



WORLD SUBUD ASSOCIATION GUIDELINES FOR CREATION OF NATIONAL WEBSITES

A. LEGAL AND PROCEDURAL POINTS

1) DOMAIN NAMES

When possible, domain names should be [www.subud.\(countryinitials\)](http://www.subud.(countryinitials)) or otherwise [www.subud\(countryname\).com](http://www.subud(countryname).com) /[org](http://www.subud(countryname).org) or [net](http://www.subud(countryname).net).

The advantage of the first choice, using a domain name [www.subud.\(countryinitials\)](http://www.subud.(countryinitials)) is that if people within your country search for Subud on a search engine, this site will come up at the top of the list. The second option will only come up after all the numerous international sites as these are the most consulted in the world. The ideal situation is to register both options pointing them to the same site.

Domain names should ideally be registered either in the name of the World Subud Association, or in the name and address of the national committee. Please avoid registering in individual personal names; this can cause serious problems for WSA's registration of the mark Subud.

2) SUBUD NAME AND THE SEVEN CIRCLES SYMBOL

The name '*Subud*' and the Seven Circles Symbol should have the ® symbol next to them at least once on the home page. Below should also appear the mention:

"Subud and the Seven Circles Symbol are registered marks of the World Subud Association."

The Seven Circles Symbol was received by Bapak and he stated clearly that ideally it should be bright yellow/gold on a deep or royal blue background, with one spoke pointing directly up. Though we don't have one exclusive colour combination, we do request that when possible this combination be respected. Other combinations are acceptable in certain situations such as blue or black on white, or white on blue.

In all cases, the symbol should be above all titles and text, is acceptable along side, but should never be below any title or text.

3) WSA COPYRIGHT

All talks by Bapak and Ibu Rahayu in all formats (except Bapak's biography) belong to the World Subud Association. This includes translations into any language.

The mention:

"Copyright (with the year of appearance, for example 2007) World Subud Association." All rights reserved." should appear with the talk

4) BAPAK AND IBU TALKS

Books and talks by Subud members are available to the public.

It was requested by Bapak and re-confirmed by Ibu Rahayu and the International Helpers that Bapak's talks especially be password protected and only available to Subud members (i.e. people who have been 'opened' and are practising the Subud latihan). This is also recommended for Ibu Rahayu's Talks.

Whenever Bapak or Ibu Rahayu is quoted on a website, it is important to include the recording reference of the talk the extract is taken from just below the quote. Guidelines for recording codes are on www.Subud.org under 'media programs/copyright & trademark' page.

5) PHOTOGRAPHS

Many of the official photographs of Bapak and Ibu belong to individuals or to the WSA, held at the International Subud Archives. Permission to use photos should be requested and due names mentioned.

6) PRIVACY

Certain members do not wish to appear on websites for personal reasons. Please check with the individuals before including such information on your website, though international officers and others are usually willing to appear. If in doubt, please contact wsa@subud.org. This is even more important when giving people's e-mail addresses or any other personal details.

Please be aware that a person's name may be visible to search engines when it is contained in downloadable documents such as Congress reports.

When giving email addresses, it is recommended to put 'AT' instead of @ to avoid easy pirating.

B. SUGGESTIONS REGARDING CONTENT

1) HOW TO PRESENT SUBUD TO THE PUBLIC

We suggest the following: it is better to have a brief point-by-point explanation of Subud that is very simple, factual and straightforward. The website will be read, for example, by Government officials and business people who are not interested in spiritual matters but who need to interact with the Subud association. It is better to avoid Indonesian words and to avoid giving the impression that Subud members regard Bapak as a guru. It is better to avoid grandiose claims about the Subud experience and its effects.

2) TYPICAL CONTENT

We suggest that the official website of a Subud national organization might contain the following: a brief explanation of Subud; the legal status and aims of the national Subud organization, some contact information about local groups; some explanation of the programs of the national organization. It may be wise to mention that the Subud organization is not responsible for the activities and projects of individuals.

3) USEFUL TECHNICAL TIPS

The WSA executive team recommends using a Content Management System (such as Drupal, for example) which is an open source, free software. This allows you to easily manage the content as well as have people with little experience building websites be able to keep content updated and current. This is what keeps a website 'alive' and has been what our websites have suffered from most in the past, that is, the enthusiasm of one or two persons to create but not the continuity to keep the content fresh.

Thus we recommend that national committees avoid situations where only one or two people can access the technical aspects of the site, to avoid potential problems in the future. For any help in this regard, please contact wsa@subud.org and your request will be passed on to the World Subud Association website coordinator.

We also recommend that there be a webmaster separate from the content/editor manager.