

Munster Vales

SOCIAL MEDIA REPORT
(NOV 2024 - JAN 2025)

WATERFORD



Departure



INSIGHTS

LAST 90 DAYS

Content Shared:

10 Instagram Posts / Reels about Waterford

10 Facebook Posts / Reels about Waterford

Instagram:

20,865

Content Views

682

Engagements

Facebook:

43,778

Content Views

738

Engagements



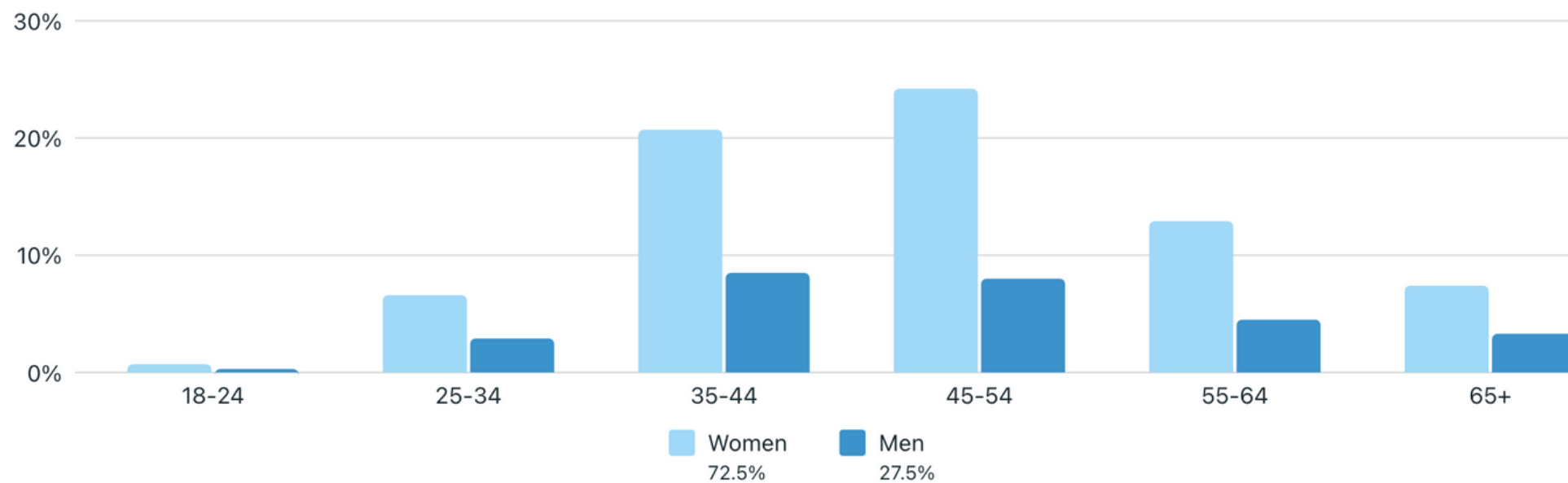
AUDIENCE

64,643
17,197

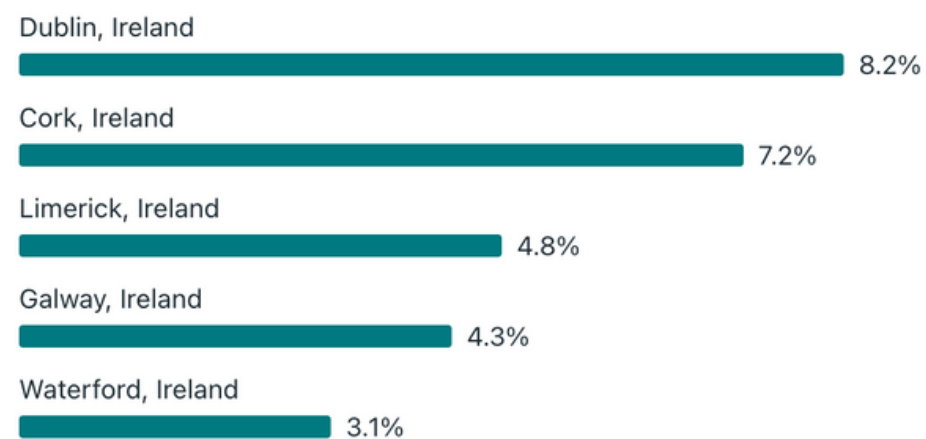
Total Content Views

Total Followers

Age & gender



Top cities



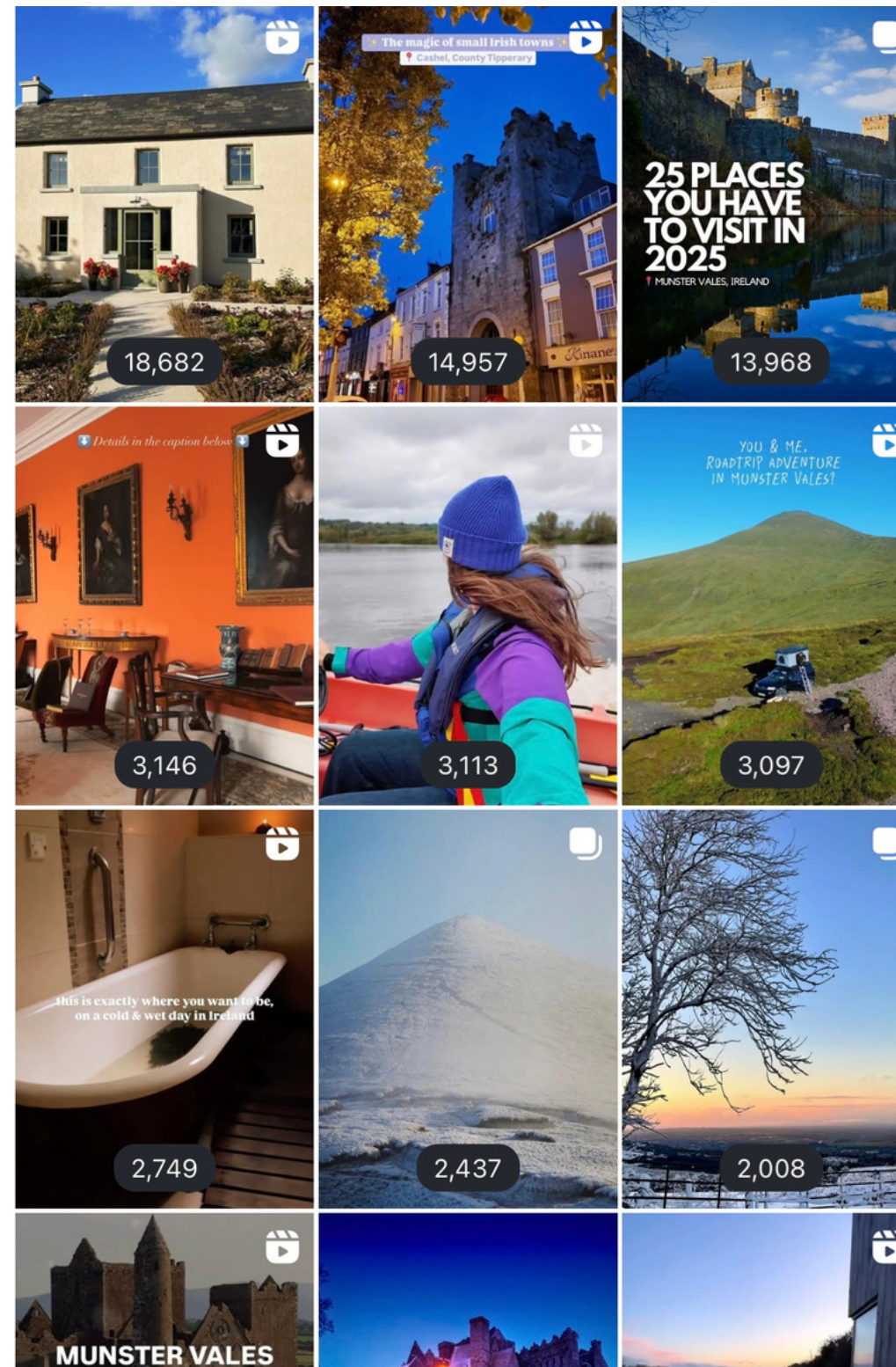
Top countries



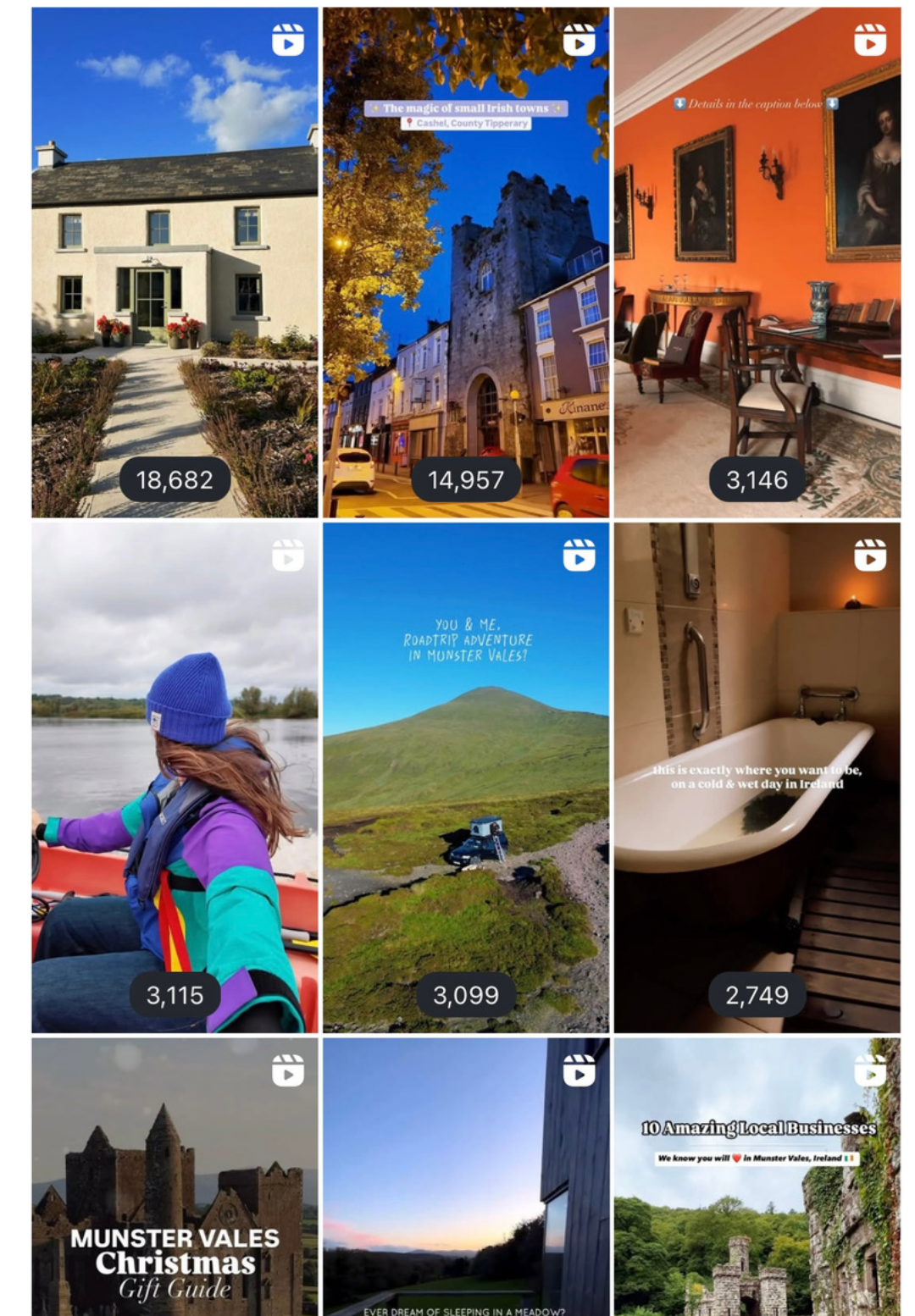
WHAT'S WORKING WELL

- 4 of our highest performing pieces of content in the past 90 days have specifically focused on Waterford businesses – Blackwater Eco Tours, Nire Valley Eco Camping, Dromana House and Solas Na Mara.
- Our 3rd highest performing post '25 places you have to visit in 2025' included Lismore Castle, Mount Melleray Abbey, Mahon Falls, Ballydwan Beach, The Waterford Greenway, The Copper Coast and Blackwater River.

Accounts reached



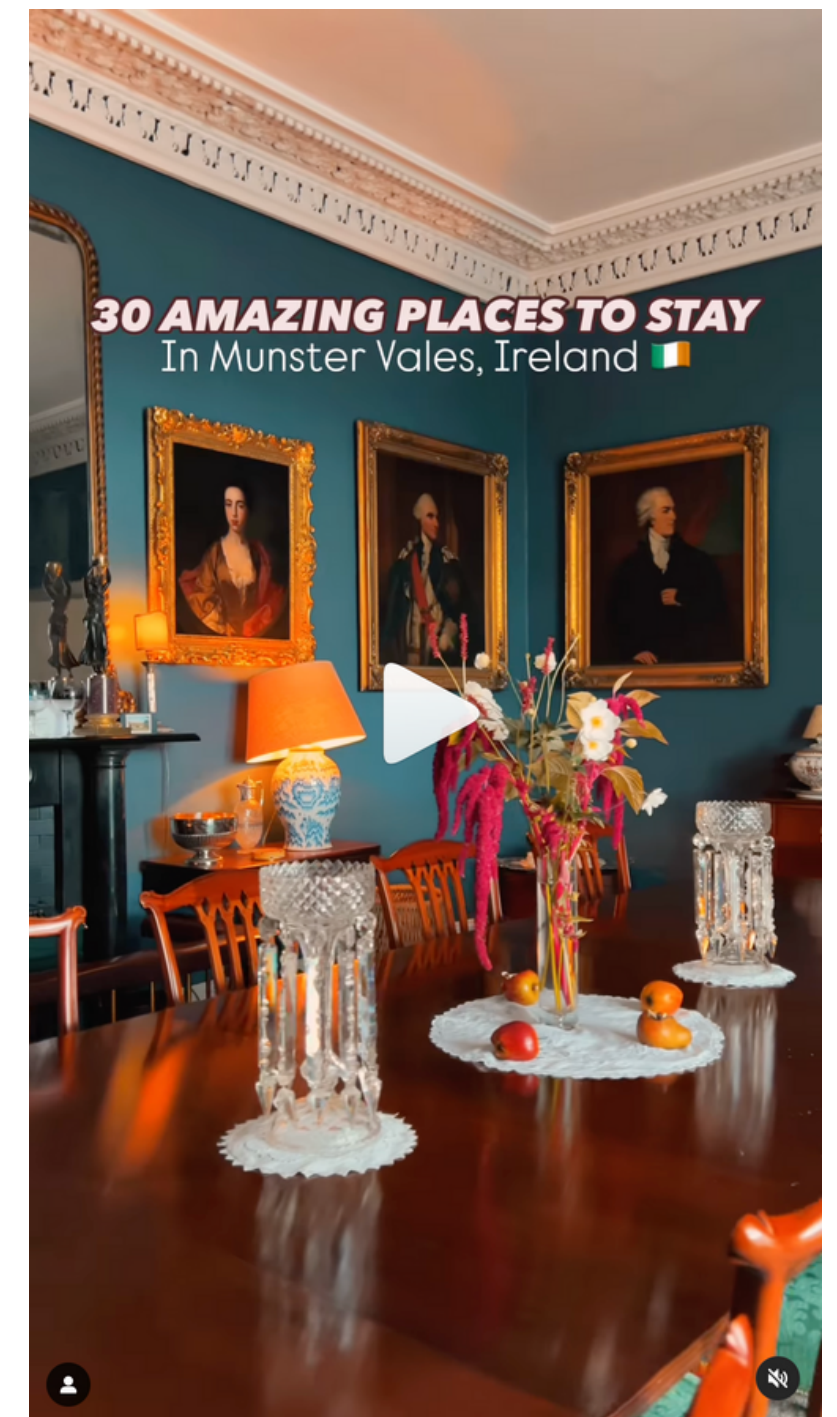
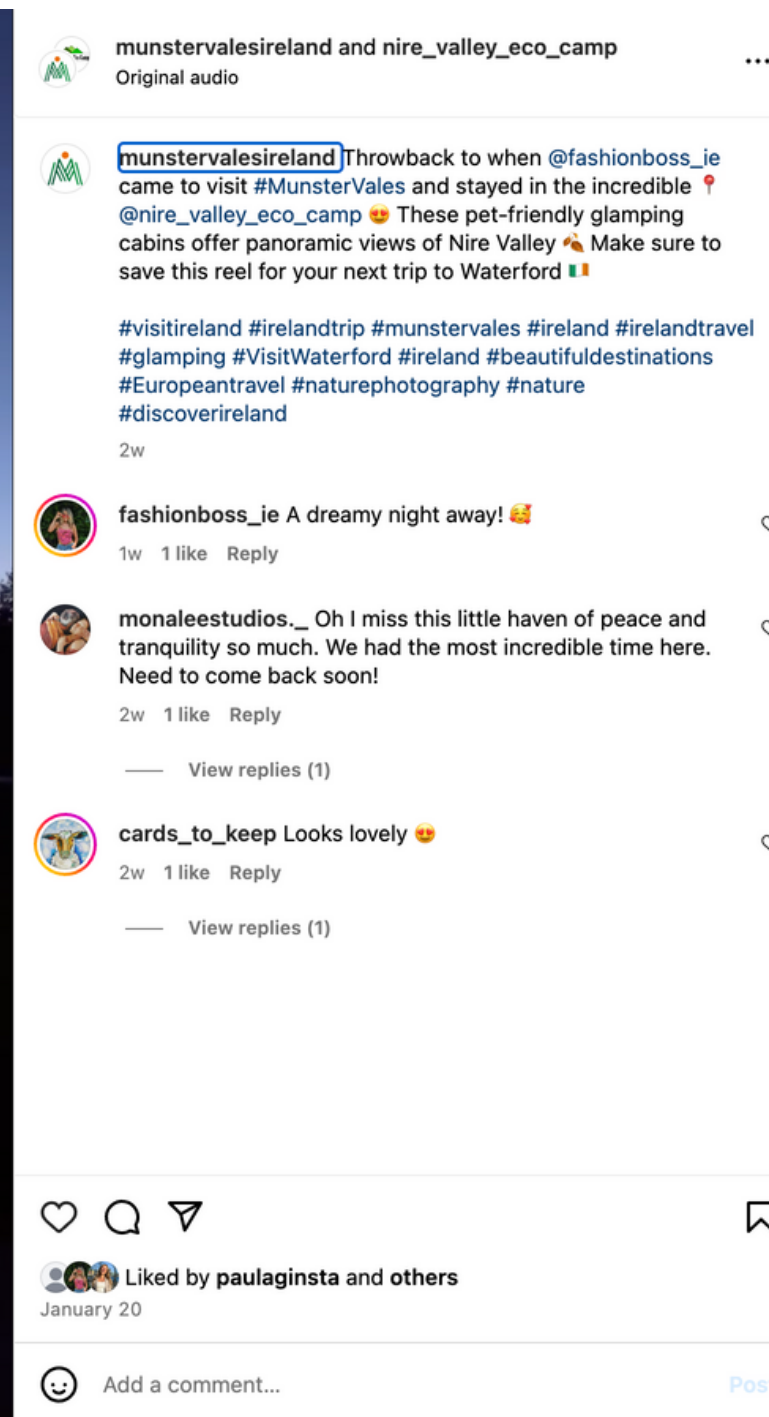
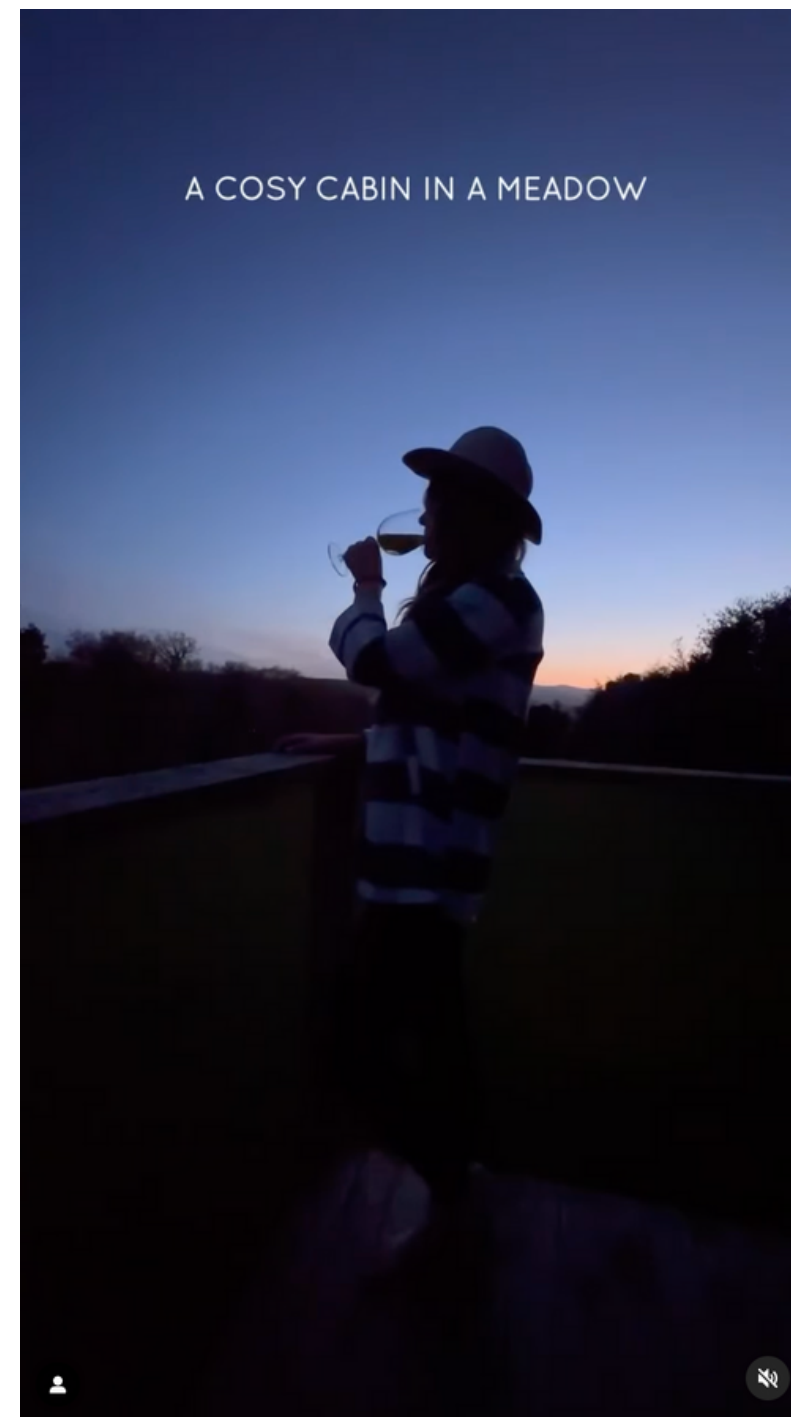
Accounts engaged



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.



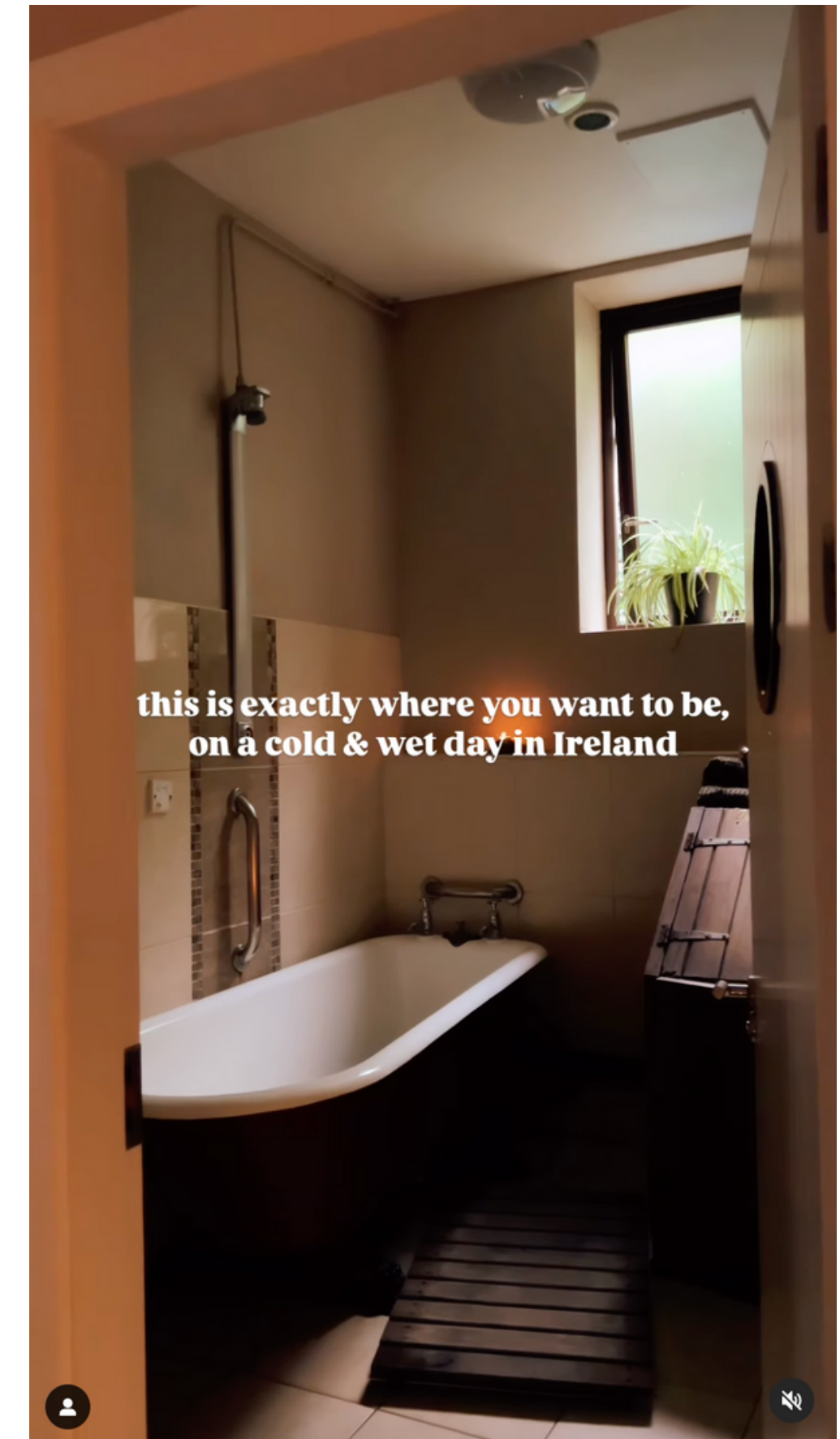
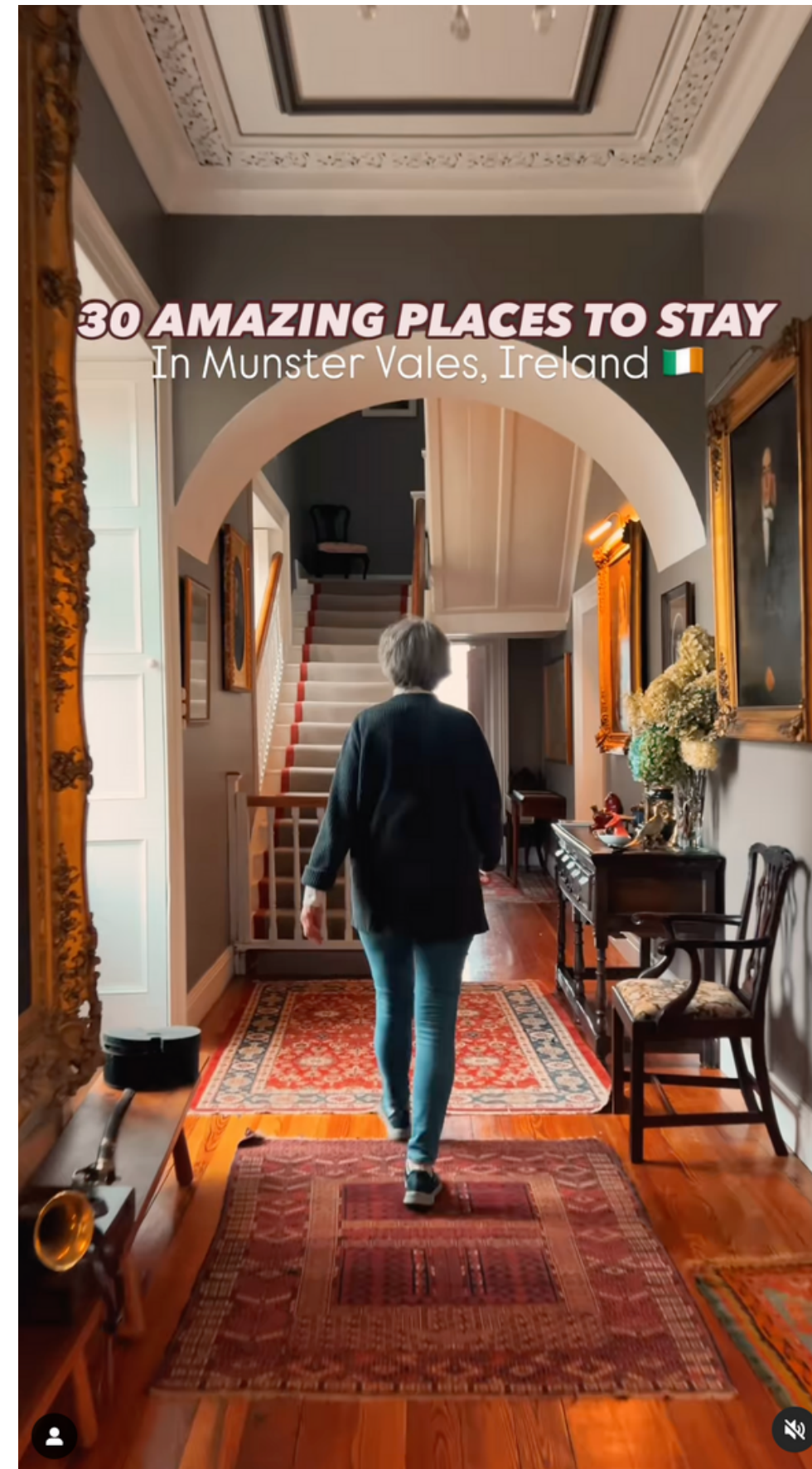
WHAT'S WORKING WELL

Our Content Trips:

We work with Content Creators on Content Trips and Press Trips to boost our image and video library and to promote our region of Munster Vales. In October of 2024, Jess Glynn, Cloda Scanlon and Robyn Courtney all spent time exploring Munster Vales, capturing the region and the many local businesses that bring it to life!

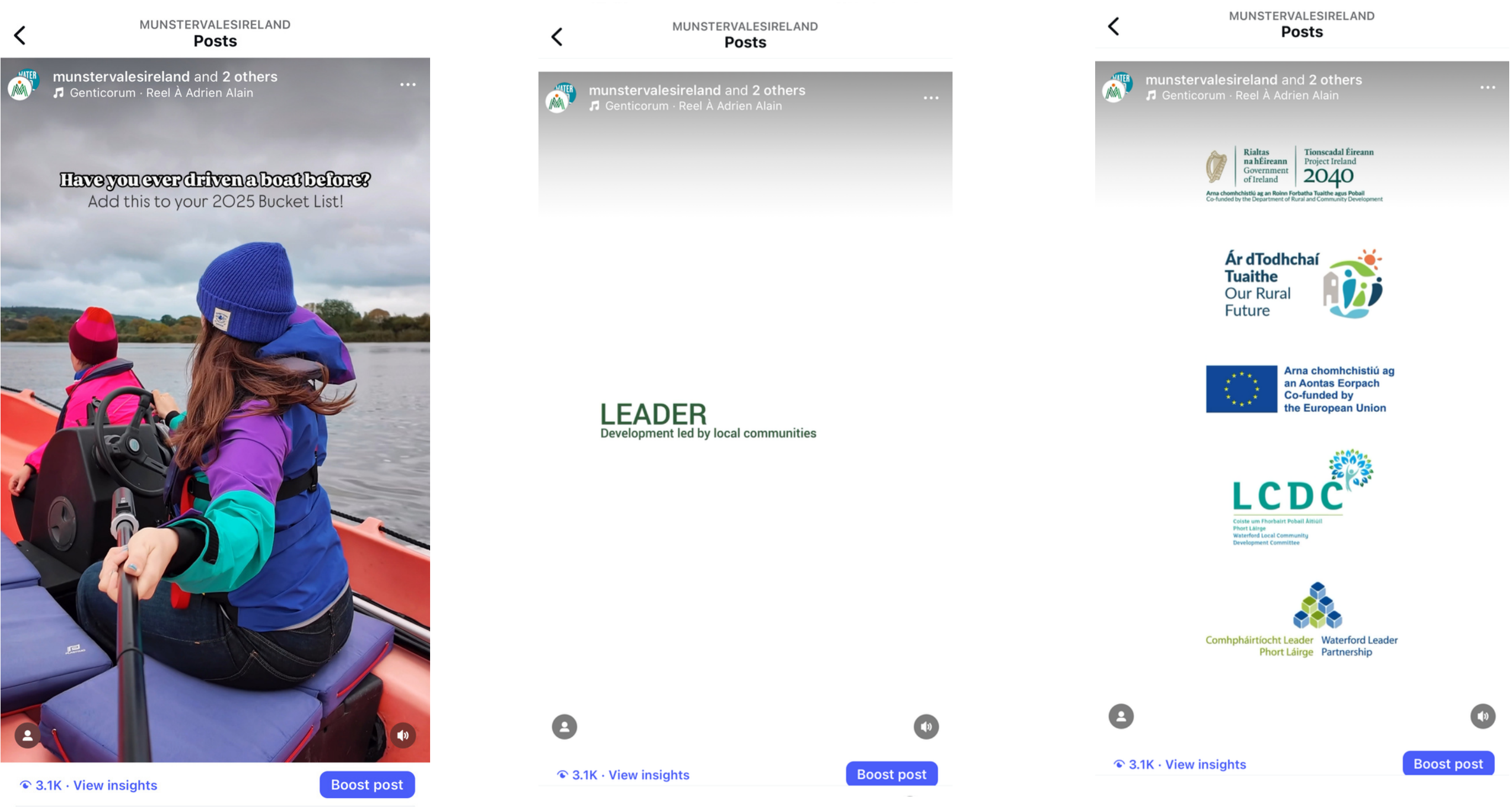
On this trip, we were able to capture some great content from Waterford businesses – Blackwater Eco Tours, Dromana House, Solas Na Mara, Lismore Heritage Centre, Lismore Gardens, FarmGate Restaurant, the Waterford Greenway, Cass & Co Cafe, and Vinilo Cafe.

We will plan another content trip for Spring 2025.



LEADER LOGOS

LEADER and partner logos appear on all Waterford specific content created by Munster Vales (as shown below)



UPDATE: Paid / Boosted Content

Munster Vales are investing in paid advertising across Facebook and Instagram.

Please note that there has been a banking issue this quarter and ads have been put on pause. They will resume shortly when issue is fixed. 1 ad went live in this quarter, here are the results:

Ad preview



Munster Vales

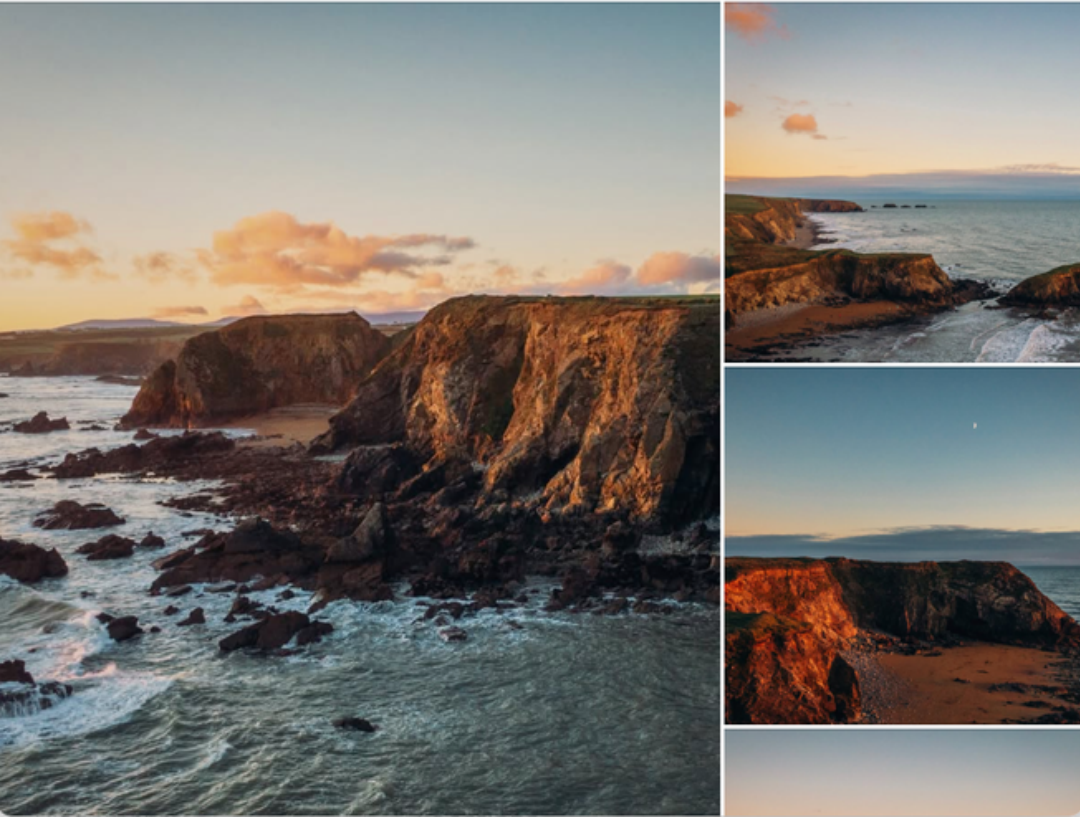
Sponsored · Published by Instagram

Sunrise in the East of Ireland 🇮🇪🌅

 The Copper Coast, County Waterford, Ireland

[#MunsterVales](#) @VisitWaterford

[#waterford](#) [#visitwaterford](#) [#ireland](#) [#ireland](#) 🍀



Performance ⓘ

Lifetime ▼

Post engagements ⓘ	1,084	Cost per Post Engagement ⓘ	€0.01
Views ⓘ	18,133	Reach ⓘ	14,710

Activity

Post engagements

1084

Post reactions

862

Post comments

9

Post shares

8

LEADER Development led by local communities

LEADER
Development led by local communities

