

# 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.

**1.7M**  
**AMERICAN**  
**VISITORS TO**  
**IOI IN 2019**

## UNITED STATES MARKET PROFILE

**1<sup>ST</sup>** The US was the most important source of overseas tourism revenue to the IOI in 2019.

**2<sup>ND</sup>** The US is Ireland's 2nd largest market in terms of overseas tourists to the IOI.

### WHAT DO AMERICANS LIKE ABOUT IRELAND?



Views & Landscapes



Built Heritage



Living Culture



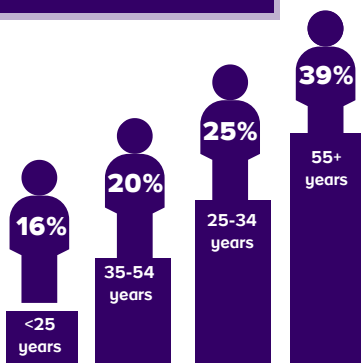
Food & Drink



Soft Adventure



Luxury & Golf



Two-thirds of all US holidaymakers that visited Ireland in 2019 were over 35 years old.

**96%** Visited sites of historical interest

**90%** Engaged in pastimes/events

**44%** Participated in activities



American holidaymakers want to visit new places and expand their travel experience by exploring landscapes, history, culture and mixing with locals. They are active tourists, exploring historical sites, attending events and engaging in activities while on the island of Ireland. Americans look for memorable and unique experiences and want an interactive, local and personalized experience.

## 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 the US 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

	1.47M	<ul style="list-style-type: none"> <li>Green Button content - encouraging bookings</li> <li>Highly visual content that tells a story and encourages action and engagement</li> <li>Remarkable landscapes, castles, cities, and picturesque towns.</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>
	714K	<ul style="list-style-type: none"> <li>Approx. 30.8% of Global Account Audience are US-based. 65.1% female: 34.9% male</li> <li>Highly visual content that tells a story</li> <li>Remarkable landscapes and off-the-beaten track imagery</li> <li>Instagram stories: actionable tips and top things to do and visit</li> </ul>	<p>Image: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16</p> <p>Video: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16. Duration in feed: max 60 sec / Stories: 15 secs</p>
	73.4K	<ul style="list-style-type: none"> <li>Green Button content - encouraging bookings</li> <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>
	27K	<ul style="list-style-type: none"> <li>71.3% of Global Account Audience are US-based</li> <li>Highly visual content that inspires the audience and helps the planning process</li> <li>Food &amp; drink, niche content, experiences</li> </ul>	<p>Image: aspect ratio has to be 4:5</p> <p>Video: aspect ratio has to be 4:5 and max 60 secs</p>
	53.3K	<ul style="list-style-type: none"> <li>Approx. 25% of Global Account Views are US-based. 61.9% male: 38.2% female.</li> <li>High quality and professional video footage</li> <li>Travel ideas, aerial views, "what to do/what to see" suggestions</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

**2.33M**  
followers  
across our  
channels

## HASHTAGS

Why not use our market  
specific hashtags?

#greenbutton

#loveireland

## DEMOGRAPHICS



72% women, 27% men  
26% 65+yo, 22.8% 55-64



65.1% women, 34.9% men  
39.3% 25-34yo



69.6% women, 17.9% men  
58% 25-34yo



38.2% women, 61.9% men  
26.6% 25-34yo

## WHAT AMERICANS LIKE?



cliffs



picturesque  
villages



roadtrips



castles



genealogy



urban



music



gardens



history



wildlife



experiences

## WHAT CONTENT WORKS?



INFORM



EXCITE



ENGAGE



## CAPTIONS ON SOCIAL

- We encourage conversation and action in each post.
- We share the story behind every picture we post, in order to increase the knowledge of the destination.
- We customize our copy for each platform, always making sure to include relevant @tags and #hashtags.

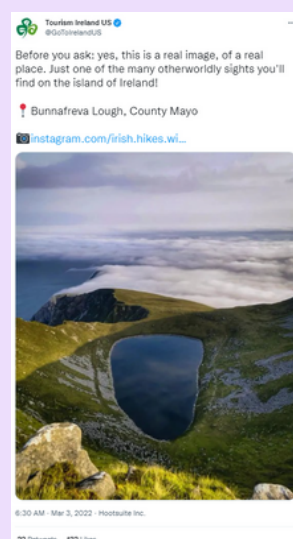
## TOP PERFORMING EXAMPLES



- New formats, such as Reels, can help drive engagements
- UGC content
- Immersive video that shows Ireland as a dreamy location



- UGC content
- 4:5 format is an excellent performer as well
- High quality pictures and coastal panorama drive high engagement



- Caption inspires conversation
- High quality image
- Uniquely Ireland image

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## DO'S AND DON'TS



Why it works:

- High quality images
- The copy prompts followers to engage, ending in a question



Why it does not work:

- Image is not high quality and not uniquely Ireland
- Posts with links in copy do not particularly perform well (as traditional link post and as an image post, like this one)



Why it works:

- Captivating and eye-catching caption
- High quality imagery; user generated content



Why it does not work:

- Not the highest quality image
- We could have made a stronger tie between clean beaches week and visiting the WAW



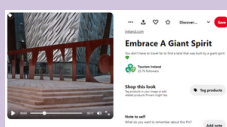
Why it works:

- Capitalizing on Twitter Trends
- User-generated content
- Awareness content rather than traffic driving



Why it doesn't work:

- Caption is a bit long for Twitter
- Copy can come off as too commercial as opposed to organic
- Image is generic



Why it works:

- The videos are best performers
- Pinterest works best for active planning and the topic (showing many things to do) suits this need perfectly.



Why it does not work:

- Copy could be stronger to accompany the image
- Not the highest quality image; too far away
- The image should be more the subject of the pin