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DOI <https://doi.org/10.32782/2710-4656/2026.3.2/33>**Varenyk V. M.**<https://orcid.org/0000-0003-1284-6321>

National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”

Halushka I. O.<https://orcid.org/0009-0006-8616-5173>

National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”

COMMUNICATING POTENTIAL OF INSTAGRAM PAGE OF YOUTH CENTRE FOR CIVIC EDUCATION “NATRIY”

The article develops and elaborates recommendations for effective communication of the Youth Center for Civic Education “Natriy” (YCCE “Natriy”) as a subject of the media space. The research is focused on the presentation of the centre on the social network Instagram, which remains popular among young people. The topic of using social networks in the development of representatives or public organizations remains interesting in both Ukrainian and international scientific discourses. In the fields of public administration, marketing and social communications, methods and approaches to working with youth and developing initiatives differ significantly, which is due to the emphasis on different components of communication. In the field of social communications, the value of the organization’s connection with its audience is mostly emphasized. The active development of youth centres in Ukraine contributes to the integration of youth into public life, the implementation of volunteer initiatives and the development of society. Social networks pages of youth centres attract young people at the initial stage, interest them, inform them about events taking place in the institution, support loyalty and maintain contact.

Using a social communication approach allowed us to identify the principles of communication between the YCCE “Natriy” and its audience: the organization manages to build a dialogue by publishing information that is interesting to young people. However, obstacles such as a lack of information publications or a lack of time to participate in events are problems that the center faces when building a connection with visitors. In order to neutralize the above obstacles, recommendations have been developed that should contribute to a wider involvement of readers in the organization’s events. It is proposed to pay attention to the formation of a visual presentation of information, filling the page, that is, to publish content that is interesting to young people, in particular information about internships, volunteering, and grant programs for young people. A comparison of the centre’s activities with other centres for youth, as well as statistical data, indicate possible prospects for the development of the centre’s Instagram page and the centre’s assistance in the socialization of young people.

Keywords: civic education, Instagram, social media, social communications, national memory.

Formulation of the problem. The Youth Center for Civic Education “Natriy” (YCCE “Natriy”) was created to support active youth and develop civic consciousness. The Center was founded in 2019 on the basis of the “Ukrainian State Center for National-Patriotic Education, Local History and Tourism of Student Youth”. The name “Natriy” was given to the Center in honor of Igor Branovytsky, Hero of Ukraine, defender of Donetsk Airport, participant in the Revolution of Dignity. Eight leading youth organizations of Ukraine united their efforts around the

creation of the Youth Center, which later continued to work as the “National Youth Ukrainian Association – NUMO” [12].

The institution described above and other youth centers are institutions that implement the youth policy of the region through value-oriented youth work and create opportunities for the socialization of youth, include them in active public life, and satisfy the needs of youth in leisure and communication. Accordingly, the problem arises of forming a high-quality communication strategy through the analysis

of existing opportunities, advantages and directions of development of institutions.

The focus of the study is on the capabilities of social networks in the context of improving the centre's communication, which are necessary for attracting and informing the youth audience about the activities of the institution, preserving the memory of historical events, and participating in various events. It is important to note that the space is financed by charitable assistance, that is, the activities of this institution in social networks should be considered as an opportunity to explain more about it to benefactors and potential partners.

Social media have changed the mechanisms of attracting young people, for whom it is now important to stay online for education, socialization and self-expression. By combining the requests of the audience and the technical capabilities of certain social media, it is possible to establish those aspects of communication that will most contribute to the involvement of target groups in the activities of the YCCE "Natriy".

Analysis of recent research and publications. The phenomenon of using social media for depiction of different organisations or representatives appears to be in focus of the interest of modern scientists.

For instance, M. Abdelouahab and B. Yamine explain that in Algeria modern communication channels, especially social networks, are becoming important for mediating collective memory, since they offer new digital spaces for expression, circulation and public rethinking of stories. These scientists focus on hashtag #1erNovembre1954 in Twitter/X, Facebook, Instagram, associated with the commemoration of the outbreak of the War of Liberation in the public sphere [13].

Y.-J. Wang uses social media to deconstruct the narratives of Vietnamese female migrants in Taiwan, which as auxiliary tools are combined with interviews and contribute to a more detailed exploration of the authors' inner state [15].

Communication strategies of certain subjects of the media space have repeatedly become a subject of interest for Ukrainian scientists, especially in the fields of public administration, marketing and social communications. For example, T. Drozd and Y. Nikolayets argue that openness in communications and constant interaction with stakeholders are among the factors that contribute to the formation of the image of a public organization, ensuring its stable external influence on communication processes in society [2, c. 88].

I. Perevozova, T. Zharska and V. Shpin provide recommendations for building the image of a public

organization, primarily emphasizing that in social networks organizations need to use social media as tools for building a multi-channel strategy and for formulating messages that correspond to the values of the organization, which will ensure recognition and trust in the NGO [10, p. 6–8].

In the applied social communication study by V. Kovpak and O. Pastukhova, the directions and technologies for optimizing internal and external communications of the Charity Foundation "World for Ukrainians" were described, the advantages and disadvantages of the communication activities of the charitable foundation were outlined, and the limitations due to the lack of financial and organizational resources were outlined [3, c. 366]. The same problems of charitable foundations that the authors mentioned are relevant for other Ukrainian organizations focused on attracting charitable contributions for statutory activities.

That is, there is a demand for the formation of social media usage studies in the Ukrainian media space, but this topic requires careful study in accordance with the approaches inherent in the field of social communications.

Task statement. Purpose of the article is to create recommendations regarding content and visual elements in activities of the Youth Center for Civic Education "Natriy" on social media.

In the context of the research several methodological approaches were used:

1. We used a sociocommunicative approach to indicate the YCCE "Natriy" audience's needs and to consider the connection between the organization and its interested visitors. Understanding the circumstances of the centre functioning is essential for building communication activities in social media.

2. Comparative analysis is needed when we examine whether the results of the YCCE "Natriy" can be improved, comparing it to the results of the other Ukrainian non-governmental centers for youth.

3. In order to determine the content preferences, behavioural characteristics, and motivations of the audience, an anonymous survey was conducted, in which 61 respondents participated. The results of the survey were used for building recommendations regarding future activity of the centre.

Outline of the main material of the study. Social pages for the centre are not just markers of the centre's position; they are designed to unite around various types of activities, form loyalty to the centre, and instil patriotic values and love for the homeland.

Considering the communication possibilities of Instagram page, we are focusing on process of sharing

messages and building the loyalty of audience through social media, contrary to technical understanding of social communication [4, c. 39; 14, p. 405].

The development of communication possibilities for the pages of the YCCE “Natriy” on social media was aimed at increasing the effectiveness of interaction with the target audience and increasing the visibility of the organization in the digital space. YCCE “Natriy” has its own pages on Instagram, Facebook and Telegram. Focus of the research is on Instagram, since this site is more attractive to a young audience, comparing it with Facebook.

An assessment of the competitive environment showed that the YCCE “Natriy” has opportunities to improve its position in social networks. Compared to competitors such as Kyiv Youth Centre and All-Ukrainian Youth Center, the YCCE “Natriy” page lags behind in terms of the number of subscribers, frequency of publications, and quality of interactivity.

The process of forming recommendations for promoting the Instagram page of the MCGO “Natriy” involves the sequential implementation of a number of interrelated stages based on analytical, communication and practical components.

The first stage was to analyse the current state of the Instagram page. Based on statistical data from the Instagram page [8], it was found that the total increase in subscribers during this period was +40 people, which indicates a certain dynamic, although insufficient for systemic growth. The coverage, types of content and the structure of interactions with the audience were also analysed. Static publications provided the greatest activity, while interactive formats, such as stories or reels, were not used enough. This stage was key to identifying gaps in the communication strategy and the need to update the visual and content approaches to maintaining the page.

According to the survey, provided by Rating Group in 2023, 11% of respondents are interested in community service and volunteering [7, p. 6]. It resonates with the centre’s orientation and creates the prerequisites for further development of promotion goals.

In parallel, an extended analysis of the target audience was provided, which was based on the survey conducted. The primary target audience and the secondary target audience were determined. The analysis showed that by gender, the majority are girls, which reflects the current composition of the active audience of the page. The age category at which the centre’s content is focused is also clearly visible in the survey results: the majority of respondents belong to the age group of 16–25 years, with a small

proportion of participants under 15 or older than 30. The geographic coverage of the centre is mainly concentrated in Kyiv and the Kyiv region, which is expected given the location of the organization’s activities. At the same time, the respondent sample also includes residents of other cities and villages of Ukraine – this confirms the interest in the activities of the YCCE “Natriy” outside the capital. In particular, about 15–20% of responses came from participants living in rural areas or other regions, which opens up prospects for a wider online presence and audience engagement through social media.

The target audience of the centre is interested in volunteering, civic activism, the development of social and professional skills, as well as participation in youth initiatives. Activity on Instagram among respondents is consistently high: the absolute majority uses the platform daily or at least 3–5 times a week. This indicates the feasibility of using this particular communication channel to regularly inform about the centre’s activities. There were also only isolated cases of respondents who log in less than once a week. This allows building a strategy on regular visual contact with subscribers. Regarding the topics of Instagram subscriptions, the following areas are of greatest interest: education and self-development, volunteering and activism, news/society, and culture and art. Some respondents also mentioned entertainment content, but not as a priority area. As a result, the main core of the audience of YCCE “Natriy” is focused on useful and meaningful content with elements of emotional support and inspiration. This confirms the correctness of the emphasis on educational and civic.

At the time of the survey, 54.1% of respondents were subscribed to the centre’s Instagram page, while a significant number (11.5%) did not indicate whether they were a subscriber. This indicates the need to increase the profile’s visibility and form a stable visual style. It is also relevant to improve the presentation of information in the feed and stories so that users can easily recognize and associate content with the centre’s activities.

An important part of the study were questions about the convenient format of content. Most often, respondents chose regular posts, short video reels and stories. Some respondents noted that they “like everything the same” or that the format is less important than the topic and visual presentation.

A separate block of the questionnaire concerned the types of content that are most interesting to respondents. The absolute majority chose the item “useful information for youth: internships, competitions, grants”.

An important aspect was the identification of factors that attract and retain the attention of subscribers. The respondents' answers showed that the strongest motivational factor for interaction with the YCCE "Natriy" is the desire to be useful to society, which echoes the value orientation of the centre. A significant role is also played by the feeling of belonging to the community and the opportunity to make new acquaintances, which emphasizes the importance of not only the informative, but also the social and emotional component of the content.

At the same time, the analysis of barriers indicates current challenges. Most often, respondents mentioned a lack of time as the main reason that prevents more active participation in events or interaction with content. The second most common reason was the lack of sufficient information or the irrelevance of the topics of publications. These responses emphasize the need for even clearer and more regular communication about the center's activities, as well as the selection of topics relevant to today's youth.

In the block of questions about opportunities for improving the page, respondents offered a number of constructive ideas.

Almost half of the participants noted the need to increase the regularity of publications in general. The need to improve the visual style and expand interactivity was also expressed – through surveys, quizzes and other methods of engagement. Based on this, generalized profiles of center representatives were formed, which will allow more accurately adapting messages to the expectations of potential subscribers.

The next step was an assessment of the competitive environment, which included an analysis of the profiles of three key organizations: "Kyiv Youth Centre" [6], "All-Ukrainian Youth Center" [1] and "Ukrainian-Danish Youth House" [11]. Based on the comparative analysis of content, frequency of publications, communication style and quantitative indicators of interaction, a comparative table was formed and a matrix of competitors was built. This stage allowed us to conclude that the Instagram page needed to be distinguished through visual identity, authentic style, consistency of publications and a focus on the topic of civic education, which is not always central to competitors' pages.

Analyzing the activities of certain organizations, it is worth noting that they are tools for involving young people in community life and developing volunteer initiatives, which is why it is important to develop the direction of youth initiatives and form a new approach to their activities [5, p. 237].

Based on the previous stages, goals and objectives were formed, which will serve as the basis of the content strategy. Using the SMART model made it possible to transform general areas of activity into specific, measurable, achievable and time-bound goals. In particular, this involves increasing the number of subscribers by 50 people in one month and increasing the engagement rate to 5%, which is realistic if the proposed publication frequency is observed, interactive formats are used, and sections that meet the interests of the target audience are introduced.

Development prospects include several key areas. Firstly, it is important to ensure the regularity of publications, which will strengthen the connection with subscribers and create a stable audience. Regular publication of announcements, event reports, and educational materials will help maintain constant activity on the page. The second important area is improving visual identity. An analysis of competitors' pages shows that branding and stylistic consistency in publications have become the basis for building a recognizable visual code. For example, the Kyiv Youth Centre on Instagram uses the city's corporate colours, a modern-style font, and geometric elements on all publication covers, which creates a clear impression of the brand.

For the centre, it is important to form a visual style that will combine the modernity and individuality of YCCE "Natriy". The basis for building the identity is the existing logo of the organization, made in a combination of dark blue #021c70 and bright lime shade #c1db23. These colors will be preserved as the main brand palette: dark blue for titles, buttons, infographics, and lime as a background or accent to highlight key elements. To design posts in the feed, it is advisable to create templates in a single style – with a clear title, a grid of images or infographics, a logo in the corner and a category tag. The font design should remain readable, sans serif, adapted for mobile devices. It is appropriate to design stories in corporate colors with repeating intros, and video and carousel covers – with a fixed category style. This approach will allow to increase brand awareness, to make the Instagram page visually coherent, which corresponds to modern trends and practices of leading youth centres.

In addition, it is important to structure the existing content formats. Previously the page published the following types of materials: announcements of upcoming events, interactive stories during events, photo reports and reels after events, as well as information posts for important dates. All these

formats are already part of the centre's communication practice, but currently their use is not systematized, which reduces the overall promotion effect. In order to streamline publications and increase the regularity of communication with the audience, I have developed a content plan which combines existing formats with a new section. The implementation of a useful content plan will ensure consistent communication with the audience, increase the level of coverage and engagement, and establish the page of the YCCE "Natriy" as a recognizable platform for civic education and youth activism.

In order to enhance the impact of each format on the goal, based on the results of a survey of representatives of the target audience, it is recommended to implement a single page management structure. For announcement posts, it is important to adhere to clear time frames – publication should be made no less than 5–7 days before the event, approximately at 17:00–19:00, when audience activity is highest. Announcements should contain basic information about the event: topic, date, time, location, target audience, form of participation, be visually accompanied by a bright thematic image in a branded style, and also have a call to registration or distribution.

During the event itself, active stories are mandatory: a series of interactive stories with photos or videos from the event site, with the addition of surveys, reactions, participant tags, and project hashtags. This allows you to reach the online part of the audience that is not physically present but remains involved in the centre's activities.

The post-report should appear no later than the day after the event. Its content should be structured according to the principle of a short summary: what happened, who participated, what results were achieved. Photos should be selected in the form of a carousel with 5–8 frames that convey the atmosphere, activity, and emotional background of the event. It is important that the photos have high shooting quality.

It is advisable to create them as an emotional aftertaste of events – short, dynamic videos with a montage of moments that best convey the energy of a meeting or training. Such videos are posted within 1–2 days after the main photo report, which allows you to continue contact with the audience, and also increases reach thanks to reels algorithms.

Stories are also used for feedback after events, since it is needed to post surveys with questions like "Did you like the event?", "What else would you like to see?", "What formats are you interested in?". This creates a sense of dialogue and involvement,

and also provides valuable information for planning subsequent activities.

In situations where other organizations or partners hold events on the basis of the YCCE "Natriy", it is worth coordinating cross-posting in advance: publish joint posts with tags, ask to tag the center in publications, and use the same hashtags. This helps to increase the page's visibility and strengthen partnerships.

Another important format is posts for important dates. Within the framework of the center's socio-educational mission, one should not miss memorial days, historical events, anniversaries of birth and death of prominent Ukrainians, especially those who are important in the context of civic education, activism, and culture. Such posts have not only an informative but also an educational function, forming historical memory, strengthening the identity and value core of the community.

For each of the listed formats, it is worth fixing basic instructions creating an internal guide with examples of successful publications, visual templates, typical texts for signatures, and recommended hashtags. This will allow achieving content integrity, simplifying the page administrator's work, and reducing dependence on the subjective style of publications.

The development of the "Opportunities for Youth" section is a promising direction, as it is focused on an important target audience of the center, who are young people aged 16–25, interested in educational, volunteer and career opportunities. This section will help increase interest in the page and improve the awareness of subscribers about important opportunities in the field of education, volunteering and career development. The introduction of the section will allow building trusting relationships with the audience and continuing to attract new subscribers through useful and proven content.

Thus, the strategy for promoting the Instagram page of the ICGO "Natrii" has every chance of success if it is fully implemented with an emphasis on regular publications, interactivity and improved visual design. The expected result is an increase in the number of subscribers, increased engagement and increased brand recognition.

Conclusions. The article describes the communication possibilities of the YCCE "Natriy" in particular, an analysis of the state of the organization's Instagram page, an assessment of the target audience and the development of a content strategy for further promotion were carried out. It was determined that the center's page is an important digital communication channel, but it needs improvement

in terms of regularity of publications, visual identity and interactive content. The main competitors of the YCCE “Natriy” were analyzed, including such youth initiatives as the “Kyiv Youth Center”, the “All-Ukrainian Youth Center” and the “Ukrainian-Danish Youth House”, which have certain advantages in terms of the number of subscribers and regularity of content.

The developed content strategy for the Instagram page of the YCCE “Natriy” taking into account the topic, rubric, visual style and principles of content planning showed such results as improving the publication rates of announcements, increasing engagement through video formats and interactives, as well as structuring publications according to clear rubrics. Improving the visual identity, introducing regular publications and focusing on new formats, in particular the rubric “Opportunities for Youth”, will

increase the engagement of subscribers and strengthen the information presence of the center. At the same time, to achieve the set goals, it is necessary to ensure the implementation of a content strategy with regular content updates, improving visual design, as well as active use of modern forms of interaction with the audience. It is recommended to actively work with video formats, in particular reels and stories, which will significantly increase coverage and increase the level of engagement.

The developed recommendations might allow the YCCE “Natriy” to strengthen its position among youth organizations, attract new subscribers, and expand opportunities for interactive communication with youth. The centre’s audience is actively looking for opportunities for development, which is important for the choice of content and formats of publications on the Instagram page.

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Вареник В. М., Галушка І. О. КОМУНІКАЦІЙНИЙ ПОТЕНЦІАЛ ІНСТАГРАМ-СТОРІНКИ МОЛОДІЖНОГО ЦЕНТРУ ГРОМАДЯНСЬКОЇ ОСВІТИ «НАТРІЙ»

У роботі розроблено та опрацьовано рекомендації для ефективної комунікації Молодіжного центру громадянської освіти “Натрій” (МЦГО “Натрій”) як суб’єкта медіапростору. Дослідження зосереджено на представленні центру у соціальній мережі Інстаграм як такій, що залишається популярною серед молоді. Тема використання соціальних мереж у розбудові представників чи громадських організацій залишається цікавою і в українському і в міжнародному науковому дискурсах. У сферах публічного управління, маркетингу і соціальних комунікацій методи і підходи до роботи з молоддю і розвитку ініціатив суттєво відрізняються, що зумовлено наголосом на різні компоненти комунікації. У сфері соціальних комунікацій здебільшого наголошено на цінності зв’язку організації зі своєю аудиторією, Активний розвиток молодіжних центрів в Україні сприяє інтеграції молоді у суспільне життя, реалізації волонтерських ініціатив та розбудови суспільства. Соціальні мережі залучають молодь на початковому етапі, зацікавлюють, інформують щодо подій, які відбуваються в закладі, підтримують лояльність та зберігають зв’язок.

Використання соціальнокомунікаційного підходу нам дало змогу виокремити принципи зв’язку МЦГО “Натрій” з аудиторією: організації вдається будувати діалог, публікуючи інформацію, цікаву для молоді. Проте такі перешкоди, як брак інформаційних публікацій чи брак часу на участь у заходах, є проблемами з якими стикається центр при побудові зв’язку з відвідувачами. Задля нейтралізації вищевказаних перешкод розроблено рекомендації, які мають посприяти ширшому залученню читачів до заходів організації. Запропоновано приділити увагу формуванню візуального представлення інформації, наповненню сторінки, тобто публікувати контент, цікавий для молоді, зокрема інформацію про стажування, волонтерство, грантові програми для молоді. Порівняння діяльності центру з іншими центрами для молоді, а також статистичні дані вказують на можливі перспективи розвитку сторінки центру в інстаграмі і сприяння центру у соціалізації молоді.

Ключові слова: громадянська освіта, Інстаграм, соціальні мережі, соціальні комунікації, національна пам’ять.

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