

ETHICS

CLOTHING

But when the teacher's clothing is sexualised, focussed on exhibiting the body or overly branded, then it detracts from the teaching

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ETHICS

CLOTHING

Dressing modestly and in a way that doesn't distract from the teachings, we can support our students to focus on their own inner perceptions and on what is being taught

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ETHICS

CLOTHING

Be clear about your intentions when you dress for class

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ETHICS

CLOTHING



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ETHICS
CLOTHING



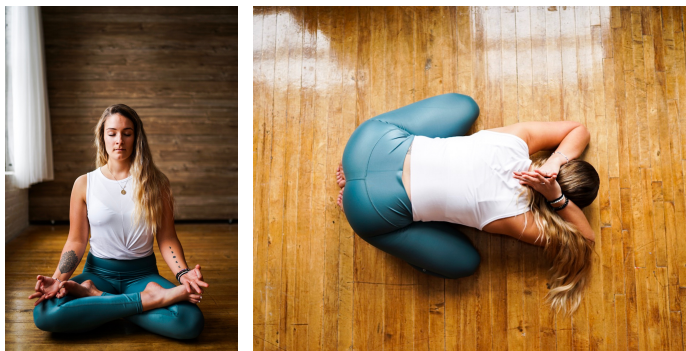
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ETHICS
CLOTHING



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ETHICS
CLOTHING



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ETHICS
CLOTHING



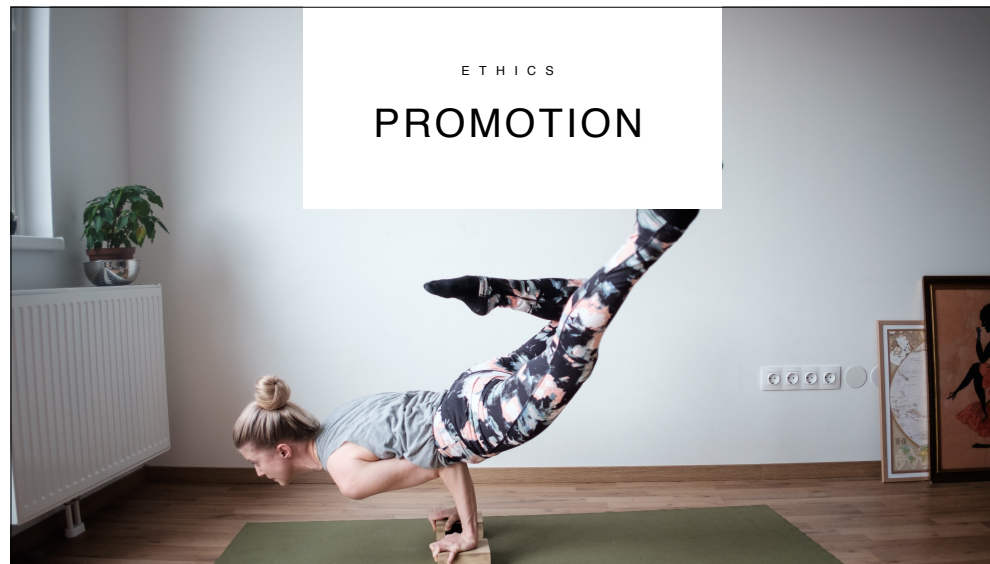
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ETHICS
CLOTHING



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ETHICS
PROMOTION



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ETHICS
PROMOTION

Promoting yoga classes and offerings can be an effective way Yoga Teachers can share their love of yoga and promote their yoga business.

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ETHICS
PROMOTION

Taking photographs or videos in impressive yoga poses to promote yoga is not new

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ETHICS

PROMOTION

Taking photographs in impressive yoga poses to promote yoga is not new

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ETHICS

PROMOTION


“It was a demonstration for propaganda! You should not take it literally. Shubha can do it, but for the others you must suggest appropriate asanas. Only the principle is important”

Krishnamacharya
In *Krishnamacharaya: His Life and Teachings* by A. G. Mohan

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ETHICS

PROMOTION



Krishnamacharya in Mysore and Chennai in 1933 and 1966
In *Health, Healing and Beyond* by T.K.V. Desikachar

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ETHICS

PROMOTION

Yoga Teachers seem to be divided on the use of social media and yoga, this is a decision each teacher must make for themselves

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ETHICS

PROMOTION

If you choose to use social media, I suggest adding to the conversation in a way that is authentic and empowering for those who choose to follow you

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ETHICS

PROMOTION

AHPRA mandates that social media posts:
Comply with professional obligations
(e.g. the ethical obligations of the profession)

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ETHICS

PROMOTION

AHPRA mandates that social media posts:
Comply with confidentiality and
privacy obligations

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PROMOTION

AHPRA mandates that social media posts:
Present information in an unbiased,
evidence-based context

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PROMOTION

AHPRA mandates that social media posts:
Do not making unsubstantiated claims

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PROMOTION

Do not share:

- ▶ Photographs or mentions of your students without their clear consent
- ▶ Sexualised images or text
- ▶ Images or text that glorify the physical body
- ▶ Inflated promises of the effects of yoga

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PROMOTION

To consider before sharing:

- ▶ The yamas and niyamas
- ▶ Your intention
- ▶ Giving photographers, teachers and ideas credit

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ETHICS

PROMOTION

A real life example

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ETHICS

PROMOTION

Unless there's a specific reason for sharing a naked photograph, then posting naked photographs is unnecessary at best, and harmful at worst

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ETHICS

PROMOTION

Yoga Teachers posting naked photographs:

You may attract students who are only coming to you as they've seen you naked, and therefore may be coming to see you for inappropriate reasons

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ETHICS

PROMOTION

Yoga Teachers posting naked photographs:

Attracting these students into the studio may be unsafe both for you, for the other teachers and for the other students at the studio

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ETHICS

PROMOTION

Yoga Teachers posting naked photographs:
Naked photographs may be perceived
as sexual, and sexual engagement
with students is not appropriate for
Yoga Teachers

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ETHICS

PROMOTION

Yoga Teachers posting naked photographs:
You are communicating to others that
posting naked photographs is appropriate,
and this may be problematic for young
women who may be coerced to post naked
photos on social media

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ETHICS

PROMOTION

Yoga Teachers posting naked photographs:
It may be triggering for students who
have experienced sexual trauma

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ETHICS

PROMOTION

Yoga Teachers posting naked photographs:
Focussing the conversation on your
physical body and your nakedness
detracts from the teachings of yoga

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ETHICS

PROMOTION

Yoga Teachers posting naked photographs:
You have no control over who sees these photographs, how they may be perceived and for what they might be used for in the future

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ETHICS

PROMOTION

I believe there is a place for conscious self disclosure on social media

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THANK YOU

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