

## **Making an impact on Social Media**

- A toolkit on how to activate online communities for a national project -

### **Relevance**

This toolkit is based on the experience of The Gathering Ireland 2013 in developing and implementing a high impact social media strategy. The strategy aimed to maximise awareness and engagement with the project both nationally and internationally. The social media strategy for the Gathering Ireland project was built around three key messages:

- a) Organise your own Gathering;
- b) Extend an invitation to be part of a Gathering event;
- c) Attend a Gathering event in Ireland in 2013.

Social media activation was underpinned by the following key deliverables which are set out in detail in this document in the following three sections:

**Section 1.** Robust content marketing

**Section 2.** Micro-targeting on Facebook and Twitter

**Section 3.** Fundamental 'always-on' activity

### **The Goal**

The primary objective of the Gathering Ireland's social media strategy was to build an online community both for the project itself but also for key gathering events.

### **Desired Outcomes**

- Create online platforms for Gathering organisers to share information about their events with the public.
- Provide engaging online spaces for visitors to find out about gatherings happening around Ireland.
- Communicate gathering stories through online conversation, user-generated and created content in order to extend the reach of the Gathering Ireland message.
- Deliver an international audience to the top Gatherings taking place in Ireland through the provision of micro-targeted social media campaigns.
- Build and engage an online diaspora community.

## Delivering a high impact social media strategy

### 1. Content Marketing

The creation of a robust calendar of video, imagery and blog content was a key element of The Gathering Ireland's social media strategy. Content was developed in line with the communications plan to reflect the *"create, invite and attend"* and *"celebrate all things Irish"* messaging through Gathering Ireland blog articles on Irish culture, heritage, sport etc. These articles contained themes of universal interest but carried the Gathering Ireland *call to action* and message. This dedicated content was hosted on the Gathering Ireland website but fed into other digital platforms including ezines and social media. Created content was supported by paid-for social media advertising. See [Appendix A](#) for details of best performing promoted content on Facebook. [Appendix B](#) is the content of the best performing blog and [Appendix C](#) illustrates some of the best performing promoted Facebook content, as listed in Appendix A.

### Critical Success Factors

The following are the critical success factors for delivering high impact content on social media:

#### Key Learnings

- Building social functions into website DNA is crucial. Facebook reported that The Gathering Ireland generated three times more shareable content on the website than industry competitors.
- Photo albums often perform better than any other pieces of content. The FlightFest album had CTR of 12.28% and had a CPC of only €0.02.
- Sponsored Stories advertisements work well to augment viral buzz by giving greater visibility to content that has already been liked, commented on or shared by a user's Facebook friends. This worked well for quirky content e.g. Joe Dolan Bachelor Festival.

#### Ensure

- A Digital Manager is in place to oversee development of content and manage relationship with content development agency including forecasting and budgeting.
- A content agency is appointed to source imagery and deliver video and blog content.
- A Community Manager is in place to support the creation of content by writing copy and managing paid promotions (where relevant) as well as working closely with media buyers to implement, continually assess and optimise campaigns on Facebook, Twitter and YouTube.
- A dedicated social media budget is in place to promote video, blogs and photo content.
- Establishment of a content calendar from the outset which should be reviewed regularly. Weekly editorial meetings are also required to chart timelines and revise plans as needed.
- Sharing of content with partners / stakeholders to maximise social reach.

**Overall Results**

295 blogs, 74 videos, 13 specific event photography albums were created to support project objectives and build engagement. These were promoted domestically and fed to partner channels. The following are results from paid promotion of this content:

Impressions:	11,759,524
Clicks:	127,902
CPC (Cost per Click)	€0.17
CTR	3.11%

**Useful Benchmarks**

Content received varying results but overall, the following are good benchmarks to work towards.

- CPC: €0.05 - €0.20 & CTR: 2.00% - 10.00%
- Anything below a CPC of €0.05 is exceptional performance. Anything within €0.05 and €0.20 is performing well and anything above these rates needs to be revised. Aim for above 2.00% CTR on hero content – anything above 10% is exceptional.

## 2. Micro-targeting on Facebook and Twitter

A key objective of the Gathering Ireland social media strategy was to build an international database of high potential visitors for the top Gathering events taking place in Ireland in 2013. Given the micro-targeting capabilities that Facebook and Twitter provide, consumers were reached with relevant information based on interest grouping (e.g. traditional Irish music, surfing etc.) on Facebook and direct interests (e.g. Riverdance, Munster Rugby, etc.) on Twitter.

### Micro-targeting on Facebook



A series of individual micro-targeted campaigns were rolled out for the top gatherings driving a relevant international audience to their Facebook pages (third-party Facebook pages). The primary objective was to deliver an engaged audience by achieving new international fans for the Gathering's Facebook page and ultimately encouraging these fans to book a trip to Ireland in 2013. Gatherings were selected to be part of this campaign based on their potential to attract incremental overseas visitors during 2013. A total of 95 gatherings featured in this campaign, all of which are listed in [Appendix D](#) along with supporting campaign results. Spend for each campaign ranged between €1,500 and €5,000 and was weighted based on their social media savvy and potential to deliver additional international visitors in 2013.

### Critical Success Factors

The following are the critical success factors for delivering high impact micro-targeted campaigns for individual gatherings:

#### Key Learnings

- Campaigns with a distinct social object performed better than those without e.g. John Ford Ireland, Riverdance, Burren Tolkien, Harley Davidson performed better than Wexford Opera Festival, Dublin Arts Festival, Dublin Theatre Festival which had more general themes.
- Content is crucial to the success of these types of campaigns. Gatherings who invested time and effort in creating and sharing engaging content on their Facebook pages performed better overall.
- For this type of campaign, it is important to work with festival/gathering organisers who are commercially savvy and capable of converting this high potential audience into actual bookings. Some gatherings that featured in this campaign were more media and commercially savvy than others and campaigns performed better for these festivals overall.

## Ensure

- A dedicated project manager is appointed to coordinate the project working directly with gathering organisers, Local Engagement Managers, media buying agency and digital advertising agency to implement the campaign.
- Facebook pages are fit-for-purpose. See [Appendix E](#) for tips/suggestions that were shared with gathering organisers ahead of campaign kick-off.
- Target clusters around key themes are developed such as Traditional Irish Music, Jazz music, Irish Folklore, Ancestry, History etc. Target clusters include a series of keywords relating to a theme.
- Custom targeting is incorporated where relevant e.g. for the Harley Davidson Gathering we micro-targeted HOGs (Harley Owners Group) and fans of Harley Davidsons and motorbikes specifically for this campaign.
- The advertising format for each campaign is customised as appropriate e.g. Standard ASUs, Like ASUs, Sponsored Stories, Promoted Posts, Promoted Link Posts. Like ASUs were the most commonly used format for these campaigns given that most pages had a limited Facebook following before campaigns kicked off.
- A “Cap and flag” system is in place to ensure campaigns were carefully monitored and optimised. Any campaign where a CPL (Cost per Like) went above €1 was paused by the digital agency and flagged with project manager for review. This approach ensured best results possible were consistently delivered.
- Daily communication and weekly catch up calls with media buying agency/ advertising agency to evaluate campaign progress and to ensure constant optimisation.

## Overall Results

Out of the 96 campaigns fully complete, 10 focused on driving traffic to a dedicated landing page with a bookable offer and achieved:

Impressions:	260million+
Clicks:	92,185
CPC (Cost per Click)	€0.41

Out of the 96 campaigns complete, 86 focused on fan acquisition for individual Facebook pages for festivals and gatherings.

Impressions:	900million+
Clicks:	765,068
Likes (international fans):	238,055
CPC (Cost per Click)	€0.30
CPL (Cost per Like)	€0.97

## Useful benchmarks

Results varied from campaign to campaign but overall the following are good benchmarks to work towards for this type of niche social media marketing:

- CPC: €0.20 -€0.45. Anything below these rates is exceptional performance. Anything within these rates is performing strongly and anything above these rates would need to be addressed and improved.
- CPL: €0.80 - €1.85. Anything below these rates is exceptional performance. Anything between these rates is performing strongly but the campaign should be carefully monitored, optimised and tweaked if necessary to reduce CPL as much as possible. Anything above these rates means that elements of the campaign need to be changed – targeting, content on the page or ad creative should all be reviewed.

### Micro-targeting on Twitter



Twitter offers a different approach to micro-targeting than Facebook. Through keyword targeting, users are reached through words they either tweet about or words that are present in tweets they re-tweet. This enables advertisers to hone in on conversations happening in real-time and tap in to topics that consumers are already actively engaged with. Twitter also facilitates targeting of Twitter handles e.g. followers of @RTESundayGame and @Kerry\_GAA, as well as general interest groups. All three tactics were implemented as part of the Gathering Ireland social media strategy. [Appendix F](#) lists the top 10 performing promoted tweets.

### Critical Success Factors

#### Key Learnings:

- Campaigns that capitalised on annual (e.g. Valentine's Day) and news events (e.g. Michelle Obama's visit) - with a Gathering Ireland hook - had higher CTRs.
- Keyword targeting works very effectively in international markets, where competition for generic interests is higher. Many brands might be targeting consumers interested in dance, but not specific keywords like Jean Butler or Michael Flatley.
- As a news outlet, Twitter content goes stale quickly. To keep engagement rates high, creative must be changed daily.
- Awareness of breaking news on Twitter is crucial and must be monitored outside hours while promotions are live to avoid insensitivities. For example, Twitter promotion was paused as news of Boston Marathon bombing broke.

#### Ensure

- A Community Manager appointed with responsibility for writing copy, coordinating campaigns with media buying agency, liaising with key stakeholders and ensuring UGC content is up to spec in order to optimise campaigns.
- Translators are in place to tweak copy for each international market.
- Research is conducted into interests, handles and keyword topics. For example, to promote Dublin Fringe's call for Irish diaspora artists, we targeted by handles.g. @ArtsCouncilHelp, @MuseumModernArt and interests e.g. performance arts, photography.

- Constant monitoring of live hashtags and trends that are campaign specific. For the two All-Ireland Hurling finals, we targeted consumers using hashtags #corkgaa, #cork, #uptherebels, #rebels etc. with a Cork Rebel Week message. During the finals, we up-weighted spend at match times.
- Awareness and research of external events/news and anniversaries. For example, capitalising on use of #avgeeks hashtags during air shows in the UK while all promotion for FlightFest was paused on 9/11.
- Daily communication with media buying agency to optimise individual campaigns.
- Cryptic content received higher CTR e.g. “Look who’s been announced for @nyedublin...” with an image of The Strypes had a CTR of 8.89% and a CPC of €0.17.

### Overall Results

Out of 92 campaigns, 49 carried an invite/preview message, 31 promoted Riverdance in 11 countries, 6 capitalised on current events (e.g. Six Nations, Bloomsday), 5 were competitions and 1 was live reportage.

Impressions:	7.5m
Clicks:	99,478
CPC (Cost per Click):	€0.31
CTR:	1.24%

### Useful Benchmarks

Results varied from campaign to campaign, but the following are guideline benchmarks to work towards:

- CPE: €0.20 - €0.35 & CTR: 1.35% - 1.55%
- Anything within these rates is performing very strongly. Anything higher than top CTR is exceptional. Anything above €0.35 CPE needs to be revised and optimised.

### Sample usage:

- Promoting the Wild Atlantic Way with micro-targeting  
To reach surfers in France to come see the Wild Atlantic Way and stop to surf in Lahinch for, you would use keywords like surf, surfing, waves, surf board and also piggyback on hashtags of ASP surfing competitions e.g. #DEMOFEST13 as well targeting followers of surf brands’ e.g. @quiksilver.

### 3. Fundamentals in making an impact on social media

In order to implement any social media strategy, the following essential tools should be employed.

➤ **Go where your audience is**

Set up social platforms and leverage existing channels to grow community. Keep up to date on emerging trends and platforms and embrace when relevant to your target audience e.g. the emergence of Vine and Instagram video were useful to the Gathering for live reportage at key events.

➤ **Maximise social media reach by working with project partners and supporters**

Share content, promotional plans and collaborate on specific promotions with relevant partners to tap in to their social media platforms and in turn extend the reach of the project messaging e.g. agencies, embassies, brands and media.

**Examples:**

- The Gathering's partnership with the DAA resulted in greater social media reach.
- Working with Ancestry Agencies through Ireland Family History (IFH) Facebook page's 'Expert Sessions' helped extend the reach of the Gathering's diaspora messaging by gaining access to their social media followings but also by delivering an engaging conversation on the page which contributed to significant organic growth.

➤ **Consider creating niche interest platforms**

Where relevant, invest in niche support platforms to enable focused communications and avoid alienating wider audience e.g. Ireland Family History Facebook (IFH) page. Support with social budget and drive a relevant audience through micro-targeted Facebook campaign. Engaging content and expert ancestry Q&A sessions on the IFH Facebook page helped drive massive organic growth on the page. See [Appendix G](#) for an overview of the IFH Facebook page.

➤ **Be nimble by responding to topical and news events as they happen**

Ensure flexibility and "always on" approach within your social media activity to maximise on opportunities as they happen. Dedicated resources are needed to achieve this. Timely engagement is crucial to capitalise on ad hoc opportunities.

**Examples:**

- The Gathering Ireland tweet "Coming to Ireland? Expect the unexpected!" linking to the viral video of dancing taxi driver ended up in Evening Herald, Miriam O'Callaghan and on hourly news bulletins on RTÉ Radio 1 and SPIN 1038 with "The Gathering is using this video to promote Ireland" messaging.
- Maximising on the "Message in a Bottle Story" to extend the Gathering message in Canada.
- Ensuring resources are in place when priority events take place (often out-of-office hours) to maximise on key stories as they happen e.g. St. Patrick's Day People's Parade and Riverdance the Gathering were two priority Gathering events that had a dedicated team in place to push the story both nationally and internationally through all available social media platforms.



➤ **Invest in consumer facing content**

Use User Generated Content (UGC) where possible. Work with communities and individuals on the ground to create content that actively supports the brand proposition and project deliverables. Use of glossy corporate content on consumer channels should be avoided e.g. Global Economic Forum video was one of our lowest performers with 0.93% engagement (average is 1.29%). See [Appendix A](#), [Appendix B](#) and [Appendix C](#) for best performing promoted content on Facebook.

➤ **Define an international content schedule**

Customise messaging for local markets using local knowledge and insight to create tailored communications. The Gathering Ireland messaging was incorporated into Tourism Ireland's international social media content schedules which provided instant reach to an international audience of 1.8 million Facebook fans and over 100,000 Twitter followers. Local Tourism Ireland teams adapted content for each market to suit respective audience and market needs.

➤ **Implement localised campaigns/promotions**

Roll out campaigns tailored to specific market requirements. The Gathering initiative included both a diaspora and non-diaspora market. Through Tourism Ireland channels, the 4 key diaspora markets (GB, US, CA and AUS) rolled out extensive social media activity speaking to the diaspora audience in their markets e.g. "How Irish Are You?" Facebook campaign in the US. In mainland Europe, a non-diaspora message was more suitable. Gathering Social Media Campaigns focused on Gathering events that would appeal to local audiences to extend the Gathering message e.g. Gathering Word Of Mouth Campaign. See [Appendix H](#) for examples of localised social media activity.

➤ **Use listening tools**

Set up keywords (e.g. The Gathering, #thegathering2013) on listening software to record mentions and sentiment, report on crisis and key activity and for use as a customer service tool. Sample keyword thread available in [Appendix I](#).

➤ **Use Facebook apps to build CRM database**

40% of domestic Gathering consumer database came via competitions ran through CMS Facebook app. Run promotions monthly to build and engage. The Gathering experimented with two types; 1) invite and win, and 2) basic fill in the banks. Competitions with simple functionality received better engagement. Sample legal template for competitions available in [Appendix J](#).

➤ **Procure out-of-hours moderation**

Social media does not operate within 9-5 hours. Secure out of hours moderation support for social assets.

### Critical Success Factors

The following is a shortlist of the critical fundamentals required to deliver a successful social media strategy:

#### Ensure

- Sufficient time to gather content, design, and set-up digital channels.
- Content calendar is implemented for social media platforms.
- Sufficient lead-in time for international implementation.
- Range of multi-media content for all digital channels is invested in. Imagery and video in particular. Make sure to share this content with relevant partners to maximise social reach.
- Separate social media budget is allocated and social media promotions are optimised daily.

#### Avoid

- Following a “build it and they will come” model. Put budget behind social content. If you invest in quality content, invest in promoting it.
- Under-resourcing your digital requirements. Social media requires engagement, therefore be prepared for out-of-hours moderation.
- Adopting a “one-size fits all” model. Make sure to adapt campaigns for local markets and leverage support from international agencies to achieve this.

### Overall Key Achievements

- Micro-targeted database of 238,055 fans generated for the top 96 gathering events in Ireland in 2013.
- Dedicated platform for diaspora community developed through Ireland’s Family History Facebook page with a current fan base of 168,000+ fans which is constantly growing.
- Fáilte Ireland and Tourism Ireland CRM databases increased by 80,000 (total).

## Appendix A - Best performing promoted content

Points to note:

- All stats below from Facebook promotion of content created by content agency. Ranking is based on CTR and CPC, as spend is weighted against engagement. Other organic posts such as 'quick win' scenery pics etc.) have received greater likes (2K+), but by and large, less engagement.
- Video content was hosted on YouTube to allow embedding to site, but Facebook was the dominant channel for video content promotion.
- Not all content from content agency was automatically promoted. In some cases, it was inappropriate to promote e.g. Operation Shamrock and for other UGC or Gathering previews, strong imagery was not available. Strong imagery is key in Facebook advertising.
- All video links valid until March 31<sup>st</sup> 2014. Post March 2014, they will be available from The Gathering Legacy drive. All photo album links valid until Jan 17<sup>th</sup> 2014, after this date photo albums will be hosted on Gathering Legacy Drive >> Imagery >> Facebook Albums. Hogan blog post will not be available on post-December site, so it is pasted below for reference in [Appendix B](#).

Creative Type	Dates	Impressions	Clicks	CTR	CPC	Cost to Client
<a href="#">Cork Rebel Week Photo Album</a>	21st-23rd Oct	72308	10914	15.09%	€0.02	€250.17
<a href="#">Flightfest Photo Album</a>	16th-18th Sept	134030	16456	12.28%	€0.02	€350.74
<a href="#">Touch Rugby Video</a>	17th-20th July	66426	7886	11.87%	€0.03	€249.41
<a href="#">Ukelele Video</a>	19th-22nd Sept	68693	5260	7.66%	€0.04	€248.16
<a href="#">Canada Come Home Video</a>	10th-13th Oct	102946	7413	7.20%	€0.04	€352.60
<a href="#">Mee Family Gathering Video</a>	19th-22nd Sept	55318	3109	5.62%	€0.07	€248.16
<a href="#">Joe Dolan Video - Sponsored Story</a>	20th-23rd June	39126	2155	5.51%	€0.06	€131.38
<a href="#">Three NYE Dublin Invite Video</a>	23-27th Oct	115558	6237	5.40%	€0.07	€497.70
<a href="#">Old Heads Ride Out Video</a>	30th May- 2nd June	105807	5620	5.35%	€0.04	€248.16
<a href="#">The Gathering of Beards Video</a>	16th-19th July	57788	3012	5.21%	€0.08	€249.41
<a href="#">Hogan Family Gathering Blog</a>	28th-31st Aug	35063	1761	5.02%	€0.07	€126.84

## Appendix B – Best performing blog content

### Hogan Family Gathering Blog

# A Hogan family gathering

By The Gathering Ireland, 23 August 2013

Ed and Joan Hogan have travelled to Ireland numerous times over the years, but no visit has been more special than the one they took this summer.

About a year and a half ago, the couple decided to organise their very own family gathering to celebrate their 50th wedding anniversary in 2013. “The last thing we wanted was a party and the last thing we needed was gifts, because we’ve got 50 years worth of stuff,” Ed explains. “Joan said, ‘Why don’t we take them to Ireland’. We’d rather leave [our children and grandchildren] with memories – that was our thought.”

So they got everyone on board: their five children with their partners, 15 grandchildren, four in-laws and a babysitter to tend to the smallest children. All together, they were a group of 32 people.

It wasn't the first time Ed and Joan planned a trip to Ireland for such a large group; Ed, a former university professor, and his wife once served as hosts for a tour organised by the university's alumni association. Later, they got more involved by planning trips in partnership with a tour operator, resulting in many more visits to Ireland.



**Joan and Ed Hogan celebrated their 50th anniversary by renewing their wedding vows in Ireland**

But bringing the family provided an experience like no other for Ed and Joan, who both have [Irish roots](#).

One must-visit attraction on their list was [Glasnevin Cemetery](#) in Co Dublin, a place they first visited with a tour group in 2003 and have since been back seven times. Ed, who was a professor of geography, says he has a personal fascination with cemeteries and that Glasnevin is a fantastic example of what can be learnt in such a place.

“I came across Glasnevin and that it has 1,200,000 people buried there, and I thought, ‘I’ve just got see something like that,’” Ed recalls. “The most famous people in Irish history are buried there in this one little area. It’s the best tourist attraction in Dublin, in my opinion.”

Ed and Joan said both their tour groups and their family were thrilled with the experience. “It’s an introduction to Irish history to anyone who first gets to Ireland,” Ed says. “That’s what’s nice. Even if you may have read some stuff, the person who gives the tour there really gets people ready to appreciate more about Ireland as they travel around.”

While Glasnevin is always a highlight of the Hogans’ visits to Ireland, they also had a very special experience in Conna, Co Cork, on this summer’s family holiday. They have visited the village, Ed’s ancestral home, several times and have developed friendships with people living there. So as their 50th anniversary rolled around, they got in touch and asked to renew their wedding vows in the village church. They were surprised, however, that the red carpet was rolled out for them and the entire mass was about their marriage and their family.



**The Hogan family visited Conna during the village's exciting gathering celebrations, which included everything from a donkey derby to parades and live music**

“We had no idea it was going to be as phenomenal as it was,” Ed remarks, adding, “That was the most fantastic experience I’ve had since I married my wife and my children were born.”

Joan says: “Ed started crying and I don’t think he stopped crying for the whole mass - and the man never cries! The whole homily was dedicated to our wedding and to our marriage and to the family. We had no idea what they had planned.”

The experience was also heightened by the fact that the vow-renewal took place during the [Conna Gathering](#). In addition to the Hogan family, visitors from the UK and Canada joined in on the five-day celebration, which included sport, exhibits, tours, games, live music, food and much more.

“The Gathering, I think, is just a phenomenal programme,” Ed says. “It put life back in tourism in Ireland and it really reinvigorated local pride in their place. You could see it. Everywhere we went, where there was a Gathering activity going on, the people were excited and they were enthused, and it was a great stimulus to them, not only economically but also socially and personally.”

For more details on the Conna Gathering, [click here](#) or visit [www.connacommunity.com](http://www.connacommunity.com)  
Upcoming family gatherings at Glasnevin Cemetery include the [Kavanaghs](#) (2-8 September) and the [Nolans](#) (9-15 September).




## Appendix C – Best performing Promoted Content on Facebook

### Cork Rebel Week Photo Album

**The Gathering Ireland**  
21 October

**Cork Rebel Week** (84 photos)  
What a week it was! Celebrating all things Cork, the rebel county had a jam packed programme of events from Oct 14-20. See what happened here! — at County Cork, Ireland




Like · Comment · Share · Tag Photos 32

Jeanmilde Maxant, Sunnyside B&B Blarney, Sandra Foy and 422 others like this. Top Comments

### Flightfest Photo Album

**The Gathering Ireland**  
16 September

**FlightFest** (26 photos)  
Over 100,000 spectators lined the Liffey Quays for FlightFest, Ireland's Aviation Gathering yesterday. Both new and historic planes flew at just 800ft above the city centre.



Like · Comment · Share 2,193 65 460

172,928 people saw this post Boost Post

### Touch Rugby Video

**The Gathering Ireland**  
17 July

**Touch Rugby Home Nations Championships**  
One sunny weekend saw touch rugby teams from England, Scotland, Wales, Guernsey and Jersey gather for games. See what happened in this video!



Like · Comment · Share 147 8 38

89,248 people saw this post Boost Post

### Ukulele Video

**The Gathering Ireland**  
17 September

**Ukulele Hooley by the Sea**  
This summer, ukulele enthusiasts from home and abroad descended on Dún Laoghaire to be part of the Ukulele Hooley, a cheery gathering by the sea.  
Jump aboard the Uku Busk Bus here!



Like · Comment · Share 254 21 118

### Canada Come Home Video

**The Gathering Ireland**  
10 October

**Canada Come Home**  
During the 1800s, over 6,000 tenants left the Fitzwilliam Estate in Coollattin, Wicklow for a new life in Canada.

This year their descendents returned for The Gathering.




Like · Comment · Share    541   38   192

### Mee Family Gathering Video

**The Gathering Ireland**  
12 September

**Mee Family Gathering**  
Last year in the 'Homeward Bound' TV series, we met Jennifer Mee who was reunited with her cousin Danny Geraghty, who lives near her ancestral home.

This summer, the Mee family gathered in Galway. Here's what happened! — in Glenamaddy, Galway.



Like · Comment · Share    235   18   41

### Joe Dolan Video - Sponsored Story

**The Gathering Ireland**  
20 June

**Joe Dolan International Bachelor Festival**  
Oh me oh my, do we have a festival for you!

If you're single and a Joe Dolan music fan, get yourself to Mullingar this August Bank Holiday.

More details here --> <http://tiny.cc/sdfxyw>



Like · Comment · Share    483   101   283

714 people saw this post    Boost Post

### 3 NYE Dublin Invite Video

**The Gathering Ireland**  
22 October

**Three NYE Dublin - the ultimate Gathering!**  
Invite friends to the capital for NYE Dublin - Dublin's New Year Festival, a four day celebration with countdown concert, horse racing, procession of light & more!

Send invites via Facebook here --> <http://goo.gl/sRPI2m> — with Madness.



Like · Comment · Share    95

Michael Coffey, ATC Language & Travel, Teresa Epps and 322 others like this.    Top Comments



## Old Heads Ride Out Video



## The Gathering of Beards Video





## Appendix D – Micro-targeted Facebook campaign results for individual gatherings

Campaign - Driving off Facebook to dedicated landing page	Date	Budget	Impressions	Clicks	CPC
Temple Bar TradFest - website	8/01-13/01	€3,830	23,115,076	7,169	€0.53
St. Patrick's Festival's People's Parade - website	31/01-11/02	€4,000	42,575,347	9,726	€0.41
Bloom	17/4 - 1/5	€ 3,000	21,642,296	6,149	€ 0.49
Rose of Tralee	19/4 - 25/4	€ 3,000	20,345,833	5,133	€ 0.58
Rory Gallagher	4/4 - 13/4	€ 3,787	32,877,555	7,642	€ 0.50
World Cup	17/04 - 15/5	€ 3,983	30,653,244	7,654	€ 0.51
Cat Laughs (Phase 2)	1/5 - 17/5	€ 2,000	531,929	2,809	€ 0.71
Riverdance - GB	23/5 - 16/6	€ 4,000	30,840,175	8,878	€ 0.45
Riverdance - Nordics	23/5 - 16/7	€ 2,000	14,241,071	5,789	€ 0.35
Riverdance - Netherlands	23/5 - 16/8	€ 1,999	3,666,620	7,661	€ 0.26
Riverdance - Germany	23/5 - 16/9	€ 2,000	6,432,584	6,959	€ 0.29
Cricket Ireland - Phase 2	N/A	€ 2,000	32,678,429	9,747	€ 0.21
Cork Rebel Week - Phase 2	23/07 - 28/07	€1,992	735,187	6,869	€ 0.29
<b>Total</b>		<b>€37,590</b>	<b>260,335,346</b>	<b>92,185</b>	<b>€0.41</b>

Campaign - Driving to Facebook Page to achieve "likes"	Date	Budget	Impressions	Clicks	Likes	CPC	CPL
Limerick Run - FB	25/02 - 9/03	€ 2,115	2,628,400	9,506	660	€0.22	€ 3.20
Feile Neidín	27/02 - 06/03	€ 1,500	4,105,122	8,479	2,986	€0.18	€ 0.50
Dublin Bay Prawn Festival	28/02 - 07/03	€ 1,404	15,442,617	3,159	296	€0.44	€ 4.74
Flame of Slane	01/03 - 09/03	€ 1,500	2,339,388	3,433	1,625	€0.44	€ 0.92
Racing Home	11/03 - 21/03	€ 1,350	1,647,488	3,806	2,677	€0.35	€ 0.50
Fungi	04/03 - 24/03	€ 1,301	3,555,581	7,068	4,982	€0.18	€ 0.26
Leprechaun Hunt	07/03 - 26/03	€ 1,500	6,714,905	6,062	1,600	€0.25	€ 0.94
Rathcroghan	07/03 - 24/03	€ 1,546	10,611,077	4,030	637	€0.38	€ 2.43
Cork Choir Opera	07/03 - 26/03	€ 3,000	249,759,678	6,526	647	€0.46	€ 4.64
Listowel	08/03 - 24/03	€ 2,864	24,203,669	7,599	517	€ 0.38	€ 5.54
Sea Session	08/03 - 06/04	€ 4,755	17,250,607	12,226	3,665	€0.39	€ 1.30
Jazz Festival	15/03 - 19/03	€ 1,375	6,088,295	3,252	762	€0.42	€ 1.80
Burren Tolkein	22/03 - 06/04	€ 1,500	5,203,570	9,214	1,921	€0.16	€ 0.78
Horse Weekend	21/03 - 05/04	€ 1,500	8,496,211	3,595	766	€0.42	€ 1.96
Stew Championships	19/03 - 23/03	€ 1,758	2,790,675	3,855	839	€0.46	€ 2.10
Harley Davidson	03/04 - 21/04	€ 2,500	7,202,635	10,912	2315	€0.24	€ 1.12
Triathlon Skerries	28/03 - 06/04	€ 1,500	4,329,022	2,419	846	€0.62	€ 1.77
Ireland's Family History (Phase 1)	21/02 - 07/03	€ 15,000	28,245,958	78,164	39,524	€0.19	€ 0.38
Ireland's Family History (Phase 2)	17/04 - 30/04	€ 14,990	100,947,111	46,866	17,149	€ 0.32	€ 0.87
World Cup Phase 1	17/04-15/05	€640	2,959,880	1,488	189	€0.43	€3.39
Gathering Cruise	15/03 - 24/03	€2,928	8,175,300	6396	1259	€0.46	€ 2.33
Feile Na Bealtaine	19/03 - 23/03	€ 1,495	8,930,577	2,764	402	€0.54	€ 3.72
Ballymaloe	27/03 - 30/03	€ 2,000	11,291,164	4,467	595	€0.45	€ 3.36
Ocean to City	28/03 - 04/04	€ 2,000	2,804,259	3,419	2,189	€0.58	€ 0.91

Moby Dick	10/4 - 24/4	€ 1,500	3,077,777	3,061	1890	€0.49	€ 0.79
Percy French	09/04 - 13/04	€ 2,000	3,714,572	3,025	1883	€0.66	€ 1.06
Rathlin Sound Maritime Festival	08/04 -15/04	€ 1,113	711,145	2,213	237	€0.50	€4.69
North West 200	09/04 -26/04	€1,490	824,810	5,287	2,756	€0.28	€0.54
Mayo International Choral Festival	08/04 - 17/04	€ 1,612	744,583	3,139	352	€0.51	€4.58
Carlow Arts Festival	30/04 - 07/05	€ 2,000	3,117,282	2,958	1,617	€0.68	€ 1.24
West Cork Literary Festival	23/04 - 28/04	€ 2,000	2,970,088	4,553	3,221	€0.44	€ 0.62
Town of 1,000 beards	29/07 - 04/05	€ 2,000	3,994,149	2,875	1,118	€0.70	€ 1.79
Viking Marathon	29/04 - 05/05	€ 2,000	2,127,159	5,296	1,196	€0.38	€ 1.67
John Ford Ireland	26/04 - 02/05	€ 3,000	9,850,338	9,491	7,239	€0.32	€ 0.41
Feile Grianan Ailigh	26/04 - 02/05	€ 2,997	7,615,390	6,101	3,541	€0.49	€ 0.85
Galway Sea Festival	01/05 - 15/05	€ 2,000	5,034,190	2,508	1,135	€0.80	€ 1.76
Cat Laughs (Phase 1)	19/04 - 02/05	€ 2,000	5,285,506	3,800	2,193	€0.53	€ 0.91
Westport Festival	30/04 - 20/05	€3,467	7646833	8621	4642	€0.40	€ 0.75
Curragh Racing	07/05 - 12/05	€ 1,995	11,406,556	4,909	1,426	€0.41	€ 1.40
Cork Midsummer Festival	13/05 - 19/05	€ 3,964	14,859,069	9,654	2,078	€0.41	€ 1.91
Ennis Roots	15/05 - 20/05	€ 2,000	7,371,441	6,430	2,089	€0.31	€ 0.96
Tipperary 100	16/05 - 27/05	€ 1,998	4,034,524	6,333	1,083	€0.32	€ 1.84
Earagail Arts	14/05 - 21/05	€ 3,000	11,691,744	9,916	2,842	€0.30	€ 1.06
Kilkenny Design	29/05 - 04/06	€ 824	1,566,083	1,961	253	€0.42	€ 3.26
Kinsale Arts Festival	TBC	€ 2,000	6,593,707	10,549	899	€0.19	€ 2.22
Irish Redhead Convention	01/05 - 23/05	€ 5,000	15,492,150	19,273	4,071	€0.26	€ 1.23
Inniskeen Road July Festival - Patrick Kavanagh	13/05 - 31/05	€ 2,000	5,984,356	3,583	1,215	€0.56	€ 1.65
Swift Satire	29/05 - 05/06	€ 1,113	1,024,411	1,775	298	€0.63	€ 3.73
Galway Arts Festival	22/05 - 29/05	€ 3,000	4,067,455	12,598	1,647	€0.24	€ 1.82
Masters of Tradition	11/06 - 16/06	€ 2,000	3,530,411	10,197	3,447	€0.20	€ 0.58
In Humbert's Footsteps	24/05 - 04/06	€ 1,802	11,296,773	5,098	525	€0.35	€ 3.43
Ukulele Hooley	06/06 - 16/06	€ 2,000	7,416,826	4,176	921	€0.48	€ 2.17
Charlie Chaplin Comedy Film Festival	24/05 - 06/06	€ 2,000	4,048,304	12,054	1,418	€0.17	€ 1.41
Puck Fair	28/05 - 16/06	€ 1,995	5,983,339	5,140	1,035	€0.39	€ 1.93
Le Cheile Festival	03/07 - 12/07	€ 2,000	6,219,318	6,036	1,024	€0.33	€ 1.95
Cricket Ireland - Phase 1	27/6-10/7	€ 1,997	5,910,796	8,165	1,885	€ 0.24	N/A
Kilkenny Arts Festival	29/08 - 16/06	€ 4,000	9,977,971	22,071	2,679	€0.18	€ 1.49
Riverdance - The Gathering	22/05 - 29/05	€ 2,000	1,698,233	9,812	6,601	€0.20	€ 0.30
Fleadh Ceoil	30/05 - 05/06	€3,000	6,499,671	14,356	4,564	€0.21	€0.66
Flight Fest	11/06 - 19/06	€ 1,957	9,615,672	10,527	1,860	€0.19	€ 1.05
Feile an Phobail	13/06 - 20/06	€ 2,000	2,429,447	9,051	1,484	€0.22	€ 1.35
Sean Kelly Tour	01/06 - 06/06	€ 2,000	11,211,615	12,372	2,224	€0.16	€ 0.90
Big House	30/05 - 16/06	€ 2,000	6,593,707	10,549	899	€0.19	€ 2.22
Clonakilty Guitar Festival	06/06 - 12/06	€ 2,000	2,731,226	8,685	1,271	€0.23	€ 1.57
Take the Floor	13/06 - 03/07	€ 1,997	6,130,208	10,702	1,260	€0.19	€ 1.58
Canada Come Home	24/06 - 01/07	€ 1,991	6,006,694	6,297	1,317	€0.32	€ 1.51
Cape Clear Island Storytelling	21/06 - 28/07	€ 1,971	4,296,828	5,071	1,091	€ 0.39	€ 1.81
Hook Lighthouse	25/06 - 02/07	€ 1,998	1,887,503	7,511	6,470	€ 0.27	€ 0.31

Dublin Fringe	02/07 -16/07	€ 3,000	8,877,401	11,299	1,075	€ 0.27	€ 2.79
Tara High Kings	27/06 - 11/07	€ 1,995	13,553,940	19,085	2,409	€ 0.10	€ 0.83
A Taste of West Cork	26/06 - 03/07	€ 1,976	1,636,048	3,809	2,776	€ 0.52	€ 0.71
Belfast Belly Laughs	26/06 - 10/07	€ 1,997	3,990,221	4,616	732	€ 0.43	€ 2.73
Garden of Ireland Vintage Car Run	09/07 - 17/07	€ 1,998	13,016,123	10,025	1,417	€ 0.20	€ 1.41
Tailteann Nua	03/07 - 21/07	€ 2,931	7,423,732	8,383	1,149	€ 0.35	€ 2.55
Dublin City Marathon	09/07 - 17/07	€ 1,998	6,565,013	8,804	1,445	€ 0.23	€ 1.38
Galway Oyster Festival	06/06 - 28/06	€ 2,897	4,300,445	9,814	2,296	€ 0.30	€ 1.26
Dublin Theatre Festival	30/07 – 18/08	€ 2,913	5,572,591	11,901	1,008	€ 0.24	€ 2.89
Happy Days Enniskillen	17/07 – 11/08	€ 2,000	4,764,750	6,964	957	€ 0.29	€ 2.09
Bluegrass festival	22/07 - 28/07	€ 1,993	5,511,657	6,993	1,501	€ 0.28	€ 1.33
Wexford Festival Opera - Phase 1	TBC	€2,343	5,021,066	5930	784	€0.40	€2.99
Shackleton Exhibition	19/07 – 24/07	€ 1,998	4,872,365	7,867	2,158	€ 0.25	€ 0.93
Cork Rebel Week - Phase 1 (Ireland General)	16/07 -23/07	€ 997	1,997,687	3,870	795	€ 0.26	€1.25
Cork Rebel Week - Phase 1 (Cork Specific)	16/07 -23/08	€ 2,994	8,149,161	7,857	1,667	€ 0.38	€1.80
Virginia Pumpkin Festival	05/09 - 01/10	€ 2,494	6,844,555	5,734	3,610	€ 0.43	€ 0.69
Kenmare Lace Festival	02/09- 11/09	€2,498	4,619,766	5,744	3,363	€ 0.43	€ 0.74
Cork Jazz Festival	19/09 – 26/09	€ 2,921	9,573,044	2,485	880	€ 1.18	€ 3.32
Sligo Live	04/09 – 08/09	€ 4,000	8,549,246	9,331	6,619	€ 0.43	€ 0.60
Sneem Storytelling Festival	12/09 – 22/09	€ 2,497	3,464,260	7,650	5,311	€ 0.33	€ 0.47
Leopardstown Christmas Festival	30/09 -09/10	€5,000	8,623,455	5,581	2,418	€ 0.90	€ 2.07
Titanic Belfast Friends and Family Festival	08/10 – 17/10	€3,000	1,428,440	12,955	9,037	€ 0.23	€ 0.33
Winterval	22/10 - 04/11	€ 3,000	2,912,330	3,980	2,330	€ 0.75	€ 1.29
Total		€228,240	931,280,345	757,161	237,681	€ 0.30	€ 0.96

## Appendix E – Tips and Advice to Ensure Facebook Pages are Fit-for-Purpose

Hi XXXX,

I am managing the Facebook Campaign for your XXXX Gathering. I am currently reviewing the brief submitted and hoping to get everything in place early next week.

At the moment your Facebook page is very much geared towards a domestic audience which is of course understandable given that most of your following is Irish based at the moment. It would be important to get a balance between your domestic and international messages so the content is relevant for overseas audience also for this campaign.

We will be targeting XXX for this campaign. While the campaign can drive strong traffic, it is the content and engagement on your page that will determine if the traffic converts to a “like” and new fan. Here are some tips/suggestions we have been sharing with other gatherings/festivals that would be great if you could implement on your page to support the campaign:

- Strong high res imagery should always be used so where possible share images of:
  - 2014 participants/performers
  - The festival atmosphere that will take over the city/town during the festival
  - Showcase unique venues you use for the festival
  - Showcase the destination (city/town) including noteworthy attractions/landmarks and surrounding scenery/landscapes - these do particularly well with the overseas audience
  - You are welcome to access our image library at [www.tourismirelandimagery.com](http://www.tourismirelandimagery.com) for general destination Ireland imagery if you like
  - When posting an image include one or two short lines of text
- Please ensure you have a strong cover and profile image with a clear high res image. I would recommend using a logo as your profile image.
- Quirky and/or interesting facts about the festival, 2014 participants, destination in general etc. - always accompany with a high res image, video or link
- Pose questions to your fans – get them involved/engaged - always accompany with a high res image, video or link
- In the “About Section”, please include a little a little more detail about the festival in 2013 and link through to an active website with full details of the programme
- Any videos you might have would be good to share
- Important to communicate the festival programme. Be sure to highlight how people can get involved – where can they buy tickets, are any shows/events FREE
- Where should international visitors stay during their visit – make recommendations for local accommodations – hotels, B&Bs, etc. If you have negotiated any rates with local accommodation providers be sure to share
- Any competitions or special incentives you could offer would also help drive up engagement
- Post once/twice daily and please bear in mind an international audience in your posting going forward

## Appendix F - Best performing promoted tweets

**Note:** Top 10 performing promoted tweets defined by clicks.

Campaign	Copy	Start Date	End Date	Impressions	Clicks	CPC	Engagement Rate	Spend
Spain NYE	¡Ven a Irlanda para Nochevieja y disfruta de un divertido festival con un desfile, un concierto y mucho más! <a href="http://goo.gl/og0Tlq">goo.gl/og0Tlq</a>	08/11/13	10/11/13	188,471	2,591	€ 0.10	1.43%	€ 250.00
Valentine's Day	Love is in the air in Kilkenny. In May, the marble city is hosting a unique Gathering. Read more about it here <a href="http://tiny.cc/qzocsw">tiny.cc/qzocsw</a>	12/02/13	14/02/13	66,436	1,586	€ 0.19	2.49%	€300.00
Cat Laughs	Lots of great stuff at @TheCatLaughs this year! Kevin McAleer as Gaeilge & Dylan Moran live. Who will you invite? <a href="http://tiny.cc/x4q9uw">tiny.cc/x4q9uw</a>	10/04/13	12/04/13	109,007	1,293	€ 0.20	1.27%	€ 260.46
Invite to Riverdance	Know someone abroad who loves Irish dance? Invite them to @Riverdance — The Gathering. Find out more here <a href="http://youtube.com/watch?v=IT42eH...">youtube.com/watch?v=IT42eH...</a>	13/04/13	14/04/13	84,909	1,238	€ 0.21	1.56%	€ 262.93
Rory Gallagher/ Sea Sessions	Lots on in the North West this summer! Catch a glimpse of @RoryFest @Seasessions and more in this video <a href="http://tiny.cc/sjv4ww">tiny.cc/sjv4ww</a>	18/05/13	19/05/13	66,995	1,113	€ 0.21	1.76%	€ 235.58
Rory Gallagher	Who will you invite to this Gathering of Rock 'n Blues fans? See the @RoryFest line-up here --> <a href="http://tiny.cc/ebs9uw">tiny.cc/ebs9uw</a>	11/04/13	13/04/13	80,543	981	€ 0.20	1.29%	€ 193.78
Strypes NYE 1	Look who's been announced for @nyedublin! <a href="http://pic.twitter.com/7UFITdhSsK">pic.twitter.com/7UFITdhSsK</a>	14/11/13	15/11/13	13,449	904	€ 0.14	6.86%	€ 125.00
Strypes NYE 2	Look who's been announced for @nyedublin! <a href="http://pic.twitter.com/7UFITdhSsM">pic.twitter.com/7UFITdhSsM</a>	14/11/13	14/11/13	8,491	745	€ 0.17	8.89%	€ 125.00
Volunteer	Passionate about your town's traditions and culture? Sign up to be a Volunteer Gathering Ambassador here --> <a href="http://goo.gl/S7F7Z">goo.gl/S7F7Z</a>	10/06/13	19/06/13	55,544	699	€ 0.21	1.33%	€ 150.00
Obama Riverdance	We wonder will @MichelleObama learn a few steps tonight in advance of the Longest Line @Riverdance? <a href="http://tiny.cc/caztyw">tiny.cc/caztyw</a>	17/06/13	17/06/13	31,117	469	€ 0.21	1.60%	€ 100.00

## Appendix G – Ireland Family History Facebook Page Overview



Ireland Family History (IFH) Facebook page is a dedicated platform to encourage and facilitate engagement around the interest area of ancestry and family heritage. The Gathering Ireland project was a year-long celebration of all things Irish. Central to the initiative was a desire to reconnect with the 70million Irish Diaspora all over the world. The IFH Facebook page was set up to enabled focused communication with the Irish Diaspora worldwide without alienating the wider tourism audience for the Gathering Ireland project.

Throughout the year IFH:

- Communicated details of Clan Gatherings and Gatherings with a heritage theme throughout the year.





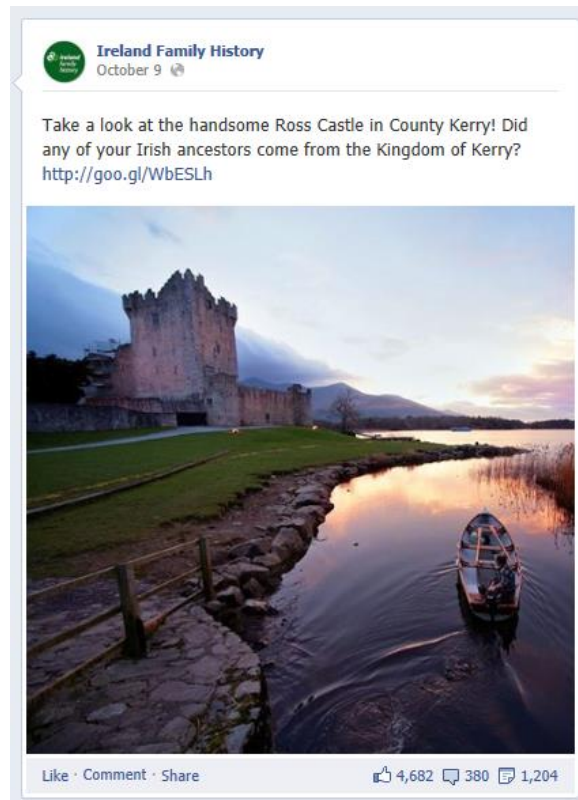
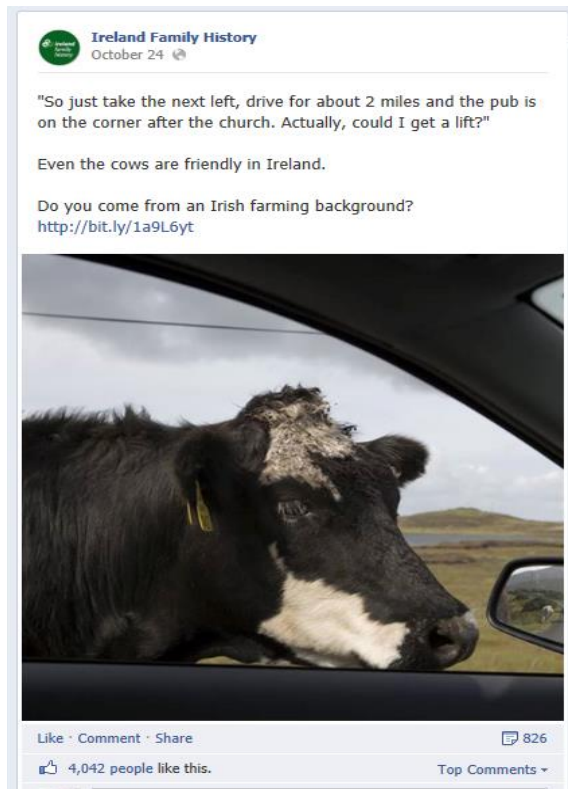
- Featured 3 dedicated micro-targeted fan acquisition campaigns driving a relevant audience to the online platform. €45,000 was invested in this activity and delivered 246,013 clicks at a CPC of €0.18 and 78,254 new international fans at a CPL of €0.58.
- Held 6 Expert Sessions in association with genealogy bodies including PRONI, Roots Ireland, Findmypast.ie, Timeline.ie, Ireland Reaching Out and Ulster Historical Foundation. These Expert Sessions provided a really engaging forum for the IFH fan base and also an important outlet for our genealogy partners to connect with a relevant audience and promote their own services.



- Hosted a dedicated Ancestral Competition on the Facebook page to win a trip to Ireland over NYE for the final Gathering event and also to discover more about their family history with the assistance of a dedicated genealogist from Roots Ireland. The competition received over 36,000 entries.



- Delivered 80,000+ fans organically (unpaid likes), largely due to the strong content and constant engagement on the page:







## Appendix H – Localised Social Media Campaigns/Activity

### USA


**How Irish Are You?** Social Media Campaign that ran in the US dialled up Irish Heritage message on social channels and supported the Diaspora Gathering Advertising that was running both offline and across digital channels.



The campaign was based on an 8 week social buy that included 3 strands – social vibe, sponsored posts and marketplace ads that targeted the +35 age group. Facebook posts over the course of the campaign on the Facebook page were also themed with ‘How Irish Are You?’ messages and encouraged fans to enter to win. Fans were directed to Facebook App where they were invited to answer 10 questions to discover how Irish they were, and they had the chance to share their result on Facebook. Campaign delivered 180,000 new fans for the US Facebook page and competition element received 35,685 entries.

facebook    Search for people, places and things  Matthew Leopizzi

You are posting, commenting, and liking as Publicis TEST PAGE — Change to Matthew Leopizzi

Publicis TEST PAGE How Irish Are You?   Liked

# How Irish Are You?

Take this quiz to find out, and enter to win a Trip for Two for the Gathering Ireland 2013.

Have you read any James Joyce? yes no

Ever had a Guinness? yes no

Do you know what Hurling is? yes no

Do you know what a Bodhrán is? yes no

Have you seen The Quiet Man at least 3 times? yes no

Are you partial to tweed and might fisherman's sweater?

Do you know the words to "Danny Boy"?





Do you already have plans for St. Patrick's Day?

Do you know where the Blarney Stone is?



Extra points if you've ever kissed the Blarney Stone.



[Terms and Conditions](#)

facebook    Search for people, places and things  Matthew Leopizzi

You are posting, commenting, and liking as Publicis TEST PAGE — Change to Matthew Leopizzi

Publicis TEST PAGE How Irish Are You?   Liked

# Congratulations. You're 9/32 Irish!

Here's a chance to up your Irishness!  
Enter to win a trip to Ireland in 2013 during a yearlong celebration of The Gathering Ireland!

First Name


Last Name

Email

Re-type email

☒ I am a United States resident and have read and accept the contest terms and conditions.

☐ Send me Discover Ireland updates (optional).



[Terms and Conditions](#)

## Localised Social Media Posts: Diaspora vs. Non-Diaspora Messages

## US

**Tourism Ireland**  
March 6

Interested in finding your roots in Ireland? Well there's no time like the present! 2013 is the year of The Gathering – Ireland's Family History year, and Ireland Family History can help you out!



Like · Comment · Share

5,588 153 1,163

**Tourism Ireland**  
March 2

Celebrate The Gathering Ireland 2013 - Ireland's Family History year by attending a clan gathering. There's the O' Sullivan Gathering in Kerry, the O'Neill Gathering in Tyrone and many many more! Be part of it - click here <http://on.fb.me/Z272R2>




Like · Comment · Share

2,130 96 179

## Great Britain

**Discover Ireland GB**  
January 1

Happy New Year and happy Gathering 2013! Yes it's officially begun – we're inviting you (along with 70 million others!) to come on over for a cup of tea, a dance, a festival or a reunion. RSVP <http://bit.ly/St4fOW>



Like · Comment · Share

635 15 56

**Discover Ireland GB** shared a link.  
April 5

Calling all redheads! Discover your natural hair-itage at the Redhead Convention, just one of thousands of great events happening in Ireland this year as part of The Gathering Ireland! Recognise anyone?



**The Gathering Ireland 2013 - The Redhead convention**  
[youtu.be](http://youtu.be)

Like · Comment · Share


982 137 349



## Canada

**Discover Ireland CA**  
March 12

Do you have any Irish ancestry? Check out the Irish Family History year Facebook page to help trace your roots back to the Emerald Isle! No better year to do so than the year of The Gathering Ireland! <http://on.fb.me/10AIC3Q>



Like · Comment · Share

141 8 28

## France

**Irlande...** *Laissez-vous emporter* shared a link.  
3 January

Quel est le point commun entre de jolies chevelures rousses, une couverture de laine tissée avec amour, et des surfeurs fous de musique ? Un indice : tous ces événements ont lieu cette année en Irlande !



**The Gathering Irlande 2013 : c'est parti pour une année de célébrations !**  
[blog.irlande-tourisme.fr](http://blog.irlande-tourisme.fr)

Voilà des événements concrets pour découvrir ce qu'est « The Gathering

Like · Comment · Share

163 4 29

## Netherlands

**Ierland**  
March 21

Geweldige gatherings! Ben je linkshandig, roodharig of bebaard? Komiek Andrew Maxwell kan niet wachten jullie te vertellen over de Gathering in zijn eigen unieke stijl. Met duizenden fantastische events in de planning voor de Red Head Conve... See More



Een van de duizenden fantastische evenementen voor...

Like · Comment · Share

170 8 53

## Italy

**Turismo Irlandese**  
March 27

**The Gathering Ireland**  
Non puoi mancare al Gathering Ireland che nel 2013 trasformerà l'isola d'Irlanda in una terra di festa e divertimento...cosa stai aspettando? C'è un posto anche per te! <http://goo.gl/QCFTE> — at Irlanda .



per il numero record di festival di musica e danza

Like · Comment · Share

92 1 55

## Appendix I – Brandwatch Keyword Sample

The following code is a keyword sample to pull in information relevant to the project. Some listening tools charge to write/edit this code. As the term 'Gathering' is broad, it is used by many groups and organisations. We attempted to filter out mentions to other Gatherings with inclusive and exclusive keywords. These were added to on a case-by-case basis. Examples of exclusions in the final paragraph include religious groups in the US who actively use #thegathering, Highlander II film, Magic: The Gathering, Tomorrowland Festival etc. Irrelevant mentions were deleted individually daily.

### Included:

```
(raw:(Gathering OR Gatherings OR Thegathering OR TheGathering OR GATHERING) AND
((gathering* OR thegathering*) NEAR/10 (irish* OR ireland)))

OR (2013 NEAR/1 "ireland gathering"~1)

OR gathering2013 OR thegathering2013 OR thegatheringireland* OR thegatheringirl

OR ("tourism ireland" NEAR/10 gathering*) OR raw:(@gathering OR @Gathering OR #thegathering
OR #TheGathering OR Failte Ireland OR Failte OR #theGathering OR "the #gathering")

OR (author:gathering AND site:twitter)

OR (((come OR coming OR home OR join OR attend OR return OR visit*) NEAR/5 "the gathering")
AND (ireland OR irish))

OR "ireland gathering"

OR ((gathering OR thegathering) NEAR/15 ("gallagher clan"~1 OR "red head" OR "redhead
convention" OR genealogy OR "tracing your" OR "tracing ancestors" OR "tracing family history" OR
"trace ancestors"~1 OR "trace family history"~1 OR "cork choral"~1 OR "earagail festival"~1 OR "cat
laughs" OR "Riverdance Gathering" OR "earagail arts" OR "cork rebel week" OR "CRW" OR "New
Year's Eve Dublin" OR "NYE Dublin" OR "Madness" OR "Ryan Sheridan" OR "The Strypes" OR "3 New
Year's Eve Festival" OR "Three New Year's Eve Festival" OR "3 New Year's Eve Dublin" OR
"countdown concert" OR "count down concert" OR "projections" OR "Trinity" OR "Trinity College"
OR "College Green" OR ("patrick's" OR patricks OR stpatrick*) NEAR/0f (day OR weekend OR "week
end"))))
```

### Excluded:

```
-(scotland OR "our gathering" OR "to gathering" OR "are gathering" OR "in gathering" OR "for
gatherings" OR highlander OR "magic gathering"~5 OR GOTJ OR ((players OR Club OR games)
NEAR/2 gathering) OR juggalos OR manchester OR ("a gathering" -raw:Gathering)) OR God OR
powerful OR pastor OR Jimmy Evans OR Wellington Boone OR tampa OR @WellingtonBoone OR
#belovedwomen OR @Creflo_Dollar OR @LisaBevere OR praise OR Christ OR #gathering2013 OR
@bt_dmb OR worship OR praise OR @Gathering_Green OR Tomorrowland OR Tomorrowland2013
OR Dreamville OR Juggalizum OR maydaymusic OR RavingGeorge OR #scotstreetstyle)
```

## Appendix J - Facebook Legal T&Cs for competitions template (Byrne Wallace)

[INSERT NAME OF COMPETITION] (the "competition")

1. The Promoter is The Gathering Project 2013 Limited having its registered office at 88 – 95 Amiens Street, Dublin 1 and operating as a special purpose vehicle as an affiliate company of Fáilte Ireland (the "**Promoter**").
2. [The Prize has been provided by Tourism Ireland Limited having its registered office at 5<sup>th</sup> Floor, Bishop's Square, Redmond's Hill, Dublin 2 and XXXX Hotel Group Limited, Sandymount, Dublin 18 (collectively, the "**Sponsor**").] ***Note:** This section should only be included where it is necessary to provide details of the sponsor. Delete this section and any other section related to a sponsor if not relevant.*
3. Anyone that enters the Competition is an "**Entrant**". These terms and conditions (the "**Rules**") govern the Competition and by submitting an entry to the Competition each Entrant agrees to be bound by these Rules.
4. The Competition is only open to Entrants over the age of [twenty one] at the date of submission of the entry. The Promoter reserves the right to request written proof of age of the winning Entrant. ***Note:** You may wish to reduce the minimum age to 18 years for certain competitions. Also, consider other possible restrictions such as whether entrants must be residents of a particular country.*
5. Entries containing false details will be disregarded, as will any that are automated or mechanically made.
6. This Competition is not open to employees of [the Sponsor or] the Promoter, including connected third parties (namely Tourism Ireland and Fáilte Ireland), participating carriers, tour operators, their families, or any agency working directly with [the Sponsor or] the Promoter.
7. The description of the Competition and instructions form part of the Rules.
8. The Promoter reserves the right to reject any Competition entry. No responsibility is accepted for late, lost or misdirected Competition entries.
9. The winning Entrant will be drawn at random from the total entries who have correctly answered the Competition question at the date of closure of the Competition. No correspondence will be entered into. ***Note:** This section may need to be amended if there is not competition question.*
10. No purchase is necessary to enter the Competition. The Entrant should follow the link on the website [www.facebook.com/thegatheringireland](http://www.facebook.com/thegatheringireland) (the "**Website**") to the Competition entry section and follow the instructions to register for the Competition. Only one entry [per day] per Entrant is permitted. ***Note:** You may wish to limit this to one entry per person.*
11. There will be [one (1)] winning Entrant of the Competition [and the winning Entrant will have the right to nominate three other people who will be the recipients of the Prize (the "**Nominees**").] ***Note:** If there are no Nominees, delete all sections and references to Nominee throughout this document.*

12. The prize consists *[INSERT DETAILS OF THE PRIZE]* (the "**Prize**"). [Not valid on bank holiday weekends, rugby internationals and special local events. Subject to voucher availability.] [Dalata Hotel Group] terms and conditions apply and additional restrictions may apply to the accommodation aspect of this prize.] **Note:** *Insert specific terms and conditions related to the prize here.*
13. [Approximate Retail Value of the Prize is \$7,000.00. Actual value of the Prize will depend on point of departure, point of arrival, any airfare fluctuations, and selected tour. Any difference between the stated value and actual value will not be awarded. Promoter, in its sole discretion, will determine the arrival city in Ireland and the departure city in the United States.] **Note:** *Amend to reflect the prize in question or delete if not relevant.*
14. [Winning Entrant and his/her Nominees must book travel at least six weeks in advance of departure and travel is subject to availability. Availability in hotels must be checked prior to booking of flights. Accommodation must be booked with XXXX Hotel Group Central Reservations Department by telephone. Accommodation cannot be booked directly with the hotels. Blackout dates may apply and this is determined at the sole discretion of XXXX Vacations CST #2084503-20. Certain other restrictions may apply. Once booked, no change, extension, or substitution of trip dates is permitted, except by Promoter in its sole discretion.] **Note:** *Amend with details of competition.*
15. [Flights must be booked before December 10th 2012, and travel must be completed on or before October 1st 2013. XXXX Hotel Group require that accommodation is booked at least six weeks in advance of the proposed reservation date.] **Note:** *Amend with details of competition.*
16. [Accommodation is based on two double room or twin share rooms (based on two people sharing per room) on a bed and breakfast basis. Airline tickets must be used in conjunction with a trip to Ireland in economy class. The Promoter reserves the right to determine the airline carrier depending on best available price. Travel restrictions may apply. The winning Entrant and his/her Nominees must travel together. Any changes to the booking after the flights have been confirmed that incur an extra fee is to be borne by the winning Entrant. Any excess baggage charges are also to be borne by the winning Entrant.] **Note:** *Amend or delete as appropriate to current competition.*
17. If any of the Nominees are under the age of twenty one years of age, a form of parental /guardian consent and waiver of liability must be executed by that Nominee's parent or guardian. **Note:** *This section will only be relevant in particular circumstances. Delete if not relevant to current competition.*
18. The Competition commences on [insert date]. The closing date for receipt of entries for the Competition is [insert date] at [insert time] (GMT) and the draw will take place on [insert date]. The winning Entrant will be notified by phone or e-mail after this date.
19. By entering this Competition, you agree to participate in any promotional activities connected with the Competition / Prize, should you be the winning Entrant. The Promoter reserves the right to cover the event of handing over the Prize to the



winning Entrant in online publicity, in emails, and through any other print or social media; by taking photographs and using the names of individual winning Entrant. If you don't agree with this we recommend to not enter into the Competition.

20. The Prize is personal to the winning Entrant and is non-transferable. The Prize is as stated and there is no cash alternative available. However if the stated Prize is unavailable then the Promoter reserves the right to offer a similar prize or a prize of equal or greater value.
21. The winning Entrant and his/her Nominees are responsible for paying any applicable taxes in connection with the Prize. All other incidental costs unless otherwise stated, [including but not limited to any costs related to travel, passports, visas, meals, beverages, optional excursions whilst in Ireland, transfers to and from departure points, additional accommodation] and insurances will be the sole responsibility of the winning Entrant [and his/her Nominees].
22. The winning Entrant may be notified by phone or e-mail. The Promoter may disqualify a winning Entrant if it has not managed to contact such winning Entrant within seven working days of its first attempt to do so. The Promoter will then draw an alternate winning Entrant at random.
23. The Promoter reserves the right to suspend and / or terminate the Competition at any time if it has reasonable grounds for doing so, which may include without limitation a prize draw (or the website on which it is presented) being subject to, or affected by, any denial-of service (DOS) attacks, bugs, viruses or any other technologically harmful material or act of hacking by a third party, or in the event of any wilful attempt to breach these Rules.
24. To the extent permitted by law, the Promoter, [the Sponsor,] and their officers, employees and agents and affiliates and third parties connected to the Promoter and / or Sponsor hereby expressly exclude:
  - (a) all conditions, warranties and other terms which might otherwise be implied by statute, common law or the law of equity;
  - (b) any liability for any direct, indirect or consequential loss or damage incurred by any Entrant or the winning Entrant in connection with any prize draw or any entry.
25. The Promoter [and the Sponsor] shall have no liability whatsoever if the winning Entrant and /or all or any of its Nominees:
  - (a) cannot travel or are refused travel by the airline; or
  - (b) are refused entry to any accommodation by hotel staff at any time during their trip.
26. By accepting the Prize, the winning Entrant [and his/her Nominees] agree to indemnify us and our affiliates, officers, employees and agents from and against any and all liabilities, other expenses (including costs and legal fees) and damages arising

out of claims resulting directly or indirectly from the Prize. The winning Entrant and his / her Nominees agree to sign waiver of liability if required by the Promoter.

27. As a condition of entering the Competition, you agree to indemnify the Promoter [and the Sponsor] and their affiliates, officers, employees and agents from and against any and all liabilities, other expenses (including costs and legal fees) and damages arising out of claims resulting directly or indirectly from such entry.
28. [You are subject to all laws of the state, province and/or country in which you reside and from which you access the Website and are solely responsible for obeying such laws. The Company makes no representations or warranties, implicit or explicit, as to your legal right to participate in the Competition nor shall any person affiliated, or claiming affiliation, with the Website have authority to make any such representations or warranties. You agree that the Company cannot be held liable if laws applicable to you restrict or prohibit your participation in the Competition.]  
*Note: This section will not apply if the competition is only open to residents of Ireland.*
29. Any disputes, or any other claims or proceedings arising out of or in any way relating to the Competition shall be governed by the laws of Ireland and the Irish Courts shall have exclusive jurisdiction for the purpose of any such proceedings arising out of or in any way relating to your use of the Website and Competition entry.
30. This Competition may be conducted over several different websites and web pages simultaneously.
31. By entering this Competition, you agree that the information provided by you may be used by us for the administration of this Competition, and we may also use the information to carry out research about this competition and communicate future promotions to you.
32. For our full Privacy Statement please see [www.thegatheringireland.com/privacypolicy.aspx](http://www.thegatheringireland.com/privacypolicy.aspx)
33. Competition results can be obtained on [www.thegatheringireland.com](http://www.thegatheringireland.com) or by writing to the Promoter.