

Munster Vales

SOCIAL MEDIA REPORT

WATERFORD



Departure



INSIGHTS

LAST 90 DAYS

Content Shared:

16 Instagram Posts / Reels about Waterford

10 Facebook Posts / Reels about Waterford

Instagram:

62,812

Content Views

1829

Engagements

Facebook:

34,566

Content Views

780

Engagements



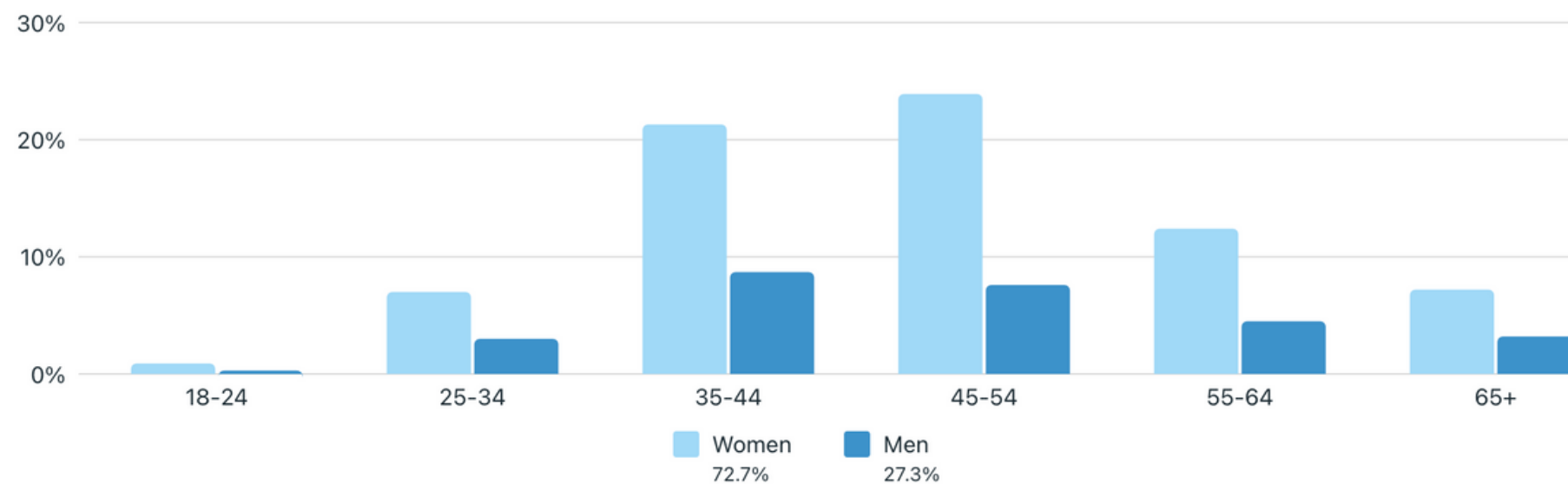
AUDIENCE

97,378
16,700

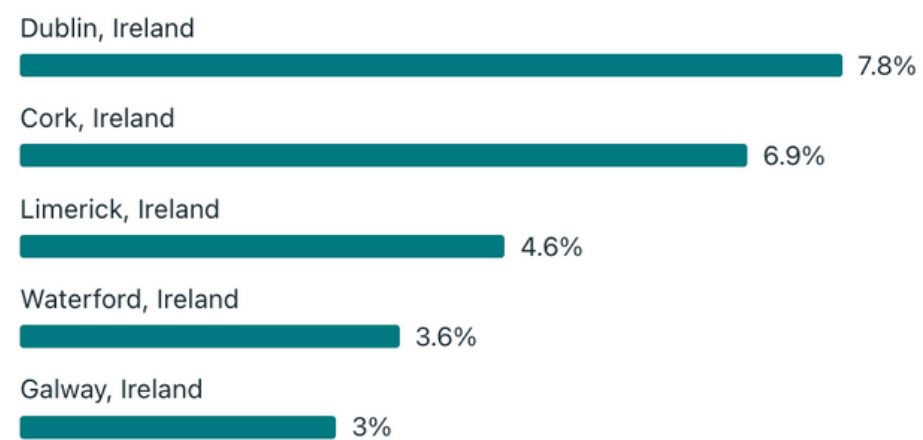
Total Content Ciews

Total Followers

Age & gender ⓘ



Top cities



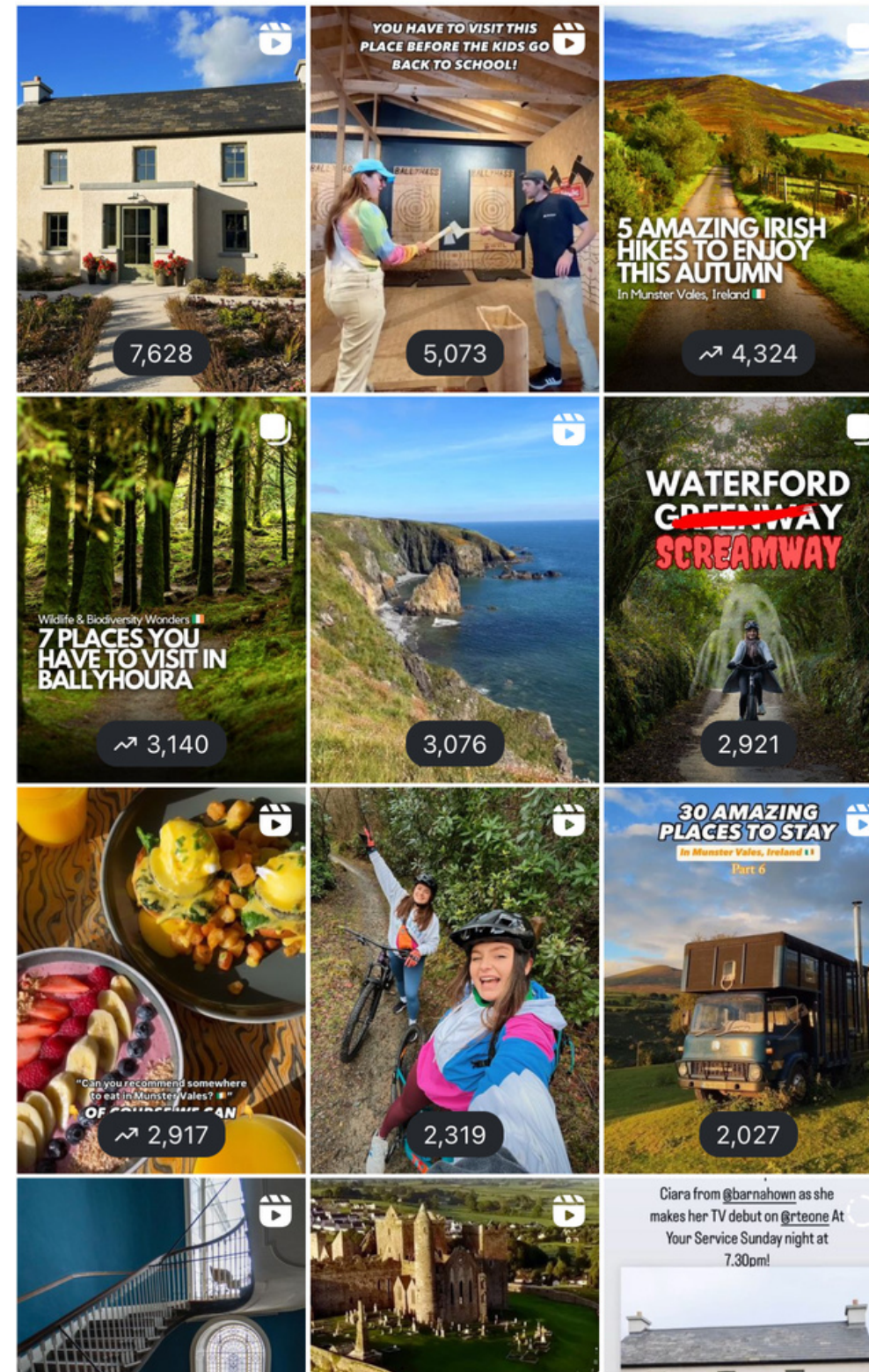
Top countries



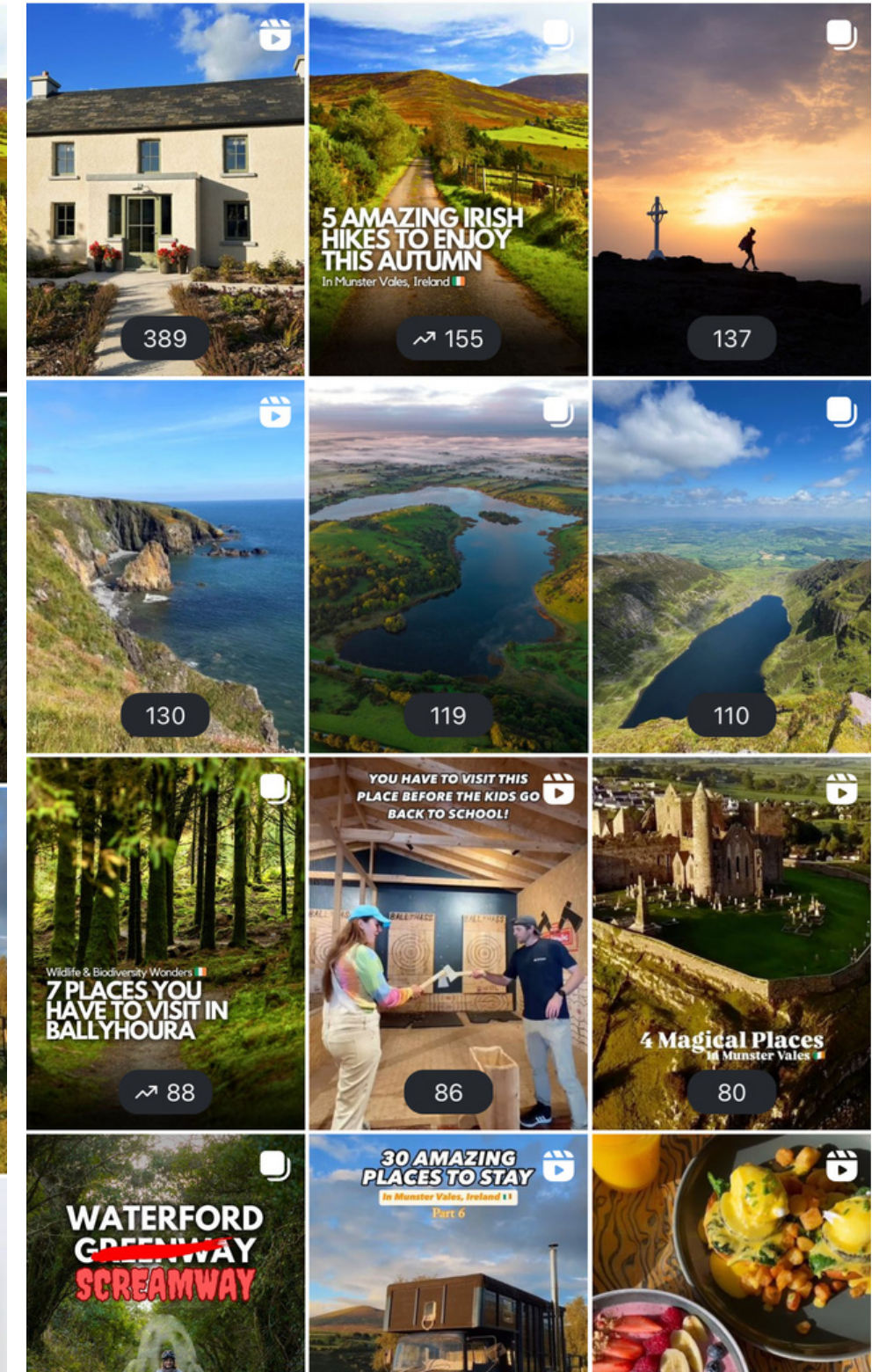
WHAT'S WORKING WELL

- 5 of our highest performing pieces of content in the past 90 days have been focusing on Waterford, including reels and image carousel posts about the Copper Coast, the Waterford Greenway, Glamping in Nirevalley and Coumshingaun Lake.

Accounts reached



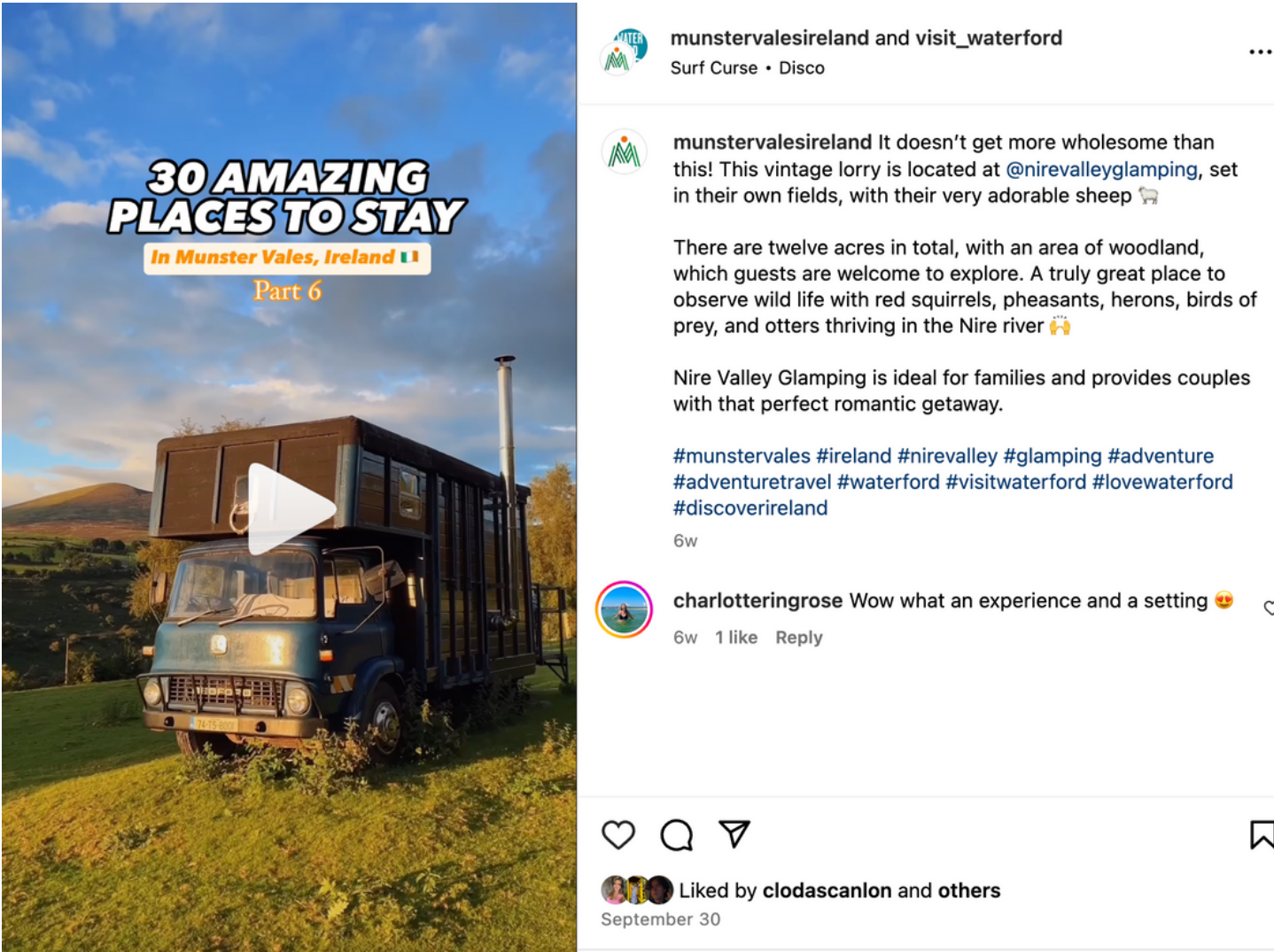
Accounts engaged



WHAT'S WORKING WELL

Our Content Series:

We are currently rolling out a number of content series, showcasing things to do and businesses to support in the Munster Vales region. These series have consistently performed well, building anticipation and engagement as followers look forward to recurring themes.



WHAT'S WORKING WELL

Creator Partnerships:

Working with Travel Influencers has significantly helped to grow our reach, engagement and following online, which in turn supports our local businesses.

In recent months, we have brought Jess Glynn, Robyn Courtney, Cloda Scanlon and Lorna Duffy to experience the very best of Waterford.





itsjessglynn and 3 others
Waterford, Ireland



itsjessglynn

GUIDE IS TO LISMORE

We both agreed - Lismore is one of the most underrated little towns in Ireland 🇮🇪 Located at the base of the Knockmealdown Mountains, this is the ideal Roadtrip stop 🚗 Here are some of our favourite things to do and places to eat!

[@heritagecentrelismore](#)
Your first stop of the day should be Lismore Heritage Centre for an immersive experience into the town's rich history 🏰 Enjoy a VR show that takes you inside the beautiful Lismore Castle, visit their dressing room or try out their escape room!

[@lismorecastlegardens](#)
While the castle itself is privately owned, the Lismore Castle Gardens are open for the public to enjoy 🌿🌸 These beautifully landscaped gardens are the perfect place to enjoy a peaceful stroll 🚶 You can even find 2 sections of the Berlin Wall in the lower garden!

[@vinilobakerylismore](#)
This artisan bakery, cafe and pizzeria (by night) make mouthwatering sourdough bread, pastries and delicious coffee ☕🍞🍰 This lovely little spot was was jam packed when

View insights

Boost post





Liked by arua.tupi and 562 others

October 7



Add a comment...

Post

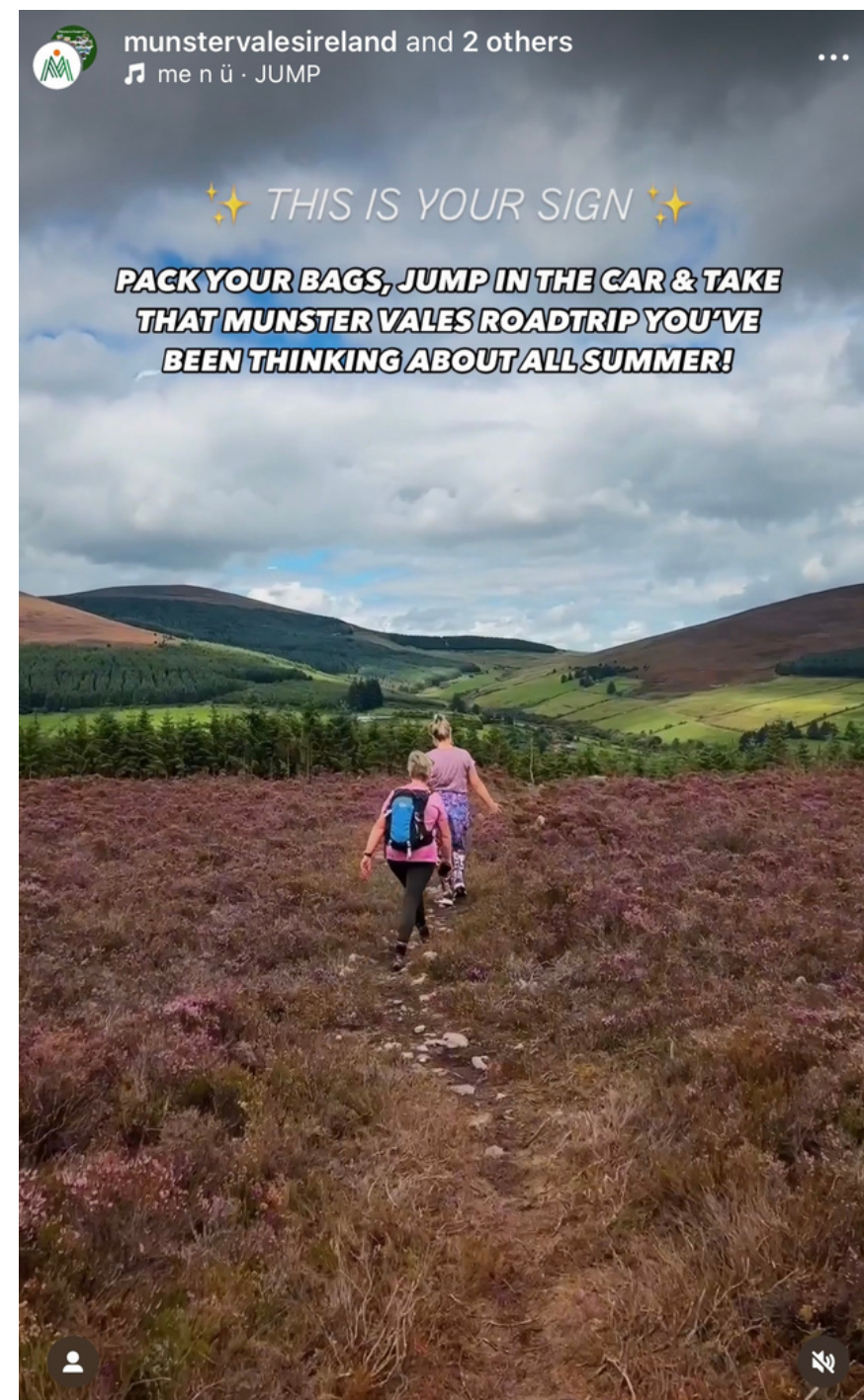
WHAT'S WORKING WELL - CREATOR PARTNERSHIPS



WHAT'S WORKING WELL

Beautiful Video Footage + Photography:

The one thing that works time and time again for showcasing the best of Waterford is high quality video footage and Photography. We are continually working to build our library of content, through local and national content creators.



Paid / Boosted Content

Social media platforms are now 'pay to play'. It is getting harder and harder for businesses to get organic reach.

That is why we have started investing in Meta's paid ads to boost our content. We can already see fantastic results – greater reach, higher engagement and more leads for local businesses.



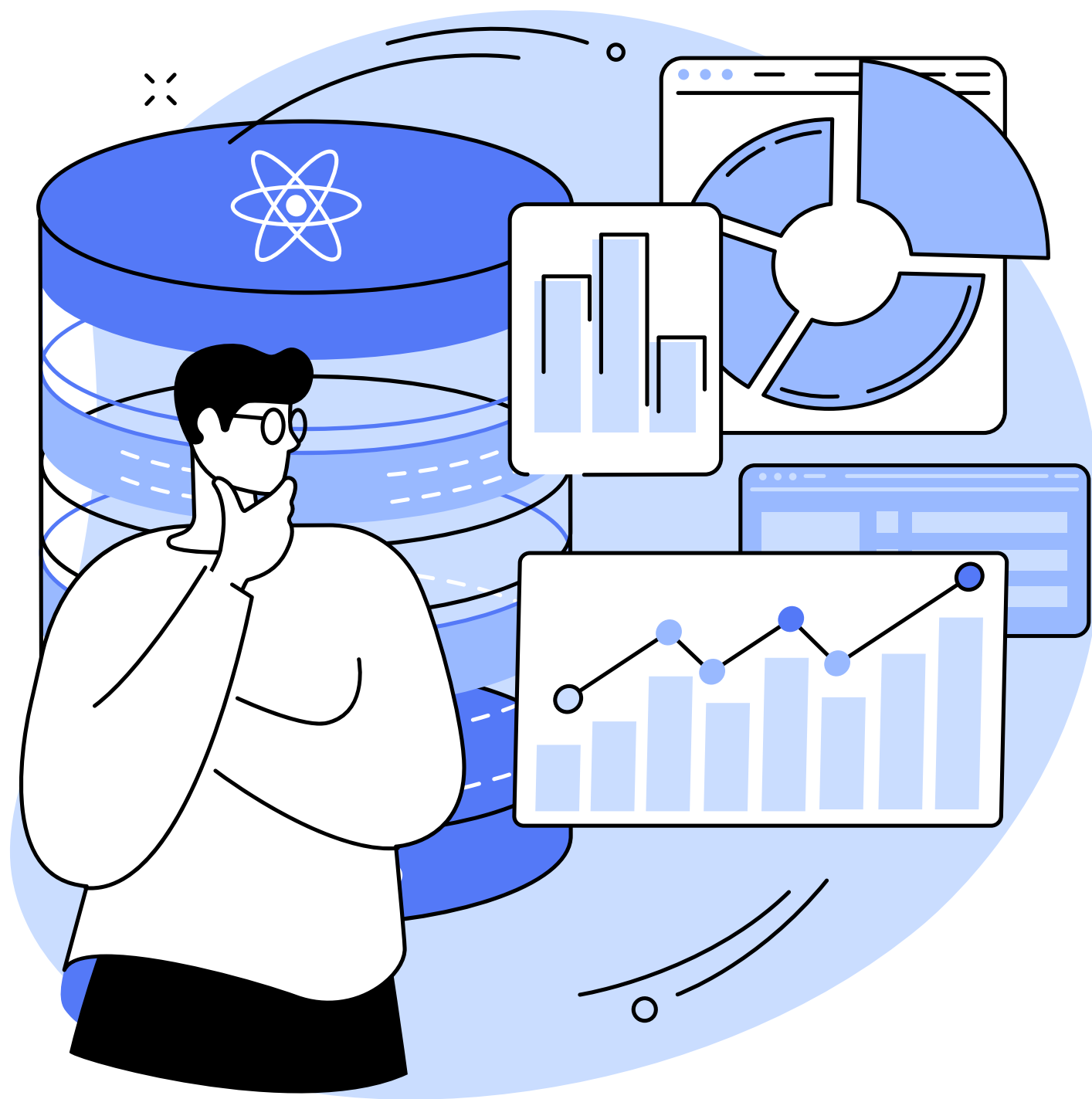
Munster Vales

10K followers • 368 following

[i Learn more](#)

[Message](#)

[+ Follow](#)



META ADS RESULTS

28,733

Total Accounts Reached

36,113

Total Impressions

€77.53

Total Spent

TAKE A LOOK AT SOME OF THE RESULTS



Total Spent: €7.53 (still active)



Munster Vales
Sponsored · 



Sunrise in the East of Ireland 🇮🇪🌅

 The Copper Coast, County [...See more](#)



 369 5 comments 12 shares



Total Spent: €10



Munster Vales is in Ireland.

Sponsored · 

×

⋮

With Autumn in full swing, there's no better time to get out in nature and explore some of Ireland's most beautiful mountain [...See more](#)



5 AMAZING IRISH HIKES TO ENJOY THIS AUTUMN
In Munster Vales, Ireland 



Difficulty: moderate

Distance: 5.5km

Time: 2hrs

Climb: 230m





Difficulty: moderate

Distance: 11km

Time: 3 hrs 45mins

Climb: 300m





Difficulty: moderate

Distance: 7 km

Time: 2 hrs 30 mins

Climb: 250m





Difficulty: moderate

Distance: 9.5km

Time: 3-4hr





Muddyboots guided wal...

8 shares

