

Düsseldor . ona awing nearer. It's being held from 30th May until 2nd June 2019 in D Now t starts, the variety of information being published by the church is growing. he WhatsApp messenger service can receive push news about the IYC over their smart phones.

A WhatsApp Newsletter, established by the communications project group, gives its users easy to read information all about the International Youth Convention. Its subscribers can expect to enjoy discovering interesting data and facts, photos and short mini clips about the IYC, restricted only by users' data volume capacity.

From three news items per week to five per day

The editorial team aims to continuously improve the WhatsApp service. Starting with two or three short news flashes per week, the intervals will be shortened as the start date for the IYC approaches.

It is possible that several news items may appear daily during the period spanning the event. The group's intent is not to win new users of WhatsApp, but to address existing users.

The idea is that as many current users of WhatsApp come to learn about the new application, whereby an increase in user numbers can open the way for an improved digital service. This could include an expansion to the number of categories, so that recipients of the Newsletter would each be able to select from the information sent what is important for them.

From one-time to continuous usage

Expansion of the categories envisaged could become even more significant, should this communication channel continue beyond the IYC. It could be imagined, perhaps, for a selection of newscasts from individual district

churches, or on specific subjects, to be seen, for the interest of specific target groups, user authorisation permitting.

WhatsApp users can register via this link: www.iyc2019.org/whatsapp. Similarly to other newsletters of the messenger the number shown must be saved in the contact list. The news service can be cancelled by simply sending the word "STOP" in the relevant chat. To resume or begin, the key word is "START". This and further information is also sent to users during the registration process.

Other social media options

The IJT 2019 Düsseldorf gGmbH is now providing a variety of communication means around about the International Youth Convention. Apart from the website there is also a Facebook page, an Instagram channel, a Newsletter, videos in YouTube and, especially, the official App of the Youth Convention. You can find an overview under "Service- Social Media".

Die IJT-Botschafter haben ihre eigenen Kanäle bei Instagram

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