ahmad conducts various media interviews in Japan

[WWW.AHMADIYAMUSLIM.COM](http://WWW.AHMADIYAMUSLIM.COM)

Like

Comment

Share





## Lajna Ima'illah UK

Community

Timeline

About

Photos

Likes

Videos

Like

Message



13 people like this

Invite friends to like this Page

## ABOUT

Official account of Ahmad Muslim women's auxiliary organization in the UK

<http://lajna.org.uk/>

## PHOTOS



## VISITOR POSTS



Status Photo / Video



Write something on this Page...



Lajna Ima'illah UK

45 mins · all

Pakistan's Ahmadis battle mob and state for identity - #Jhelum <https://t.co/YDvzL3tzYA>



Pakistan's Ahmadis battle mob and state for identity -  
The Express Tribune

Even voicing the Muslim greeting 'Peace be upon you' could see an Ahmadi thrown in prison for three years

<https://www.express-tribune.com/story/1000012/>

Like

Comment

Share

-Modern method to wage 'Jihad of the Pen'

-Can reach a wide audience- but this depends on how well you use other media elements to draw attention to your written work e.g. linking to twitter

-There is a protocol to be followed for publishing works: under the umbrella of the Media Team

EXAMPLE: [www.ahmadiyyatimes.blogspot.co.uk](http://www.ahmadiyyatimes.blogspot.co.uk)


**AHMADIYYA TIMES** is an independently run website and does not claim to represent the official views of the Ahmadiyya Muslim Community. Ahmadiyya Times assumes full responsibility for the contents of its web pages.

BLOGS, ARTICLES, OpEds

#MyJihad

# AHMADIYYA TIMES

Telling the truth should be news- If it happened, it will be here




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Home
About
Classified
Mission
World Stats
Collaborations
MTA - Live

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### About Ahmadiyya Times


[+1](#) Recommend this on Google

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will  
YOU?  
Be  
THERE

The idea of 'Ahmadiyya Times' was first conceived in 2006 when an unfortunate artist in Europe created caricatures of the Founder of Islam, the Holy Prophet Muhammad (on whom be peace).


The most ironic was the state of the European media which, for the most part, instead of condemning the production of such hateful works, actually supported the hate-mongering artist, helping him hide behind 'freedom of expression' excuses.

As a result, the whole hell broke loose in the Muslim Ummah and the unimposed violent factions, misled by the media, gave in to public display of rage. As a result rampant chaos ensued and many pledged revenge. Many fatwas were issued for the killing of the artist, and burning down of the newspaper's offices.

Amidst the confusion of an undeniably distressing time for all Muslims, a voice of reason arose, calm and peaceful, precisely in line with the teachings of the 'King of Peace' himself, the Holy Prophet Muhammad.

In his Friday Sermon following the controversy, Khalifa of Islam and the worldwide head of the Ahmadiyya Muslim Community Hazrat (His Holiness) Mirza Masroor Ahmad (aba) asked the world Muslims to respond to the attacks in

AHMADIYYA TIMES - BETTER



5,037,19

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MONTHLY NEWS ARCHIVE

Monthly News Archive

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[Follow @AhmadiyyaTimes](#)

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NEWS - PAST 24 - 24 HOURS

[UK: South London Muslim leaders work together](#)

Earlier this year the UK helped raise £200,000 this has gone largely

[Pakistan: Office of Christian web TV](#)

The police claimed to according to the initial He also claimed that


[USA: Many families share common...](#)

Our goal is just to tell everything. And w

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 Find us on Facebook
  follow us on Twitter

## Tweets

 Follow


**Ahmadiyya Times** @AhmadiyyaTimes 5m  
 .@MiamiIslam serves Thanksgiving meal to seniors in Hepburn Center @MYHBeach w/ @MayorCooper, Vice Mayor Bill Julian [pic.twitter.com/KUZb3DIHwZ](http://pic.twitter.com/KUZb3DIHwZ)




**Ahmadiyya Times** @AhmadiyyaTimes 11m  
 Russian Prime Minister Dmitry Medvedev issues restrictions on relations with #Turkey | [twitter.com/MedvedevRussia...](http://twitter.com/MedvedevRussia...)  
 Expand


**Ahmadiyya Times** @AhmadiyyaTimes 20m  
 [NEWSDESK] UK: South London Muslim leader say 'We can't defeat ISIS unless we work together': [dlvr.it/Crgmz6](http://dlvr.it/Crgmz6) Pls RT



# Using Media: Safeguarding starts with Awareness

## THE GOOD

- Immediate Access to Information
- Pervasive Connectivity To Others
- Globalized Voices

## THE BAD

- Hiding Behind Anonymity
- All Talk, No Action
- Ignorance Amplified

# Using Media: Safeguarding

Fraudulent Accounts, Hacking: a real threat in today's age. There are instances where accounts are compromised and used for scams and unauthorized activity.

→ Remain aware of risks, improve personal cyber security. Do not link to personal information/details

Becoming easily distracted and immersed in the 'world' of social media, leading to wasting time and energy

→ Always recall your intention for Tabligh and resort to prayer as a safeguard against evil thoughts/action

# Using Media: Safeguarding

Difficult to control or predict negative influences, which can be widespread and hard to combat; 'faceless' 'nameless' opponent

- Be mindful of not engaging in debate/discourse with those who abuse or seek to cause mischief
- Re-direct, politely, to approved resources
- Keep a stark barrier between politics and religion; if you are propagating a message of peace, you have no comment on politics (divisive)

‘In order to incite you, people are abusive about me. But you should never be provoked by the abuse and should not be abusive in return. If you are abusive to them in response, they will be abusive about me, and this abuse will not be from the, but will be from you. On the contrary, you should pray for them when they are abusive and be kind and affectionate to them, so that they become closer to you’

GUIDING LIGHT: WORDS OF THE PROMISED MESSIAH  
(as)

*Summarized by Khalifatul Masih V (atba) in a Friday Sermon on  
8<sup>th</sup> April, 2011*

# Using Media: Etiquette

Keep the Fifth Condition of Bai'at at the forefront of your mind when engaging in online Tabligh

That he/she shall remain faithful to God in all circumstances of life, in sorrow and happiness, adversity and prosperity, in felicity and trial; and that he/she shall in all conditions remain resigned to the decree of Allah and **keep himself/herself ready to face all kinds of indignities and sufferings in His way and shall never turn away from it at the onslaught of any misfortune; on the contrary, he/she shall march forward.**

*Wording taken from 'Conditions of Bai'at and Responsibilities of an Ahmadi' by Hadrat Mirza Masroor Ahmad (atba)*

# Using Media: Etiquette

- Per the sage advice of the Promised Messiah (as) and in order to maintain the freedom to say what **WE** wish in defense of our faith, we must develop ‘thick skins’ in response to some of the negative comments online
- However, a few things *cannot* be tolerated and must be **reported** (as hate-speech)
  - Offensive remarks against the person of the Holy Prophet (saw)
  - Derogatory remarks about the Holy Qur’an
  - Offensive remarks about the Promised Messiah (as)