

World Youth Day 2016 Krakow. The School of Faith and Humanity, eds. by J. Stala, P. Guzik,
The Pontifical University of John Paul II in Krakow Press, Krakow 2018, p. 55–85
ISBN 978-83-7438-735-4 (print), ISBN 978-83-7438-736-1 (online)
DOI: <http://dx.doi.org/10.15633/9788374387361.05>

Gustavo Huguenin

Director of Social Media at WYD 2016, CEO at Inspirato communications agency,
Brazil

Collaborators: Fabiola Goulart (Brazil), Gabriel del Fiaco (Brazil), Marco Bulgarelli
(Costa Rica), Rachel Lanz (United States), Ton Oliveira (Brazil).

The World Youth Day social media

The online community preparation and the steps taken to reach millions of people during WYD Krakow 2016

The Church needs to be concerned for,
and present in, the world of communication,
in order to dialogue with people today
and to help them encounter Christ.
(Pope Francis)

1. Introduction to WYD virtual reality

The social media of World Youth Day (WYD) Krakow 2016 had the mission to reveal Christ to young people in the digital environment by creating an online community with all followers, pilgrims, and volunteers of WYD. Why does the Church need to be engaged in social networks? How do we attract followers? Why is it important to work with an assortment of content? We will find these answers within this article.

Step by step, over the years, WYD's social media has grown to a total of 22 languages on Facebook and 14 languages on Twitter, as well as indi-

vidual profiles of each language. This reinforces the idea that social media is one of the biggest and most powerful channel of information for pilgrims. The accessibility we generate by translating content and graphics is something very particular and a big challenge of this job. Everyone needs to feel included in the preparation for this great experience. What we live in WYD has reached millions of people around the world in a very personal way.

We could have gone the easy route and published only in a few languages, or the nine official languages of WYD Krakow 2016. However, WYD has a message for all youth, not just those who are physically present. The Church uses this event to say something to young people and that is why we need to share information with everyone.

About eight months before WYD, the team began to grow and consistently worked with all languages, since the graphics were only initially translated into the 9 official languages. This organization led to the addition of the Korean Facebook page for this WYD Krakow 2016. In just a few days we reached more than 400 thousand people through that page. We can never underestimate the power that a language can have.

The challenge of working with so many languages initiated something extraordinary: a global team of active volunteers from 32 countries. Before WYD, there were seven people working internally on the local organizing committee in Krakow for social media with over 120 people collaborating online and a total of 100 of those volunteers gathered to work in Krakow during WYD. Only the Japanese team worked remotely online during the event.

The willingness to share what we had once experienced, whether it was during a past WYD or a personal experience related to youth, united us all. We had a clear idea of the mission and highlighted below are the main topics that guided our work:

1. Present WYD to the world and help people to embrace the WYD spirit and faith,
2. Show how the Church invites young people to live the faith and to be testimonies of the faith,
3. Adapt content to today's world and to young people,
4. Support the Pope's message,

5. Create an online community,
6. Show our identity through messages of Mercy (the official theme of WYD Krakow),
7. Listen to the people and create dialogue, interaction and engagement,
8. Represent WYD in Krakow and globally through social media,
9. Foster the spiritual journey for each volunteer.

Obviously, this mission did not start with WYD Krakow. We have been enhancing what was built over the years by the online community of pilgrims and volunteers. The WYD profiles are a legacy that is passed down from each WYD to the next. The largest media channels, such as Facebook and Twitter, are the only networks entrusted to future WYDs. It's a work that never stops. It is a perpetual service of WYD which is maintained thanks to teams scattered around the world. The beauty that exists in this service is something that goes beyond the organization of the host city. It is the spirit of WYD that remains alive.

Since the last 90 days before WYD, 18 thousand messages were sent from the social media team (posts, inbox messages and comments), 5.3 million unique users directly visited the Facebook global page, 26 thousand new Twitter Followers were generated and 294 thousand new Facebook Fans were added.

During the WYD week (from July 25, 2016 to August 1, 2016), we had 4.2 million incoming messages by fans and 8.7 thousand sent messages by the social media team. From the Facebook pages, we can highlight 185.2 million views of posts, 69.8 million unique users reached, and 2.6 million users directly visited the Facebook global page. The top five countries engaging with the Facebook Page were Poland (12.7M), Brazil (11.5M), Italy (5.7M), United States (5.5M) and Mexico (3.4M). On Twitter, we had 15.2 million views and 14.4 thousand mentions of the WYD official Twitter accounts.

The official account of Pope Francis @franciscus on Instagram posted mentions of our official account @wydkrakow2016 and official hashtag #krakow2016 in all photos from Poland. Also, the official accounts of Pope Francis on Twitter posted the official hashtag. This represented the online interaction between the Pope and WYD as a reflection of the live experience in Krakow.

From this, we can conclude that the social media channels were very powerful and impressionable within the official organization of WYD. We created a strong online community and reached more than 70 million people during the events with Pope Francis and with people from all over the world. This article will continue to explain in detail the work from the six months leading up to WYD Krakow and the WYD week in July, 2016.

2. Social media identity: we're online!

The social media team has a particular identity: we are online! The team consisted of two different groups, the collaboration in the Local Organizing Committee and the volunteers around the world who managed each language profile. Almost the entire team had a previous experience at a WYD and understood the pilgrim experience, which is an essential piece to promote WYD.

To make this complex work possible, we used English as our common language to organize an online team who worked everyday, and we updated the members of the social media groups frequently. There were many members who have been working since WYD Madrid 2011 and Rio 2013 which has created a strong foundation among our teams.

We had 32 countries represented on our team and each language team had a leader that was responsible for that language. They worked not only posting on social media but also with translations for graphics, sharing ideas and replying to social media messages.

With so many different countries, we had to adjust our work within different time zones. That demanded early planning so that every language received the information that needed to be published on time. An example of this was the working shifts for Twitter in English and Spanish. Since both languages are spread across different countries around the world, it needs a 24/7 coverage. In this way, our publications reached users instantaneously relevant to their context. In other words, our volunteers worked 24 hours a day to make that possible.

New members were also selected by the WYD committee for the event. These members were invited to Krakow to be short-term volunteers only

during WYD. These new members received a short training online and guidelines in order to jump into the work before July.

The social media team working inside the committee had amazing teamwork and excellent multi-tasking skills which made many projects possible. For example, four out of the seven members of the local organizing committee translated graphics in 22 languages in order to complete the content deadlines. That dedication was great to see!

On the other hand, we also had challenges and situations that needed to be changed. For example, social media had more than four coordinators within three years. Unfortunately, not understanding what was happening in the WYD committee yielded the confidence of the online volunteers. We had to build the trust again with each team by constantly and clearly sharing information.

Nevertheless, this helped us to reform our work procedures inside the social media team, and in unity with the Communications Department, we needed to create personalized strategies for our team. An example of this was creating an internal design team to develop graphics which greatly accelerated the publishing process, since there were daily graphics needed to be translated. When we realized that the need for production forced us to create new processes, we already formed multidisciplinary members within the social media team. These skills included strategy, content, design, and internet video production.

There were channels that exclusively created for the Krakow edition, like YouTube, Flickr, Instagram (Polish and English), Snapchat (English), Tumblr (English), Foursquare (Polish) and Soundcloud (Polish). Next, we will present the most popular medias that had major international impacts.

3. WYD social media channels

3.1. Facebook global page

The Facebook page was created by the WYD Madrid Organizing Committee in 2011. The number of followers grew with each event starting

with approximately 400 thousand in Madrid, one million in Rio, and after WYD in Krakow, we achieved the 1.8 million follower mark.

From creating a global page, WYD in Rio was able to activate Facebook profiles for each language. Under a universal brand, this global page allowed us to provide localized versions of content for followers all over the world and count the total number of fans and global insights across the entire fan base. The global page customizes and redirects the user according to where they live and which language they speak.

In August 2016, the country with the biggest presence was Brazil with 43% of likes. The polish followers grew during Krakow in the same way as the followers of Brazil grew during Rio.

The WYD global facebook pages include:

English (Global main page): facebook.com/worldyouthday

Arabic: facebook.com/worldyouthdayArabic

Chinese: facebook.com/worldyouthdaychinese

Croatian: facebook.com/SvjetskiDanMladih

Czech: facebook.com/svetovednymladeze

French: facebook.com/journeesmondialesdelajeunesse

German: facebook.com/weltjugendtag

Hungarian: facebook.com/ifj.vilagtalalkozo

Italian: facebook.com/giornatamondiale dellagioventu

Japanese: facebook.com/warudoyusuday

Korean: facebook.com/worldyouthdaykorean

Maltese: facebook.com/worldyouthdayMaltese

Polish: facebook.com/swiatowydzienmlodziezy

Portuguese: facebook.com/jornadamundialdajuventude

Romanian: facebook.com/worldyouthdayRomanian

Russian: facebook.com/worldyouthdayRussian

Slovak: facebook.com/svetovednimladeze

Slovenian: facebook.com/svetovnidanmladih

Spanish: facebook.com/jornadamundialdelajuventud

Tagalog: facebook.com/PandaigdigangArawngmgaKabataan

Ukrainian: facebook.com/worldyouthdayukrainian

Vietnamese: facebook.com/DaiHoiGioiTre

3.2. Twitter

Accounts were created in WYD Madrid 2011 and continued to develop with WYD Rio 2013 and Krakow 2016. There are 14 language profiles and all of the accounts were linked by using the same hashtag: #Krakow2016.

The accounts include: Arabian (@wyd_ar), English (@wyd_en), Tagalog (@pak_tl), French (@jmj_fr), German (@wjt_de), Hungarian (@ivt_hu), Italian (@gmg_it), Japanese (@wyd_jp), Polish (@sdm_pl), Portuguese (@jmj_pt), Russian (@jmj_ru), Slovak (@sdm_svk), Spanish (@jmj_es), Ukrainian (@sdm_ua), Vietnamese (@DHGTTG).

3.3. Periscope

Periscope is a live streaming video mobile app purchased by Twitter. Simply put, Periscope enables us to “go live” via a mobile device. This was a trend during the months prior to WYD. We created accounts based on the most popular language profiles: Polish (@sdm_pl), English (@wyd_en), Spanish (@jmj_es), Portuguese (@jmj_pt) and Italian (@gmg_it).

4. Social media content

Two defining phases of our social media work were before and during WYD. The preparatory months for the event focused on content creation and coverage of the main announcements regarding WYD. Within the last 7 months, we organized this content into three main macro groups: institutional, spiritual and touristic. In addition to these groups, we defined different language and cultural approaches to attract, engage and interact with followers. As the event got closer, our content was posted daily, and during the event the workflow shifted to a full, live coverage with a more intensified and agile focus and pace.

We created weekly content, such as stories of pilgrim’s preparations around the world, live streaming of feast days, live event coverage, such as the arrival of the Symbols in Krakow, a touristic information series and liturgical graphics, such as saint days and Sundays. Apart from this

exclusive content, social media shared articles from the WYD website and videos from Krakow 2016 YouTube channel and the WYD Minute by posting it directly to our Facebook pages every week.

Aside from the complete social media plan, it was necessary to create special content for some of the major languages. The Polish language, for example, shared additional content from the website and videos in Polish created by “TV SDM”.

In addition to informing the pilgrims about necessary information for the event, the goal of social media content was to attract new users who could follow WYD online. Inviting all young people that wouldn't be in Krakow to live this life changing experience together, was the biggest focus shift of our social media content. Listed below were the most receptive series and campaigns.

4.1. Institutional Krakow 2016

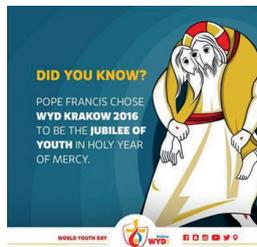
In addition to our weekly content, the social media team invested time to create graphics that encouraged people to take part in the event. We used simple sentences with strong images to illustrate what WYD is about and the logistical preparations. For example, these graphics promoted registration to remind pilgrims and groups about deadlines and updates about the arrival of the traditional symbols of WYD to travel around the city (the cross and icon of Our Lady).

4.2. Daily/ weekly posts

The content was always scheduled daily and weekly, depending on the series. We also varied our posts with links, videos, photos, and images, alternating the type of content to maintain the channels interest and relevancy.

4.3. Spiritual Conference “For us the whole world”

The social media team supported the monthly Spiritual Conferences “For us and for the whole world” held at the Sanctuary of Divine Mercy with live Twitter coverage in 4 languages, Polish, English, Portuguese and



1. Institutional Krakow 2016



2. Spiritual Conference "For us the whole world"



#PRAYFORMERCY



3. First part of #PrayForMercy campaign



4. Final promotion of #PrayForMercy campaign

Spanish, and occasionally in Italian, French, and German. We also promoted quotes from the guest speakers through graphics as well as photos and reminders for the upcoming conferences that were translated into more than 10 languages.

4.4. #PrayForMercy campaign

The Pray for Mercy campaign was created in February, 2016 to promote the devotion of the Divine Mercy and to highlight the particular identity of this WYD. We broadcasted the Chaplet of the Divine Mercy directly from the Local Organizing Committee on Periscope, which connected directly to five of our Twitter accounts (Polish, Portuguese, English, Spanish and Italian).

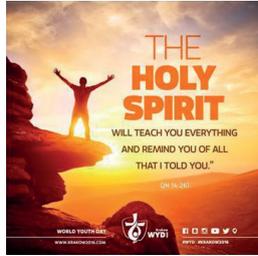
The campaign was supported by the hashtag #prayformercy and with two weekly graphics: one with the weekly intention and the second with a quote by St. John Paul II or St. Faustina, the patron saints for WYD Krakow. These intentions included the pope's intention, the preparation for WYD, the youth, and global problems. On average, we received 1,150 views per week on Periscope (statistic from 21/06/2016). This was our strategy to encourage the pilgrim experience and grow the number of followers to watch live streaming videos that would be later shown during WYD week as well.

4.5. Liturgy

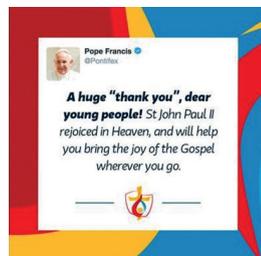
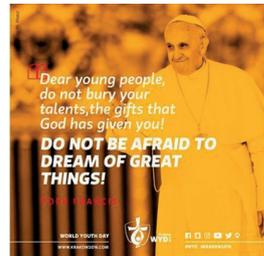
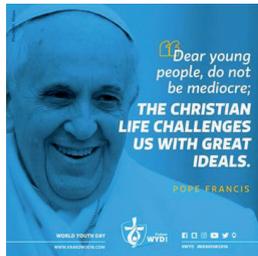
As the social media team, we were always concerned to create content that motivated people to pray and reflect. We made graphics for the Sunday gospels, as well as special graphics during Christmas and Easter week. We also remembered saints and special days like Corpus Christi.

4.6. Pope Francis

Anticipating Pope Francis' arrival to Krakow, we created the Pope Francis Series. We selected quotes from his official Twitter account (@Pontifex) with photos that promoted His Holiness. We also used a small figure of Pope Francis in our photos on Instagram and Snapchat.



5. Liturgy



6. Pope Francis



7. WYD Challenge

4.7. Youth Festival and City of Saints series

Specifically on Snapchat, we shared about saints whose history was related to Krakow. Once a week, Polish volunteers recorded short videos in churches dedicated for each saint. Curiosities and touristic topics were a part of this series as well.

The social media team also helped to promote the Youth Festival (YF), including deadlines for registration. We created graphics to promote all of the categories of the YF which involved Sports, The Vocation Centre, Music, Theatre and more.

4.8. WYD Challenge

Gearing up to WYD, we promoted the event with a simple and humorous video. Based on previous viral internet sensations, such as the Ice Bucket Challenge, we created the #WYDChallenge. This consisted of recording a choreographed video to the song “WYD is back for you” by the UNI’T band, who kindly agreed to share the song with us, and we challenged four other people/Facebook pages to do the same. We received videos from several countries!



8. Youth Festival and City of Saints series

4.9. Pilgrim Kit campaign

The promotion of the Pilgrim Kit was a large social media campaign. We started promoting a teaser graphic that announced the package reveal on Snapchat. We then promoted the pilgrim kit with a Snapchat story and later with photos for all language profiles.

Finally, we used the Facebook Live tool to record a video in eight languages of our volunteers unpacking the kit and describing each item in detail to have a more casual and intimate interaction with the audience. We reached more than 866k people and 209k views with the Facebook Live videos. More than 1.2 million people viewed the photos and we had more than 6k views on Snapchat. (statistics from 21/06/2016).



9. Pilgrim Kit campaign

4.10. Countdown

The Countdown series was also to encourage and excite the young people approaching WYD. We made gifs animating the Krakow skyline for numbers like 100, 200, etc. Next, we created a “loading” gif to present the proximity of WYD for the numbers like 50, 40, 30, etc. Then one month before the event a series called #4weeks2WYD was to promote the main events, with photos from previous WYDs and finally, a series of graphics one week before were created for the final countdown showing photos of Krakow, ending with a photo of Campus Misericordiae.

4.11. Krakow/Malopolska

As part of the promotion agreement between the WYD Krakow 2016 Local Organizing Committee and the City of Krakow and the Malopolska region, we started a series of weekly posts presenting topics about Polish



10. Cutdown

culture, touristic attractions (both in Krakow and the surrounding areas), popular events, cuisine and religion.

In addition, we shared the Malopolska region's nine graphics, translated into nine languages, and one video. This specific series was a part of the campaign #YouthIsAStateOfMind, sponsored by the Malopolska region.

4.12. Valentines

Social media is about interacting with the audience. That's why we created a campaign focused on special occasions, like Valentine's Day (Feb 14th) where we asked the followers to share stories of relationships and marriages of people who met in WYD. The pages later created an album *WYD sto-*



11. Krakow Curiosities series

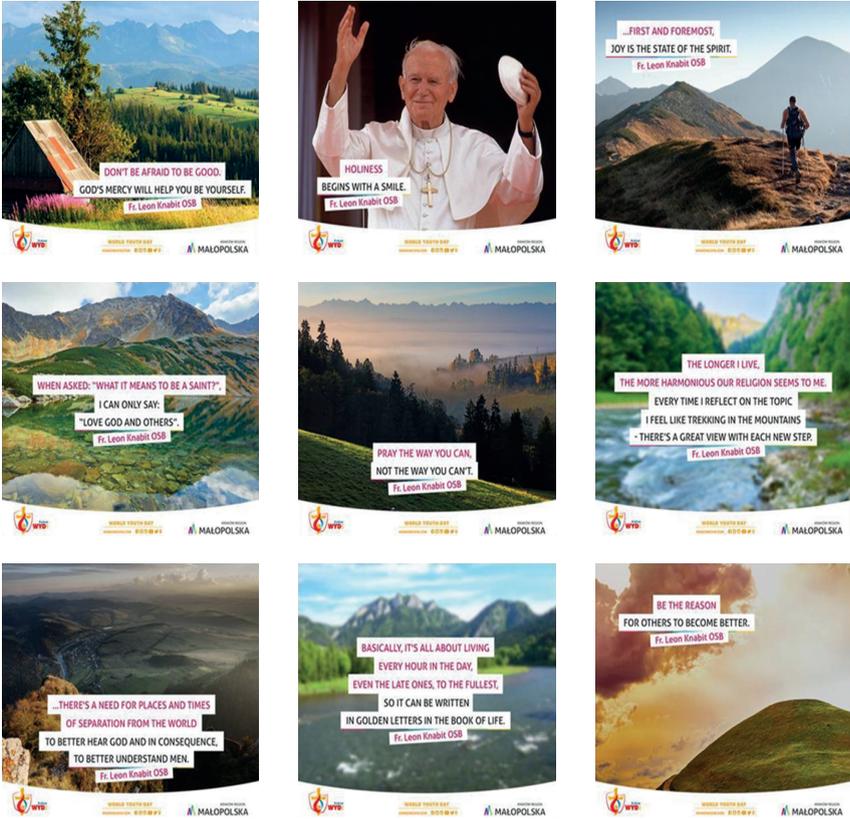


12. Valentines

ries: the vocation to marriage. We received many marriage stories of people who met at a WYD and some facebook pages published those photo albums with the couples. You can read these stories in the Portuguese, Spanish and French pages.

4.13. Pilgrims

To remind the pilgrims of any last minute news, we developed a series called #PilgrimTips where videos and graphics were created to help pilgrims clear any doubts regarding weather, food, accommodation, transport, etc.



13. Malopolska #YouthIsAStateOfMind series (sponsored)

4.14. Infographics

We collected data with other departments to create a visual representation of infographics that informed the pilgrims further, which included Days in the Dioceses, Security numbers, and Registration numbers.

4.15. Facebook Live

We launched the Facebook Live on Palm Sunday on the English and Polish pages. The live broadcast was made in front of St. Peter's Basilica in Rome after the Holy Mass with Pope Francis. On many other special occasions, we made live broadcasts to show the city of Krakow and WYD events.

We tested Facebook Live prior to WYD to understand the behavior of our followers towards live broadcasts. For example, On Divine Mercy Sunday (03/04/2016), we performed live broadcasts with Facebook Live in English (31,3k views), Spanish (29k views), Portuguese (19,3k views) and Italian (9,7k views). The hosts spoke about how Divine Mercy Sunday was celebrated in Krakow in front of the Saint Faustina Chapel. The Portuguese and Spanish pages had an additional live video with a tour of the Sanctuary.

Other live broadcasts included the Feast of Our Lady, Queen of Poland in Czestochowa (PL, EN, ES, IT and PT), a walking tour of the house of Saint John Paul II in Wadowice (PL, EN, ES, IT and PT), and the Pilgrim Kit presentation in the nine official languages. We received lots of comments from pilgrims sharing their excitement for WYD!

5. Social media team – our work during WYD 2016

All of our content and strategies were in preparation of the arrival of the international team for the WYD coverage in July, 2016. During WYD, the social media team consisted of 100 short term volunteers divided by groups as Facebook & Twitter, graphic design, Facebook Live, Analytics, Mobile team and coordination. Our volunteers received guidelines about their work, as well as the necessary training one week before their arrival.

Social media was the biggest team from the Communications Department working instantaneously during the event. We occupied the biggest room in the Press Center building selected for the Local Organizing Committee. It was a good, open space for the team and we organized the room in a fun way to promote positive collaboration.

The teams worked in shifts which made the live coverage of the event possible throughout the entire day. They were organized in groups at the Press Center, at the events, and on the streets. Apart from following the pope, we were also showcasing the experience of the pilgrims on social media.

One of the biggest advantages of social media for this WYD was the live streaming. This was the first time that social media used tools like Facebook and Periscope to live stream.



14. Pilgrims



15. Infographics



15. Facebook Live



16. Social Media Team

5.1. Program of social media team

July 18 – Arrival of volunteers in Krakow

July 19 – **General training** for the volunteers (volunteering, security and first aid).

July 20 – **Training** for the whole Communications team and Social Media team in the Press Center and **Holy Mass** for the volunteers at the Divine Mercy Shrine.

July 21 – **Training** for the social media teams and language meetings in the Press Center.

July 22–24 – **Work** shifts according to each team.

July 25–31 – **Real time coverage** (WYD, Papal Visit, Krakow events, Press Conferences).

5.2. Facebook and Twitter team

In order to manage the accounts on Facebook and Twitter, teams were subdivided by languages and were ready to publish in both platforms, according to the demand of each shift. However, each shift must have a volunteer for each social media profile. Details about work, content and shifts were defined between the language leader and the social media coordinators. The responsables were Gustavo Huguenin (Brazil) and Rachel Lanz (United States).

The language teams received training in Krakow a few days before WYD began about content, workflow, security and tools. After a general training with all of the members, the teams were divided by language



17. Facebook and Twitter Team

to define details like textual styles, WYD profile interactions and appropriate social media responses, strategies for covering the catechesis in their native language, and setting shifts until the end of WYD. Securing the correct time of events according to the timezones and the local time in Krakow were also an important element during this preparation. The teams also received the official social media glossary in the nine official languages, and the non-official languages defined their terms in accordance with the glossary.

The team received in advance private information to be prepared to cover the events: three quotes and three main points from the Pope's speeches (sent by the International Press), the Pope's speeches translated into seven languages (downloaded by KAI website), photos or screenshots during the events, and short videos with original audio. An online application helped us communicate amongst the teams and share information about the events. We received information from the Media Press office or from our team members inside the events around the city.

We then created documents from this information to share with the Facebook and Twitter teams in order for them to study the events and define what they were going to do during the events. In the same documents, we updated the official names of the events and hosts, programs

and scripts, main hashtags of the day, broadcast links, radio stations, tips and links to download photos.

The teams also developed a list of the most popular pilgrim groups or other catholic social media groups within their language (media, dioceses, institutions, youth, etc). They made comments on their facebook pages, retweeted relevant posts about WYD, and wrote thank you messages for their participation by inbox messaging or public comments.

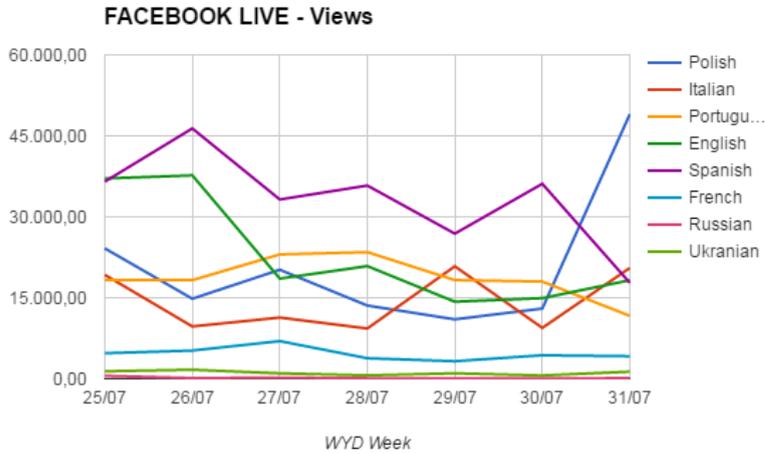
The main goal of Facebook and Twitter during WYD was the real time coverage and immediate interaction with followers, connecting one-to-one. There's a person behind every comment and message and they are important to us to share the spirit of WYD, offer community, and build the WYD family.

5.3. Facebook Live team

The Facebook live videos were one of the most viral materials on social media during WYD. It offered a possibility of interaction for the people to feel close to WYD. The project's main idea was to be a bridge between the people online and the events in Krakow. Everyday we gave a briefing about the program of the day and more information about the participation of the pilgrims in eight of the official languages, Polish, English, Italian, Portuguese, Spanish, French, Ukrainian and Russian. The team was made up of 14 people who broadcasted live for one week (July 25–31). The responsible was Fabíola Goulart (Brazil).

The training was divided into two parts. First, the volunteers learned how to write a script, how to find official information, and the technical pieces, including lighting, cameras, software, and video editing. The second part were the rehearsals which were divided into two shifts that established the schedule during WYD.

We used one iMac for the live broadcast, plus four laptops and one desktop computer for script writing, research and teleprompter use. Other equipment used was a webcam (720px), tripod, teleprompter, microphone and lights that were kindly provided by the John Paul II University. We used a free and unique software called "OBS" to make the live broadcasts which gave us the ability to customize the introductions, add videos and



18. Facebook Live - Views

exclusive photos from the events, and interactive moments with the pilgrims and Pope Francis.

We started the project one day before the official activities began to open the first contact with our audience to present the project as a prelude to WYD. It was also a good start for the team to go live without the pressure of a main event and hard deadline. We produced a total of 56 videos which had more than 800.000 views and reached almost 4.5 million people. The first and last day (July 25 and 31) had the most views, but July 26th had the highest number of people reached with almost 800.000 (statistics from 06/08/2016).

By languages, the Spanish broadcasts had the most views, with the exception of the last day with the Polish broadcast due to local time of the Closing Mass and the last Main Event. The total number of views of the Spanish language was more than 230.000.

The English broadcasts started with amazing results as well. However, after July 26th the number of viewers fell but remained stable until the end of WYD. In the total, the English broadcast had the second biggest number of views with more than 160.000.

Polish was the third biggest language with a total of more than 145.000 views. This was a result from the last broadcast, reaching 49.000 views, which was almost double the number of views from the first broadcast.

The Portuguese language had an exponential result with more than 130.000 views which was kept stable for the entire week. Next, the Italian language followed with more than 100.000 views, fluctuating throughout the week, probably due to the presenter change each day.

The other language results included French with 32.000, Ukrainian with more than 7.000 and Russian with more than 1.000 views.

5.4. Periscope and Snapchat team

We called this group as our “mobile team” because they worked from the streets, the events and the venues. This team consisted of six people speaking Polish, English, Portuguese, Spanish, and Italian. The main task was to show backstage action of the events, specifically from the Youth Festival, the Main Events and the catechesis and to highlight the joyful youth during World Youth Day. The streaming never went live during the main events nor did it compete with the Facebook Live times. The responsible was Gabriel del Fiaco (Brazil).

Our mission included:

- ▶ To show how being a pilgrim is and their experiences during WYD.
- ▶ To cover the backstage happenings of the events, including the Youth Festival, the Vocacional Center, the Catechesis, and the Main Events.
- ▶ To make short interviews with pilgrims, volunteers and, if possible, bishops and other authorities to discover what experiences and messages they wanted to share with the world.

The volunteers were committed to the mission and worked hard to efficiently share the joy of WYD and the unity of Christians from different cultures. Obstacles we faced were transportation to the events and charging equipment batteries due to the lack of outlets.

The training reviewed how to use the applications, how to respond to negative comments, how to utilize the different tools and how to save statistics. During WYD we had two meetings per day, one in the morning before the events to review what would be covered, to brainstorm, and to

check equipment, and another at the end of the day to return the equipment and to receive feedback.

5.5. Graphic design team

The graphic design team of social media developed all of the images and graphics that were used for promotion during WYD. The team consisted of four volunteers with Ton Oliveira (Brazil) being the responsible and organized their shifts with three people working at all times.

Our mission included:

- ▶ To give support to the social media channels with visual components.
- ▶ To create appealing graphics to communicate WYD and the Pope's message.
- ▶ To maintain and support the visual identity of WYD.

In total we created around 25 graphics translated into 22 languages resulting in a total close to 550 graphics throughout 10 days. In the month of July, 2016, approximately 1.450 graphics were created by the social media team and were adapted to achieve a better reach during WYD. Here are some of the graphics created during WYD that were typically posted at the end of each speech from the Pope or celebration.

5.6. Analysis team

The main tasks of analytics were to collect and analyze the social media insights and data from Facebook, Twitter and Instagram before, during and after World Youth Day. This included daily measurements of the main hashtags and top tweets during World Youth Day. The team had four people working in two different shifts during the week and each shift made several reports under the responsibility of Marco Bulgarelli from Costa Rica.

“Sprout Social” was the software used for managing the social media that allowed multiple managers to publish within different schedules and produced high listening tools that were a major part of our work. We also



19. Pope's quotes



20. Message from main events



21. Quotes from catechesis in different languages



22. New cover images for Facebook and Twitter, one for each day of the event



used a tool called “Keyhole” that tracked the real time social media listening software, such as Twitter reach and engagement.

TWITTER Analysis: 13 profiles, 13 languages, 220.237 followers.

FACEBOOK Analysis: 25 pages, 22 languages, 1.596.748 Likes.

INSTAGRAM Analysis: 3 profiles, 35.265 followers.

(statistics from August, 2016)

6. What to expect about Panama 2019 social media

The biggest peaks of reach and engagement in social media during WYD Krakow was the arrival of Pope Francis at Krakow Airport and the announcement of the next host city. This announcement was published in 22 languages at the same time that Pope Francis released the next WYD location during the Final Mass at Campus Misericordiae on July 31st, 2016. We were the first channel to publish this content due to the dexterity in sharing information. There were 9.9M people reached by this publication and more than 44 thousand shares.

This WYD was a great milestone and introduction into promoting the next WYD. There is a long way to go until 2019, but I would like to highlight the transitional work from the WYD Krakow social networks to the Panama Committee. It was essential to have a smooth transition to un-interrupt the networks and to unify the two teams, who continue to collaborate with the new coordination of Panama.

In April, 2017 during Palm Sunday in St. Peter's Square, the WYD symbols were delivered to Panama and the new coordination of social networks were officially entrusted to Nelson Muñoz, including the WYD profiles administration handed over to the Panama Committee. I was very grateful to be able to share with the Panamanian team our work process and progress.

I also shared with them feedback on how we created an online strategy and a general content, based also on my experience working in WYD Rio 2013 and Krakow 2016. Below are the main points I shared with them for the subsequent years until January 2019.

6.1. Goals for 2017

- ▶ Maintain the content of social media (liturgy, dates, exploring the Pope's message to the youth, countdown, etc.)
- ▶ Attract young Catholics
- ▶ Start the website promotion
- ▶ Explore the memory from the past WYD (remembering the themes of the liturgical dates and the memory of events)
- ▶ Organize the most important announcements (patrons, launch of the official logo, official song, official video clip, places of main events, etc.)
- ▶ Promote the WYD Symbols pilgrimage
- ▶ Introduce Panama to the world by inviting people to be there in 2019 and how it will be possible (transportation, tourism, etc)
- ▶ Local campaigns (accommodation, diocesan and national volunteers, etc.)
- ▶ Training for the social media team, select new leaders, dialogue with episcopal conferences, etc.

6.2. Goals for 2018

- Maintain the content of social media (liturgy, dates, countdown, etc.)
- Institutional campaign of WYD (what is WYD? Why to participate?)
- Registration campaign for pilgrims and volunteers
- Campaign for the Youth Festival (registration, participants, program, etc.)
- Organize the most important announcements (message for WYD, papal visit program, stage design, pilgrim kit, app launch, etc.)
- Inform and engage the pilgrims as the official online community
- Promote the preparation of the pilgrims
- Train the team on social media instructions for coverage of WYD, crisis plan, financial plan of the social media team, selection of new volunteers, schedule of shifts and structure, etc.

6.3. Goals for 2019

- Last call registration
- Real-time communication during WYD
- Promote the complete program
- Promote WYD transmission channels on the Internet
- Logistical information (accommodation, food, pilgrimage route, main events)
- Team training on working in Panama (organizing day-to-day guidelines, daily scripts, etc.)
- Post-event information (sharing the main topics from the Pope's message, Thanks to WYD, Invite people to celebrate what happened in Panama, milestones from the first month, etc.)
- Final reports and transition to next WYD committee.

7. Conclusion

A fundamental component we can learn from working with WYD is dealing with a large structure with incredible numbers. Regardless of this fact,

embracing youth evangelization is what makes us realize that even for one person, this would all be worth it.

In social media, especially from the Church, we can not just publish for the masses. We have to be more human. There are people behind the screen that need attention and our team has sent more than eight thousand messages in response to the follower interactions, whether it be a question or motivating pilgrims. In addition, there were more than 4.3M interactions amongst the WYD profiles, which means we created a strong online community that comments and shares with each other.

According to the post-WYD survey (Research on Krakow's 2016 WYD participants), 79.3% of the pilgrims used social networks during the events. In addition to the official WYD profiles being an influential channel, it was also a great way to witness the millions of personal profiles from pilgrims who were present.

We can not measure the full impact of WYD as a changing life experience, but the testimonies from each pilgrim and volunteer created within their personal profiles is a big evidence of the importance of social media and the presence of the Catholic Church in the digital environment. These are present on the online platforms as a testimony of the youth to the world from who lived one of the greatest moments of their lives, the World Youth Day Krakow 2016.

