











Supported by

@DigitalDunLaoghaire Digital impact report May 2021





# **MAY 2021 CAMPAIGNS**

'LOVE DUN LAOGHAIRE' Feature

Welcome Back, our local businesses can't wait to see you again.

Supported By Bank of Freiance

DUN LAGGHAIRE PHARMACY

E-PEVOLUTION

The zip ord

Language

The pharmacy discussed and the pharmacy discussed and

'BUYLOCAL' Campaign





## **Key outputs from last Love Dun Laoghaire campaign**

LOVE DUN LAOGHAIRE BUSINESS AREA PROMOTION CAMPAIGN			
MONTH	May		
Campaign Sector - Name of feature	Welcome Back		
Number of businesses in Love DL campaign feature	5		
Web traffic to the Feature on <u>DunLaoghaireTown.ie</u>	98		
BUY LOCAL campaign number of businesses featured	2		
Total posts across all platforms	134		
Total social media engagement	5,847	505 comments	
VIsits to social media profile pages (Instagram - Facebook - Twitter)	5,178		
Cumulative figures year to date	Jan 2021 - Dec 2021		
Number of businesses featured	42		
Total web traffic to Love Dun Laoghaire features	833		
Total engagement on social media	15,165	1,034	



### POSTS THAT GOT MOST ENGAGEMENT







**Dún Laoghaire Town** @DunLaoghaireTn · May 7 I ask you where else would you get a view like this as you walk down the main street??



Dún Laoghaire Tidy Towns and 9 others

Q 27

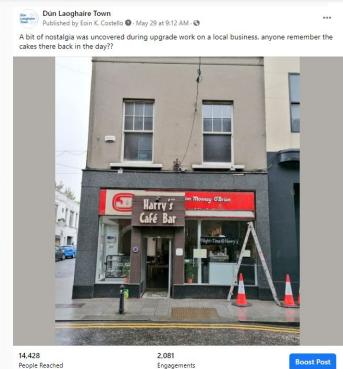
17 23

.



### POSTS THAT GOT MOST ENGAGEMENT





Dún Laoghaire Town @DunLaoghaireTn · May 18

Great to see reopening work progressing on the former Walters Bar, the park end of our town is coming alive with lots of new openings!

Cllr. Juliet O Connell and 8 others



### Businesses featured in last Love Dun Laoghaire campaign













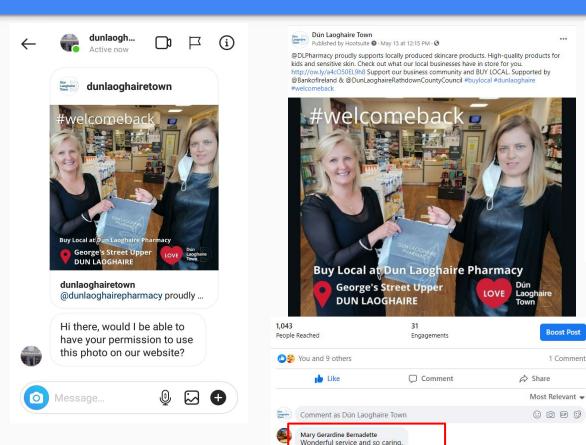
## Businesses featured in last BUY LOCAL campaign







### HIGHLIGHTS - Comments of note from Members of the Public



#welcomeback

E-SEVOLUTION



Georges St Upper DUN LAOGHAIRE





#### HIGHLIGHTS - Comments of note from Members of the Public









# **MAY 2021 CAMPAIGNS**

#### 'WHY DUN LAOGHAIRE' Feature





## **Key outputs from last Why Dun Laoghaire campaign**

WHY DUN LAOGHAIRE Campaign stats			
MONTH			
Number of businesses featured	3		
Web traffic to the Features	222		
Total posts across all platforms	77		
Total social media engagement	242	7 Comments	
VIsits to social media profile pages (Instagram -			
Facebook - Twitter)	991		
Cumulative figures year to date	Jan 2021 - Jan 2022		
Number of businesses featured	7		
Total web traffic to Why Dun Laoghaire features	562		
Total engagement on social media	1,248	30 Comments	

