



ACTION D4 TARGETED COMMUNICATIONS PROGRESS REPORT

05-09-17

GeoparkLIFE Communications
update

Newsletter

The fifth and sixth editions of the Geopark Newsletter have been distributed since April this year. They have been shared on social media. The newsletter features updates on each of the actions of the GeoparkLIFE project as well as non LIFE activity. The second edition will be released in January.

Social Media

The Facebook page has continually grown throughout the year, our Page Likes have increased from 3,373 in Mid-October 2016 to 3,928 in August 2017

Our Twitter following has also continued to grow throughout the year from 2,534 in mid-October 2016 to 3,070 in August 2017.

Website

The Geopark website has been updated and is an on-going process as we generate results and case studies from each of the GeoparkLIFE actions.

Co-marketing with the Burren Ecotourism Network

The Burren ecotourism network employed a marketing co-ordinator on a part-time basis to continue the destination marketing programme. The new marketing coordinator works hand in hand with the Geopark on destination marketing and the development of literature

The Geopark will maintain the role of brand guardian to ensure the brand recognition that has been built jointly over the last number of years will continue to be a brand of integrity and high standards.

Visitors leaflets and Maps

Visitor leaflets and Maps were again developed and distributed throughout the 2017 season carrying details of the LIFE project and our conservation message.

Layman's report and Destination manager guides

Work has begun on the layman's report and the destination managers guides. The first drafts have been written and we are currently sourcing a graphic designer.

	<p>GeoparkLIFE Final Conference</p> <p>The Final conference has been scheduled for the 23rd November and the conference programme has been finalised and published. The conference will take place at the Falls Hotel in Ennistymon.</p>
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