

TOURISM IRELAND – FILL YOUR HEART WITH IRELAND

What can we do?

We want to bring **#FillYourHeartWithIreland** onto people's screens and into their lives. We want to make them smile. We want to help them escape their worries. We want to let them experience a trad music session or learn how to Irish dance. We want to share stories, myths and legends from Ireland and let them listen to the words of our Nobel Laureate poets and playwrights...

How can you get involved

If you're creating a compelling piece of short content that speaks to the world at this difficult time and connects people with our island, we want to share it with Tourism Ireland's 5 million social media followers around the world.

Why? When the world gets back on its feet, people will remember that the island of Ireland will always fill their hearts with the good stuff...

Level 1 – a simple share: if you have created something for Instagram, Facebook, Twitter, YouTube or TikTok, we can find it and share it if it includes the **#FillYourHeartWithIreland** hashtag. If it has already been created, you can send the link to your post to us and we'll add **#FillYourHeartWithIreland** to a retweet or share post. We will then share this text with your link with our market teams so they can add to their content schedules, and tag you, the creator, of course.

Level 2 – a share from Tourism Ireland's social platforms: If you want to send your content directly to us, we can help it reach a wider audience by sharing it on our native social platforms (Facebook, Twitter, Instagram, YouTube, Pinterest). We will always include your credit, copyright, website for your product, activity details, etc, so that everyone can recognise you as the owner of your content, and remember you when they visit our island again.

The practicals:

If you want to share content with us, please remember that we talk to everyone around the globe – not just the English-speaking parts! We will, of course, share content in the English language, but if you would like a wider audience, here are some things that will enable foreign language markets to support and amplify your content:

- Preferably no voiceover (VO), or very little. Priority in foreign language markets will be given to footage with no VO and good music (if possible).
- If you incorporate music into your production, please confirm that you have the usage rights to do so.
- It's better if videos are image based rather than conversational; try to limit talking to camera or interview style. However, if that's the style you have chosen and it works, we're happy to share with an English-speaking audience, too!
- Speak slowly and clearly when dialogue is needed.
- Subtitles should be kept to a minimum, otherwise the consumer won't be able to watch the video, as they will be too busy reading the subtitles.
- **Try to provide good quality footage – even if shot on an iPhone/smartphone. If you are creating the video, here are the format details for videos: Preferred frame rate: 25fps; minimum resolution: 1080p (4k if possible) file format (ideal): .mp4, .mov, .mxf, others, if necessary; file codec: original from camera footage preferable, Pro-res, h264.**
- Although social media can promote longer version videos, the recommended **video length is no longer than 1 minute. Again, this depends on the subject matter** – a book reading, for instance, will be far longer and is equally suitable for some markets.

- The video should be suitable for both desktop and mobile devices – ideally square or vertical format, not just horizontal. If you can, an IG and FB stories version at 9:16 would be very helpful, too.
- If you are sharing pre-produced content, please provide clean versions – one fully edited and one with no text overlay, so we can localise for foreign language markets, where possible.
- Anything shared that is above 10mb will not transfer via email, so please use a file transfer website, such as Dropbox or WeTransfer.
- NOTE: If you are unable to edit your own work, we can provide support if we believe our global audience would particularly enjoy seeing what you do. This will be discussed on a case by case basis, as per Level 3, above.