SOCIAL MEDIA FACTSHEET 2022

Irlanda

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.

370k
ITALIAN VISITORS TO IOI IN 2019

ITALY'S MARKET PROFILE

6TH Italy is Ireland's 6th largest market in terms of overseas tourists to the Island of Ireland.

CULTURALLY CURIOUS

Italians 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.

WHAT DO ITALIANS LIKE ABOUT IRELAND?

1 **Views & Landscapes**

2 **Built Heritage**

3 **Food & Drink**

4 **Living Culture**

5 **Soft Adventure**

6 **TV & Movies**

11% 55+ years
23% <25 years
24% 35-54 years
42% 25-34 years
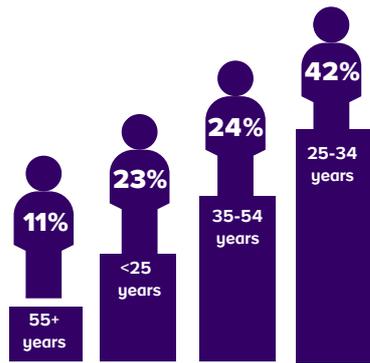
65% of Italian holidaymakers that visited Ireland in 2019 were under 35 years old.

99% Visited sites of historical interest

90% Engaged in pastimes/events

46% Participated in activities

WORKING TOGETHER

INDUSTRY OPPORTUNITIES Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Italy 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 EXECUTIVE

Mary O'Connor
maoconnor@tourismireland.com
+39 02 58177303

CONSUMER MARKETING EXECUTIVE

Fabiana Marraccini
fmarraccini@tourismireland.com
+39 02 58177302

TOURISM IRELAND ITALY
SOCIAL MEDIA FACTSHEET

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PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
(Facebook)	358K	• Highly visual content that tells a story and encourages engagement (click, comments, likes, shares), with a focus on short videos • Remarkable landscapes	Image: aspect ratio has to be 1:1 or 4:5 Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs
(Instagram)	125K	• Highly visual content that tells a story and encourages action • Remarkable landscapes and off-the-beaten track imagery • Instagram stories: actionable tips and top things to do and visit	Image: the aspect ratio for feed 1:1 or 4:5 (1:1 perform better) / Stories 9:16 Video: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16. Duration in feed: max 60 sec / Stories: 15 secs
(Twitter)	11K	• Timely content that ideally features "new news" • Seasonal content that is newsworthy • New experiences, trending stories	Image: aspect ratio has to be 1:1 or 4:5 Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs
(Pinterest)	811	• Highly visual content that inspires the audience and helps the planning process • Food & drink, niche content, experiences	Image: aspect ratio has to be 4:5 Video: aspect ratio has to be 4:5 and max 60 secs
(YouTube)	2.6K	• High quality and professional video footage • Travel ideas, aerial views, "what to do/what to see" suggestions • Include subtitles to reach Italian viewers	Video: aspect ratio has to be 16:9 and videos have to be at least 60 secs

Click the icons to visit our social media profiles

496k
followers across our channels

HASHTAGS
Why not use our market specific hashtags?

\# TurismoIrlanda

\# IrlandaDrittoAlCuore

DEMOGRAPHICS

(Facebook) **65% female, 35% male 32% 25-44yrs**

(Instagram) **66.5% female, 33.5% male 38% 25-34yrs**

(Pinterest) **77% female, 18% male 32% 25-34yrs**

(YouTube) **42.3% female, 57.7% male Equally spread across different age ranges (25-64yrs)**

WHAT ITALIANS LIKE?

cliffs   picturesque villages   roadtrips   castles

gardens   museums   wildlife

WHAT CONTENT WORKS?

EXCITE

INFORM

ENCOURAGE

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

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

DID YOU KNOW?

● Italians love visiting places where everyone has been

● Italians are fascinated by traditional Irish dance, pub culture and Irish folklore

TOP PERFORMING EXAMPLES

- UGC content is top performing
- New formats, such as Reels, can guarantee better performances
- 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
- Albums on specific themes/locations perform well

- Top 5/10 attractions/places grouped by themes work well.
- Trip ideas and itineraries are good content.
- Inspirational photos.
- Short descriptive copy.

DO'S AND DON'TS

Instagram

Why it works:
- 4:5 ratio
- High quality pic
- Focus on the panorama
- The copy tells the story of the place and allows the reader to go under the surface

Why it doesn't work:
- 16:9 format
- Content with people
- Storytelling is missing, we do not learn much about the area

Facebook

Why it works:
- The focus is the panorama
- The post focuses on the history behind the location
- 3 photos are usually good performers

Why it doesn't work:
- 16:9 format
- Content with people
- No storytelling on the post
- Use of hashtag on Facebook is not necessary

Twitter

Why it works:
- Timely content
- Awareness content rather than traffic driving
- 3 photos work best

Why it doesn't work:
- The link goes to an English page
- The topic of the tweet is quite niche and might not be interesting for Italians

Pinterest

Why it works:
- the panorama is the focus of the pin
- Videos are best performers
- Pinterest works best for active planning and the topic (on-the-road itinerary) suits this need perfectly.

Why it doesn't work:
- Content with people
- the image is too dark
- The panorama should be more the subject of the pin