

**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.

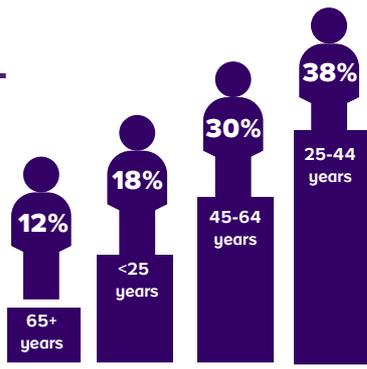
**4.8M**  
VISITORS TO  
IOI IN 2019

## GB'S MARKET PROFILE

**1** **ST** GB is the island of Irelands most important market in terms of tourists and nights

### WHAT DO OUR GB AUDIENCE LIKE ABOUT IRELAND?

-  **1** Views & Landscapes
-  **2** Built Heritage
-  **3** Food & Drink
-  **4** Living Culture
-  **5** Soft Adventure
-  **6** TV & Movies



45% of British holidaymakers that visited Ireland in 2019 were under 35 years old.

- 70%** Visited sites of historical interest
- 70%** Engaged in pastimes/events
- 33%** Participated in activities



Our GB audience 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.

### WORKING TOGETHER



**INDUSTRY OPPORTUNITIES** Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from GB 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](#)

## CONTACT US

### TRADE MANAGER

David Wood  
dwood@tourismireland.com  
+44 207 518 2810

### CONSUMER MARKETING ASSISTANT

Lucy Cotgreave  
lcotgreave@tourismireland.com

# SOCIAL MEDIA FACTSHEET



PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
	520K	<ul style="list-style-type: none"> <li>Highly visual content that tells a story and encourages action, with a focus on short videos, carousels, or static posts depending on the funnel stage.</li> <li>Remarkable landscapes and hidden gems</li> <li>User Generated Content that has an understated feel, and shows a realistic island of Ireland</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> <p>No black borders if possible</p>
	749K	<ul style="list-style-type: none"> <li>Highly visual content that tells a story and encourages action</li> <li>Remarkable landscapes and off-the-beaten-track imagery</li> <li>Video has a large role to play, particularly in Reel format</li> <li>Instagram stories: actionable tips and top things to do and visit</li> <li>Managed organically by our central office</li> </ul>	<p>In feed 1:1, or 4:5</p> <p>Stories and Reels: 9:16</p> <p>Video duration: 10s, 15s, 20s are top performers. Max 15s for stories.</p>
	93.5K	<ul style="list-style-type: none"> <li>Seasonal content that is timely and newsworthy such as awards and product updates</li> <li>Static imagery with a storytelling/educational element gains engagement</li> <li>Video often underperforms, especially if dimensions are 9x16 and created for other primarily</li> </ul>	<p>Image: aspect ratio 1:1 or 4:5</p> <p>Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs</p> <p>No black borders if possible</p>
	28.2K	<ul style="list-style-type: none"> <li>Highly visual content that inspires the audience and helps the planning process</li> <li>Niche content performs well here if you connect with the right audience e.g. Food and drink, activities</li> <li>Managed organically by our central office</li> </ul>	<p>Image: aspect ratio 1:1 or 2:3</p> <p>Video: aspect ratio 1:1 or 2:3 max 60 secs</p>
	57.8K	<ul style="list-style-type: none"> <li>High-quality and professional video footage</li> <li>Travel ideas, aerial views, "what to do/what to see" suggestions</li> <li>The presence of subtitles to reach foreign countries or those with hearing difficulties</li> <li>Managed organically by our central office</li> </ul>	<p>Video: aspect ratio has to be 16:9 and videos have to be at least 60 secs</p>

Click the icons to visit our social media profiles

**1.45M**  
followers  
across our  
channels

## HASHTAGS

Why not use our market specific hashtags?

- # FillYourHeartWithIreland
- # LoveIreland

## DEMOGRAPHICS

- 68% women, 32% men  
83% are aged 35+
- 65.1% Female, 34.8% Male  
25-34 – 34.3%
- 66% women, 19% men, 15% other  
47% 25-34yo
- 60.6% Male: 30.3% Female  
25-34 – 17.1%

## WHAT DOES THE GB AUDIENCE LIKE?

- dramatic coastlines
- Colourful Villages
- roadtrips
- Castles
- Food and Drink
- Wildlife

## WHAT CONTENT WORKS?



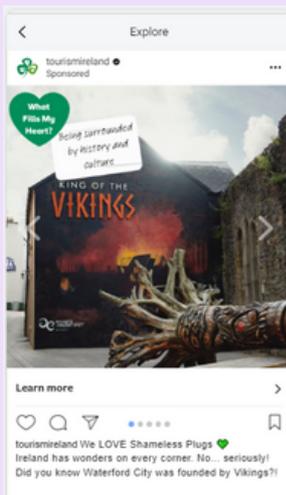
### STORYTELLING ON SOCIAL

- We customise our copy for each platform, always making sure to include relevant @tags and #hashtags, and location pins
- We highlight the location behind every picture we post, to increase the knowledge of the destination
- We try to give actionable tips and travel ideas to get off the beaten track e.g. the nearest airport

### DID YOU KNOW?

- British holidaymakers love finding out about hidden gems
- British holidaymakers love exploring historical places of interest, national parks and gardens, and going on hikes.

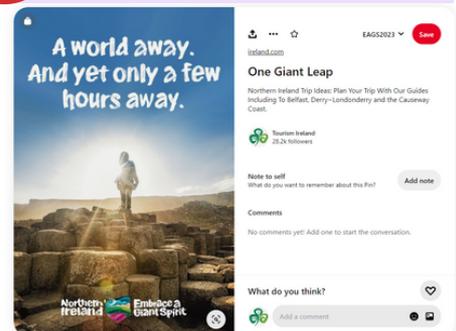
## TOP PERFORMING EXAMPLES



- Our ambition is to engage our audience to interact with Ireland in joyful ways
- UGC content performs best
- Immersive video, Reels, and Carousels give more scope for storytelling
- Tailoring the creative to suit our audience's interests e.g. food and drink has proved top performing for GB
- Quirky content helps to capture attention, and intrigues our audience.



- Our ambition is to engage our audience, bring new perspectives of the island of Ireland, and reach new audiences
- UGC performs best, with 1st person perspective working best
- Carousels with equally striking imagery grab attention
- High quality pictures and coastal panorama drive high engagement



- Our ambition is to reach an audience with an intent to travel, providing inspirational and useful content so that the IOI is added to their bucket list
- The best Pins are visually compelling, tell the start of a good story and make people want to learn more
- Pinterest is used for trip inspiration and planning, so pins should mirror the content usually found on the site

DOS AND DON'TS




**Why it works:**

- Photo link posts (1x1 format for in-feed/ 9:16 reels+stories,) work best for SEAV + Engagement.
- Video posts (10" + 15" in particular) are best performing in terms of impressions.

When choosing imagery, make sure it fits the format and fills the most amount of space, and test creative on mobile before setting live to avoid overlap of copy and logos (as demonstrated here).



**Why it doesn't work:**

Despite photo link posts doing well for us in terms of impressions, the image isn't strong enough and the copy doesn't tie in well enough with the image.



**Why it works:**

- UGC content from a reputable content creator
- Fast paced video that keeps attention throughout
- Many amazing shots, showcasing hidden gems
- Great community engagement in comment section to encourage discussion
- Tells a story of the breath of activity in NI



**Why it does not work:**

- Nice image, but 16:9 format is much less high-impact and easily missed
- No storytelling on the post and slightly unrelated caption
- Not obvious where this destination is, as GB audience do not have this level of connection between Croagh Patrick and St. Patrick's Day




**Why it works:**

- Striking, colourful landscape imagery
- A warm, friendly and casual caption
- Wildlife features with flowers and horses
- Features a hidden gem that GB may not have heard of



**Why it doesn't work:**

- 9x16 format with black borders makes it obvious it was not meant for this platform
- Video is not high performing on X
- Video would be more suitable for Tiktok or Instagram platforms




**Why it works:**

- Super eye-catching and featuring well-known faces in GB.
- Photo-link posts are best performers (2:3 format) in terms of impressions.
- Re engagement, best format is Carousel in 2:3 format.
- Pinterest works best for Intent - i.e. useful info for trip planning/inspo



**Why it does not work:**

- Video doesn't work as well for us on Pinterest
- Perhaps the video feels too much like an ad.
- Was used in re-targeting in ACP. This stage of the funnel doesn't perform as well for us on Pinterest.

