

SOCIAL MEDIA TALKING POINTS



Digital Da'wah to Desecularize

100 Million Muslim Minds.

DESECULARIZE
ISLAM

Executive Summary

The Ummah urgently needs a revival. **Desecularizing 100 million Muslim minds** will open the intellectual pathway to that revival. Use this toolkit to empower your social media activism by adopting these talking points to **support the struggle of establishing Allah's Deen – the divine blueprint for all facets of life given to us by our creator.**

Core Messaging Pillars:

Understand the following messaging pillars and talking points. Get creative with how you present them on social media.

1. Palestine Lesson

The genocide in Palestine exposes the failures of a secular system. It is a wakeup call to establish Allah's Deen so Muslims around the world are protected and dignified. Not violated and dehumanized.

2. Islamic Completeness

Islam is not just a religion. It's a Deen. It's time to teach the world the difference! Religion is confined to rituals and private beliefs. Deen is a comprehensive way of life – governing faith, character, society and justice.

3. Islamic Governance

The universe runs on the laws of the creator. If we want the Ummah to be prosperous, we should establish his laws which provides a divine system to govern all aspects of our lives – political, economic, social, legal, etc.

4. Divine Sovereignty

True sovereignty belongs to Allah alone. Our obedience is to him alone, and he is our ultimate legislator.

5. Ummah Unity

Muslims must transcend artificial national borders and unite under a shared national vision.

Talking Points

On Palestine & Secular Failures Examples:

2 billion Muslims, 50+ Muslim-majority countries. Why are the so called 'Muslim' powers powerless to stop the genocide in Gaza?

The nation-state order keeps Muslims too **divided and weak** to protect Muslim lives and dignity.

Secular governance in Muslim majority lands keep Muslims **oppressed and dehumanized**.

National borders are artificial lines **dividing** an Ummah that should be united as **one** living body.

Islamic Completeness

Islam is bigger than a **religion**. It's a **Deen** – a complete **blueprint** for life, society and **justice**.

Religion vs Deen: Religion is a **label** used to **categorize** you based on your personal beliefs. Deen is a **lived system** of social justice and **obedience** to Allah in all facets of life, society and governance.

Islamic Governance

Do you think that Allah set **precise laws** for every star and atom, but left human societies to **guess** how to govern?

Imagine if the atoms could **disobey** the laws of the creator. The universe would be **broken**. So don't be surprised to see **Muslim societies chaotic, dysfunctional and oppressed** when it **fails** to establish the law of the creator.

On Unity vs Nationalism

The Ummah is one living body, not **50+ competing passports**.

Artificial borders keep us **divided and weak**. A shared national vision beyond race, sect and nation-state would keep us united and **strong**.

Islam as a **common ideology** has more power to **unite** us more than race, language, or nationality.

Messaging Do's and Don't

DO:

- ✓ Emphasize Islamic solutions over criticism alone
- ✓ Emphasize the role of Islam as a political system
- ✓ Link our disunity, suffering, and the injustice we face to the secularization of Islam
- ✓ Use compassionate language about Muslim suffering
- ✓ Reference Quranic principles and prophetic examples
- ✓ Connect contemporary issues to Islamic teachings
- ✓ Promote unity while respecting legitimate diversity

DON'T:

- ✗ Use inflammatory language.
- ✗ Dismiss all aspects of current systems without nuance
- ✗ Create content that could be misinterpreted as promoting violence or anything against the law.

This toolkit is designed to empower Muslims to advocate for Islamic principles while upholding respect for diversity of Islamic thoughts and promoting peaceful discourse. All content should encourage reflection and constructive dialogue, aiming to unify Muslims under a shared vision of fully submitting to Allah through the establishment of His Deen.