The reason we did a podcast is because this is how to reach young people today. They are not watching TV or listening to the radio. They are on Instagram, Spotify and iTunes. You have to go where they are. Content today has to be made for mobile phones, not TV shows. The thing Edin got right was that it empowered us to &\^\alpha^\/\left\(\left\) \alpha^\/\left\(\left\) \alpha^\/\left\(\l

A quote I heard in a speech by a religious leader a few years ago has stayed with me ever since. The Head of the Ahmadiyya Muslim Community, Hazrat Mirza Masroor Ahmad said:

I was shocked when an ISIS propaganda video was shared on the Facebook page of my news organisation.

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There is still anger to this day about foreign wars which were deemed to be unjust and illegal and yet they and the global arms trade continues unabated.

This is why they no longer trust mainstream media and official institutions including their own governments. And why they then turn to social media where their voice can be heard and taken seriously - as As [Á]

Qå Áã ^Á[Á ãç ^Á@ Á ¢æ[] | ^Á[Á@ ÁT * • |ã[Á| + æ] ã æā] } Á @ ® @ Á @ Á | [} * Á[Á æ | ^ å Á @ Á Ahmadiyya Muslim Community. It has no cases of radicalisation despite having branches all across the world. This is because it has:

- Consistent messaging & guidance which counters extremism. That means giving a clear alternative to the narratives of terrorists. So things like:

The true concept of Jihad in Islam is primarily a personal spiritual struggle, not a violent war.