



**Bainisteoir Gnó  
An Roinn Cumarsáide**

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Deputy Holly Cairns

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**PQ 23051/22**

Dear Deputy Cairns

**To ask the Minister for Health the percentage of social media posts made on each of his Departmental social media accounts or the social media accounts of public bodies and agencies that operate under his remit that were exclusively in Irish between 1 May 2021 and 30 April 2022, inclusive; the percentage of same that feature bilingual translations.**

Communicating with the public, listening to their needs and giving accurate and easy-to-follow health advice is considered a central part of any country's pandemic response plan. We have worked since early in 2020 to provide clear public health advice about the virus that is easy for people to understand and act on.

We conduct regular research, which is shared at the Dept of Health briefings, to check on people's understanding of and their reaction to the information and on-going situation, allowing any new messages or content to be developed in line with their feedback.

Consistently high satisfaction levels with the HSE and Dept of Health communications has been reported in our research and listening exercises.

In the unique and fast-moving circumstances of the COVID-19 pandemic, we approached our advertising and information communications work under great time pressure, but also with a great sense of responsibility to be as inclusive as practicable, in terms of both languages and accessible formats for people with various needs.

We have developed an extended suite of flexible content, suitable for various audiences and people with different needs and in varied circumstances - this includes information in English, Irish and a range of other languages, in Irish sign language, braille, audio, Easy-Read and large print. We have ensured that we are meeting our duties under the Official Languages and Disability Acts.



<b>Channel</b>	<b>Detail</b>
<b>YouTube</b>	102 ads English 0 Irish
<b>Facebook / Instagram</b>	1,269 ads and posts English 17 Irish
<b>Snapchat</b>	95 ads English
<b>TikTok</b>	97 ads English
<b>Pinterest</b>	12 ads English
<b>Twitter</b>	3,448 English 170 Irish

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

Mary Brodie

Communications Division.