



EC Representation in Ireland

Social Media Report

August 2022

covering 1 Jan - 31 July 2022



Contents

- Overview
- Performance
- Key Learnings



Overview



17.2k followers



14k followers



2.4k followers




Twitter Performance



Top Performing Tweets by Engagement Rate



 @EU Commission in Ireland
Jul 22 • 10:19 AM

The @EU_Commission has today launched four new infringement procedures against the United Kingdom for not complying with significant parts of the Protocol on Ireland / Northern Ireland  <https://t.co/lSzMcldbOo> #Brexit <https://t.co/PGx1nJjG2A>

17%



 @EU Commission in Ireland
Jan 21 • 11:47 AM

50 years of Ireland at the heart of Europe! On 22 January 1972 at a ceremony in the Egmont Palace in Brussels, Ireland  signed its Accession Treaty to join the European Economic Community which today is the European Union . <https://t.co/Omx4m8Oh55> #IrelandEU50 #EUhistory

1.5%



 @EU Commission in Ireland
Apr 06 • 11:54 AM


The @EU_Commission is recruiting Irish  language translators to work in Brussels. If you would like to join the team & do important & interesting work, please email DGT-GA-EARCAIOCHT-EOLAS@ec.europa.eu (as Gaeilge) for further information.  Applications deadline: 29 April 22. <https://t.co/d5WUtGWXXX>

0.9%



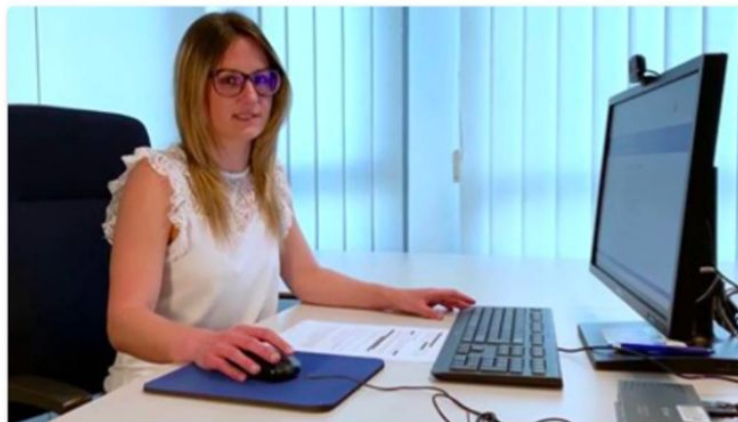
Top Performing Tweets by Retweets



 @EU Commission in Ireland
Jul 22 • 10:19 AM

The @EU_Commission has today launched four new infringement procedures against the United Kingdom for not complying with significant parts of the Protocol on Ireland / Northern Ireland <https://t.co/ISzMcvdbOo> #Brexit <https://t.co/PGx1nJjG2A>

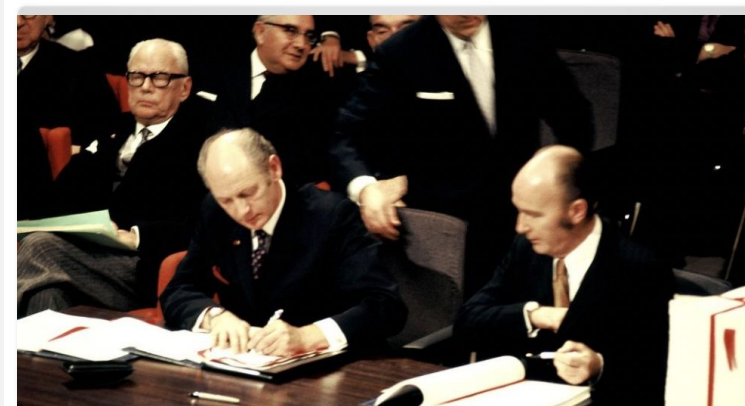
809
retweets



 @EU Commission in Ireland
Apr 06 • 11:54 AM

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78
retweets



 @EU Commission in Ireland
Jan 21 • 11:47 AM

50 years of Ireland at the heart of Europe! On 22 January 1972 at a ceremony in the Egmont Palace in Brussels, Ireland signed its Accession Treaty to join the European Economic Community which today is the European Union. <https://t.co/Omx4m8Oh55> #IrelandEU50 #EUhistory

65
retweets



Top Performing Tweets by Likes



@EU Commission in Ireland
Jul 22 • 10:19 AM

The @EU_Commission has today launched four new infringement procedures against the United Kingdom for not complying with significant parts of the Protocol on Ireland / Northern Ireland <https://t.co/lSzMcvdBoo> #Brexit <https://t.co/PGx1nJjG2A>

1,868
likes



@EU Commission in Ireland
Jan 21 • 11:47 AM

50 years of Ireland at the heart of Europe! On 22 January 1972 at a ceremony in the Egmont Palace in Brussels, Ireland signed its Accession Treaty to join the European Economic Community which today is the European Union. <https://t.co/Omx4m8Oh55> #IrelandEU50 #EUhistory

175
likes



@EU Commission in Ireland
May 19 • 11:00 AM

The Sanctuary Runners bring together Irish people, refugees & asylum seekers to run, jog or walk in friendship & solidarity. Watch the story of @SanctuaryRunner, a finalist for the 2019 [EU Sport awards](#) [#RunForDiversity](#) [#UnitedinDiversity](#) [WQvm4r7](#)

104
likes



Top Performing Promoted Videos



EU Commission in Ireland @eurireland ·

Now

The Sanctuary Runners bring together Irish people, refugees & asylum seekers to run, jog or walk in friendship & solidarity.

Watch the story of @SanctuaryRunner, a finalist for the 2019 #BeInclusive @EUSport awards

#EUDiversityMonth #UnitedinDiversity



38,724
views



EU Commission in Ireland @eurireland ·

Now

More female entrepreneurs → more economic growth

To bring more women entrepreneurs into the economy of Ireland's rural West, @atu_ie's Innovation Hubs launched EMPOWER

<https://t.co/l2OuDiBuDT>

Part-funded by @ESF_Ireland

@EmpowerHer #EUDiversityMonth
#UnitedinDiversity



33,601
views

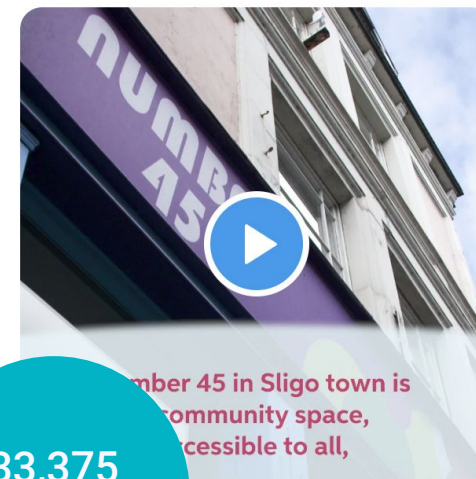


EU Commission in Ireland @eurireland ·

Now

Number45 High Street is a community hub run by #Sligo Centre for Independent Living. It welcomes all members of the community to meet & engage in this inclusive space. No labels, no judgement.

Supported by #Leader
#EUDiversityMonth #UnitedinDiversity
@SligoLeader @ruralnetwork



33,375
views

Average cost per view €0.003

indiepics



Facebook Performance



Top Performing Posts by Engagement Rate



@European Commission Representation in Ireland

Jun 17 • 10:02 AM

Press conference by President von der Leyen and Commissioner Olivér Várhelyi on the EU membership applications by Ukraine 🇺🇦, Moldova 🇲🇩 and Georgia 🇧🇪.

32%



@European Commission Representation in Ireland

Jul 1 • 6:15 AM

Address by President von der Leyen to the Ukrainian Parliament following the European Council decision granting Ukraine candidate status and speech by Ukrainian President Volodymyr Zelenskyy. #StandWithUkraine

26%



@European Commission Representation in Ireland

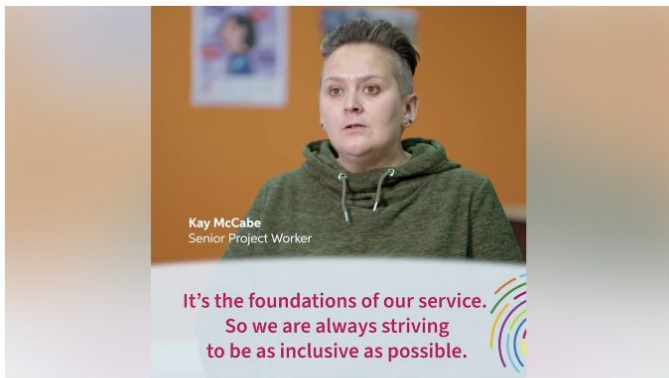
Jun 23 • 6:47 PM

Today is a good day for Europe. 🇺🇦 Ukraine and Moldova are granted the candidate status to become part of the European family. Georgia is given the perspective to become a member of the European Union. It strengthens them all in the face of Russian imperialism. This historic step makes us stronger. Press conference by President von der Leyen, President Macron and President Macron during #EUCO meeting.

23%



Top Performing Posts by Reach



European Commission Representatio...

May 27 • 9:49 AM

Involve Youth Project Meath is a Traveller youth project that is helping tackle social exclusion in marginalised communities in Ireland. 🇮🇪 Through youth exchanges such as Erasmus+ and European Solidarity Corps, young people like P... can come to study, train, volunteer or

26,678
reach

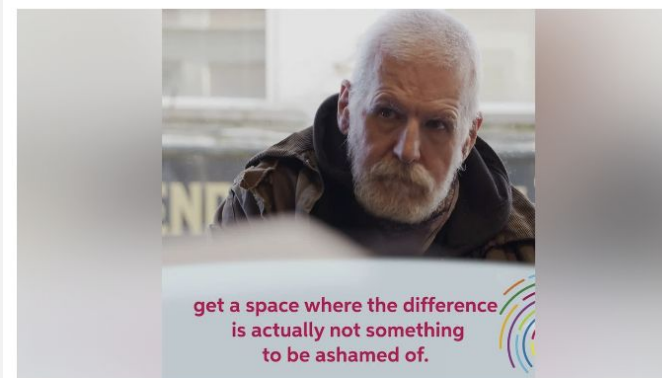


European Commission Representatio...

May 19 • 10:09 AM

Running 🏃 can be a powerful way to bring together 🇮🇪 Irish people, refugees and those living in Direct Provision centres. This is the mission of the Sanctuary Runners, which has educated and empowered communities across Ireland. Let's better understand and reach out to

25,734
reach



European Commission Representatio...

May 12 • 11:00 AM

Marginalisation and isolation can deeply affect our mental health. Number45 High Street run by Sligo Centre for Independent Living is well aware of the problem. The centre established a community hub to address this issue by creating a space for all members of the community to

23,421
reach



Top Performing Posts by Reactions



European Commission Representatio...

Feb 27 • 7:26 PM

🇺🇦 War in Ukraine – Latest statement
[27/02/2022] on further measures to respond to
the Russian invasion of Ukraine. 1 For the first
time ever, the EU will finance the purchase and
delivery of weapons and equipment to a country
in the EU is also strengthening its

131
reactions

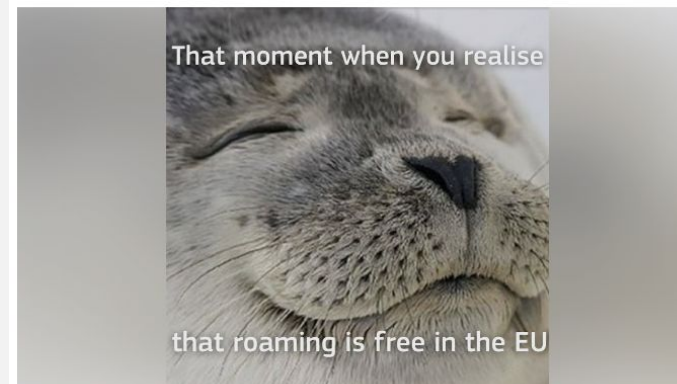


European Commission Representatio...

Feb 17 • 11:48 AM

🔌 So many chargers and yet you can't find
the right one? Do you know the EU plans to
introduce a common charger? Having a
standard charger for smartphones and other
devices not only make your life easier but
also addresses the growing problem of

119
reactions





European Commission Representatio...

Jun 30 • 11:50 AM

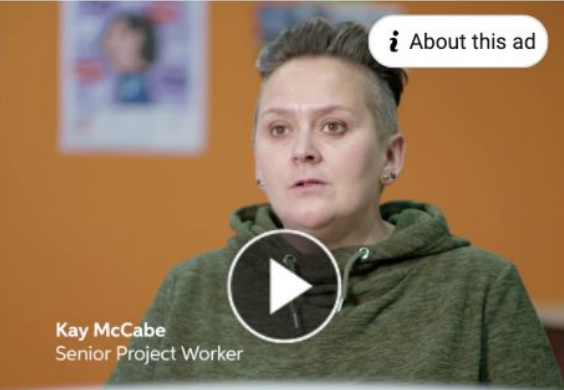
This week marks 5 years since EU citizens can
benefit from free roaming in the EU 🇪🇺. In 2021,
we extended the "Roam-like-at-home"
regulation without extra charges for another
1000. The new rules also ensure: 📌 the
benefit from the same

69
reactions

Top Performing Promoted Videos by ThruPlays

European Commission Representation in Ireland  ... X
Sponsored · Paid for by European Commission Rep... · 



Involve Youth Project Meath is a Traveller youth project that is helping tackle social exclusion in marginalised communities in ...see more

 About this ad


Kay McCabe
Senior Project Worker

It's the foundations of our service. We're always striving to be as inclusive as possible.

3,619
ThruPlays



European Commission Representation in Ireland  ... X
Sponsored · Paid for by European Commission Rep... · 

Creativity can be a powerful way to educate young people about mental health. ...see more

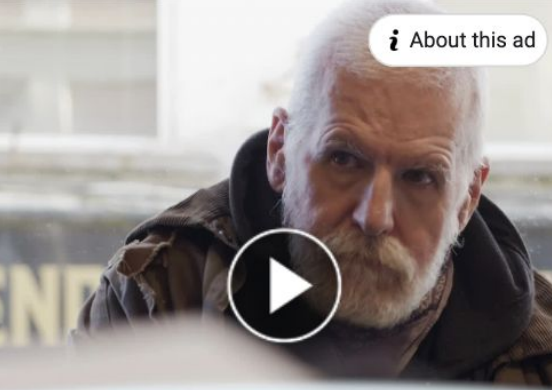
 About this ad

and hang out with friends to get creative."

2,562
ThruPlays

European Commission Representation in Ireland  ... X
Sponsored · Paid for by European Commission Rep... · 

Marginalisation and isolation can deeply affect our mental health. ...see more

 About this ad

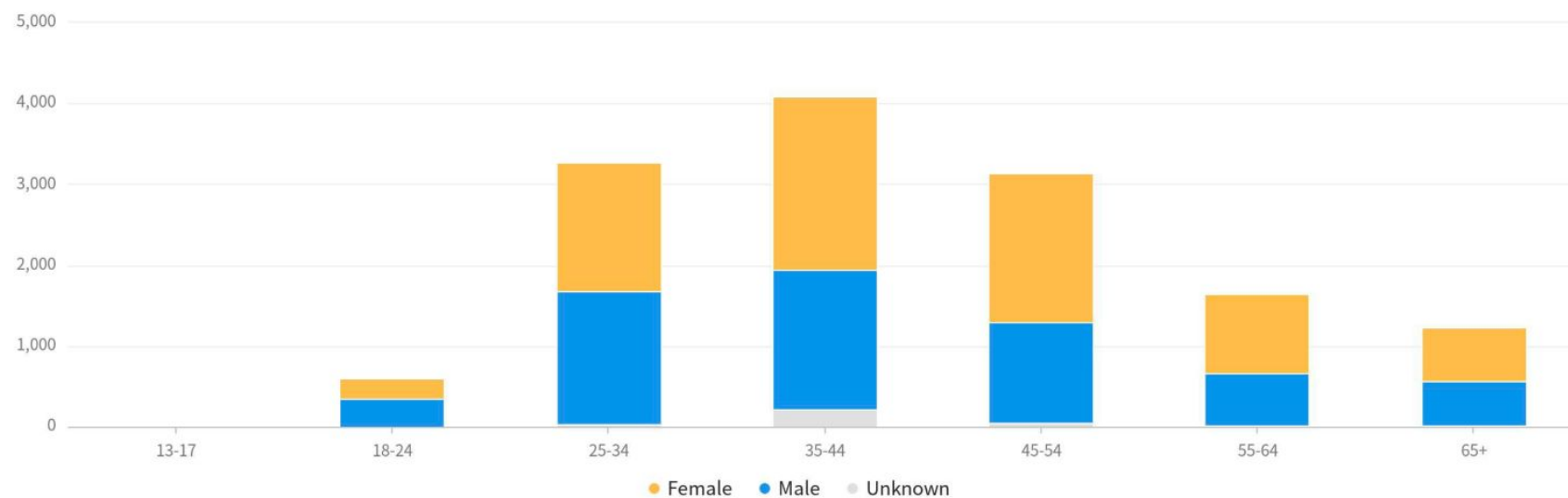
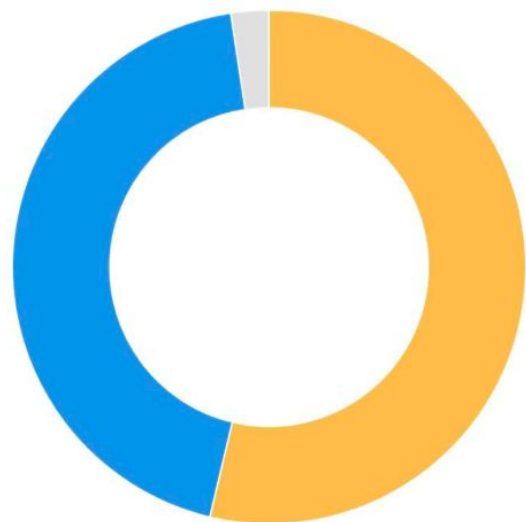
get a space where the difference is not something to be ashamed of.

2,404
ThruPlays

Average cost per ThruPlay €0.023



Demographics reached





Instagram Performance



Top Performing Posts by Engagement Rate



@EC Rep In Ireland
Feb 17 • 12:51 PM

☒☒ So many chargers and yet you can't find the right one? Do you know the EU plans to introduce a common charger? ☒ Having a standard charger for smartphones and other devices would not only make your life easier but would also address the growing problem of electronic waste. ☒ The USB-C will become the standard port for all smartphones, tablets, cameras, headphones, portable speakers and handheld videogame

13.0%



@EC Rep In Ireland
May 10 • 8:02 AM

50 years already! ☒☒☒ On this day in 1972, Irish citizens overwhelmingly voted in favour of joining the EU. The "yes" won by 83% in a historical referendum which led to the formal accession of Ireland in January 1973. Fifty years on, the enthusiasm is still as high! Not less than 84% of Irish people say that they feel EU citizens. Ní neart go cur le chéile! ☒☒ ☒☒ There's strength in unity! ☒☒ ☒☒ Celebrate with us by

12.75%



@EC Rep In Ireland
May 19 • 4:15 PM

Today we honour the Ukrainian culture by celebrating Vyshyvanka Day. ☒☒ People are invited to wear a traditional Ukrainian cloth embroidered with ethnic patterns – known as "Vyshyvanka" – every third Thursday of May as a symbol of unity and national identity. What started 16 years ago with a few students dressing up in traditionally embroidered outfit, is today a tradition followed by Ukrainian people and their friends

12.26%



Top Performing Stories



@EC Rep In Ireland
Jan 26 • 3:09 PM

New #Eurobarometer on #FutureofEurope is out



@EC Rep In Ireland
Jan 26 • 3:10 PM



@EC Rep In Ireland
Feb 11 • 9:37 AM

299
reach

257
reach

245
reach



Top Performing Reels



@EC Rep In Ireland
Feb 25 • 2:26 PM

At the European Citizens' Panel in Dublin we are expressing our solidarity with 🇺🇦. The event has kicked off with an open mic session and many citizens expressing their views on the situation in Ukraine. Now more than ever this exercise of participative democracy demonstrates our 🇪🇺 values. ... #ukraine🇺🇦 #europeanparliament #europeancommission #europeancity #dublincastle #iiea #kyiv #cofoe

64,259
reach



@EC Rep In Ireland
Apr 13 • 10:51 AM

The world has answered President @zelenskiy_official call. 🇪🇺 The #StandUpForUkraine campaign has raised €9.1 billion for people fleeing bombs, inside and outside Ukraine. On top of this pledge, the European Bank for Reconstruction and Development @ebrd_official has announced an additional €1 billion in loan to cover the needs of the people displaced by the invasion. More will come. We will continue to

27,133
reach

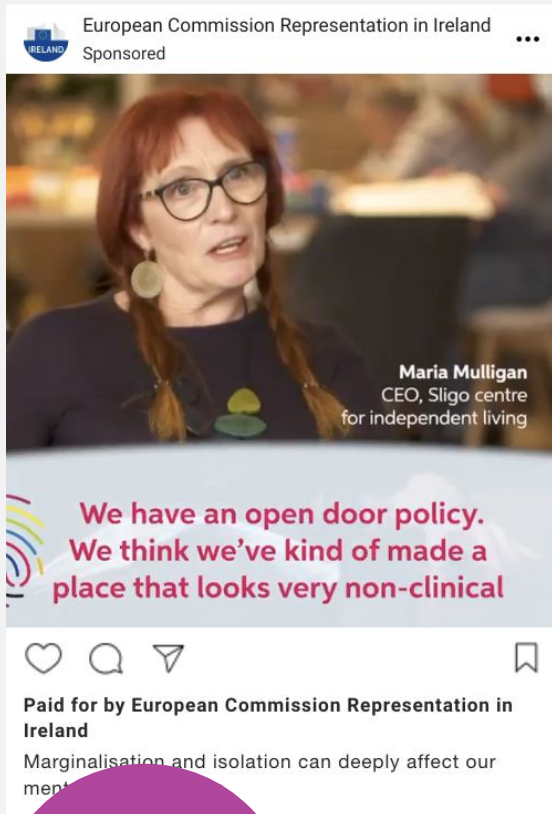


@EC Rep In Ireland
May 4 • 4:25 PM

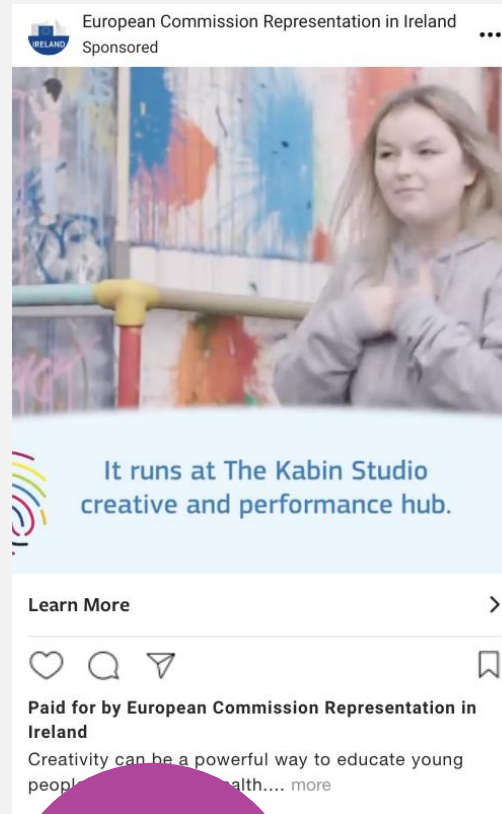
"Let's be clear: it will not be easy. But we simply have to do it". In a speech to the @europeanparliament plenary today 4 May, President @ursulavonderleyen proposed a complete import ban on all Russian oil, seaborne and pipeline, crude and refined. #Russia #Oil #Embargo #Kremlin #Europe #Ukraine #Sanctions #EuropeanUnion

14,525
reach

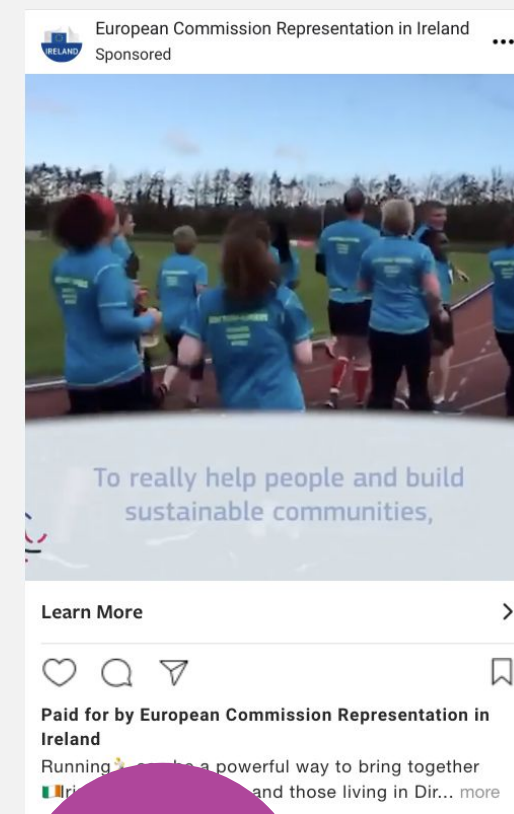
Top Performing Promoted Videos by ThruPlays



4,210
ThruPlays



3,706
ThruPlays

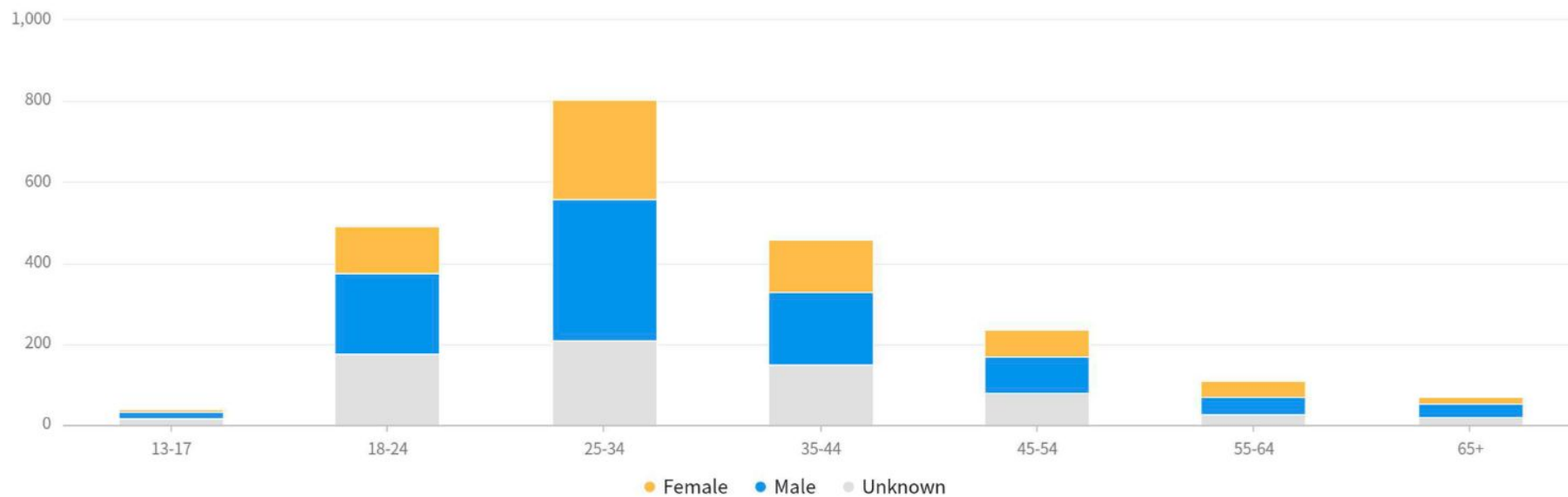
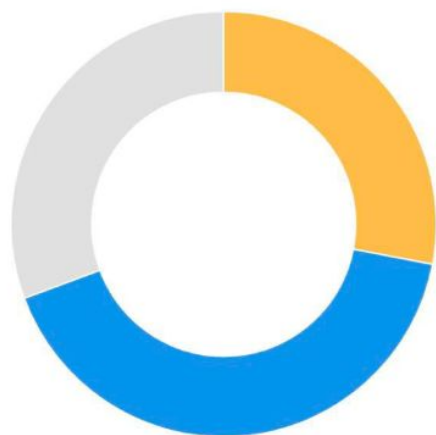


2,952
ThruPlays

Average cost per ThruPlay €0.05



Demographics reached





Key Learnings

- Twitter engagement spiked for Brexit-related topic
- Diversity videos generated big reach and views on all platforms
- Instagram reels were favoured by Meta's algorithm
- Facebook audience age peaked at 35-44 vs Instagram at 25-34 years old
- Optimisation of promoted videos drove very low cost per view



thank you

go raibh maith agat

indiepics

+353 1 7088 100 • hello@indiepics.ie • www.indiepics.ie