

Guidelines for Sai Organization Websites. August 2004 (updated June 2006)

This document gives guidelines for websites of units of the International Sai Organization. The guidelines are designed to:

1. Make the set of Sai Organization websites look like one, unified but diverse, site. No Sai-unit website lives in isolation; it is part of the whole.
 2. Provide easy navigation. From any Sai Organization site, with just a *few obvious* mouse clicks one should be able to find another Sai Organization site, a discourse in some language, information about Prasanthi Nilayam, a Sai bookstore website, or almost any other information regarding Swami and the Sai Organization.
 3. Ensure that Sai Organization sites are tastefully and appropriately designed.
 4. Help protect Swami's Name, by making it just about impossible to get from a Sai Organization site to a site that has inappropriate or inauthentic information on it.
1. **Guideline.** On the first page of a site mention the zone and region, as well as the name of the Sai Org unit. Examples:
- Zone 1 Region 13 Sri Sathya Sai Baba Organization in Canada**
Sri Sathya Sai Baba Organization in Canada (Zone 1, Region 13)
2. **Guideline.** Do *not* have links to websites that are not part of the Sai Organization, e.g. to personal Sai sites, yoga sites, and sites of various religions.
 3. **Guideline.** Do have links that reflect the organization of the Sai Org. By this we mean:
 - a. Have a link to "Sri Sathya Sai Central Trust" (<http://www.srisathyasai.org.in>)
 - b. Have a link to the "Intl Sai Org" (<http://www.sathyasai.org>)
 - c. On sites for zones, have a link to "Intl Sai Org sites" (<http://www.sathyasai.org/organize/content.htm>)
 - d. On sites for countries, have links to "Intl Sai Org sites" (<http://www.sathyasai.org/organize/content.htm>) and the zone/region in which the site occurs (if applicable).
 - e. On sites for Sai Centers, have a link to "Intl Sai Org sites" (<http://www.sathyasai.org/organize/content.htm>), the zone/region in which the site occurs (if applicable), and the site for the country in which the Sai Center resides.
 - f. Have links to Radio Sai Global Harmony (<http://www.radiosai.org/>), Sai streaming videos (<http://www.saicast.org/>), and Prasanthi Books & Pubs (<http://www.ssbpt.org/Home.asp>)

These links should be reachable in an obvious way with 1-2 mouse clicks from any subpage of the website. The Intl Sai Org website www.sathyasai.org exemplifies this, with a left column of links that appears on almost every page. Most websites have such a column or a horizontal navigation bar; place the above-described links in it. If that is not possible, then at least put an item "links" in the column or navigation bar, which, when clicked, will open a page with the above-mentioned links. If all sites use the same title, "links", people will find it easy to navigate in a consistent way. Some other Sai Org websites that follow guideline 3 well are the websites for Germany, the Netherlands, and Hungary.

4. **Guideline.** Do not have advertisements and popup windows on the website. They are completely inappropriate on a site that concerns Sathya Sai Baba.
5. **Guideline.** Do make it quick to "get into the site". If it takes more than 2-3 seconds to see real information on the site (rather than just a quote or a picture), people will get impatient. Avoid lots of flashy features; remember that what you have on your site may influence people's impression of Swami.
6. **Guideline.** If a site allows people to post messages on it (e.g. a yahoo news group), then (a) the site **must** be password protected, and (b) the password should be given only to Sai Org. members and to people who you know. Don't give the password to total strangers. Reason for guideline 6: people have posted negative messages about Swami on such sites.
7. **Guideline.** If a site must have music, make it obvious and easy to turn off. It is better to have the default for the sound *off* and have a place for the user to click to listen to it, rather than the other way around. Music that starts when a site first opens can be startling and even embarrassing, depending on who is in the area when one is looking at a site.

Other ways to share information across sites

There are several ways in which Sai Organization sites might be linked together. These ways are not mandatory, but just suggestions. To take advantage of these suggestions and have www.sathyasai.org link to your site for some reason, email the webmaster of www.sathyasai.org.

Taking advantage of these items can reduce duplication of effort. For example, there is no need for Swami's discourses in English on any site except www.sathyasai.org and www.srisathyasai.org.in because these sites contain (or will contain) all of them. Also, www.srisathyasai.org.in contains a thought for the day, with a picture of the blackboard in Prasanthi, so no other site needs their own thought for the day. In this way, the Intl Sai Org can concentrate on global information for the website and each of the other Sai Units can concentrate on information that concerns their Sai Unit.

Email for information. Subsite www.sathyasai.org/email/content.htm contains a list of email addresses to email for information about Sai Centers in various countries. Email the webmaster of www.sathyasai.org if you would like to add an email address for your country.

Sai bookstores. Subsite www.sathyasai.org/inform/content.htm contains links to websites for Sai bookstores. Any webpage for selling Sai books should have a prominent link to this subsite, and in turn this subsite can link to that webpage. In this way, anyone interested in a particular book in a particular language has a better chance of finding it.

Discourses. Subsite www.sathyasai.org/discour/content.htm contains English versions of all new discourses, and almost all the older ones (missing are being added). It contains a link to a webpage that has a search engine for the first 35 volumes of Sathya Sai Speaks. Link to this page for discourses in English instead of maintaining them yourself. It also has a link to a webpage of discourses in German, Spanish, Polish, and Portuguese.

If your website is regularly maintaining discourses in another language, then let the webmaster of www.sathyasai.org know and, if it is appropriate, a link to your discourses can be placed on www.sathyasai.org/discour/content.htm.

Thought for the day. The Central Trust site www.srisathyasai.org.in has a "thought for the day" that shows exactly the same thought that appears on the blackboard at Prasanthi Nilayam on that day. Link to that page.

Young adult pages. www.sathyasai.org/organize/ya/content.htm is designed to link to all young adult sites. If your site has a subpage for young adults, put a link to this subsite on your subpage and email the webmaster of www.sathyasai.org to return the favor.

Where is Swami? Subsite www.sathyasai.org/whereis.htm contains the latest about where Swami is. It is changed as soon as possible after it is known that Swami has moved —usually a day or less. Rather than maintain this information yourself, link to this subsite

Calendar of events. Subsite www.sathyasai.org/calendar/fest.html contains a calendar of events in Prasanthi. Rather than maintain this yourself, link to this subsite.

Photos. Subsite www.sathyasai.org/pictureinfo/content.htm contains a huge number of pictures. (It will be reorganized soon.) You may want to keep your own set of photos on your webpage, but why not link to this also, so devotees in your country or Sai Center can see them easily. If you have collections of pictures you would like everyone to see, contact the webmaster of www.sathyasai.org about putting them on this subsite.

Bhajans. Subsite www.sathyasai.org/songs/content.html contains several things: (1) The text of over 1500 *bhajans*, with a search engine to find songs by Names of God and language. (2) Sheet music in pdf files (in western style, showing tunes and chords) for over 600 *bhajans*, in several languages. An English song is placed here only after the author has agreed to it. (3) A link to a beautifully done book of *bhajans* in Italian and English, (4) a site where devotees can upload and download mp3 files.

Link to this subsite to give devotees access to this rich resource. Also, if you have anything to add to it, let the webmaster of www.sathyasai.org know.

Glossary of people, places, and Sanskrit words. Subsite www.sathyasai.org/refs/vahiniglossary/entries.htm contains a hypertext glossary of all people, places, and Sanskrit words that appear in the Vahinis. Printed out, this glossary takes over 90 pages. Link to it from your website, if you wish.

Prasanthi Nilayam. Subsite www.sathyasai.org/ashrams/prashanthi.htm contains info. about Prasanthi Nilayam, including food, financial considerations, *mandir* history, accommodations, and travel to and from Puttaparthi. You can link to it.