



# 13th World Scout Youth Forum & 41st World Scout Conference Communication Report

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# Communications Report

This report covers the activities conducted by the Communications Team before and during both events, beginning from as early June 2015 until the end of the Conference on 18 August 2017.

An e-voting system was used for the first time ever and it was achieved an unprecedented digital engagement by leveraging various online social platforms including scout.org, Facebook, Twitter, YouTube and Instagram. The new scout.org and SCOUTS mobile app were also launched during the Forum and Conference, and a Real Time Social Wall was used to monitor the digital engagement.

The 41<sup>st</sup> Conference and 13<sup>th</sup> Forum garnered significant social media activity and press coverage. Both events engaged a broader global audience compared to previous Forums and Conferences, shining a spotlight on the Scout Movement as the world's leading educational youth movement.



Since 2015, various online strategies were launched, first to promote participation in both events, and as the events neared, to feed users with the latest information and news as well as outcomes of the events.

#### [Forum and Conference Facebook page](#)

Launched in June 2015, the FB page had close to 12,000 followers. It also provided information on both events, and hosted pre-conference online Q&A sessions, livestreaming of the opening and closing ceremonies as well as the Plenary sessions, session outcomes, video messages from Conference guests, latest news, among others. It was a useful source of information especially for those who were unable to participate in the events, providing real-time updates and allowing them to watch the proceedings live.

#### [Forum and Conference website](#)

The website was launched in May 2017 and became one of the main hubs of communications activities. It was here that participants and those who were interested in both events could find all the information regarding the agenda, official documents, host country and committee, logistics, volunteering, latest news, etc.

#### [Scout.org](#)

The website had dedicated pages for both Forum and Conference, which was also linked to the official WYSF and Conference website and FB page. Each dedicated page contained the official documents for both events. The Forum dedicated page had a special section that encourages participants to engage in online discussions prior to the Forum.

From the period between the 1-19 August 2017, scout.org registered around **55,736 sessions** with a rate of 52.69% of this been first time visit sessions, and more than **206,428 page** views across the site.

	<b>1-19 Sep</b>	<b>12-31 Jul</b>
<b>Sessions</b>	55,736 ↑	38,508
<b>Users</b>	35,321 ↑	25,922
<b>Page views</b>	206,422 ↑	153,994



[World Scouting official Facebook page before the events](#)

In the months leading up to the FORUM and Conference, the World Scouting official Facebook page shared contents from the official WYSF and Conference website and FB page, ensuring a wider reach and engagement. During both events, it also featured video messages from the [UN Secretary General](#) and the UN Special Envoy for Global Education.

Social Wall Tool [#ScoutForum](#)

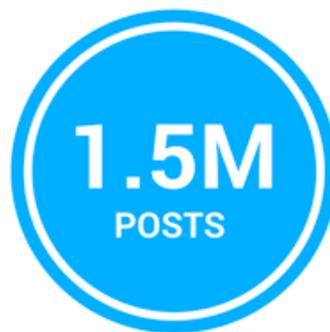
The following statistics were derived from online social platforms deployed during the FORUM:



The Forum was present all over social media with the official campaign hashtag: **#ScoutForum**, 1.5 million posts were generated by participants, stakeholders and promoters of youth involvement using this hashtag, generating over **five** million impressions on Instagram, Twitter and Facebook channels through the **Social Wall** tool.

# #ScoutForum

SOCIAL WALL



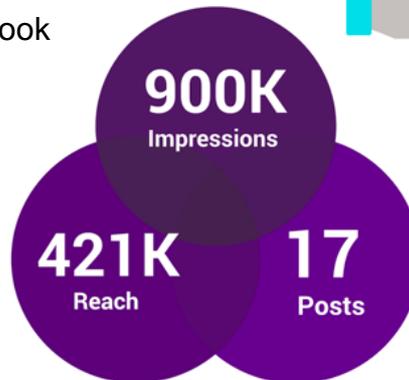
Additionally, official content generated by the Forum media team including daily report videos, photographs and articles.

## [World Scouting official Facebook page during Forum](#)

From **World Scouting official Facebook page** 900K impressions were generated by 17 posts that went out during the Forum reaching 421K users on Facebook, from these posts, three videos were published creating 41.6K from the total impressions.

**World Scouting**

Facebook  
page



Top posts by users reached:

Post Content	Reactions	Comments	Engagement Rate	Reach
<p><b>World Organization of the Scout Movement - WOSM</b></p> <p>Welcome to the biggest and most diverse #ScoutForum! Where 235 #scouts from over 115 National Scout Organisations will attend sessions focused on Active citizenship, Sustainability and Leadership, and develop decision-making skills :)</p>   <p>(Post) August 07, 2017 3:56 pm</p>	879	15	4.6%	36,613
<p><b>World Organization of the Scout Movement - WOSM</b></p> <p>The #ScoutForum has officially started and young #Scouts from the six Scout Regions are taking part in World Scouting's biggest and most diverse Forum yet!</p>  <p><a href="#">Let the #ScoutForum begin!</a></p> <p>(Post) by Camila D. August 08, 2017 12:42 pm</p>	835	5	3.7%	32,168

Post

Reactions   Comments   Engagement   Reach ▾

**World Organization of the Scout Movement - WOSM**

Congratulations to the new Youth Advisors to the 2017-2020 World Scout Committee! – Diana Carrillo Tiburcio (Mexico), Mori Chi-kin Cheng (Hong Kong), Julius Kramer (Sweden), Edgar Marumbu (Kenya), Martin Meier (Liechtenstein) and Amal Ridene (Tunisia)!



5,662      272      6.0%      147,529

(Post) August 08, 2017 8:47 pm

**World Organization of the Scout Movement - WOSM**

Participants went through different trainings today at the #ScoutForum, check out some of their experiences :)

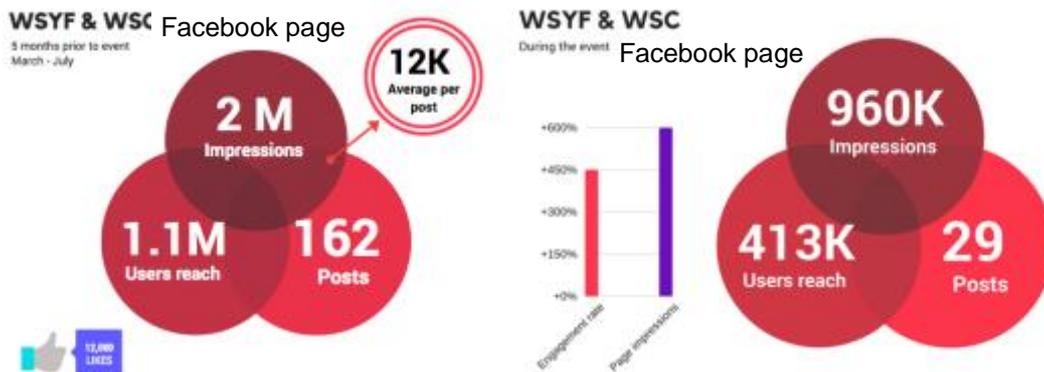


967      26      4.4%      53,553

(Post) August 08, 2017 3:04 am

Conference and Forum official Facebook page before the events

On the **Events official Facebook page**, during the five months (March–July) prior to the event 2M impressions were generated from 162 posts sent, reaching 1.1M users with a 11.9K impressions average per post. From these, 35 videos were sent which created 102K impressions from the total number.



## Top posts by users reached:

Post	Reactions	Comments	Engagement	Reach
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p> <p>Meet the candidates nominated to the 2017-2020 World Scout Committee! They will be up for election at the 41st World Scout Conference in Baku, Azerbaijan. Learn more at <a href="http://scout.org/conference">scout.org/conference</a> #scoutconference</p>   <p>(Post) June 22, 2017 10:40 pm</p>	3,890	417	5.0%	167,349
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p> <p>Meet the candidates nominated for Youth Advisors to the 2017-2020 World Scout Committee! They will be up for election at the 13th World Scout Youth Forum in Gabala, Azerbaijan. Learn more at <a href="http://scout.org/youthforum">scout.org/youthforum</a>. #scoutforum</p>   <p>(Post) June 14, 2017 8:56 pm</p>	3,577	332	6.4%	111,501
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p> <p>Are you excited about the plans for the next triennium? If so, check out this video to learn about the draft objectives of the 2017-2020 Triennial Plan and find out how you can get involved! You can also share your thoughts on the draft objectives by either leaving your comments in the Google document at <a href="http://scout.org/triennialplan2017">scout.org/triennialplan2017</a> or join one of the online Q&amp;A sessions with World Scout Committee members in the next days on <a href="http://www.crowdcast.io/worldscouting">www.crowdcast.io/worldscouting</a></p>   <p>(Post) May 27, 2017 6:09 pm</p>	1,125	17	4.4%	55,151
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p> <p>#ScoutConference The Draft Resolutions proposed by the World Scout Committee have just been published, four months before the opening of the 41st World Scout Conference (French translation will be coming soon). Watch this space over the coming months as we introduce exciting Draft Resolution topics including the Scout Method Review and Sustainable Development Goals, or visit <a href="http://www.scout.org/conference">www.scout.org/conference</a></p> <p><a href="#">41st World Scout Conference</a></p> <p>(Post) April 14, 2017 8:02 pm</p>	600	18	3.5%	31,009

During the six days of the Youth Forum 960K impressions were generated by 29 posts published, reaching 413K users and increasing the number of impressions of the page by almost a 600% and the engagement rate by 450% in one week; from these posts seven videos were published, which created 42.4K of the total impressions.

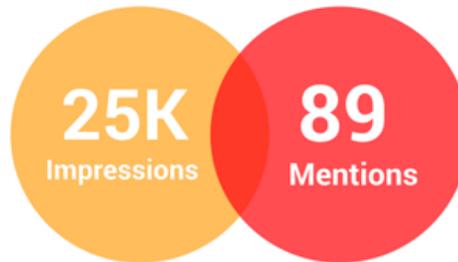
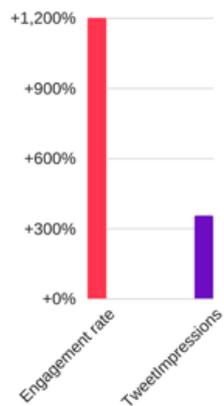


## CONFERENCE & FORUM TWITTER

During the Forum, 12 tweets were sent from the **CONFERENCE & FORUM TWITTER** account, generating 25K impressions and 89 mentions. The number of impressions per tweet increased by a 355% during the event, and the engagement rate by 1,200%.

### WSYF & WSC Twitter

During the event



Top posts by users reached:

**World Scout Conference & World Scout Youth Forum 2017 - Azerbaijan**

Participants have started to arrive at the #ScoutForum in #Azerbaijan! We're about to begin this amazing #Scout journey, who else is excited? 😊



1,451      30      5.8%      49,884

(Post) August 07, 2017 4:38 am

**World Scout Conference & World Scout Youth Forum 2017 - Azerbaijan**

Don't miss the #ScoutForum! Join us live on Facebook or at scout.org/live, starting tomorrow at 8:45 AM (GMT +4) from the opening ceremony of the 13th World Scout Forum in #Azerbaijan :)



742      15      3.3%      34,241

(Post) August 07, 2017 12:58 am

**World Scout Conference & World Scout Youth Forum 2017 - Azerbaijan**

Young #Scouts are discussing on ways to tackle global issues from different local perspectives at the #ScoutForum, while they exchange great ideas and culture! Follow @wsc2017az on Instagram for real-time stories :)



872      25      6.4%      29,382

(Post) August 10, 2017 1:07 pm

Post

Reactions   Comments   Engagement   Reach ▼

**World Scout Conference & World Scout Youth Forum 2017 - Azerbaijan**

As the #ScoutForum comes to an end, great friendships were built, relevant decisions made and once again it was demonstrated that #Scouting is ONE movement! Thanks!



(Post) August 11, 2017 2:21 am

2,062   83   5.0%   77,163

**World Scout Conference & World Scout Youth Forum 2017 - Azerbaijan**

Congratulations to the new Youth Advisors to the 2017-2020 World Scout Committee! From left to right: Edgar Marumbu (Kenya), Mori Chi-kin Cheng (Hong Kong), Amal Ridene (Tunisia), Diana Carrillo Tiburcio (Mexico), Martin Meier (Liechtenstein), Julius Kramer (Sweden). #scoutforum #youthadvisors



(Post) August 08, 2017 9:27 pm

2,007   47   6.0%   51,430



## Top tweets by users reached:

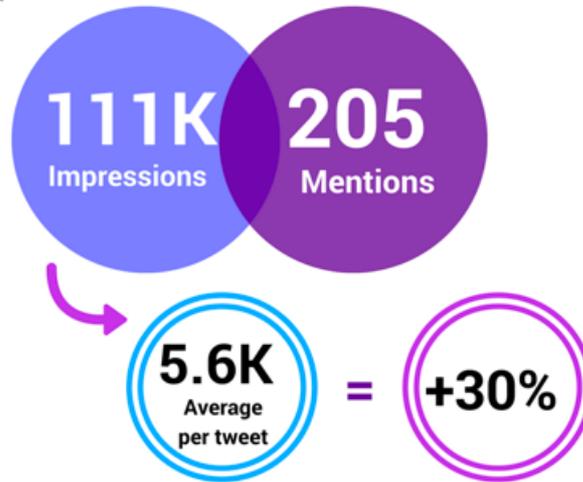
Tweet	Reach ▼	Responses	Clicks	Retweets
 <p><b>wsc2017az</b> The new 6 Youth Advisors were elected yesterday at the #ScoutForum via the first-ever e-voting process! Check it out :) <a href="https://t.co/h9vXYsdisn">https://t.co/h9vXYsdisn</a> (Tweet) by <a href="#">Camila D.</a> August 09, 2017 1:36 pm</p>	106,141	27	–	25
 <p><b>wsc2017az</b> Let the #ScoutForum begin! Check out some of the today's highlights lived in #Azerbaijan :) <a href="https://t.co/beyGqV2sWI">https://t.co/beyGqV2sWI</a> <a href="https://t.co/z41cbGtlad">https://t.co/z41cbGtlad</a> (Tweet) by <a href="#">Camila D.</a> August 08, 2017 3:34 am</p>	70,334	14	30	14
 <p><b>wsc2017az</b> Join the #ScoutForum from wherever you are, live streaming from the opening ceremony in #Azerbaijan! Go to <a href="https://t.co/MIQWTOxgF6">https://t.co/MIQWTOxgF6</a> :) <a href="https://t.co/IQG1LxYgeJ">https://t.co/IQG1LxYgeJ</a> (Tweet) by <a href="#">Camila D.</a> August 07, 2017 1:39 am</p>	68,278	11	–	10
 <p><b>wsc2017az</b> Join the conversation using the #ScoutForum official hashtag and don't forget to follow the forum on your favourite... <a href="https://t.co/2Fqv3rpFZz">https://t.co/2Fqv3rpFZz</a> (Tweet) by <a href="#">Camila D.</a> August 07, 2017 4:14 pm</p>	66,893	7	–	7
 <p><b>wsc2017az</b> Join live today and watch the results from the voting sessions at the #ScoutForum! Go to <a href="https://t.co/MIQWTOxgF6">https://t.co/MIQWTOxgF6</a> :) <a href="https://t.co/B5nox1qm8k">https://t.co/B5nox1qm8k</a> (Tweet) by <a href="#">Camila D.</a> August 10, 2017 2:09 pm</p>	63,277	2	–	2

## World Scouting TWITTER

During the Forum, 20 tweets were sent from **World Scouting TWITTER** account, generating 111K impressions and 205 mentions. The number of impressions per tweet increased by a 30% during the event with an average of 5.6K.

## World Scouting Twitter

During the event



### Top tweets by users reached:

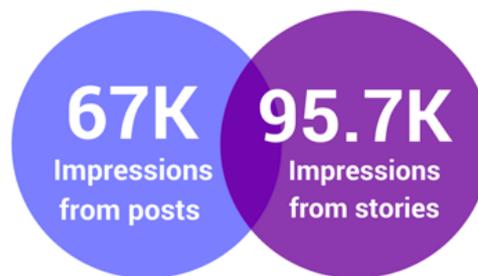
Tweet	Reach	Responses	Clicks	Retweets
 <b>worldscouting</b> Congratulations to the newly elected Youth Advisors to the 2017 - 2020 World Scout Committee! <a href="https://t.co/M2EQWFfrok">https://t.co/M2EQWFfrok</a> (Tweet) August 08, 2017 8:32 pm	147,321	112	–	100
 <b>worldscouting</b> "I was inspired by my #scout leaders" Lucie Myslíková from #CzechRepublic talking about active citizenship at the #scoutforum 🍌 <a href="https://t.co/GJF2wjtoRU">https://t.co/GJF2wjtoRU</a> (Tweet) August 08, 2017 1:42 pm	145,485	48	–	48
 <b>worldscouting</b> Welcome to the biggest and most diverse #ScoutForum! 270 participants, over 130 countries together to dream, believe and act :) @wsc2017az <a href="https://t.co/v6xsX778qE">https://t.co/v6xsX778qE</a> (Tweet) August 07, 2017 8:32 pm	106,421	38	–	38
 <b>worldscouting</b> Join us live from the opening ceremony of the #ScoutForum in #Azerbaijan 🇦🇿 at <a href="https://t.co/DyHeswlobw">https://t.co/DyHeswlobw</a> <a href="https://t.co/Wli7BTAdc">https://t.co/Wli7BTAdc</a> (Tweet) August 08, 2017 12:51 am	104,091	15	–	15
 <b>worldscouting</b> #Scout young representatives from more than a 100 national organisations are now taking part at the #ScoutForum! <a href="https://t.co/W5VnfaGEUq">https://t.co/W5VnfaGEUq</a> (Tweet) August 07, 2017 1:25 pm	89,150	34	–	32

## World Scouting INSTAGRAM account during Forum

From the **World Scouting INSTAGRAM account**, seven posts were sent during the Forum, generating 67K impressions, adding to these 95.7K impressions were created by daily stories on Instagram.

### World Scouting Instagram

During the event



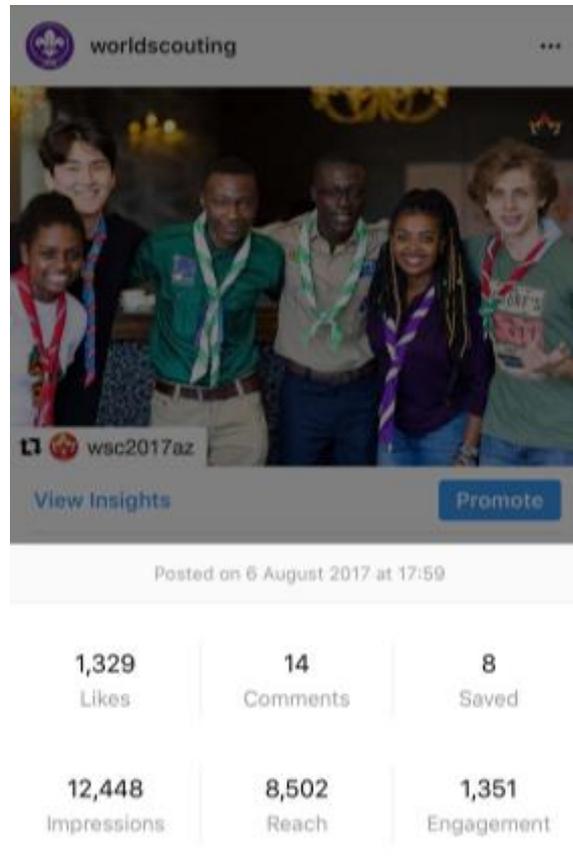
### Top posts by impressions:



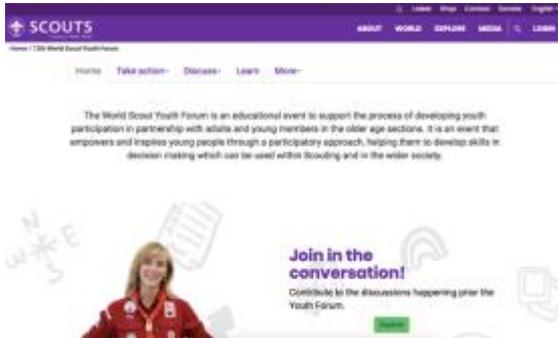
1,503	15	15
Likes	Comments	Saved
13,467	9,460	1,533
Impressions	Reach	Engagement



786	0	2
Likes	Comments	Saved
10,254	6,864	788
Impressions	Reach	Engagement



**50 dedicated pages** were built in scout.org to conform the digital engagement platform, where participants could actively participate in discussions, find resources to prepare their delegations, follow the live stream, find the Forum Documents and take action by organising activities back home.



## Disqus

Along with the Digital Engagement Platform on scout.org, a new tool called “Disqus” was introduced to generate discussion interactions (up votes, down votes, threaded replies) for participants prior to the Forum. A total of **35 topics** were up for discussions, including the future of the Youth Forum and/or Youth Involvement in WOSM, the Triennial Plan, Conference Documents and the Candidates for Youth Advisors to the World Scout Committee.

### Future of YAs

7 comments • 2 months ago\*



chrissy pollithy — As far as I am aware NSO were encouraged to reflect the diversity of their membership and specifically to bring women and young delegates to the Conference. Personally, I think ...

### 4A Draft Resolutions proposed by the World Scout Committee

3 comments • 2 months ago\*



Diana Carrillo — Hi Jeremy! Now that you say so, I think we could definitely add "youth involvement" as part of our Method. That's what we have been advocating for and what in reality happens. ...

DISQUS



**Mr Latame Komla Adoli**

1 comment • 2 months ago\*



CommanderEdgar Marumbu — I deeply believe in the sense and success of scouting in being in the concept of learning by doing. Sometimes it is usually good to lead by example and walk down a ...

**8 The Scout Method Review**

3 comments • 2 months ago\*



Jeremy Agert — Hi everyone, I was wondering what your thoughts were on the review of the Scout Method? Are you happy with the additional "community engagement" component that was added ...

**Social Impact**

1 comment • 2 months ago\*



Baskouda Shelley — Great point. To be able to respect our moto "creating a better world "

**Expectations (registered participants)**

7 comments • 2 months ago\*



Pau Bru — I really expect a really good forum on Scouting sense (fun, learning, friends...) but also on more WOSM governance related. I have the feeling many of us come to the Forum even ...

[YouTube during Forum](#)

Plenary sessions were live streamed during the 13<sup>th</sup> World Scout Youth Forum, adding up to:

**30,008 minutes**

with over **5,641 views**

equivalent to **20 consecutive days** of watch time.

[Social Wall tool #ScoutConference](#)

The following statistics were derived from online social platforms deployed during the Conference:

The Conference was present all over social media with the official campaign hashtag: **#ScoutConference**, five million posts were generated by participants, stake holders and promoters using this hashtag, generating over 13 million impressions on Instagram, Twitter and Facebook channels through the **Social Wall** tool.

# #ScoutConference

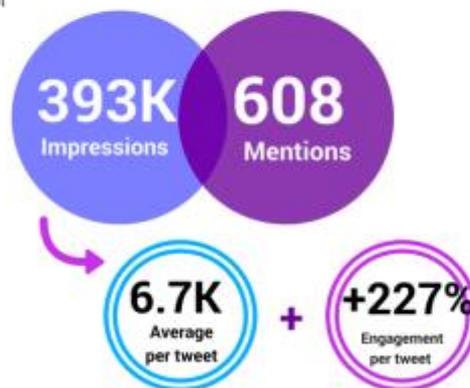
SOCIAL WALL



During the Conference, 58 tweets were sent from the **World Scouting TWITTER** account, generating 393K impressions and 608 mentions. The number of engagement per tweet increased by a 227% during the event and an average of 6.7K impressions per tweet.

## World Scouting Twitter

During the event



### Top tweets by users reached:

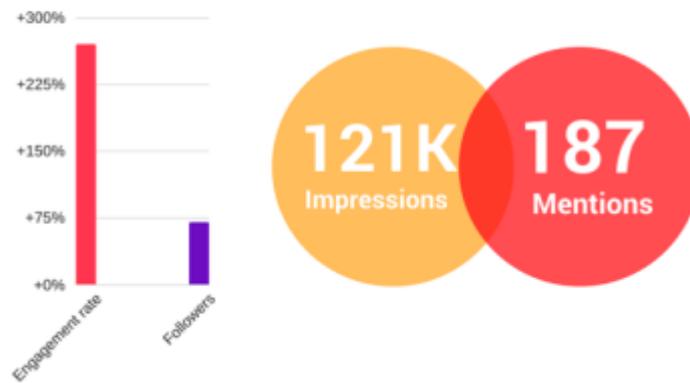
Tweet	Reach ▼	Responses	Clicks	Retweets
 <b>worldscouting</b> Now listening to @cturpie, on his first speech as the new Chairperson of the 2017 - 2020 World Scout Committee, welcome! <a href="https://t.co/DfqvTwt1nu">https://t.co/DfqvTwt1nu</a> (Tweet) August 18, 2017 9:25 pm	1,432,877	26	–	26
 <b>worldscouting</b> The #ScoutConference is about to start! More than 1,500 #scouts are arriving and ready to have a great and successful time 🙌 <a href="https://t.co/SBXXRLteDj">https://t.co/SBXXRLteDj</a> (Tweet) August 14, 2017 6:01 pm	794,276	13	–	13
 <b>worldscouting</b> Don't miss news on real-time, follow the Conference official channels on Instagram & Facebook! Join the conversation using #ScoutConference <a href="https://t.co/rIJtMCc8M">https://t.co/rIJtMCc8M</a> (Tweet) by Camila D. August 14, 2017 4:15 pm	790,225	14	–	12
 <b>worldscouting</b> "Gender equality requires the whole of the society", Elizabeth Nyamayaro Global head of @HeForShe initiative at the #ScoutConference! 🙌 <a href="https://t.co/PQglla7Bf2">https://t.co/PQglla7Bf2</a> (Tweet) August 17, 2017 1:45 pm	487,208	77	–	75
 <b>worldscouting</b> Congrats to our newly-elected 2017-2020 World Scout Committee members! 🙌 <a href="https://t.co/7HETiOr9vi">https://t.co/7HETiOr9vi</a> (Tweet) August 17, 2017 1:20 pm	229,123	147	–	139

### CONFERENCE & FORUM TWITTER during Conference

During the Conference, 88 tweets were sent from the **CONFERENCE & FORUM TWITTER**, generating 121K impressions and 187 mentions. The number of engagements increased by 270% and an average of 1.4 impressions per tweet was held, the number of followers also increased by 70% during the Conference.

## WSYF & WSC Twitter

During the event

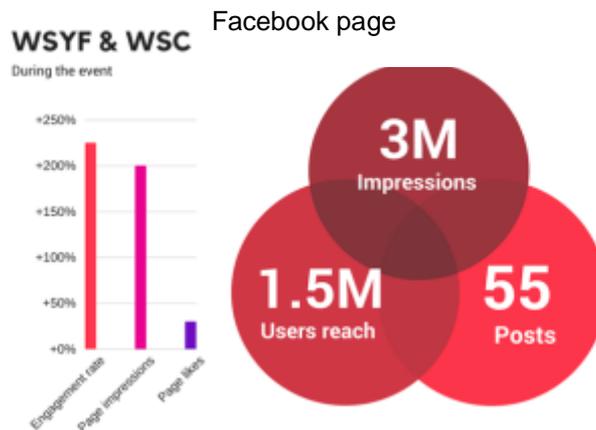


### Top tweets by users reached:

Tweet	Reach	Responses	Clicks	Retweets
<p><b>wsc2017az</b></p> <p> The former president of Tanzania @jmkikwete also enjoyed the Photo Exhibition at the Fountain Square #ScoutConference <a href="https://t.co/WBNr2Cbqgj">https://t.co/WBNr2Cbqgj</a></p> <p>(Tweet) August 14, 2017 1:57 am</p>	805,771	21	–	21
<p><b>wsc2017az</b></p> <p> The Scout Photo Exhibition is officially open! Our Secretary General and the Chairperson of the WOSM have been the the first visitors #scout <a href="https://t.co/IT8ZnwO8WH">https://t.co/IT8ZnwO8WH</a></p> <p>(Tweet) August 14, 2017 12:36 am</p>	742,072	19	–	16
<p><b>wsc2017az</b></p> <p> After the biggest #ScoutForum ever organised, time to move to the biggest #ScoutConference opening ceremony. <a href="https://t.co/cPsyqIVelw">https://t.co/cPsyqIVelw</a></p> <p>(Tweet) August 14, 2017 6:52 pm</p>	97,321	22	–	22
<p><b>wsc2017az</b></p> <p> The international evening of the #ScoutConference has begun. Try to visit. Amazing people will welcome you. <a href="https://t.co/oE3VyHKYIE">https://t.co/oE3VyHKYIE</a></p> <p>(Tweet) August 15, 2017 11:13 pm</p>	95,869	11	–	11
<p><b>wsc2017az</b></p> <p> Scouting is now in the heart of Baku! During the next week, the fountain square will host a Scout Photo Exhibition... <a href="https://t.co/yNbA66E3BM">https://t.co/yNbA66E3BM</a></p> <p>(Tweet) August 13, 2017 11:25 pm</p>	88,170	21	–	21

## Events' Facebook page during Conference

During the Conference, on the **Events' Facebook page**, three million impressions were generated by 55 posts published, reaching 1.5 million users and increasing the number of impressions of the page by a 200% and the engagement rate by 225%; from these posts 32 videos were published which created 300K of the total impressions. The number of fans of the page also increased by a 30% during the event.



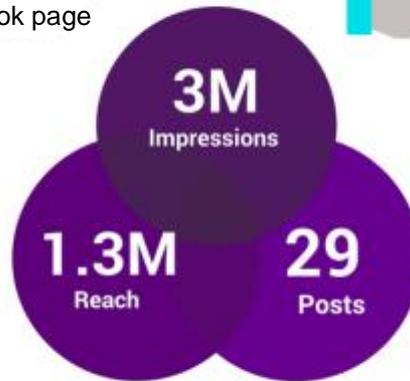
Top posts by users reached:

Post	Reactions	Comments	Engagement	Reach
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p>   <p>(Post) August 16, 2017 7:54 pm</p>	13,201	2,871	5.6%	184,080
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p> <p>Presentation by the Candidates for Election to the World Scout Committee</p>   <p>(Post) August 15, 2017 7:58 pm</p>	4,585	173	5.3%	123,354
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p>  <p>(Post) August 18, 2017 8:23 pm</p>	3,879	238	4.8%	107,887
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p>   <p>(Post) August 16, 2017 1:06 pm</p>	2,633	200	4.6%	107,411
<p><b>World Scout Conference &amp; World Scout Youth Forum 2017 - Azerbaijan</b></p> <p>We had a dream, we made it true! Watch the recap of all the hard work through the months of preparations and 5 hot days of 41st World Scout Conference in Azerbaijan. Let the #ScoutConference end. Thank you all for being with us, in Baku and around the World. See you in Egypt in 2020!</p> <p>#Scouts</p>   <p>(Post) August 19, 2017 6:38 pm</p>	1,610	48	4.2%	90,148

At the **World Scouting official Facebook page**, three million impressions were generated by 29 posts that went out during the event reaching 1.3 million users on Facebook, from these posts, six videos were published creating 202K from the total impressions. The impressions per post increased by 184% and the engagement rate by 200% during the event.



**World Scouting**  
Facebook page



Top posts by users reached:

Post	Reactions	Comments	Engagement	Reach ▼
<p><b>World Organization of the Scout Movement - WOSM</b></p> <p>And the host of the 25th World Scout Jamboree is the Korea Scout Association! Congratulations!</p>   <p>(Post) by <a href="#">Camila D.</a> August 16, 2017 11:25 pm</p>	6,894	837	5.1%	263,386
<p><b>World Organization of the Scout Movement - WOSM</b></p> <p>This was certainly an exciting triennium for #Scouting worldwide! In the next three years, we will focus on achieving sustainable growth and deepening Scouting's impact within and outside of the Movement.</p>   <p>(Post) August 15, 2017 10:39 pm</p>	5,002	141	4.7%	215,840
<p><b>World Organization of the Scout Movement - WOSM</b></p> <p>Congrats to our newly-elected 2017-2020 World Scout Committee members! • Mr Mehdi Ben Khelil (Tunisia) • Mr Peter Blatch (Australia) • Mr Edward Andrew "Andy" Chapman (United States of America) • Mr Jo Deman (Belgium) • Mr Janaprith Salinda Fernando (Sri Lanka) • Mr Ilyas Ismayilli (Azerbaijan) • Ms Sarah Rita Kattan (Lebanon) • Mr Leonardo Morales Morales (Costa Rica) • Ms Pia Melin Mortensen (Denmark) • Ms Jemima Nartemle Nartey (Ghana) • Mr Juan Reig (Spain) • Mr Craig Turpie (United Kingdom) More at <a href="http://scout.org/node/366921">scout.org/node/366921</a></p>   <p>(Post) August 17, 2017 1:27 pm</p>	5,413	306	8.0%	185,845

**World Organization of the Scout Movement - WOSM**

"Only together, can we chart a common path for more sustainable, tolerant, equal and peaceful planet for current and future generations." Watch this video message from United Nations Secretary-General António Guterres to the participants of the 41st World Scout Conference.



2,532      25      5.1%      104,549

(Post) August 18, 2017 1:18 pm

**World Organization of the Scout Movement - WOSM**

Congratulations to The Egyptian Federation for Scouts and Girl Guides, the host of the 14th World Scout Youth Forum and 42nd World Scout Conference 2020!



3,530      166      5.2%      98,781

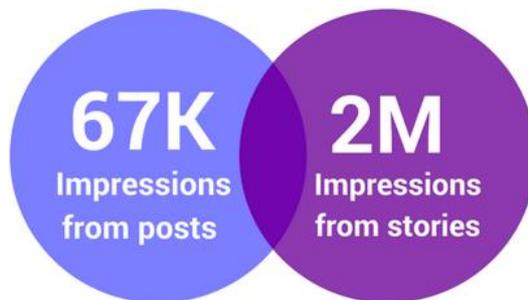
(Post) August 18, 2017 4:39 pm

World Scouting INSTAGRAM account during Conference

From the **World Scouting INSTAGRAM account**, ten posts were sent during the Conference, generating 67K impressions, adding to these 2K impressions were created by daily stories.

**World Scouting Instagram**

During the event



Top posts by impressions:

worldscouting



wsc2017az

View Insights Promote

Posted on 17 August 2017 at 00:02

1,306 Likes	25 Comments	14 Saved
12,803 Impressions	8,929 Reach	1,345 Engagement

worldscouting



wsc2017az

View Insights Promote

Posted on 18 August 2017 at 20:47

1,097 Likes	9 Comments	9 Saved
12,055 Impressions	8,124 Reach	1,115 Engagement

worldscouting



View Insights Promote

Liked by cturoie, camimonico and 1,012 others

Posted on 17 August 2017 at 19:47

1,014 Likes	4 Comments	4 Saved
11,454 Impressions	7,740 Reach	1,022 Engagement



### YouTube during Conference

During the Conference, a total of 28 hours was streamed live, leading to a total view time of 1,603 hrs, the total time users spent watching the broadcast. The video had over **8,677 views**, equivalent to **66 consecutive days** of watch time.

### Conference and Forum Mobile Apps

Utilising the platform 'CrowdCompass', mobile apps were developed for both the Youth Forum and the Conference. These mobile apps gave useful information such as the events' documents, programme, maps, attendees and general information to participants of both events.

The Forum's app had 279 users that contributed to a total of 12.7K navigation icon taps. The Conference's app on the other hand, had 946 users with a total number of actions that totalled **72.5K**, whereas the social shares and attendee's messages came to **5.61K**. The users spent **78.2K** minutes using the app and recorded 35.1K navigation icon taps.

### Media



### Press coverage

A total of 37 English news articles on the FORUM and Conference were featured in 10 Azerbaijani news portals, with the main ones being AZERNEWS and CBC. An additional 23 English news articles were featured by international media from Brunei, Egypt, Korea, India, Malaysia, Myanmar, Oman, Qatar, Sri Lanka and United Arab Emirates.

Primary drivers of the coverage were the opening and closing of the FORUM and Conference, the hosts of the two future World Scout Events and former UN Secretary General, Ban Ki-Moon's visit to the Conference. The signing of the MoU between WOSM and UN Women was shared on the online platforms of [UN Women](#) and [HeForShe](#).

## HeForShe partners with the World Scouting Movement to advance gender equality

**Date:** Tuesday, August 29, 2017









### Related news

- 24/08/2017  
From where I stand: "I have seen the impact women's voices can have"
  - 09/08/2017  
Statement: Peace and stability has to be built with youth
  - 08/08/2017  
From where I stand: "Peace is not an overnight miracle. Everyone needs to contribute to build peace"
  - 09/08/2017  
In Kyrgyzstan, youth are at the forefront of building peaceful communities
  - 04/08/2017  
From where I stand: "It is time that the world hears our voice"
- [More news ▶](#)

### Press materials

Prior to the FORUM and Conference, press kits were issued to international and local press attending the events. A series of eight press releases were issued for both events, uploaded on scout.org and sent to relevant National Scout Organizations (NSOs).

### Interviews

During the Conference, a series of interviews were conducted by local journalists. These include interview sessions with WOSM Secretary General, the 2014-2017 WSC Chairperson and the new 2017-2020 WSC Chairperson.

Interviews with the [former President of Tanzania, Jakaya Kikwete](#), the [Youth Advisors to the 2014-2017 World Scout Committee](#), key staff members of the King Abdullah bin Abdulaziz International Centre for Interreligious and Intercultural Dialogue (KAICIID), Scout leaders of Messengers of Peace projects and religious leaders who attended

the Conference were also conducted by guest journalist, Adedayo Fashanu. (to add article by Adedayo)



### **Translation**

While most communication materials produced for the Conference and FORUM were in English, all Forum and Conference documents were translated to French, including the World Scout Committee (WSC) 2014-2017 Triennial Report and the 13<sup>th</sup> World Scout Youth Forum Report. The Executive Summary of the report were translated to all five WOSM languages – English, French, Spanish, Arabic and Russian.

Throughout the FORUM and Conference, for the first time ever, a team comprising volunteers, translated official documents as well as the speeches. Considering that the event took place in Azerbaijan, some press/communications materials were also translated to Azerbaijani.

### **Appendix**



## Press kits

- 13<sup>th</sup> World Scout Youth Forum
- 41<sup>st</sup> World Scout Conference

## Press releases

- 13<sup>th</sup> World Scout Youth Forum Gathers Young Scouts Leaders from Around the World
- World Scouting Leadership to Convene in Baku for the 41<sup>st</sup> World Scout Conference (10 August 2017)
- World Scouting's Largest Conference Opens in Baku (14 August 2017)
- Korea Scout Association to host the 25<sup>th</sup> World Scout Jamboree (16 August 2017)
- 2017-2020 World Scout Committee Elected (17 August 2017)
- World Scouting and UN Women Sign Memorandum of Understanding to advance gender equality in support of UN Women's HeForShe Initiative (17 August 2017)
- Egypt to Host the 42<sup>nd</sup> World Scout Conference and 14th World Scout Youth Forum in 2020 (18 August 2017)
- 41<sup>st</sup> World Scout Conference Concludes with Call to Drive Further Growth and Deepen Impact (18 August 2017)

## Articles

### scout.org

- Let the #ScoutForum begin!
- WSC Chair João Armando Gonçalves welcomes participants at the opening of the largest #ScoutForum ever
- New Youth Advisors to the 2017-2020 World Scout Committee elected!
- Scouting and the Sustainable Development Goals
- World Scouting Leadership to Convene in Baku for the 41<sup>st</sup> World Scout Conference
- WOSM Secretary General, Ahmad Alhendawi delivers rousing speech at the 41<sup>st</sup> World Scout Conference in Baku, Azerbaijan
- World Scouting Welcomes The Scout Association of Macau
  
- World Scouting Welcomes the Iraq Scout Association
- 2017-2020 World Scout Committee Elected
- World Scouting and UN Women Sign Memorandum of Understanding to advance gender equality in support of UN Women's HeForShe Initiative
- Being a Youth Advisor to the 2014-2017 World Scout Committee



- 41<sup>st</sup> World Scout Conference concludes with call to drive further growth and deepen impact

## **Azerbaijani media**

### **AZERNEWS**

- Azerbaijan to gather young Scout members this summer
- World Scout Conference, World Youth Scout Forum due in Azerbaijan
- World Youth Scout Forum kicks off in Gabala
- 13<sup>th</sup> World Youth Scout Forum runs in Gabala
- Gabala welcomes scouts from all over world
- World Youth Scout Forum ends Gabala
- Scout movement through eyes of photographers
- Leadership of World Scouting gathers in Baku for 41st World Scout Conference
- WOSM Sec. Gen. hails Azerbaijan's hosting World Scout Conference
- World Scout Conference underway in Baku
- World Scout Conference eyes targets of 3-year plan of scout movement
- Ban Ki-moon says world scouts will learn of Azerbaijan`s efforts for sake of humanity
- Azerbaijani FM receives Polish Deputy Foreign Minister Jan Dziejczak
- Baku displays traditions and culture of 150 countries
- Korea to host 25<sup>th</sup> World Scout Jamboree
- World Scout Conference continues its work in Baku
- Egypt to welcome next World Scout Conference
- World Scout Conference wraps up in Baku

### **AZERTAC**

- 41<sup>st</sup> World Scout Conference and 13<sup>th</sup> World Scout Youth Forum to be held in Baku

### **CBC**

- World Youth Scout Forum Kicks Off in Gabala
- 13<sup>th</sup> World Scout Youth Forum
- 41<sup>st</sup> World Scout Conference
- Baku Hosts 41<sup>st</sup> World Scout Conference
- 25<sup>th</sup> World Scout Jamboree to be Held in Korea in 2023
- 41<sup>st</sup> World Scout Conference in Baku Over

### **Report News Agency**

- Global Young Leaders Forum kicks off in Baku
- 41<sup>st</sup> World Scout Conference kicks off in Baku

### **Today.Az**

- Leadership of World Scouting gathers in Baku for 41st World Scout Conference



### **axar.az**

- World Scout Conference discusses targets of 3-year plan

### **Caspian News**

- Azerbaijan's Gabala Region Welcomes 13<sup>th</sup> World Scout Youth Forum

### **Azvision.az**

- Participants of 41<sup>st</sup> World Scout Conference pay respect to national leader Heydar Aliyev

### **Xalqqazeti**

- Craig Turpie: I am proud to be elected chairperson of World Scout Committee exactly in Baku
- Ban Ki-moon: Scouts from all over the world will learn of Azerbaijan's efforts for the sake of humanity

### **Voice Press**

- Azerbaijan, Poland discuss cooperation

### **International Media**

- World Scout Conference 2020 can boost country's tourism industry
- World Scout Conference 2020 can boost country's tourism industry
- World Scout Conference 2020 can boost country's tourism industry
- Bharat Scouts and Guides State Headquarter Commissioner Will Be A Part Of Indian Delegation In Conference In Azerbaijan
- Brunei delegation leaves for World Scout Conference in Baku
- Egypt to host World Scout Conference 2019, Youth Forum 2020
- Korea to host 2023 World Scout Jamboree
- UAE delegation participates in 41<sup>st</sup> World Scout Conference in Azerbaijan
- Emirates Scout Association continues participation in World Scout Conference in Azerbaijan
- Saudi Ambassador to Azerbaijan opens Saudi Scout Exhibition
- Saudi scouts participate in World Scout Conference in Azerbaijan
- S. Korea to host 2023 World Scout Jamboree
- 2023 World Scout Jamboree to be held in Jeollabuk-do
- S. Korea wins bid to host 2023 World Scout Jamboree
- Korea to host 2023 World Scout Jamboree
- Myanmar becomes member of World Organization of the Scout Movement
- Myanmar becomes member of World Organization of the Scout Movement
- Sri Lankan elected to World Scout Committee
- Janaprith Fernando - First Sri Lankan to be elected to World Scout Committee
- 41<sup>st</sup> World Scout Conf. commences next week
- Deputy Minister Jan Dzedziczak visits Azerbaijan



- Minister Elmar Mammadyarov met with the former Secretary General of the United Nations Ban Ki-moon, who attends 41<sup>st</sup> World Scout Conference in Baku
- Scouts take part in Azerbaijan meet

### **Publications**

- 2014-2017 World Scout Committee Triennial Report
- 2014-2017 World Scout Committee Triennial Report (Executive Summary)
- 13<sup>th</sup> World Scout Youth Forum Report

### **Partners and guests**

- AIESEC Azerbaijan
- AIESEC International
- Azerbaijan Red Crescent Society
- Commonwealth Youth Council
- Council of Protestants in Guiding and Scouting (CPGS)
- Duke of Edinburgh Award
- Habitat for Humanity International
- International Catholic Conference of Scouting (ICCS)
- International Fellowship of Scout Rotarians
- International Forum of Jewish Scouts (IFJS)
- International Link of Orthodox Christian Scouts (DESMOS)
- International Scout and Guide Fellowship (ISGF)
- International Union of Muslim Scouts (IUMS)
- International Union of Muslim Scouts (IUMS)
- Junior Chamber International (JCI)
- King Abdullah bin Abdulaziz International Centre for Interreligious and Intercultural Dialogue (KAICIID)
- Kandersteg International Scout Centre (KISC)
- Kwan Um School of Zen
- Online Youth Manager
- SGS
- The Adedayo Network (TAN)
- United Nations Entity for Gender Equality and the Empowerment of Women (UN Women)
- United Nations Development Programme (UNDP)
- United Nations High Commissioner for Refugees (UNHCR)
- Food and Agriculture Organization of the United Nations (FAO)
- Office of the Secretary-General's Envoy on Youth
- World Association of Girl Guides and Girl Scouts (WAGGGS)
- World Buddhist Scout Council (WBSC)
- World Scout Foundation (WSF)
- World Scout Foundation/Eric Frank Trust
- World Wide Fund for Nature (WWF)
- World YMCA

