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PQ 32185/20

Dear Deputy Higgins

Question: To ask the Minister for Health the current HSE Covid-19 advertising on social media platforms including Instagram and Tiktok; and if he will make a statement on the matter.

The Health Service Executive has been requested to reply directly to you in the context of the above Parliamentary Question, which you submitted to the Minister for Health for a response. I have examined the matter and the following outlines the position.

The COVID-19 public information campaign uses a range of communications channels, including media relations, websites, social media, search advertising, digital display, posted materials, out of home (posters, billboards, projections, transport) and TV, video on demand, radio and digital radio advertising, to provide clear public health advice that is easy for people to understand and act on.

Social Media

The HSE COVID-19 campaign included paid and organic (unpaid) social media posts on different social media platforms. The number of posts on each platform since March are set out below.

Platform	Number of posts
Facebook	265
Instagram	471
LinkedIn	47
TikTok	10
Twitter	1,316

The spend on social media advertising was approximately €150,000.

The current campaigns underway include:

- Living with Covid
- Basics – hand hygiene, social distancing, face coverings, the App
- Symptoms and testing
- We are all the answer
- Campaigns specifically for young people
- The Bubble

Social media continues to drive a large volume of traffic to our dedicated COVID19 website content. We are continuing to see increasing audiences across all our channels. The social media team also provide a customer service element and respond to an average of 150 social media queries daily across our channels in relation to COVID19.

Social media usage in Ireland is amongst the highest in Europe. People of all ages use these channels daily to engage with each other and public and private sector organisations. Channels such as TikTok and youtube enable us to reach a younger audience with critical public health messaging.

I trust this addresses your question. If I can be of any further assistance please do not hesitate to contact me.

Yours truly,

Mary Brodie

Business Manager, Communications Directorate