











@DigitalDunLaoghaire Digital impact report April 2021 Supported by







APRIL 2021 CAMPAIGNS

'LOVE DUN LAOGHAIRE' Feature

Make smart decisions when buying a home with insights from Dún Laoghaire's experts!







'BUYLOCAL' Campaign





Key outputs from last Love Dun Laoghaire campaign

MONTH	INESS AREA PROMOTION CAI	MPAIGN
Campaign Sector - Name of feature	Estate Agents	
Number of businesses in Love DL campaign feature	2	
Web traffic to the Feature on <u>DunLaoghaireTown.ie</u>	154	
BUY LOCAL campaign number of businesses featured	6	
Total posts across all platforms	120	
Total social media engagement	2,825	314 Comments
VIsits to social media profile pages (Instagram - Facebook - Twitter)	3,481	
Cumulative figures year to date	Jan 2021 - Dec 2021	
Number of businesses featured	35	
Total web traffic to Love Dun Laoghaire features	735	
Total engagement on social media	9,987	529



POSTS THAT GOT MOST ENGAGEMENT



Dún Laoghaire Town@DunLaoghaireTn

A major step forward for our town centre, demolition of the vacant buildings outside Bloomfields is about to start to make space for an amazing new civic space. #renewal #BuildBackBetter)



@DigitalDunLaoghaire and 8 others

11:10 AM · Apr 23, 2021 · Twitter for Android



Dún Laoghaire Town

Published by Eoin K. Costello ② · April 23 at 11:12 AM · ❸

A major step forward for our town centre, demolition of the vacant buildings outside Bloomfields is about to start to make space for an amazing new civic space. #renewal #BuildBackBetter



13,377 People Reached 4,063 Engagements

Boost Post

00

OO You and 77 others

29 Comments 5 Shares



dunlaoghairetown Dún Laoghaire, Dublin, Ireland



View Insights

Promote







Liked by sineadcleere and 143 others

dunlaoghairetown A major step forward for our town centre, demolition of the vacant buildings... more

View all 11 comments



POSTS THAT GOT MOST ENGAGEMENT





View Insights

Promote









dunlaoghairetown A major step forward for our town centre, demolition of the vacant buildings... more

View all 11 comments



Make smart decisions when buying a home with insights from Dún Laoghaire's estate agents

@Bankofireland & @DunLaoghaireRathdownCountyCouncil #buylocal #dunlaoghaire







O You and 5 others

People Reached

#buyingahome

2 Comments

Dún Laoghaire Town

@DunLaoghaireTn

Why is Dún Laoghaire Ireland's top town for creating special memories? See here ow.ly/LfGP50DWFUx Supported by @bankofireland & @dlrcc #buylocal #dunlaoghaire



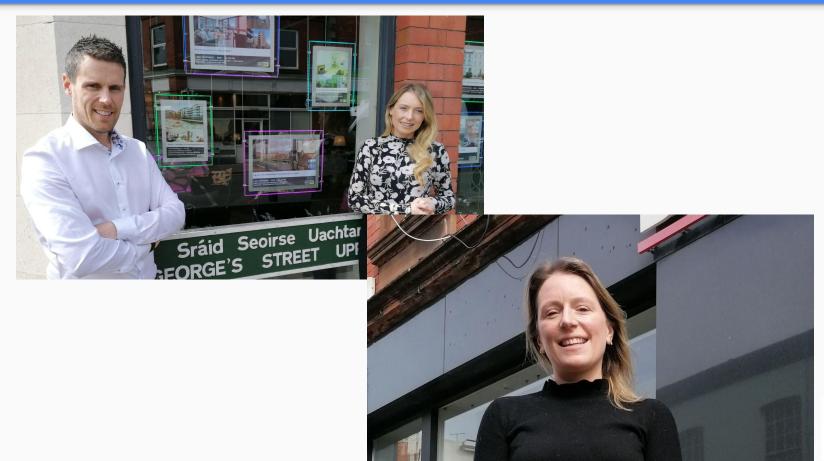
1:05 PM · Apr 30, 2021 · Hootsuite Inc.

Il View Tweet activity

4 Retweets 10 Likes



Businesses featured in last Love Dun Laoghaire campaign



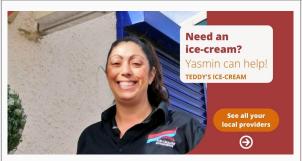


Businesses featured in last BUY LOCAL campaign









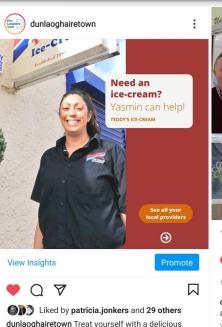






HIGHLIGHTS - Comments of note from Members of the Public

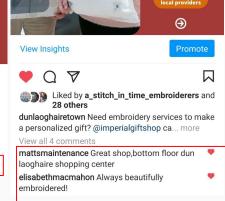




ice-cream at @teddys_ice_cream_official.... more

lildebbiecupcakes So delicious







Graham Mongey • 1st Managing Director 3m • ©

Great read. We are so proud to be located in Dun Laoghaire. We've been here for more than 20 years and we love it more than ever. Thanks for the mention Eoin and keep up the good work.



Eoin K. Costello Digital Champion for Small Businesses at Digita...

For the past 5 years we have been working hard with the support of Bank of Ireland and Dun Laoghaire Rathdown County Council to help our town's small business community thrive again through digital. Thanks to .IE we are delighted to share with a national audience what we have learned about what we call #NewLocalism because it works and doesn't require a huge amount of resources. The essential ingredient is a commitment from people that care about their town and want to create #localjobs in #localcommunities - For our actionable insights on how to do this with digital please see https://lnkd.in/egkEDpU





APRIL 2021 CAMPAIGNS

'WHY DUN LAOGHAIRE' Feature



