



Supported by

@DigitalDunLaoghaire Digital impact report
February 2021





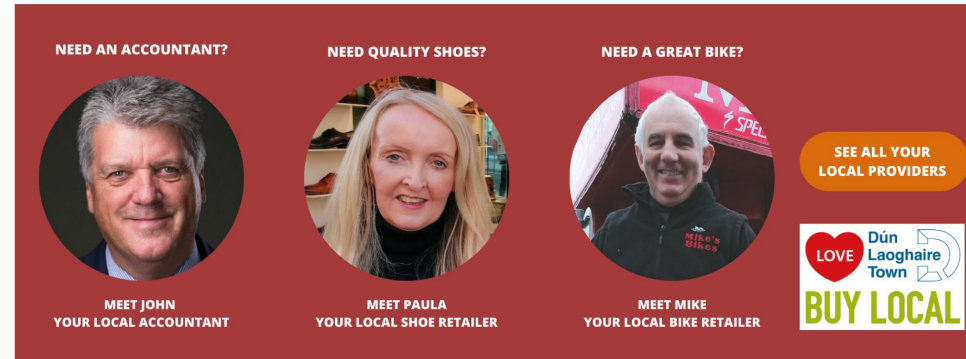
FEBRUARY 2021 CAMPAIGNS

'LOVE DUN LAOGHAIRE' Feature

Make this Valentine's
Day special
with gifts from
our local businesses.



'BUYLOCAL' Campaign



Key outputs from last campaign

LOVE DUN LAOGHAIRE BUSINESS AREA PROMOTION CAMPAIGN		
MONTH	February	
Campaign Sector - Name of feature	Valentine's Day	
Number of businesses in Love DL campaign feature	5	
Web traffic to the Feature on DunLaoghaireTown.ie	147	
BUY LOCAL campaign number of businesses featured	9	
Total posts across all platforms	154	
Total social media engagement	2,692 Likes	103 Comments
Visits to social media profile pages (Instagram - Facebook - Twitter)	4,276	
Cumulative figures year to date	Jan 2021 - Dec 2021	
Number of businesses featured	21	
Total web traffic to Love Dun Laoghaire features	419	
Total engagement on social media	4,923	159

SOCIAL MEDIA REPORT FOR THE PAST MONTH



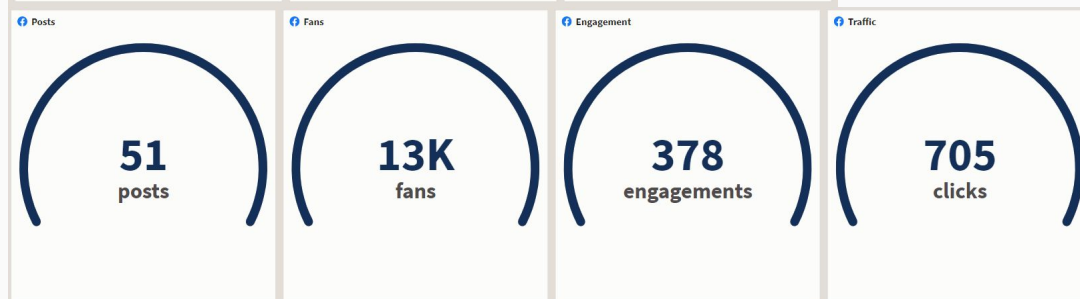
@DunLaoghaireTn



@DunLaoghaireTown



@DunLaoghaireTown



POSTS THAT GOT MOST ENGAGEMENT



Dún Laoghaire Town
@DunLaoghaireTn

Happy #Monday from a sunny #DunLaoghaireTown



10:46 AM · Feb 22, 2021 · Twitter for Android

||| View Tweet activity

8 Retweets 2 Quote Tweets 56 Likes



Dún Laoghaire Town is in Dún Laoghaire, Dublin, Ireland.
Published by IG Dun Laoghaire · February 22 at 10:48 AM · Instagram ·

Happy #Monday from a sunny #DunLaoghaireTown



1,148

People Reached

41

Engagements

Boost Post

You and 27 others

4 Shares



dunlaoghairtown



This post is doing better than 95% of your recent posts. Promote it to reach a wider audience. [View Insights](#)




Liked by shazzerforan and others
dunlaoghairtown Why not spend an afternoon seeing the sights in #DunLaoghaireTown - we... more

POSTS THAT MENTION BUSINESSES THAT GOT MOST ENGAGEMENT

Dún Laoghaire Town is in Dún Laoghaire, Dublin, Ireland.
Published by IG Dún Laoghaire · February 25 at 8:02 AM · Instagram ·

Lots of familiar faces from #DunLaoghaireTown in @thinkbusinessie today as they featured the work of @DigitalHQclg in promoting our small businesses through digital - see <https://t.co/sluCCA2wa2> #localjobs #localcommunities



820 People Reached 29 Engagements

[Boost Post](#)

You and 11 others 1 Comment 1 Share

Dún Laoghaire Town @DunLaoghaireTn

Our latest Love #DunLaoghaire feature is all about Valentine's Day. See our recommendations on making it special with gift from local businesses here ow.ly/36AR50DwkW7 Support our local businesses. Supported by @bankofireland & @dlrcc #buylocal #lovevalentinesday

Make this Valentine's Day special with gifts from our local businesses.




LOVE Dún Laoghaire Town

8:47 AM · Feb 10, 2021 · Hootsuite Inc.

[View Tweet activity](#)

18 Retweets 1 Quote Tweet 23 Likes

dunlaoghairtown



Need products for kids?
Ruth can help!
THE LITTLE WOODEN PEG, Sustainable Kids' Products

See all your local providers

[View Insights](#) [Promote](#)

Liked by [helena.flanagan.31](#) and others

dunlaoghairtown From new arrivals to 14 year olds, @thelittlewoodenpeg supplies us with sust... more

wearelulabelles The most beautiful shop. ❤️ ❤️ ❤️

dunlaoghairtown @wearelulabelles 🥰 ❤️

Businesses that featured in last Love Dun Laoghaire campaign

LULABELLE

 **Georges Street Lower
DUN LAOGHAIRE**

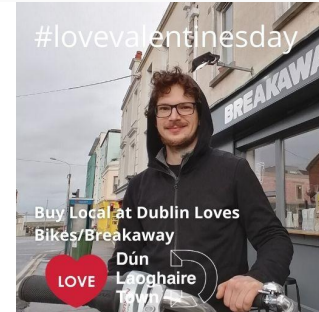


le chocolat
de Fréd.

 **Georges Street Lower
DUN LAOGHAIRE**



 **York Rd
DUN LAOGHAIRE**



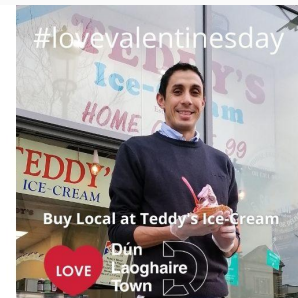
Florence
Lingerie Specialist

 **Patrick St
DUN LAOGHAIRE**



TEDDY'S
ICE-CREAM

 **Windsor Terrace
DUN LAOGHAIRE**



Businesses featured in last BUY LOCAL campaign



Need a suit?
Marty can help!

FREWEN & AYLIARD, Menswear retail

See all your local providers

➔



Need electronics?
Jiawei can help!

NEW PADDY ELECTRONICS, Electronics Shop

See all your local providers

➔




Need something Oriental?
Antonella and Bhola can help!

SAFFRON & SAPPHIRE, Oriental Shop

See all your local providers

➔



Need art?
Steve can help!

STEVE BRADBURY ART, Artists

See all your local providers

➔



Need educational toys?
Roisin can help!

OPENING MINDS, School Books & Toy Shop

See all your local providers

➔

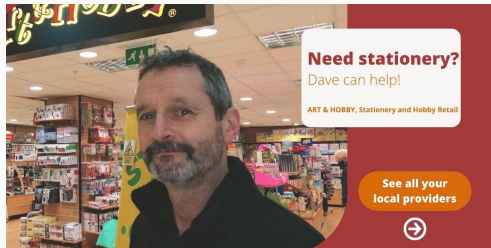


Need products for kids?
Ruth can help!

THE LITTLE WOODEN PEG, Sustainable Kidr Products

See all your local providers

➔



Need stationery?
Dave can help!

ART & HOBBY, Stationery and Hobby Retail

See all your local providers

➔



Need music?
Trevor can help!

GOLDEN DISCS, Music and Movies Shop

See all your local providers

➔



Need photo framing?
Donal can help!

MYIMAGES, Photography Shop

See all your local providers

➔

HIGHLIGHTS - Comments of note from Members of the Public

Dún Laoghaire Town @DunLaoghaireTn

Why not spend an afternoon seeing the sights in [#DunLaoghaireTown](#) - we have all the best points of interest here. [ow.ly/G00450DzaeY](#) Supported by [@bankofireland](#) & [@dlrcc](#) [#buylocal](#) [#dunlaoghaire](#)



3:03 PM · Feb 22, 2021 · Hootsuite Inc.

View Tweet activity

9 Retweets 1 Quote Tweet 26 Likes

Kati B. ♥️ Beaty Blinbers @MrsMurphy1976 · Feb 22
Replying to @DunLaoghaireTn @bankofireland and @dlrcc
Yeah like it ♥️ thx

Rush Tourism @RushTourism · Feb 22
Replying to @DunLaoghaireTn @bankofireland and @dlrcc
Brilliant map, great idea, it's good to be by the sea 🌊🇮🇪

Itsa Cafes ... @ItsaCafes · 7h

This is great from [@DunLaoghaireTn](#)! So much history all within a short walking distance: [dunlaoghairetown.ie/historic-dun-l...](#)
And it's even more beautiful on days like these!
Images: Dún Laoghaire Town



3 7

I love dun Laoghaire town!
Eoin has done a fantastic job promoting the local businesses and community. Also great mentor of small start ups like me. Glad to be part of it truly....

You guys are just amazing , when I saw all the photo shoots to promote local businesses, my heart melts. That's a lot of commitment and passion and love ♥️. Thank you for continuing on supporting businesses like us. 🥰🥰🥰

le chocolat de Fréd.

George's St Lower DUN LAOGHAIRE

[#lovevalentinesday](#)

Buy Local at Le Chocolat de Fred

Dún Laoghaire Town

dunlaoghairetown

gits from local businesses. support our business community and BUY LOCAL online. Supported by [@Bankofireland](#) & [@DunLaoghaireRathdownCountyCouncil](#) [#buylocal](#) [#dunlaoghaire](#) [#lovevalentinesday](#)

2w

jeanne_mum_of_five_boys ♥️
1w 1 like Reply

sad_ryu The best hot chocolate 🍫 ♥️
1w 1 like Reply

View replies (1)

Liked by a_stitch_in_time_embroiderers and 33 others

FEBRUARY 13

Add a comment...

[#lovevalentinesday](#)

Buy Local at Florence Lingerie

Patrick St DUN LAOGHAIRE

Dún Laoghaire Town

dunlaoghairetown

our business community and BUY LOCAL online. Supported by [@Bankofireland](#) & [@DunLaoghaireRathdownCountyCouncil](#) [#buylocal](#) [#dunlaoghaire](#) [#lovevalentinesday](#)

2w

ildebiccupcakes [@florence_lingerie](#) such a lovely shop with great service and beautiful lingerie and high quality under garments. The perfect gift for yourself and that special person in your life ♥️🥰🥰

2w 3 likes Reply

View replies (2)

Liked by frewenayward and 47 others

FEBRUARY 10

Add a comment...