

# SOCIAL MEDIA FACTSHEET



**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.

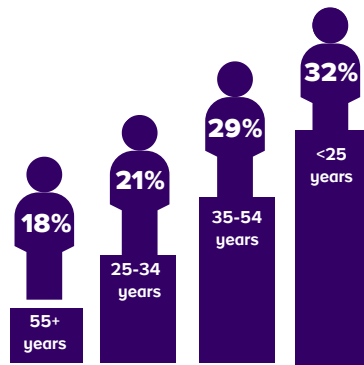
**557k**  
FRENCH VISITORS TO IOI IN 2019

## FRANCE'S MARKET PROFILE

**4<sup>TH</sup>** France is Ireland's 4th largest market in terms of overseas tourists to the Island of Ireland.

### WHAT DO FRENCH PEOPLE LIKE ABOUT IRELAND?

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



39% of French holidaymakers that visited Ireland in 2019 were under 35 years old.

**89%** Visited sites of historical interest

**93%** Engaged in pastimes/events

**52%** Participated in activities



French people 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 France 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
	238K	<ul style="list-style-type: none"> <li>Highly visual content that tells a story and encourages action</li> <li>Short videos, photos albums and User Generated type pictures are among the best performers</li> <li>Remarkable landscapes that feel uniquely Irish</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>
	73K	<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>Instagram stories: actionable tips and top things to do and visit</li> <li>Less polished, more "behind the scenes" type of content for Stories</li> </ul>	<p>Image: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16</p> <p>Video: the ideal ratio for Reels is 9:16 / Stories 9:16. Duration in feed: max 60s / Stories: 15s</p>
	34.2K	<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>
	3,6K	<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 is necessary to reach the non-English speaking French audience</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

**358k**  
followers  
across our  
channels

## HASHTAGS

Why not use our market specific hashtags?

#InstantIrlande

#IrlandeAuRythmeDeVosÉmotions

## DEMOGRAPHICS



66% women, 34% men  
1.6% 18-24yo  
62.4% 25-54yo  
36% 55+yo



69% women, 31% men  
3.7% 18-24yo  
75% 25-54yo  
20.9% 55+yo



42.5% women, 57.5% men  
7.4% < 24yo  
74.3% 25-54yo  
18.4% 55+yo

## WHAT FRENCH PEOPLE LIKE?



cliffs



picturesque villages



roadtrips



historic sites



meeting the locals



gardens



museums



wildlife



coastline



getting off the beaten track

## WHAT CONTENT WORKS?



### STORYTELLING ON SOCIAL

- We customise 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



Ensure that your site has foreign language content when our social media content directs to it.

### DID YOU KNOW?

- French people love to discover new places off the beaten track
- French people are fascinated by traditional Irish dance, pub culture and Irish folklore

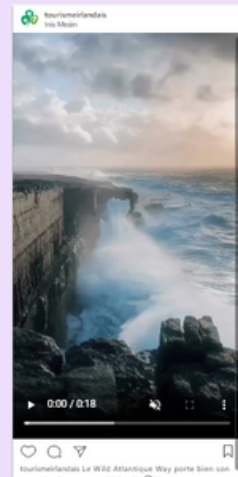
## TOP PERFORMING EXAMPLES



- Photo albums perform really well on Facebook
- 4:5 UGC style content format is an excellent performer as well
- High quality pictures, coastal panoramas and uniquely Irish landscapes drive high engagement




- New formats, such as Reels, can guarantee better performances
- UGC content
- Immersive video that shows Ireland as a dreamy location




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**DO'S AND DON'TS**


**Why it works:**

- 9:16 ratio for video
- High quality imagery
- Focus on unique Ireland landscapes
- The copy is asking a question, encouraging engagement




**Why it does not work:**

- Too much focus on people and not enough on landscapes
- Asset only available in English
- The cover photo of the video is not visually pleasing


**Why it works:**

- Heritage and landscapes
- The post focuses on what makes the location unique
- Albums usually perform really well on FB



**Why it does not work:**

- 16:9 format
- Focus on people and not landscapes
- Promotion of an event that is strongly connected to Ireland and Irish culture

**Why it works:**

- Timely content
- Specific interests



**Why it doesn't work:**

- Visual is not attractive and eye-catching enough