



Communications Campaign



Social Media Activity Time Period

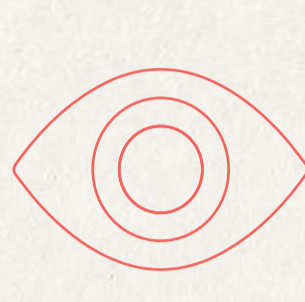


Overall Combined Stats

(Organic & Paid)



Overall Reach*
1,407,892



Overall Impressions**
5,347,125

*REACH: The number of users exposed to a piece of content.
**IMPRESSIONS: The number of times a piece of content was displayed to the target audience

Social Media Performance

375 Organic Posts
Total across all Social Media Platforms



Facebook & Instagram Paid ads

Total Adverts: 13



Most Liked Tweet

@GetIrelandWalking

It's our 4th year of National Walking Day, Sun 24th Sept as part of #EWOS, and we're excited to see the impact that this event has had on people's lives. Join us and be a part of this positive change. #positivechange #NWD2023 #WalkHikeRunPushRoll <https://t.co/gH55b2Auid>

Most Popular Post on Facebook



Reach
260,600,00

Get Ireland Walking

Thurs 21st Sept is our Mental Health Day with Mental Health Ireland. Walking is not just good for your physical health, but also for your mental well-being. Take a walk today and boost your mood! National Walking Day is Sun 24th Sept as part of #EWOS #MentalHealthMatters #WalkHikeRunPushRoll #NWD2023 <http://www.nationalwalkingdayireland.ie>

NWD NATIONAL WALKING DAY 2023

THURSDAY 21ST SEPT. Mental Health Day

To find out more visit: NationalWalkingDayIreland.ie

[/GetIrelandWalking](#) [/GetIrelandWalking](#) [/GetIrelandWalking](#)

GET IRELAND WALKING | SPÓRT ÉIREANN SPORT IRELAND | hi | Mountaineering Ireland | #BEACTIVE EUROPEAN WEEK OF SPORT

#WalkHikeRunPushRoll #EWOS

NWD NATIONAL WALKING DAY 2023

Sunday 24th Sept. 2023

As part of European Week of Sport

[/GetIrelandWalking](#) [/GetIrelandWalking](#) [/GetIrelandWalking](#)

for more information go to: NationalWalkingDayIreland.ie

