

# SOCIAL MEDIA FACTSHEET 2022

# Ireland

**TOURISM IRELAND'S** social strategy is to extend our consumer engagement, in a connected way, across platforms and networks in order to drive differentiation, reach, word of mouth and specific customer relevance for the island of Ireland as a holiday destination.

**248k**  
CANADIAN  
VISITORS TO  
IOI IN 2019

## CANADA'S MARKET PROFILE

**10<sup>TH</sup>** Canada is Ireland's 10th largest market in terms of overseas tourists to the Island of Ireland.

### WHAT DO CANADIANS LIKE ABOUT IRELAND?



**1** Views & Landscapes



**2** Built Heritage



**3** Soft Adventure



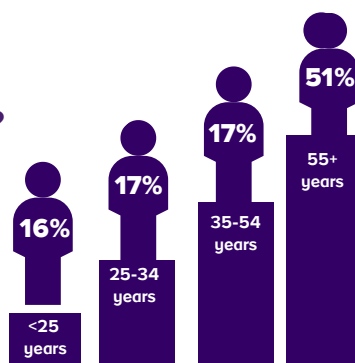
**4** Living Culture



**5** Food & Drink



**6** TV & Movies



51% of Canadian holidaymakers that visited Ireland in 2019 were over 55 years old.

**98%**

Visited sites of historical interest

**95%**

Engaged in pastimes/events

**51%**

Participated in activities



Canadians are Culturally Curious holidaymakers who tend to immerse themselves in a destination by soaking up the atmosphere and mixing with locals. They enjoy exploring Ireland's beautiful landscapes and sampling local dishes.

## CONTACT US

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### WORKING TOGETHER



**INDUSTRY OPPORTUNITIES** Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Canada and other markets. [Click here](#)



**MARKET INSIGHTS** Learn about opportunities in other markets and keep up-to-date on latest tourist numbers and market intelligence. [Click here](#)

# SOCIAL MEDIA FACTSHEET



## PLATFORM FOLLOWING

## CONTENT DIRECTION

## FORMAT

	125K	<ul style="list-style-type: none"> <li>Highly visual content always accompanying post.</li> <li>Encourage post to tell a story and encourage action</li> <li>Landscapes, animals, castles and colourful cottages perform well</li> </ul>	<p>Image: aspect ratio has to be 1:1 or 4:5</p> <p>Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs</p>
	36K	<ul style="list-style-type: none"> <li>Timely content that ideally features "new news"</li> <li>Seasonal content that is timely and newsworthy</li> <li>New experiences, trending stories</li> </ul>	<p>Image: aspect ratio has to be 1:1 or 4:5</p> <p>Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs</p>

Click the icons to visit our social media profiles

**161k**  
followers  
across our  
channels

## HASHTAGS

Why not use our market  
specific hashtags?

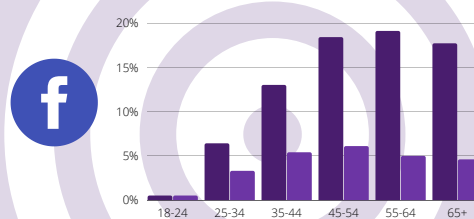


TourismIreland



Lovelreland

## DEMOGRAPHICS



75% women / 25% men

## WHAT CANADIANS LIKE?



## WHAT CONTENT WORKS?



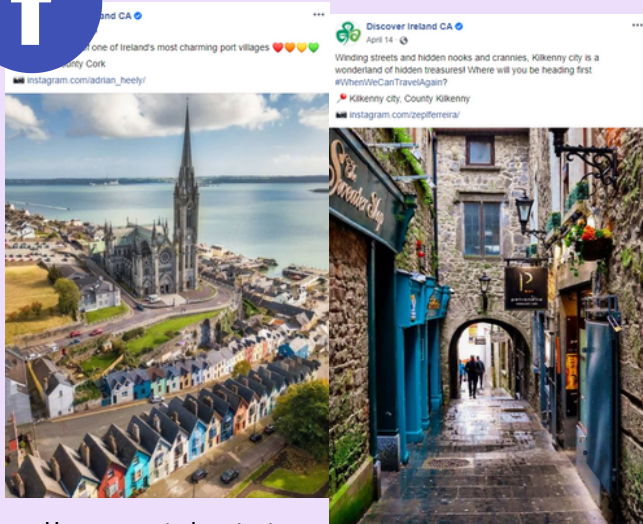
## STORYTELLING ON SOCIAL

- We customize our copy for each platform, always making sure to include relevant @tags and #hashtags.
- We share the story behind every picture we post, in order to increase the knowledge of the destination.
- We try to give actionable tips and travel ideas to get off the beaten track

## DID YOU KNOW?

- 4.5 million Canadians claim Irish ancestry
- Historical sites are really popular with Canadians especially historic houses/castles and churches/cathedral
- Canadians frequented sites that focus more around nature and outdoors (such as national parks or gardens)

## TOP PERFORMING EXAMPLES



- User-generated content
- 4:5 format is an excellent performer as well
- High quality and bright images
- Pictures of animals, castles, cottages and colourful towns



- User-generated content
- 4:5 format is an excellent performer as well
- High quality and bright pictures of animals, colourful landscapes and castles
- Use of trending hashtags

## DO'S AND DON'TS



What works:

- Focus on landscapes
- History & storytelling in snippets
- Collage photos perform well



What does not work:

- 16:9 format
- No long-form storytelling on the post



What works:

- Timely content
- Awareness & inspirational content
- Use of hashtags
- 3 or less photos work best



What doesn't work:

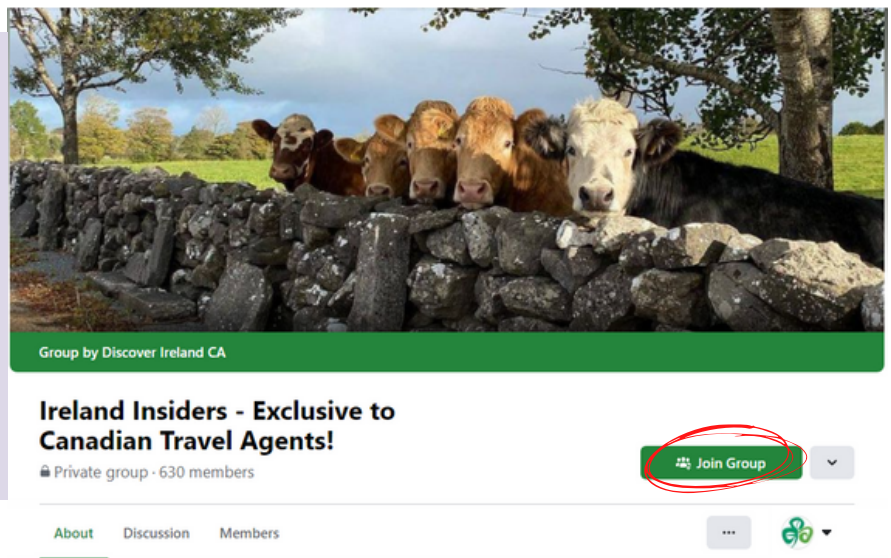
- Niche topics
- People heavy imagery
- Links with no call to action

## JOIN OUR FACEBOOK GROUP

Join our exclusive Ireland Insiders group for Canadian travel agents. Fill out the questions to join and learn about upcoming events, fam trips and helpful tips for selling Ireland to your clients. Boost your bookings with our dedicated travel trade offers, assistance with itinerary planning, product updates and more!

**Join Here**

**Have questions  
for us?  
Share them  
with us on our  
exclusive group!**



### Answer Questions



**Ireland Insiders - Exclusive to Canadian Travel Agents!**  
Private group · 630 members

#### Your membership is pending approval

Answer these questions from the group admins to help them review your request to join. Only the admins and moderators will see your answers.

**Do you work with a travel agency or consortia?**

You can choose one option

- ☐ Yes  
☐ No

Please name your company and location

Write an answer...

What would you like to receive from this group?

Write an answer...

Do not enter your password or other sensitive information here, even if you're asked to by the Ireland Insiders - Exclusive to Canadian Travel Agents! admins.

Cancel

**Submit**