



GUIDELINES

FOR SOCIAL MEDIA USE



INTERNATIONAL SOCIAL MEDIA COMMITTEE

CONTENTS

01

INTRODUCTION TO THIS DOCUMENT

- What do we mean by 'Social Media' 4
- Find out more information 5

02

GENERAL SOCIAL MEDIA BEST PRACTICES

- Do's 6
- Don'ts 7

03

MODEST BEHAVIOUR

- Communication between opposite gender 8
- Sharing photos, videos and personal information online 8
- Be mindful of who you follow and interact with online 9

04

MASTERING RESTRAINT

- Appropriate response and language 10
- Be mindful of the impression you create 11
- Do not become a self appointed scholar 12
- Sincerity, prayer & responsibility should be the guiding factors 12

05

FREQUENTLY ASKED QUESTIONS

- Am I allowed to create a Facebook page or other social media account on behalf of Ahmadiyya Muslim Jamaat? 14
- Am I allowed to build a website or create an app representing Jama'at or any of its auxiliaries? Do not become a self appointed scholar 14
- Should I use websites or apps that claim to represent official Jama'at departments, but they are created by individuals? 14
- What should I do if I wish to create a website or an app for the Jama'at? 15
- Can I forward persecution news or videos to other Ahmadis or post it on social media? 15
- What should I do if I need clarification on an apparent breach of these guidelines? 15

06

GUIDANCE FOR ENGAGING IN TABLIGH ONLINE

- Why is this guide important when doing Tabligh? 16
- The right ethical and moral mindset for Tabligh 16
- Make it clear that your views are personal 17
- How to construct your arguments? 17
- Tabligh is more than just debates with Maulvis 18
- Do not dishonor saintly personages 18
- Use of Clickbait, Titles, and Thumbnails in Tabligh-Related Videos 18
- How to deal with trolls and abusive/offensive social media users and social media posts 19
- Anti-Jama'at platforms 19
- Tabligh on WhatsApp and other social media groups 19
- Live Streaming by Ahmadi Muslims 19
- Purdah guidelines in Tabligh 20
- Do not publicise each other's shortcomings on Social Media 20
- Do not be harsh to people simply for not holding the same views as Ahmadi Muslims 20
- Correcting factual errors from non-Ahmadi scholars or journalists 20
- Use of Music 20
- Photographs of the Promised Messiah (as) and Khulafa 21
- Do not share information related to the Jama'at from countries where Ahmadi Muslims face persecution 21
- Joining the Existing Official Channels and Platforms 21
- Do not use the names of official departments for your social media accounts 21
- Do not use Jama'at logos on personal posts 22
- You may be seen as a representative of Jama'at so be extra vigilant 22
- Essential Prerequisites for Tabligh 22
- Use wisdom and avoid unnecessary confrontation 23
- No need to make it personal 23
- Responding to abuse 23
- Appropriate use of images 24
- Should Every Allegation Be Answered in Tabligh? 24
- Creation of social media committees 25
- Caution regarding sensitive information 25

07

CHECKLIST & SOCIAL MEDIA TIPS

- Helpful social media security tips 26
- Mobile device security 27

01 INTRODUCTION

WHAT DO WE MEAN BY 'SOCIAL MEDIA'

Social media, in its entirety, takes many forms. In this document, the term “social media” refers to “websites and applications that enable users to create and share content or to participate in social networking.”

Such platforms include, but are not limited to, YouTube, Facebook, Instagram, Twitter, TikTok, WhatsApp, Telegram, and similar applications.

This guide seeks to acknowledge the good practices already demonstrated by the members of our Jamaat, who, by the grace of Allah, are well-intentioned, and to offer guidance on how these efforts may be further refined in order to strengthen our tabligh activities online.

Of course, we recognise and appreciate that the members of the Jamaat act with sincerity and good intentions. Keeping this in mind, we should always remain respectful and polite online, upholding our teachings and the noble values of “Love for All, Hatred for None.”

It should always be borne in mind that the Promised Messiah (as) has explained that ill-prepared tabligh can, in fact, cause more harm than good; therefore, proper preparation is essential for success in this field. In this regard, the Promised Messiah (as) states: ***“In my opinion, the harm of such an endeavour is nearer and more likely than its benefit.”***

FIND OUT MORE INFORMATION

If you have questions about this document or would like to suggest any improvements, please contact the committee directly.



02 BEST PRACTICES

For Ahmadi Muslims, there is no difference between the ethics and morals that should be sincerely demonstrated in the physical and digital worlds. Therefore, it is important that we treat ourselves and others online with the same dignity and respect that we would in person. It is also imperative for each Ahmadi to recognise that many people from outside of the Community will take their words and sentiments as being representative of the Jama'at. In order to avoid misunderstanding, the following non-exhaustive list of good and bad practices has been compiled for your convenience:

DO'S



It is a universal principle that if someone wishes to represent an organisation, they should first obtain permission from that organisation. Permission should be sought from the Ameer of the Jama'at. Similarly, permission should be sought from the relevant department if one wishes to represent a certain department of AMA.

Of course we recognise and appreciate that the members of the Jamaat act with sincerity and good intentions and so keeping this in mind, we should always be respectful and polite online, upholding our teachings and values of 'Love for all, hatred for none.'

If you are unsure how to respond to an allegation against the Jama'at, or encounter something new, feel free to contact the National Tabligh Department, which will help.

Always respect the privacy of other online users and avoid sharing personal information, contact details, or images without their express permission.

DON'TS



Do not create social media accounts that give the impression that you are an official spokesperson for the AHMADIYYA MUSLIM JAMA'AT or represent any official Jama'at entity.

Do not create accounts in the names of holy personages, such as the Prophets or Khulafa', or in the name of official Jama'at organisations.

Do not use official logos on your personal social media profiles or accounts.

Do not post any confidential Jama'at correspondence or confidential information on social media. In this context, be mindful of capturing and posting personal images that inadvertently show official Jama'at documents in the background. You should also avoid discussing administrative matters of the Jama'at.

Avoid forwarding on anti-Ahmadiyya posts or videos on social media because it gives unnecessary publicity to such content.

Do not use other people's content without their permission. To understand what copyright and 'fair use' mean, [click here](#).

Looking for new and innovative ways to promote the true peaceful teachings of Islam is to be encouraged. However, in assessing what methods to adopt, one should ensure that they do not go against the teachings and dignity of Islam. For example, vulgarity and mockery are popular in contemporary memes and videos, whereas the teachings of Islam discourage such behaviour.

Please stay safe online and be mindful of what personal information you share on social media as the personal information you choose to share can also be misused. See the last section of this document about the basic privacy settings and how to stay safe online.

03 MODEST BEHAVIOUR

The concept of modesty in Islam is not limited to dress; rather, it incorporates every aspect of how a person presents him or herself to society (i.e., dignity of speech, company and appearance). Below is some basic advice about modest behaviour online, as derived from the teachings of Islam:

COMMUNICATION BETWEEN OPPOSITE GENDER

Keeping in mind the teachings of Islam in relation to Purdah, our demeanour on social media platforms should not be different from our demeanour in real life. Hence Ahmadi Muslims should avoid interacting and chatting unnecessarily on social media with the opposite gender.

It is easy to enter discussions with members of the opposite gender, particularly when conveying the beautiful message of Islam. Members should be mindful of such situations and, wherever they arise, seek to transition the conversation to a suitable person of the same gender at the very earliest opportunity.

SHARING PHOTOS, VIDEOS AND PERSONAL INFORMATION ONLINE

A rapidly growing problem with the internet is that scrupulous people are maliciously and sometimes illegally misusing the personal information and photographs of others. For example, trolls abuse and bully others using their personal information and fraudsters use such information for financial gain. Therefore, members should be mindful of these dangers.

BE MINDFUL OF WHO YOU FOLLOW AND INTERACT WITH ONLINE

While it is important to have a balanced understanding of the world around us, which will sometimes mean that we familiarise ourselves with ideas that we find distasteful, it is important for members to keep the company of the righteous, as the Holy Qur'an states:

كُونُوا مَعَ الصَّادِقِينَ

Be with the truthful.

The Holy Quran | 9:119



04 MASTERING RESTRAINT

TURNING TO PRAYERS AMID SOCIAL MEDIA PROVOCATION

(Taken from the Friday Sermon delivered on 6 June 2025)

APPROPRIATE RESPONSE AND LANGUAGE

In the Friday Sermon of 6 June 2025, delivered from the Mubarak Mosque, Islamabad, UK, Huzoor-e-Anwar, Hazrat Khalifatul Masih V (aba) focused on how the opponents of Ahmadiyyat are using social media to hurl abuse and foul language, Huzoor (aba) said:

"Nowadays, on the one hand, there are benefits of social media and indeed, people derive benefits from it; on the other hand, there are also some aspects of social media which are harmful. Taking advantage of social media, opponents of today use extremely foul language against the Ahmadiyya Muslim Jama'at. They spew lies and filth against the Promised Messiah (as), which injure the sentiments of Ahmadis when they hear them."

Huzoor (aba) continued:

"Then, in retaliation, some Ahmadis respond to them in a wrongful manner. Though they may be well-intentioned, they end up using such language that can be taken in the wrong sense. This is not our practice."

Guiding the Jama'at on our responsibilities, Huzoor (aba) said that:

"An Ahmadi should abstain from this. It is not our job to use inappropriate language or to respond in a manner where we inadvertently use language that can become the means of degrading anyone in any way, which the opponents can then take advantage of and go on to say that - God forbid - we dishonour the Holy Prophet (sa) or his Companions. When in actual fact, the rank in which we hold the Holy Prophet (sa) and his Companions cannot be comprehended by these people even to the millionth degree."

BE MINDFUL OF THE IMPRESSION YOU CREATE

"Every Ahmadi should bear this in mind, and every Ahmadi should avoid saying anything that creates a wrong impression or has the potential to leave a wrong impression in any way. Some Ahmadis think they have exhibited great honour by giving a particular response - this is their response upon asking them. However, this so-called honour is, in fact, ignorance. If an Ahmadi says such things that can be taken to mean the wrong thing in any way, then they are actually becoming a means for defaming the Promised Messiah (as) and the Jama'at."

Huzoor (aba) then went on to quote extracts of the Promised Messiah (as) regarding how one should show forbearance upon hearing foul and harsh language.

On one occasion, the Promised Messiah (as) states: "You must remain patient and always exhibit patience."

Then the Promised Messiah (as) said:

"People use foul language against me, but I have no concern for their obscene language, nor do I feel sorry for them because they are helpless. The only way they can hide their helplessness and depravity is by cursing."

Huzoor (aba) added:

"They employ vulgarities and absurd ploys because they have no arguments or any answers, and so hurling abuse is all they can do."

The Promised Messiah (as) says:

"They can issue edicts of disbelief, file false cases, and concoct different types of false accusations and slander; they can exert all their efforts against me, and they will witness who the ultimate decision will be in favour of."

The Promised Messiah (as) states:

"If I were to start caring about their cursing, then it would take away from the task which God has entrusted to me. Therefore, while I do not care for their abusive language, I advise my Community that it would behove them to hear their curses and endure them, and under no circumstances should they respond to cursing with cursing, because that eliminates blessings. They should exhibit examples of patience and forbearance and demonstrate their high morals. Certainly, remember that there is a dangerous divide between intellect and passion. Intellect cannot prevail in the presence of passion and anger. However, a person who exhibits examples of patience and forbearance is given a light which brings about a new lustre to their abilities of intellect and understanding. Then this light begets light. Since anger and passion darken the heart and mind, darkness begets darkness."

DO NOT BECOME A SELF APPOINTED SCHOLAR

"Hence, this is a lesson which we must always remember. Those who become self-proclaimed scholars and start responding on social media to non-Ahmadis and so-called clerics who raise allegations against us should abstain from doing so. If they want to search for answers, then they should consult the scholars of the Jama'at, those who possess an in-depth knowledge of the literature of the Jama'at, and the responses given should be powerful, and they should emphatically refute the allegations being raised."

SINCERITY, PRAYER & RESPONSIBILITY SHOULD BE THE GUIDING FACTORS

Continuing, Huzoor (aba) said:

"You must act according to the teachings of the Promised Messiah (as), which in reality are the true teachings of Islam. Otherwise, whilst being a part of the Jama'at, you will be defaming it. May Allah the Almighty save us from the evil of the mischievous and also grant sense to those who display their false "honour" and at times become the means of spreading disorder and restlessness because of the language they use. Instead of responding on social media, if we were to prostrate before Allah the Almighty, offer our prayers with absolute devotion and sincerity, and develop such pain in our prostrations that swiftly stirs the honour of Allah the Almighty, then we will quickly attain much better results than what these people seek to attain by giving responses. Hence, every Ahmadi should abstain from using any sort of language which needlessly gives the opponents an opportunity to say that an Ahmadi said such and such."



At the end of the sermon, Huzoor (aba) said:

"Our morals must be of the highest and loftiest standards."

Those who do not have lofty morals do not honour their pledge of allegiance to the Promised Messiah (as). Therefore, we must analyse ourselves; everyone should assess themselves and ponder and instead of giving inappropriate responses, focus on prayers. May Allah the Almighty enable all of us to do so and turn the opponents' evil back onto them and protect us against them."

05 FREQUENTLY ASKED QUESTIONS

AM I ALLOWED TO CREATE A FACEBOOK PAGE OR OTHER SOCIAL MEDIA ACCOUNT ON BEHALF OF AHMADIYYA MUSLIM JAMAAT?

NO, only the those authorized by the AHMADIYYA MUSLIM JAMA'AT are permitted to do so.

AM I ALLOWED TO BUILD A WEBSITE OR CREATE AN APP REPRESENTING JAMA'AT OR ANY OF ITS AUXILIARIES?

NO. Websites, applications or social media accounts representing Jama'at or claiming to be affiliated with Jama'at are not allowed to be created. Such websites or applications can only be created by official departments.

SHOULD I USE WEBSITES OR APPS THAT CLAIM TO REPRESENT OFFICIAL JAMA'AT DEPARTMENTS, BUT THEY ARE CREATED BY INDIVIDUALS?

Websites or apps that have been created by individuals without prior permission or approval should not be trusted. It is strongly advised not to join any such apps and never to share any personal information or data with such websites or apps. Please visit the following link to see a non-exhaustive list of official websites or apps: <https://www.alislam.org/affiliated-websites.php>

WHAT SHOULD I DO IF I WISH TO CREATE A WEBSITE OR AN APP FOR THE JAMA'AT?

If you wish to create a website or an app for the Jama'at, you should write your plan to Amir Jama'at. It will be referred to the relevant department which guides in this regard.

CAN I FORWARD PERSECUTION NEWS OR VIDEOS TO OTHER AHMADIS OR POST IT ON SOCIAL MEDIA?

Posting unverified news or videos of persecution on social media can be counterproductive. Do not share or forward such content unless it is already shared by official accounts of the Jama'at.

WHAT SHOULD I DO IF I NEED CLARIFICATION ON AN APPARENT BREACH OF THESE GUIDELINES?

If you come across anything online that you feel may go against the spirit of these guidelines, please inform the National Social Media Committee of your Jamaat at your earliest convenience.

06 ENGAGING IN ONLINE TABLIGH

WHY IS THIS GUIDE IMPORTANT WHEN DOING TABLIGH?

Many Ahmadi Muslims utilise the Internet and social media to introduce, propagate and defend Islam Ahmadiyyat in their personal capacities. Although such individuals act in their personal capacity, some non-Ahmadi Muslims may view them as the representatives of the Jama'at. Therefore, it is vital to take great care and caution when using social media. Every Ahmadi Muslim should strive to follow the example of the Holy Prophet (sa) and his true servant, the Promised Messiah (as) and should try to maintain not only his own dignity, honour and respect but also that of the Ahmadiyya Muslim Community.

THE RIGHT ETHICAL AND MORAL MINDSET FOR TABLIGH

One should conduct tabligh with wisdom, civility and conclusive evidence. In this regard, God Almighty says in the Holy Quran:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ
الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ

'Call unto the way of your Lord with wisdom and goodly exhortation and argue with them in a way that is best.' (Surah Nahl, Verse 126)

Regarding this verse, Huzoor (aba) stated in a Friday Sermon on the 12th December 2025:

"In this verse and in various other verses of the Holy Quran, wherever Allah the Almighty has instructed us to do tabligh [propagating the true message of Islam], He has guided us to preach in the best manner, and He has instructed us to advise people so that it may impact and benefit them. The efforts of those who propagate the message in accordance with this always bear fruit and yield results. By the grace of Allah the Almighty, they achieve success to a great extent. Thus, you should always remain mindful of this principle.

Nowadays, due to social media, people assume that propagation has become very easy. Those who are passionate about preaching, try to engage in it with great enthusiasm. There are others who even go to public places in countries where this is permitted - it is not permitted in Pakistan, etc., where we are not allowed to engage in any tabligh activity. These individuals, who are passionate about propagating the message, go to these places and fulfil their desire. This is a good thing; however, tabligh also has certain conditions and etiquettes that you should always bear in mind. Otherwise, it can be counterproductive, just as Allah the Almighty has also outlined in this verse."

Always keep in mind that winning an argument is only beneficial if carried out in such a way that it also wins over the heart of the other person. So always use wisdom, by listening carefully to the other person and answering accordingly. For example, the Promised Messiah (as) beautifully advised his followers:

گالیاں سن کر دعا دو پاکے دکھ آرام دو
کبر کی عادت جو دیکھو تم دکھاؤ انکسار

'Upon hearing profanity, reply with prayer and if you are hurt, respond by providing comfort. If you see an arrogant demeanour, show humility.'

When replying to allegations including the ones raised by individuals who have left the Ahmadiyya Muslim Community, it is advised to keep your focus on their argument and not their personal life.

We should respect the viewpoint and opinion of others and give them a chance to express their perspective as communication is a two-way process. If their manner of speaking is respectful, then listen to them carefully and formulate your response accordingly. Only in this manner will your response prove effective. Good conduct is essential, as tabligh is about turning hearts. Intellectual victories achieved without good conduct can drive people away from the truth. Additionally, we should remember that we cannot force anyone to believe through argumentation. **Only Allah ultimately can change the hearts of people.**

MAKE IT CLEAR THAT YOUR VIEWS ARE PERSONAL

Do not give the impression that you officially represent the Jama'at when you share Tabligh-related content on social media. It is a good idea to give a clear statement that your social media account presents your personal views, not the official position of the Ahmadiyya Muslim Community, as your position may or may not be in line with the official position of Jama'at on the matter.

HOW TO CONSTRUCT YOUR ARGUMENTS?

It should always be kept in mind that the Promised Messiah (as) has explained that ill-prepared tabligh can in fact cause more harm than good, and so good preparation is key to success in this field. In this regard the Promised Messiah (as) said: **'In my opinion, the harm of such an endeavour is nearer and more likely than its benefit.'**

TABLIGH IS MORE THAN JUST DEBATES WITH MAULVIS

One misconception is that Tabligh is just about debates. Tabligh is spreading the message to all of mankind from all backgrounds. Regarding this verse, Huzoor(aba) stated in a Friday Sermon on the 12th December 2025:

“The world today is even more deeply drowned in materialism than it was in the Promised Messiah’s time. Such people, immersed in worldly concerns, are hard to impact. Therefore, do not think that our purpose is only to argue with this cleric or that scholar and convince him through debate. Nor is our purpose to preach Islam to those who raise allegations or argue. Our aim is that the true message of Islam reaches the world and that the world becomes convinced that in this age, the Promised Messiah (as) who was to come, has indeed come. We must strive for this, not by engaging in endless arguments or lengthy question-and-answer sessions, but through preaching by finding effective ways to convey the message of truth to as many as possible and to reform them. This was also the method of the Noble Companions. They preached, but with wisdom. Since people today are so absorbed in worldly concerns that getting through to them has become difficult, it requires great wisdom to reach their hearts.”

DO NOT DISHONOR SAINTLY PERSONAGES

To uphold and defend the honour and respect of the Holy Prophet Muhammad (sa), all the other Prophets (as) and the pious and saintly people of the Ummah is the hallmark of every Ahmadi Muslim. Therefore, if it is necessary to present a rebuttal that shows the errors of the opponent’s belief (ilzami jawab), always present your argument with due care, maintaining the respect for such holy personages.

USE OF CLICKBAIT, TITLES, AND THUMBNAILS IN TABLIGH-RELATED VIDEOS

Video thumbnails and titles that are catchy and controversial generate the highest views on social media platforms. While there is no harm in formulating catchy thumbnails and titles, there is a difference between catchy titles and misleading titles. They should never be misleading or untruthful. This damages credibility and trust. In matters like tabligh, exaggeration or misleading headlines contradict the principle of speaking with truth, wisdom, and integrity.

The use of clickbait strategies is inappropriate for members of the Jama’at and should be avoided.

If there is any uncertainty, it should be remembered that clickbait relies on exaggerated or misleading headlines intended to trick people into clicking, often promising something shocking or unbelievable that the content itself does not deliver. Such an approach is not appropriate. Engaging and interesting headlines, however, attract attention while remaining truthful and accurately reflecting the content. They create curiosity without misleading the reader, and this approach is in line with our teachings and is therefore encouraged.

Regarding the use of clickbait titles and other such strategies on videos and images in order to attract viewers, Huzoor-e-Anwar (aba) warned in a letter dated 16th September 2020 that: **“I have absolutely not given permission to use such titles...Correct the titles of your videos and immediately remove any existing videos that have such titles...”**

HOW TO DEAL WITH TROLLS AND ABUSIVE/OFFENSIVE SOCIAL MEDIA USERS AND SOCIAL MEDIA POSTS

Completely avoid having discourse with opponents who are constantly involved in a bitterly negative propaganda and use extremely foul and harsh language against the prophets of God and the Khulafa. The Holy Quran instructs:

إِذَا سَمِعْتُمْ آيَاتِ اللَّهِ يُكْفَرُ بِهَا وَيُسْتَهْزَأُ بِهَا فَلَا تَقْعُدُوا
مَعَهُمْ حَتَّى يَخُوضُوا فِي حَدِيثٍ غَيْرِهِ ۚ إِنَّكُمْ إِذَا مِثْلَهُمْ ط

“When you hear the Signs of Allah being denied and mocked at, sit not with them until they engage in a talk other than that; for in that case, you would be like them” (Surah An-Nisa, Verse 141)

ANTI-JAMA’AT PLATFORMS

Avoid going on to Anti-Ahmadi platforms in order to reply to their allegations, especially those who use foul and harsh language. However, the platforms which give equal opportunity to both viewpoints can be used with due care. In addition, we should also avoid excessive debate and discussion with opponents, lest our own spiritual condition be affected by keeping this online company.

TABLIGH ON WHATSAPP AND OTHER SOCIAL MEDIA GROUPS

Some Ahmadi Muslims create groups on WhatsApp, Telegram or Facebook etc for Tabligh discussions where non-Ahmadis are also included. If creating such a group is necessary, then only include those who wish to have an academic discussion and not those who use foul language.

LIVE STREAMING BY AHMADI MUSLIMS

Some Ahmadis conduct livestream Tabligh programmes using Streamyard or Zoom. When setting a time for these livestream programmes, you should ensure that it does not clash with a live programme or address of Hazrat Khalifatul Masih V (aba). Similarly, when setting a time for your Tabligh livestream events, coordinate with your local Jama’at to avoid any overlap with their official programmes. If you wish to invite non-Ahmadi friends during such livestream programmes, choose your guests who are courteous and polite, so that you can have a civilised and constructive discussion. Avoid discussing administrative matters of the Jama’at in such live programmes in order to avoid giving any unverified information and restrict yourself to Tabligh-related topics.

PURDAH GUIDELINES IN TABLIGH

Every Ahmadi must adhere to Islamic teachings in all circumstances. Therefore, Islamic guidelines with regards to purdah and modesty should be strictly observed on social media. **For detailed guidance refer to the section on ‘Modest Behaviour’ in this document.**

DO NOT PUBLICISE EACH OTHER’S SHORTCOMINGS ON SOCIAL MEDIA

Avoid publicising the shortcomings of fellow Ahmadis on social media. Purdah permitting, if necessary, it is best to approach them privately and explain to them their error with love.

DO NOT QUARREL PUBLICLY IF ONE HAS A DIFFERENCE OF OPINION

Ahmadis should never quarrel publicly. This causes great harm to come to the Jama’at as it signals disunity. Instead dignity and humility should be inherent in a believer as Allah the Almighty states: **‘And the servants of the Gracious God are those who walk on the earth in a dignified manner....’ [25:64]**

DO NOT BE HARSH TO PEOPLE SIMPLY FOR NOT HOLDING THE SAME VIEWS AS AHMADI MUSLIMS

Some Ahmadis contact non-Ahmadi scholars or known personalities and then ask for their viewpoint on certain matters; like asking them whether they consider the Ahmadiyya Community to be part of Islam or not. Upon hearing their opinions, they respond in a harsh manner. Such practices ought to be avoided as they never bear good results. Similarly avoid tagging politicians with negative or harsh comments, particularly from those countries where persecution abounds. Addressing them in an impolite manner is counterproductive as the same could be conveyed politely. Tabligh should be carried out with great wisdom. Regarding this Huzoor(aba) stated in a Friday Sermon on the 12th December 2025:

“By the grace of Allah the Almighty, the Ahmadiyya Muslim Jama’at speaks with wisdom and reason, and it does so in accordance with the teachings of Allah the Almighty, which He bestowed upon the Holy Prophet (sa) in the Holy Quran and upon which the Holy Prophet (sa) acted himself. Thus, you should always remain mindful of the fact that if we are going to engage in preaching, we must do so in the best manner.”

CORRECTING FACTUAL ERRORS FROM NON-AHMADI SCHOLARS OR JOURNALISTS

If a journalist/author has expressed an opinion about the Jama’at, but with factual error(s), then mocking at or criticising their error has no benefit at all. Correct them, if needed, in a respectful manner either privately (in a private message) or by informing the relevant Jama’at department such as External Affairs (Umoor-e-Kharjah), Press & Media or Tabligh Department.

USE OF MUSIC

It is against the traditions of the Jama’at to include music in videos. Please keep this in mind, particularly if you are producing videos that contain the Qur’an, Hadith or holy personages of Islam.

PHOTOGRAPHS OF THE PROMISED MESSIAH (AS) AND KHULAFAT

Photographs of the Promised Messiah (as) or Khulafah should be used appropriately and in a manner that is befitting of their status. For example, placing the photographs of the Promised Messiah (as) and the opponents of the Jama’at in the same collage is inappropriate. Under no circumstances should anyone tamper with any photo of the Promised Messiah (as) or the Khulafah. One should refrain from sharing personal photos with Huzoor-e-Anwar (aba) on social media. If in a certain situation it is necessary, then such photos should be cautiously shared across these platforms. The photographs of non-Ahmadi clerics or any other opponent of Jama’at should not be disfigured or distorted in order to humiliate or degrade them, even if they themselves are doing the same against the Jama’at.

DO NOT SHARE INFORMATION RELATED TO THE JAMA’AT FROM COUNTRIES WHERE AHMADI MUSLIMS FACE PERSECUTION

Be mindful of the fact that our social media statements from the UK can make life even more difficult for Ahmadis within Pakistan and other countries where Ahmadis are persecuted. Therefore, avoid sharing or reacting angrily to hurtful online news and statements about Ahmadis abroad. It is best to leave it to the relevant departments to share the information as they know best how and when to do so.

JOINING THE EXISTING OFFICIAL CHANNELS AND PLATFORMS

Members who wish to do tabligh on social media or want to produce videos or other forms of online content related to tabligh have a great opportunity to join the existing platforms in the UK such as the National Tabligh Department.

DO NOT USE THE NAMES OF OFFICIAL DEPARTMENTS FOR YOUR SOCIAL MEDIA ACCOUNTS

Some Ahmadis have named their accounts or channels after official Jama’at organisations, for example: “Muslim Television Ahmadiyya” or “Majlis Khuddamul Ahmadiyya” etc. Similarly, some Ahmadis have named their social media accounts after the names of the Promised Messiah (as) or the Khulafa. All such accounts should be closed down or at the least, their names should be changed.

DO NOT USE JAMA'AT LOGOS ON PERSONAL POSTS

Some Ahmadis use the logos of official Jama'at organisations for their personal accounts. This is strictly prohibited.

YOU MAY BE SEEN AS A REPRESENTATIVE OF JAMA'AT SO BE EXTRA VIGILANT

When an Ahmadi becomes prominent on social media through their Tabligh videos or posts, everything associated with their accounts/channels including all their other videos, posts, likes and dislikes also come into the spotlight. Therefore, try to ensure that all your activities on social media are in line with the true values and traditions of the Jama'at . In addition, those promoting the Jama'at should specifically be conscious not to post anything vain or unIslamic and all Ahmadis should generally bear this principle in mind.

ESSENTIAL PREREQUISITES FOR TABLIGH

It is important for one spreading the message of Islam to also live their own lives according to its teachings and wisdom. The Quran teaches us not to preach what we ourselves do not practice.

Regarding this, Huzoor (aba) stated in a Friday Sermon on the 12th December 2025: **"A believer must not act duplicitously. Always keep your words and actions in order and exhibit harmony in both."**

He further stated in the same sermon: **"Another point which the Holy Prophet (sa) has advised to those who preach - this is part of a longer narration - is that one should save oneself from the curse of the oppressed. This is another necessary point for those who engage in tabligh. Their own morals should always be righteous and exemplary, and the standard of the rights given to humanity should be such that they should never incur the curse of someone who is oppressed. Instead, they should always be the recipients of the prayers of the oppressed. When they become those who receive such prayers, then Allah the Almighty will place blessings in their efforts." He states ""Take heed of my words and remember well that a person's speech can never influence others if it does not spring from a sincere heart and if it is bereft of the power of action."**

During his sermon, Huzoor (aba) quoted several key prerequisites from the guidance of the Promised Messiah (as), who stated that before undertaking tabligh, a person must: **(1) be fully acquainted with the teachings of Islam; (2) be thoroughly aware of its highest excellences; (3) be properly equipped to answer the critiques and objections of this era; and (4) be taught by the Holy Spirit. This means that one must have a living and active connection with Allah.**

The Promised Messiah (as) explicitly stated: **"I do not consider it appropriate at all that such people who are not fully acquainted with the teachings of Islam, who are completely unaware of its highest excellences, who are not thoroughly equipped to answer the critiques and objections of this era, and who are not taught by the Holy Spirit... How can such people go as our representatives?"**

USE WISDOM AND AVOID UNNECESSARY CONFRONTATION

Instructing some missionaries of the Jama'at on how to address certain issues raised by individuals on social media, Huzoor e Anwar (aba) said in a letter dated 15th March 2025:

"... There is no need to engage in unnecessary confrontations. We are not supposed to fight anyone. If replies are to be given, they should be given wisely and without mentioning anyone by name... Secondly, inform them that if they plan to conduct any such programmes in the future, they must first seek permission from Markaz. Explain to them the policies of Markaz and tell them not to make new policies of their own, but to follow these policies. We also conduct programmes from here, but we give responses without mentioning anyone by name."

NO NEED TO MAKE IT PERSONAL

Similarly, in another later dated 24th March 2025 Huzoor-e-Anwar (aba) said:

"If a response is to be given, it is essential that it be given with wisdom. It is not necessary to mention people by name all the time. One can respond without naming anyone by saying that such-and-such allegations were raised and these are their answers. Wisdom requires that responses are given without mentioning names.

If the other party formally raises objections by explicitly naming someone, then a response may be given accordingly by naming them. However, one should not take the initiative oneself. Furthermore, it is also necessary that while responding, direct attacks should not be made. Before giving any response, approval should be obtained from here (markaz)..."

RESPONDING TO ABUSE

Regarding responding to harsh behaviour and the language used by some people whilst preaching on social media, Huzoor-e-Anwar (aba) instructed in a letter dated 4th February 2025 that:

"There is no benefit in such tabligh. This drives others away from Ahmadiyyat. Adopting inappropriate behaviour, using abusive language, and hurling insults is not the tradition of the Jama'at. This is not a proper method of preaching. Such methods, which repel others from the Jama'at, cannot be permitted. The Promised Messiah (as) states (in a couplet): "When you hear abuse, respond with prayer ..."

APPROPRIATE USE OF IMAGES

In a letter dated 23rd April 2023, Huzoor-e-Anwar (aba) advised an individual about the traditions of the Jama'at and altering pictures of our elders in thumbnails. Huzoor-e-Anwar (aba) said:

"...You are indeed preaching and should continue to do so, but the impressions you place on your thumbnails are incorrect. We should not abandon our traditions, nor should we use such tactics to attract people in which we distort the images of our elders - such as the image of the Khalifa of the time or the image of the Promised Messiah (as) - or combine them with other images. This is inappropriate and wrong."

Providing further guidance on this matter, Huzoor-e-Anwar (aba) in a letter dated 16th September 2020 stated, that no individual should... "use the image of the Promised Messiah (as) or my image..." when it came to creating thumbnails or the likes thereof. Moreover, instead of acting in one's own capacity..."for anything you intend to upload, you must first seek guidance and advice [from the relevant department]...Only after that should you upload it..."

SHOULD EVERY ALLEGATION BE ANSWERED IN TABLIGH?

Huzoor-e-Anwar (aba) has consistently guided members of the Jamaat to conduct online tabligh with wisdom and in accordance with the circumstances and the person being addressed. The subject of discussion may vary depending on the individual with whom the conversation is taking place. For example, a discussion with a non-Ahmadi Muslim may focus on the Finality of Prophethood or the death of Jesus (as), whereas a discussion with an atheist may relate to arguments for the existence of God. In all such engagements, one must exercise hikmat (wisdom).

In a letter dated 9th July 2020, Huzoor-e-Anwar (aba) responded to a letter seeking guidance about how to preach on social media, Huzoor (aba) said:

"You should speak to such people only on matters relating to the beliefs of the Jamaat and on disputed issues... As for administrative matters, such as chanda (financial contributions) or questions regarding investments in Panama, you should simply state that the Jamaat does not engage in any illegal activity of any kind. Wherever the Jamaat has undertaken any work, it has always done so in accordance with the laws of the country and with governmental permission.

Wherever the Jama'at is required to provide answers or clarifications, it does so to the relevant authorities. We have already provided explanations wherever they were required, and now there is no need for us to give clarifications to everyone on these matters, nor are we accountable to anyone for them.

Similarly, speak to them only on doctrinal issues related to the Jama'at. If they attempt to divert the discussion toward administrative matters, tell them to discuss the religious differences they have with us, because this forum is not for discussing administrative affairs. If there is any place where administrative matters require a response, the Jama'at provides that response there."

CREATION OF SOCIAL MEDIA COMMITTEES

In a circular to all Jama'ats, Huzoor (aba) instructed on the 17th May 2021 that:

"Other countries should also form social media committees within their own countries to continuously monitor those who use social media. A lahe amal (action plan) prepared by the UK Jama'at is being sent to you. In accordance with it, they have regulated the videos and programs uploaded on social media and similar platforms. You should also prepare an action plan for your country based on this, and if any additions are needed, make them and inform us, and then implement it."

CAUTION REGARDING SENSITIVE INFORMATION

In a letter regarding the release of contact details of Jama'ati officials dated 26th June 2020, Huzoor-e-Anwar (aba) said:

"Continue to inform the members that they should not give anyone the address, contact number, or any other personal details of any Jama'at office-bearer. They should only provide the web link to the Jama'at's official website, Al-Islam, where all information is available."



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07 CHECKLIST & SOCIAL MEDIA TIPS

Before sharing any tabligh related content on social media, take a look at the checklist below. If your reply is affirmative to the questions below, then God-Willing your post is expected to bring a positive outcome.

1. Are you certain that the intention behind your content is solely for the purpose of serving Allah the Almighty, keeping in mind the sayings of the Holy Prophet (sa), writings of the Promised Messiah (as) and those of the Khulafa'?
2. Have you consulted a Missionary or learned Ahmadi with regards to the content of your post?
3. In your content, have you adopted a dignified demeanour and used civilised language to portray your point of view?
4. Is the title or the description of your social media post appropriate and in accordance with the guidelines?
5. Are you satisfied that the photos of the Promised Messiah (as) and the Khulafa are being used appropriately and in accordance with the relevant guidelines?
6. If responding to someone with a counter allegation that shows the errors of their own beliefs (ilzami jawab), are you certain that it is being done with due consideration?
7. Have you ensured that your live Tabligh broadcast is not clashing with any live programme of Hazrat Khalifatul Masih (aba) or a programme of your local Jama'at?
8. Have you clearly stated or used disclaimers to clarify that the views portrayed in your content are personal?
9. Have you ensured that your content do not include any official names or logos of any of the departments of Jama'at?



This section provides advice from the major social media platforms on how to setup security and privacy controls. Please use the links provided below to view guidance provided by some of the main social media platforms in use today.

- **Facebook: basic privacy settings and tools**
- **Twitter: how to protect and unprotect your Tweets**
- **YouTube: privacy and safety**
- **Instagram: privacy settings and information**
- **LinkedIn: account and privacy settings overview**
- **TikTok: privacy policy**

We also strongly recommend that you use robust passwords for your social media accounts and set up Multi-factor (or two-factor) authentication. Please see the guidance below for both: **Cyber Aware - NCSC.GOV.UK**

Mobile device security

It is therefore important that we protect our mobile devices from unauthorized access by taking the right steps to secure our devices. The following external guides have been provided to help you achieve this.

- **Android Phones**
- **iPhone iOS & iPadOS and here**

And further:

- **Mobile Device Guidance from the National Cyber Security Centre (NCSC)**



INTERNATIONAL SOCIAL MEDIA COMMITTEE
AHMADIYYA MUSLIM JAMAAT INTERNATIONAL

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