



FACTS AND FIGURES TO SHARE WITH YOUR CONTINGENT...

## Jamboree Flash Update

As part of the Connected Experience area of the 24th World Scout Jamboree, the Communications team is committed to helping every youth Jamboree participant, unit leader, and International Service Team staff member in *unlocking a new world* before, during, and immediately after the jamboree, through effective communication that educates, empowers, entertains, and inspires.

An informed jamboree is an engaged jamboree. Timely, accurate, and actionable information about jamboree opportunities and operations will facilitate each individual and crew maximizing their jamboree experience. The Communications team will promote all of the opportunities available at the 24th World Scout Jamboree, in three languages, using a combination of methods meant to deliver information to participants when and how they're most receptive to receive it and act on it.

Our communications platforms include:

- Website: [www.2019wsj.org](http://www.2019wsj.org)  
Jamboree information will be hosted at [www.2019wsj.org](http://www.2019wsj.org). This website will contain all the information needed for the on-site jamboree experience, including maps, schedules, articles, and contact information.
- Social Media  
The jamboree has an easy-to-find social presence across all major social networks. The jamboree will use the official hashtag of #ScoutJamboree. We will be sharing the jamboree story on Facebook (@2019wsj), Twitter (@2019\_wsj), Instagram (@2019wsj), and Snapchat (@wsj\_2019)  
Social platforms will be used to regularly share program area details and wait times, feature games and contests, share thematic messaging, and share user-generated content to authentically and organically spread the story of Scouting at the jamboree.
- E-mail Newsletters  
During the jamboree, daily youth, leader, and staff email newsletters will be delivered early each morning; these daily updates will contain key information and schedule changes, and all recipients will be encouraged to review them before beginning their daily activities.
- The Jamboree Mobile App  
The official 2019 WSJ App will give iPhone and Android users access to the jamboree program, thematic messaging, schedules, maps, wait times, and other key information at their fingertips at all times. The app will also facilitate interaction with jamboree shows and other wide programs. The app will be available for download in mid-July.