



heartfulness  
purity | weaves destiny



# SOCIAL MEDIA TOOL KIT

## **International Day of Yoga**

2020

#YogaForCompassion

# Greetings!

On the occasion of the International Day of Yoga, Heartfulness Institute, in association with the Ministry of AYUSH, Government of India, is organizing a live, virtual event - **#YogaForCompassion**, to bring all of humanity together in unity and harmony through music, meditation and yoga.

This event will host well-known musicians Padma Vibhushan Pandit Jasraj and Padma Shri Shankar Mahadevan, Badminton Champion, PV Sindhu along with Yogrishi Swami Ramdev and Daaji Kamlesh D Patel, the Guide of Heartfulness.

## When?

**JUNE**  
2020

20th at 7:00 PM EDT / 4:00 PM UTC

21st at 7:00 AM IST (Deferred LIVE)

## Where?

Heartfulness YouTube and Facebook Channels



Heartfulness Meditation



@practiceheartfulness



@heartfulness



@heartful\_ness



@heartfulness

# HOW CAN YOU PARTICIPATE?

## 1 **REGISTER**

Register for the event by visiting [heartfulness.org/idy](https://heartfulness.org/idy)

## 2 **STAY UPDATED JOIN THE DISCUSSION**

Updates on [#YogaForCompassion](https://twitter.com/YogaForCompassion) will be posted on Facebook event page. You can also follow us ([@practiceheartfulness](https://twitter.com/practiceheartfulness)). Join the discussion on Heartfulness Facebook, Instagram, Twitter accounts.

## 3 **RELAY THE LIVE CAST ON YOUR FACEBOOK**

Write to [yogaday@heartfulness.org](mailto:yogaday@heartfulness.org) with the link to your Facebook Page and broadcast the event live from your social media handle.

# 4

## SPREAD THE WORD

Share the information with your loved ones on social media by tagging **@practiceheartfulness** and using **#YogaForCompassion** and **#MyLifeMyYoga**.

# 5

## USE OUR FACEBOOK FRAMES

Use one of our **Facebook frames** on your profile picture and upload it using one of the captions provided (**Check Social Media Assets**).

**Click on FB profile pic > Add Frames > Click Search Frames > Type Heartfulness Yoga for Compassion.**

# 6

## PARTICIPATE IN **#MyLifeMyYoga**

Participate in Ministry of Ayush's **#MyLifeMyYoga** competition, use **#YogaForCompassion** and tag **@practiceheartfulness**.

# 7

## JOIN **#YogaForCompassion**

Tune in to **#YogaForCompassion** global virtual live event on Heartfulness Social Media channels to witness the celebration.

# 8

## TAKE UP THE **CHALLENGE!**

Try Heartfulness **Ten Deep Breaths**. Use your right thumb & close your right nostril. Take 10 deep breaths from your left nostril & feel relaxed or do any **Yogasana** of your choice! **Post a picture of the same & tag 3 of your friends** to take up this challenge!

Tag Heartfulness of Facebook, Instagram, Twitter & use **#YogaForCompassion**, **#MyLifeMyYoga**.



# SOCIAL MEDIA ASSETS

Download it from - [heartfulness.org/idy](https://heartfulness.org/idy)

# SOCIAL MEDIA POSTS



MINISTRY OF AYUSH

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JOIN THE MASTERS  
OF YOGA,  
MEDITATION & MUSIC  
on  
*International Day of Yoga*

VIRTUAL YOGA, MEDITATION & MUSIC EVENT  
20th JUNE - 7PM EST(USA) 11AM UTC  
21st JUNE - DEFERRED LIVE 7AM IST (INDIA)

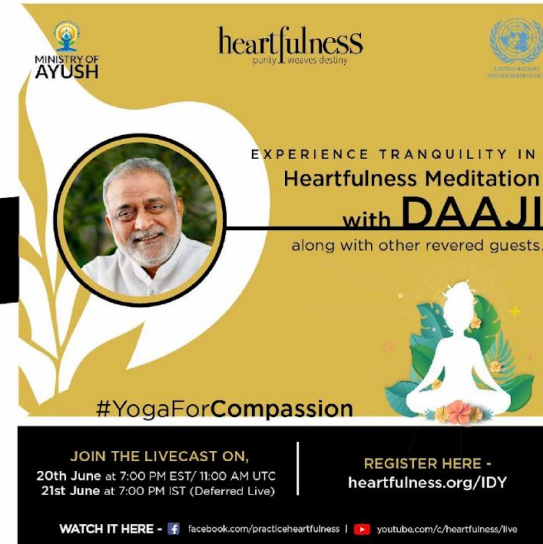
AVAILABLE WORLDWIDE ALL DAY

#YogaForCompassion

Register Now  
heartfulness.org/idy

YouTube.com/c/heartfulness  
Facebook.com/practiceheartfulness

@practiceheartfulness @heartful\_ness @heartfulness Heartfulness Meditation



MINISTRY OF AYUSH

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EXPERIENCE TRANQUILITY IN  
Heartfulness Meditation  
with **DAAJI**  
along with other revered guests.

#YogaForCompassion

JOIN THE LIVECAST ON,  
20th June at 7:00 PM EST/ 11:00 AM UTC  
21st June at 7:00 PM IST (Deferred Live)

REGISTER HERE -  
heartfulness.org/idy

WATCH IT HERE - facebook.com/practiceheartfulness | youtube.com/c/heartfulness/live

Download from - [heartfulness.org/idy](https://heartfulness.org/idy)



# FACEBOOK FRAMES

To be used while updating Facebook Frames



Click on FB profile pic > Add Frames >  
Click Search Frames > Type Heartfulness Yoga for Compassion

# CAPTIONS

1

Join me as I attend the International Yoga Day mega-event by Heartfulness, a virtual celebration attended by viewers from across the globe! Let's unite and spread the spirit of #yogaforcompassion! There's a LIVE session conducted by the esteemed Yogrishi Baba Ramdev, an enlightening talk and meditation session by #Heartfulness Guide, Daaji Kamlesh Patel followed by a musical extravaganza with legendary performers like Pandit Jasraj and Shankar Mahadevanto add to the splendour. Join the conversation using #yogaforcompassion & #MyLifeMyYoga. Register NOW to be a part of this unforgettable, immersive experience this #InternationalYogaDay here: [Heartfulness.org/IDY](https://Heartfulness.org/IDY) Stay tuned for further updates!

2

I have registered for Heartfulness Yoga Day virtual event. To be a part of an unforgettable, immersive experience this #InternationalYogaDay, sign-up here: [Heartfulness.org/IDY](https://Heartfulness.org/IDY)

3

Join me as I attend the International Yoga Day mega-event by Heartfulness, a virtual celebration attended by viewers from across the globe! Let's unite this International Yoga Day and spread the spirit of #yogaforcompassion. Register here: [Heartfulness.org/IDY](https://Heartfulness.org/IDY)



# OFFICIAL SOCIAL MEDIA HANDLES

## HEARTFULNESS

#heartfulness

 Heartfulness Meditation  @practiceheartfulness  @heartfulness  @heartful\_ness  @heartfulness

## DAAJI

#daaji

   @kamleshdaaji  [linkedin.com/in/kamleshdaaji/](https://www.linkedin.com/in/kamleshdaaji/)