



## *Preserving the image of Shri Mataji and Sahaja Yoga online*

In this generation of virtual media, the time has come for us to be responsible in how we publicize Sahaja knowledge. It is our common desire to spread Mother's message of love and to generate curiosity and desire in people to know Her and inspire them to try meditation.

Let us remember that Sahaja Yoga is an open community where we want everyone - seekers and non-seekers - to be welcome to an open dialogue, and to identify us as normal people in society enjoying meditation and desiring selflessly to spread it. Just as we wouldn't ignore the presence of a newcomer or a passerby in a meeting, talking only to our brothers/sisters of the miracle that happened, or greeting each other by 'Jai Shri Mataji', similarly we should keep this in mind on the internet.

One easily forgets that the Internet is a public domain and treat it as a private platform to talk of vibrations, negativity, treatments, false gurus and more. This information can be seen by everyone and, further, used by unwanted individuals waiting for an opportunity to malign and disrupt the image of Shri Mataji and Sahaja Yoga. The number of Sahaja yogis using the internet is the reason why some of us have come together to talk of this issue clearly, as current activities have started to hurt the image of Shri Mataji and send out a confusing message of Sahaja Yoga.

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*How much am I truly helping society by publicizing Sahaj knowledge,  
Mother's talk, Puja video or audio message, by uploading them on the internet?*

*Freedom in spreading Sahaja Yoga comes with the responsibility  
in doing it with discrimination and respect.*

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One needs to understand the full implications that may be caused when one posts on the Internet a puja talk, miracle photos, videos of havans or Cabella river footsoaks. This can impede the transition of a newcomer by giving information that they are not yet ready for.

AUM is an initiative to generate awareness amongst yogis in an aim to constructively work together in presenting a **Simple and Elegant image of Shri Mataji, Sahaja Yoga and us, Her children.**

Presented here are real scenarios, comments left by yogis, screenshots of photos & videos posted. Each topic is then followed by tips and recommendations.

It is our duty to act responsibly and make Our Divine Mother proud of us.

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*That Her legacy be used responsibly by us all.*

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This document primarily **identifies the critical issues** related to sharing photos, audio videos, and text contents related to Shri Mataji, Sahaja Yoga and its meditation practice, techniques and treatments over the internet.

It gives **key insights** to improve our sharing methodology, social behaviour, collaboration and enriching exchange of Sahaja Yoga knowledge and experiences, both to new people as well as Sahaja Yogis.

An attempt is made in this document to **raise awareness** towards responsible communication and information sharing thus leading to authenticity, ranking and utility on the Internet.

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*Discretion is the key engine of sharing,  
information, collaboration  
and exchange over the internet.*

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*While reading the following document, distinction should be made whether your Website, Blog, Facebook fan page, Forums, Groups are meant for Sahaja Yogis or accessible to the General Public.*

*In case your site is meant for Sahaja Yogis please use password protection. For media accessible to the General Public/ conducting oneself on Social Media Networks please refer to the following documentation for insights and recommendations.*

## Index

1.0	UPLOADING OF MEDIA CONTENT TO THE INTERNET	4
1.1	AUDIO, VIDEO AND PHOTOS OF PUJA TALKS, PUJAS AND HAVAN	5
1.2	MIRACLE PHOTOS AND ALL OTHER SAHAJA YOGA RELATED MEDIA	6
2.0	YOUTUBE & VIMEO	7
3.0	SOCIAL MEDIA AND SOCIAL NETWORKING	8
3.1	FACEBOOK	9
3.2	GOOGLE+	10
3.3	MYSPEACE	11
3.4	LINKEDIN	12
3.5	TWITTER	13
4.0	GROUPS AND FORUMS	14
5.0	BLOGS	15
6.0	USAGE OF PHOTOS ON COMMERCIAL AND NON-COMMERCIAL SITES	16
7.0	COPYING MEDIA FROM OTHER WEBSITES AND SOURCES FROM THE INTERNET	17
7.1	USAGE OF SAHAJA YOGA CONTENT	
7.2	USAGE OF THIRD PARTY CONTENT	
7.3	STREAMLINING	
8.0	USAGE OF THE TERM 'JAI SHRI MATAJI'	18
9.0	REFERENCE TO SHRI MATAJI ON BLOGS, PUBLIC FORUMS, SITES AND GROUPS	19
10.0	USING QUOTES OF SHRI MATAJI	20
11.0	IDENTITY AND INFORMATION PROTECTION ON THE INTERNET	21
11.1	UNDERSTANDING PASSWORDS	
11.2	FACEBOOK PRIVACY SETTINGS	
	THE TEAM	22
	Contact	

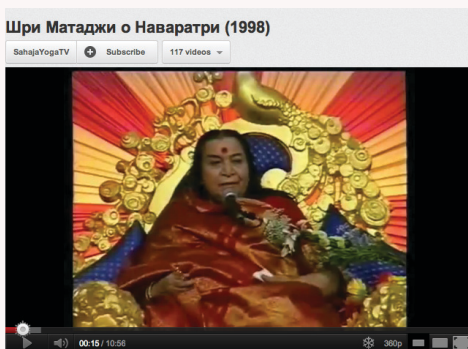
## 1.0 UPLOADING OF MEDIA CONTENT TO THE INTERNET

*In all sweetness and enthusiasm, photos and videos of collective events with our Sahaja family are shared over the internet. But at times some of these things leak out for the world to see.*

### 1.1 AUDIO, VIDEO, PHOTOS OF PUJA TALKS, PUJAS AND HAVANS

Unfortunately, everything shared over the net is accessible to anyone and everyone at times. One has to remember that puja lectures and pujas were meant for Sahaja Yogis only and will not be understood in the 'public domain'. One should refrain from posting such material as it will not effectively serve anyone in society if they do not have their Self-Realization. **Talks meant for Yogis are for yogis only, talks meant for non-yogis are for non-yogis.**

One can argue that posting excerpts of Mother's talks is a good idea. It would be true only if there was a proper supporting database of complete information backing the person or website posting this video/text/audio message. A small video/text message loses its value entirely for a newcomer or non-seeker if they can not gain further information directly from you. It's easier to tweet or forward a link of a Sahaj site with information for the newcomer.



Entire Puja video dubbed in Russian



Puja photo on Facebook

### 1.2 MIRACLE PHOTOS AND ALL OTHER SAHAJA YOGA RELATED MEDIA

As much as one enjoys viewing miracle photos of Shri Mataji, such photos are meant for the benefit of yogis and are incomprehensible to non yogis. Similarly Shri Mataji's family photos are very personal; one should respect this.

Similarly photos of yogis at collective events should only be shared with friends and family of the Sangha via emails and closed Sahaj online groups.

Avoid freely publishing or circulating such photos over the internet. (i.e. Flickr, Picasa, Facebook, Google+, etc)

### RECOMMENDATION

- Recommend and promote popular sites such as FreeMeditation.com, SahajaYoga.org and other local sites.
- Tweet or forward a link for in-depth information to a newcomer.
- Upload good quality public programs and interviews of Mother.
- Be versed with the content of the video and add that to the description of the video.
- Use discretion while uploading photos, remove the option for user comments.
- Monitor the comment section to remove inappropriate remarks.

## 2.0 YOUTUBE AND VIMEO

*What is the need of posting a puja video, treatment tutorials and more when proper websites are dedicated to providing free high-quality material online?*

Most videos are open for the world to see. Utmost discretion is needed in what one posts and one should refrain from posting privileged material, such as puja talks and private videos concerning the collective and collective events on YouTube.

Professionally produced videos will be shortly available on sites such as \*NirmalaVidya.org, which will contain a comprehensive database for yogis. For non-yogis, videos of good quality will be made available on ShriMataji.org

\* NirmalaVidya.org in 2012 will be the source for information streaming high quality videos, audios and texts of Shri Mataji's talks.

### Comments and discussions

YouTube is a constant discussion ground for the world. You will find many random people waiting for the opportunity to enter into a discussion for intellectual entertainment. Use careful discrimination while posting comments and avoid engaging in futile discussions with non-yogis and troublemakers.

### Sahaj quotes and comments

When one comments "Let us enjoy the Lotus Feet of Mother" this has no value to the viewer. One should promote the video with positive messages that a normal person would understand.



Entire Puja video with clear view of Mother's Lotus Feet

Puja Talk Video captured via a mobile phone and then uploaded

After puja video showing bhajans and yogis dancing after Puja in Cabella

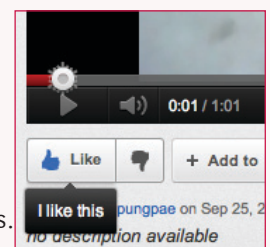
When we see Sri Mataji enjoying, we are all enjoying, no sight is sweeter  
downeybill 6 months ago

Jai Shri Mataji...  
lashmana108 10 months ago 2 likes

Comments left by yogis

### RECOMMENDATION

- If you are the administrator of a video, set the option to allow and moderate comments.
- New visitors often leave questions that need to be answered so help accordingly.
- Stay away from intellectual discussions with troublemakers.
- If you are viewing a Sahaj video, YouTube provides you the option to 'Like' the video. This is wonderful in getting our videos a higher ranking.
- Avoid posting 'Jai Shri Mataji', 'JSM' as comment, for it holds no 'real' value to non-yogis.



### 3.0 SOCIAL MEDIA AND SOCIAL NETWORKING

*Introduce yourself as you would in the real world  
with your own photo so friends and colleagues can easily find you.*



myspace

LinkedIn

Google+

twitter

#### Use of Sahaj-Oriented names

Social platforms such as Facebook are there to find friends and be in touch with them. Using one's real name helps lost friends, university colleagues and yogis to easily find you and thus stay connected. Additionally, attaching your personal photo is a major plus as it is easier to identify you among others with similar names.

Using Sahaj-oriented names such as Mario Sahaji, 108 Rossi or Sahaji 108 is misleading. Using aliases should be avoided, just as one would not introduce oneself as such in real world encounters.

#### Use of Mother's photos for Personal Profile

Using Shri Mataji's photo as one's profile photo is inappropriate. Using such a photo does not offer Homage but a clear perceptible message to the viewer that this person is Shri Mataji.

An unfortunate event that took place when a yogi, using Mother's photo as his/her profile, shared an inappropriate joke with a non-yogi on their wall post is how one misused Mother's photo.

Yoga Yogan



Ma



Some yogi's profile with Sahaj names and photo of Mother

#### Opening an account in Shri Mataji's name

Please avoid opening a page in Shri Mataji's name. It is disrespectful and against protocol to take it upon oneself to open a social page as an homage to our Mother. Instead join the existing groups.

#### RECOMMENDATION

- Use your own name and your own personal photo.
- Avoid opening a profile using Shri Mataji's name.
- Avoid using Shri Mataji's photo as your own on any online media.
- Photos should not contain any privileged material\*.
- Monitor your page for comments daily.
- Write a positive and balanced comment that helps seekers and non-yogis by adding value to their experience.
- All posts should be in a language that is comprehensible to any viewer.

\* Privileged material includes other yogis' photos (without consent), other Sahaj community media, Shri Mataji's puja photos and videos, Sahaj Treatments, Sahaja Yogi music.

### 3.1 FACEBOOK

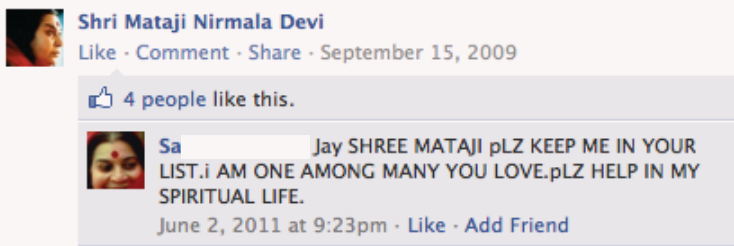
*Everything you post, every person you friend, every group you join will be made public to your “friends”, “friends of your friends” or “everyone”.*

#### Tagging other yogis in Photos

Some people do not wish to be tagged on puja photos and others. Please respect that.

#### Commenting

Curiously, on photos of Shri Mataji, yogis often post comments that can not be appreciated by the rest of the world. It's best to not to comment in such cases.



Comment left on Shri Mataji's photo for the world to see.

#### RECOMMENDATION

- Admins and moderators need to follow comments that offer no value to seekers and non-yogis.
- If one likes a photo or post of a yogi, one could click the 'like' button, which helps in rating and is a good contribution.



All recommendations that are common are included in section 3.0 Social Media and Social Networking

## 3.2 GOOGLE+

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*Launched in 2011,  
Google+ is similar to FaceBook*

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Google Plus is a new social networking site similar to Facebook. The biggest advantage of Google+ is that it automatically asks the user to put any new contact into a 'circle' of friends. One can choose how much information is shared within each circle.

Material uploaded on Google+ requires proper description, tags, and keywords which are then automatically placed within a 'circle of friends'..

### **Sharing links**

Discretion is needed while posting links to Sahaj related sites on Google+ outside a circle. Posting links outside a circle are visible to any and all users of Google+.

### **RECOMMENDATION**

- Put all your contacts in appropriate circles for safely sharing links, information and personal media.
- If one likes a photo or post of a yogi, one could click the '+1' button, which helps in rating and is a good contribution.

All recommendations that are common are included in section 3.0 Social Media and Social Networking



### 3.3 MYSPACE

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*Social media platform  
for musicians.*

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Before the onset of Facebook, MySpace was the most popular social networking platform, allowing users to post music, videos, photos and share messages.

Recently it has been converted into a platform solely for online publication of music.

There have been occurrences of individuals who have posted bhajans and music videos of other Sahaj artists and renowned music maestros who performed for Shri Mataji. This may not only be out of place in the public sphere, but infringes the copyrights of the musician. One should respect the musicians and their music, thus avoiding any legal issues.

#### RECOMMENDATION

- Avoid uploading other musicians' music without written consent.
- Avoid posting Sahaja Yoga oriented material.

All recommendations that are common are included in section 3.0 Social Media and Social Networking

## 3.4 LINKEDIN

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### *Today's business-related social network*

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LinkedIn showcases member's resume and work details. One can connect with friends and work colleagues.

Primarily used for professional networking, one can search for people by education, skills and other merits - and then request to connect with them.

Members are encouraged to keep updating their profile as often as possible. This information is always available to other LinkedIn users. All profiles are viewed by companies and individuals who might employ you, ask for your services, consult you or simply add you to their network.

As a member, one can share links to blogs, news articles, photos and much more. One can also form groups within LinkedIn.

#### **Sahaja Yoga on LinkedIn**

Sahaja Yoga International is present on LinkedIn and Sahaja Yogis may join this group. Avoid starting another Sahaja Yoga group, as it is unnecessary.

#### **Working with LinkedIn groups**

Avoid hotlinking any content that would be considered contra-productive within your group or profile. For example an individual placing a hotlink to his private Sahaja Yoga blog on LinkedIn, will confuse the viewer by intermingling a spiritual post with their professional information.

#### **RECOMMENDATION**

- Select carefully all those you wish to add to your 'professional' network.
- Think carefully before posting links to sites as this will be viewed by non-yogi LinkedIn members.
- Maintain a formal approach in communication on LinkedIn.
- Avoid 'religious' and 'spiritual' overtones in your profile as well as communication.
- While posting links pertaining to Sahaja Yoga, avoid referencing or hotlinks to puja talks and other Sahaja Yoga advanced media.
- Reference to only well-documented and authentic Sahaja Yoga sites.

## 3.5 TWITTER

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*One short & simple message,  
The SMS of the internet*

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Twitter messages can spread in a matter of minutes across the world - if the message is clever and informative. To tickle the world's curiosity with a message and/or link to a video, site or specific page is what this medium can be used for.

As messages can only be 140 characters, attention should be given in the phrasing of the text. It is suggested to compose the message before its tweeted.

Follow groups, bloggers and other Tweeters who would be interested in meditation, self-betterment and more. Once they decide to follow you too, then your tweets will reach them and they in turn will most likely pass on yours tweets to their followers.

### RECOMMENDATION

- If you are attaching a link to a site you wish people to see, then paste the link to that exact site-page and not simply the home page of the particular website.  
For e.g. Paste link to [www.freemeditation.com/pages/coolmind.html](http://www.freemeditation.com/pages/coolmind.html) and not [www.freemeditation.com](http://www.freemeditation.com)
- It is strongly advised to use a free url shorter service such as <http://bitly.com> and <http://goo.gl> to shorten links to specific pages you would like your followers to visit.  
For e.g. [www.freemeditation.com/pages/coolmind.html](http://www.freemeditation.com/pages/coolmind.html) would become [bit.ly/coolmind](http://bit.ly/coolmind)  
(instructions are available on respective websites)
- An additional advantage of using [goo.gl](http://goo.gl) is that it provides a tracking service whereby one can see how many have clicked on your link.

## 4.0 GROUPS AND FORUMS

*Online Groups and forums are best recommended for sharing information and encouraging discussions.*

Google, Yahoo and Facebook\* groups are most popular amongst yogis currently. One needs to sign up to see the internal contents of the particular group or forum. This secure login keeps non-yogis and unwanted visitors away from Sahaj community content.

\*Facebook by default allows all users to view content, hence it is necessary to modify this option and limit your page strictly to members only.

Unfortunately, at times, non-members can preview the home page of the forum. Undesired individuals can use third party tools to extract privileged information; thus infringing on privacy. Search engines go through the contents of the group and keep the information to themselves but can be asked legally to divulge such to journalists and other unwanted entities.

Remember, all home pages are visible to the entire world even before someone signs up to become a member (example Yahoo groups). Hence caution should be taken before posting privileged material, internal communications and other confidential Sahaj information.

New User? Register | Sign In | Help

Trending: Teresa Giudice

**YAHOO! GROUPS**

sahastrare · Sahaja Yoga -Uttarakhand Collectivity

Activity within 7 days: [New Questions](#)

Try Yahoo! Groups Chat Beta! Now available on the left menu. [Read more...](#)

**Home**

Activity within 7 days: [1 New Message](#) - [New Questions](#)

**Description**

"I always work through you, if you are one with Me. Even when I am speaking, you're speaking.... and when you are speaking, I am speaking. You know that".  
H.H. Shri Mataji, London, 23.09.1984

"Whatever you got, unless and until you distribute it, it won't increase. That is the fundamental law and that works. I've seen people who are Realized souls, who are very good, who know everything about Sahaj Yoga, but are not yet that much confident I should say or that much deep. All this is only possible if you, yourself, get into creating new Sahaja Yogis and more Sahaja Yogis, not for popularity, but for their good and for the good of the whole."  
H.H. Shri Mataji, Canajoharie, USA, 20 June, 1999

"We have to realise that we are very close, all of us. We are very close. If that is realised, then finished, then you don't have to bother about anything else. That is - we are brothers and sisters- that is a different point now, but this is doing Sahaja Yoga, you are..."  
H.H. Shri Mataji, London, August 2, 2006

"By saying there is God, that was not sufficient. And to say there is no God also was wrong, very wrong, and people have suffered, who have said like this. Only after taking realization you know that there is God and there are vibrations".  
H.H. Shri Mataji, Cabella, July 20, 2008

**Join This Group!**

**Description**

With the blessings of Shri Mataji, we the Andhra Pradesh collectivity acquired a Village in the name "Nirmal Nagar" in the suburb of Hyderabad. Nirmal Nagar is a plot of land for Sahaja Yoga Resource Center and individual plots for Sahaj Yogis & Yoginis.

This proposed Resource center consists of total approx eleven acres of land. Three donated to "H.H. Shri Mataji Nirmala Devi Sahaja Yoga Trust, Andhra Pradesh" the eight acres will be divided into 108 Number open plots, interested Yoginis and Yogis (Each open plot around 167 Square Yards will be registered in their individual name) will not involve / nothing to do with sale transaction of the individuals plots.

The land is identified near Jalnally, Babinagar Mandal, Nalgonda Dist, A.P, which is 18 KMs away northeast to Hyderabad. 18 KMs from Outer Ring Road i.e., INFOSYS Hyderabad, around 7 Kms from High way No 202 (Warangal Road).

**Message archive by month:** [\(View All\)](#)  
(Group By Topic)

**Hey, I finally found this opportunity**  
<p>Hi friend!<br>I knew things couldn't get any worse this totally took me by surprise. I can help you.<br><a>  
</a>  
Posted - Mon Dec 12, 2011 1:23 pm

**I figured I should share the wealth**  
<p>Hi!<br>I had finally hit rock bottom I was able to regain my independence. I just take a look at what I  
Posted - Tue Dec 6, 2011 12:14 am

**Re: How are you?**  
<p>Hey, hey.<br>Life has always well but presently it's great.<br><a>  
</a>

Sahaja Yoga group on Yahoo as seen by a non-member. Here we see talk of Mother and also email/message threads of yogis

### RECOMMENDATION

- The home page and the rest of the pages should be simple, without privileged material.
- Consider group names that contain information useful for both yogis and non-yogis.
- Add a good description of your group as it is visible to the world. Suggest adding geographical information and/or activity of the group.
- Report to the moderator any person who does not conduct themselves civilly.
- It's advisable to have 2 or 3 moderators and administrators to periodically check and maintain a standard of the groups' topics and discussions.
- Group administrators and moderators should periodically check for undesired and inactive individuals.

## 5.0 BLOGS

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*Your personal journal  
to share with the world.*

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Blogs are usually the work of a single individual, occasionally of a small group, and often are themed on a single subject, with a potential to attract many visitors who read and later regularly visit the blog for enlightening information.

### **Narrating and publishing Sahaja Yoga material**

Blogs are a reflection of one's writing skills and earnestness. Readers appreciate original material and revisit blogs pertaining to a particular topic of interest.

Care should be taken to avoid inflaming or provoking topics.

One can be held **legally responsible** for information that might not be completely factual, hence caution should be taken before posting or reusing any and all material.

### **Spamming**

Sending numerous links of a 'Sahaj' article to email lists and blog-followers is a forced way of attracting more visitors to one's site. This is spamming and should be avoided as it is considered as an offense in many countries. This is a clear breach of terms of the service provider, which in some cases will lead to being removed or banned from the email list, group or the service provider.

### **Sharing Sahaja Yoga material**

Access an authentic source for media and information to use in one's blog. Avoid hotlinking and duplicating other blogs for information without prior consent.

Review your 'Sahaj' article for errors, as you directly contribute to the image of Sahaja Yoga.

*Duplication of content has detrimental effects on the ability for that content to rank successfully close to the top of search engine results.*

### **RECOMMENDATION**

- Be well versed on the subject before composing the article.
- Make sure all 'facts' are true and have been verified.
- Be ready to provide evidence of 'facts' when requested.
- Avoid criticizing any organization or individual, living or dead.
- Update your old blog posts where required.
- Use discretion of content on one's blog, as it is available to the entire world.

## 6.0 USAGE OF PHOTOS ON COMMERCIAL AND NON-COMMERCIAL SITES

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*Shri Mataji's photos, videos, excerpts belong to the Sahaj Sangha.  
But utmost discretion and protocol needs to be taken to protect our Mother's legacy.*

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As Shri Mataji's photos, videos, and excerpts belong to the Sahaj Sangha, utmost discretion and protocol needs to be taken to protect our Mother's legacy.

NIPC has created the entity Nirmala Vidya llc to protect this legacy now and in the future by safeguarding it and willfully giving access to any and all for the proper usage by the collective in various projects.

There have been occurrences of over-enthusiastic individuals using Mother's photos, videos and quotes to promote their services over the internet. This can in certain situations be an unorthodox way of simulating authenticity and credibility. This in turn creates dissent within the sangha, for example [www.sahajashaadi.org](http://www.sahajashaadi.org).

Caution should be taken that Mother's photo, videos and excerpts do not become an emblem of decoration on a website nor a means of endorsing the activity or services.

### RECOMMENDATION

- Consult the local collective before embarking on any commercial or non-commercial activity involving the use of Sahaja Yoga property.
- Consult the competent communication coordinators in your country as well as Nirmala Vidya llc.
- If you have an interesting project for the benefit of Sahaja Yoga, write to us and we will help you with the necessary material.

## 7.0 COPYING MEDIA FROM OTHER WEBSITES AND SOURCES FROM THE INTERNET

### 7.1 Third party content relating to Copyright

Avoid using third party content as your own or attributing it to Sahaja Yoga. This not only creates legal problems, but also increases the chance of infringing IP rights.

### 7.2 Sahaja Yoga images and Shri Mataji's photos

Avoid downloading photos from the internet, via Google Image search and other Sahaja Yoga sites which are likely to be of poor quality.

#### **Streamling Sahaja Yoga content**

*Planned in the near future is a project to provide necessary publishing materials, ranging from images, chakra charts, photos of Mother and all other licensed material. Having one authentic site providing original media, will reduce the circulation of low resolution images that are readily found on the web. It also gives the convenience of ready-to-use designs and graphics for publicity material.*

#### RECOMMENDATION

- Avoid downloading photos and images from sites as images available on the internet are not of a high quality.
- Duplication of content has detrimental effects on the ability for that content to rank successfully close to the top of search engine results.
- Avoid copying quotes, Mother's talks and other Sahaja Yoga information from other sites.
- Use [NirmalaVidya.org](http://NirmalaVidya.org) to obtain original content on Sahaja Yoga and Shri Mataji, when made available.

## 8.0 USAGE OF THE TERM 'JAI SHRI MATAJI'

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*The meaning of Jai Shri Mataji is  
'Hail and Glory to the Grandeur of Shri Mataji'.*

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So much is it used everyday, that many have started writing JSM, which demeans and is disrespectful to Shri Mataji. Just in the way that one would not say 'SM' for Shri Mataji, the same should apply to Jai Shri Mataji .

In the presence of Sahaja Yogis, if you want to say 'Jai Shri Mataji', then please say 'Jai Shri Mataji'". But in a public domain such as the internet, such terminology for non-yogis is detrimental towards Sahaja Yoga.

Value its meaning and use it discretely in messages.

### **Commenting JSM on Social sites**

Sahaj terminology means nothing to the general viewer as it has no real world meaning. There is no necessity to show our gratitude to Our Mother by posting 'JSM' after posts on any public sites such as YouTube, Facebook, Google and others. A 100 trailing 'JSM's serves no purpose.

### **RECOMMENDATION**

- Post useful remarks such as:  
"Wow, this video is interesting, I did try this meditation, for anyone interested visit [www...](http://www...) ".
- One does not need to comment to a post, just viewing the post is already a helpful activity.
- One can click the '**Like**' button on videos and photos, which is good for better rating.



## 9.0 REFERENCE TO SHRI MATAJI ON BLOGS, PUBLIC FORUMS, SITES AND GROUPS

*Shri Mataji is simplicity personified. Her language, Her demeanor and Her nature reinforce the simplicity aspect, which is why even communication about Her needs to be easy to read.*

When describing Shri Mataji, care should be taken to avoid any kind of association of the following terminology

- . Goddess
- . Incarnation
- . Religious or cult leader
- . Religious leanings / ideas
- . Any viewpoint or statement of ShriMataji against any known figure or event or any popular practice.

Shri Mataji's reference and description is solely for the purposes of conveying our love for our Mother between yogis. But for non-yogis such terminology can be considered as blasphemy and thus should be avoided.

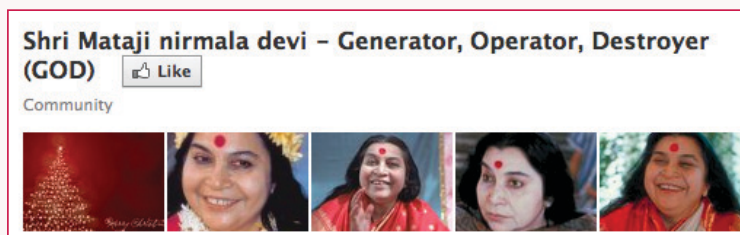
**The problem is it that not all are ready for the real knowledge and we face the risk of repelling them even before they have a chance to find out about Sahaja Yoga and Self-Realization.**

In some parts of the world it would be okay to talk about Sahaja Yoga but in other countries it would be considered as unconventional and unacceptable in their societies.

### Fan Pages and other pages dedicated to Sahaja Yoga and Shri Mataji

Special care needs to be taken for all fan pages relating to Sahaja Yoga and Shri Mataji. If one decides that one's page is for the general public, additional care needs to be taken in posting information and media relating to Shri Mataji and Sahaja Yoga.

Also avoid provocative names in one's fan pages.



Fan Page to Shri Mataji with a highly inappropriate name.  
Called Generator, Operator, Destroyer (GOD)

## 10.0 USING QUOTES OF SHRI MATAJI

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*Care is needed  
when using quotes of Mother.*

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Directly or indirectly quoting Shri Mataji should be done with proper care and discretion in public and the public domain. Such usage could invariably cause unnecessary legal disputes between third parties and Sahaja Yoga

To preserve the integrity and credibility of Shri Mataji and Sahaja Yoga, one should quote with vital details such as the date, place and/or occasion.

### RECOMMENDATION

- Use quotations from general talks of Shri Mataji on global issues, society and more.

## 11.0 IDENTITY AND INFORMATION PROTECTION ON THE INTERNET

*The trouble of using popular deity names in passwords  
is that they are quite easy to decypher.*

### 11.1 UNDERSTANDING PASSWORDS

The first step in protecting your online privacy is creating a safe password - i.e. one that a computer program or persistent individual won't easily be able to guess in a short period of time. Here are some tips and recommendations for creating secure passwords.

#### **Tips for creating a secure password:**

Include punctuation marks and/or numbers.

Mix capital and lowercase letters.

Include similar looking substitutions, such as the number zero for the letter 'O' or '\$' for the letter 'S'.

Create an original acronym (an abbreviation formed from the initial letters of other words (e.g., ASCIM, NID).

Include phonetic replacements, such as 'Luv 2 Laf' for 'Love to Laugh'.

#### RECOMMENDATION

- Don't reuse passwords for multiple important accounts, such as Gmail and online banking.
- Don't use a password that contains personal information (name, birth date, etc.)
- Don't use words or acronyms that can be found in any dictionary.
- Don't use keyboard patterns (asdf) or sequential numbers (1234).
- Don't make your password all numbers, uppercase letters or lowercase letters.
- Don't use repeating characters (aa11).
- Never write your password down.
- Never send your password by email.
- It is advisable to periodically change passwords.

### 11.2 FACEBOOK PRIVACY SETTINGS

#### **Filter your friends**

It's a good exercise to go through one's contacts often and check people who were added by error such as via Facebook's 'suggested friends' and remove undesired contacts.

Making 'Lists' is a great way to categorize your Sahaj and non-Sahaj friends in Facebook. Under 'privacy settings' you can choose which of your friends can see all your information, your photos and much more.

#### **Do not rely on Facebook to protect your Privacy**

So whenever you use Facebook, you have to ask yourself two things:

*"Who do I want to see what I'm doing? And how would I feel if the whole world saw this?"*

To do this click here <http://www.facebook.com/settings/?tab=privacy>

## THE TEAM

The team consists of experts who deal with internet and social communications on a daily basis and would try to bring out comments and advice for improving the general presence of Shri Mataji and Sahaja Yoga online.

Achieving a long term, high ranking and content rich websites would bring sustainable results in attracting new seekers to Sahaja Yoga sites. Building credibility, trust and collaborative engagement would facilitate the entire sangha to serve the sole purpose for non-yogis and establishing newcomers in Sahaja Yoga.

The initiative is to provide valuable advice and guidance on an ongoing basis for improving the online presence and reputation of Sahaja Yoga worldwide.

The team consists of

- Graphics Designers
- Internet security specialists
- Internet usability experts
- Social Media specialists
- Search Engine Optimisation experts
- Online Reputation Management consultants
- Content managers
- Editors
- Representatives from NIPC & Nirmala Vidya Ilc

## CONTACT US

A communication team has been set up to facilitate this entire process of the AUM initiative. Please contact us if you have comments, advice, recommendations or if you would like to support this initiative further and become part of the team at **[feedback@spreadsahajayoga.com](mailto:feedback@spreadsahajayoga.com)**

An interactive platform has been setup for easy collaboration for those who wish to participate in this initiative at **[www.spreadsahajayoga.com](http://www.spreadsahajayoga.com)**

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