



# CAP Network Ireland

Social Media Campaign:  
**There's more to the story...**

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 capnetworkireland.eu

 CAP Network Ireland



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine



Co-funded by  
the European Union



Co-funded by the European-Union and the Department of Agriculture, Food and the Marine under Ireland's CAP Strategic Plan 2023-2027.



# 'There's more to the Story....' Campaign



## What?

- 8-week Social Media Campaign

## Who?

- CAP Network Ireland, co-funded by the Dept. of Agriculture, Food and the Marine and the European Union

## Why?

- To highlight the ongoing contributions made by farmers in Ireland to restoring the natural environment under CAP Schemes.
- To present statistics from DAFM that demonstrate tangible and quantifiable ecosystem benefits from farmers in CAP
- To change the narrative about the role of farmers in terms of the environment
- To demonstrate that farming is part of the solution to the current climate and biodiversity crises and that farmers have a key role to play
- To create awareness of CAP Schemes and CAP Network Ireland.





# 'There's more to the Story....' Campaign



## Where?

- Facebook, X, LinkedIn, Blue Sky, website, window promotion at the DAFM office

## When?

- Started 18 February 2025, ends 19 April 2025

## How?

- Selection of statistics demonstrating ecosystem benefits from farming
- Creation of 21 infographics, 3 styles, on 7 different themes.
- Posting schedule created – 3 posts per week to each platform
- Posts scheduled on 3 different days at 3 different times
- Press Release sent to national and local media
- Webpage created on CAP Network Ireland website with links to scheme information & case studies

There's More to the Story... Campaign 2025		SOCIAL MEDIA POSTING SCHEDULE					ANALYTICS RECORD					
							AT 60 DAYS					
WK	Theme	Date	Day	Time	Platform	Graphic	Website Views	Interaction/ Impressions	Engagement	Link Clicks	Shares / Reposts	Reactions
1	Eco-Scheme - 97% of farmers joined	18-Feb	Tuesday	10am	Facebook	1A	240	167	14	8	15	
				2pm	LinkedIn	1B						
				4pm	X/Twitter	1C						
		20-Feb	Thursday	10am	LinkedIn	1C						
				2pm	X/Twitter	1A						

## Week 1: Making Space for Nature

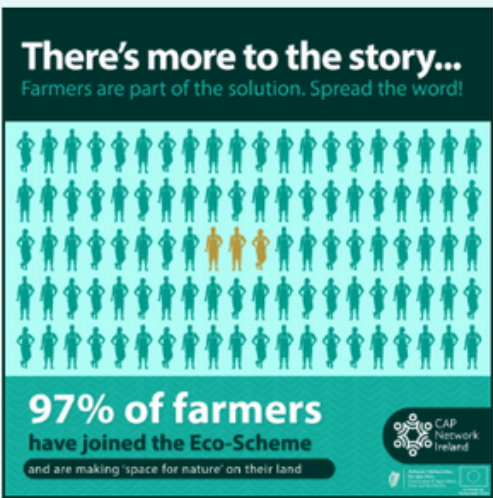
The Eco-scheme rewards farmers for undertaking practices that are beneficial to biodiversity, the climate, the environment, and water quality. It is an annual voluntary scheme open to all farmers. To receive an annual payment, farmers must agree to undertake specific agricultural practices on all eligible land areas committed to the scheme.

Learn more about the

Eco-Scheme

If you would like to read about a farmer participating in the Eco-Scheme, check out

Jack Kearney's Case Study



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## What Then?

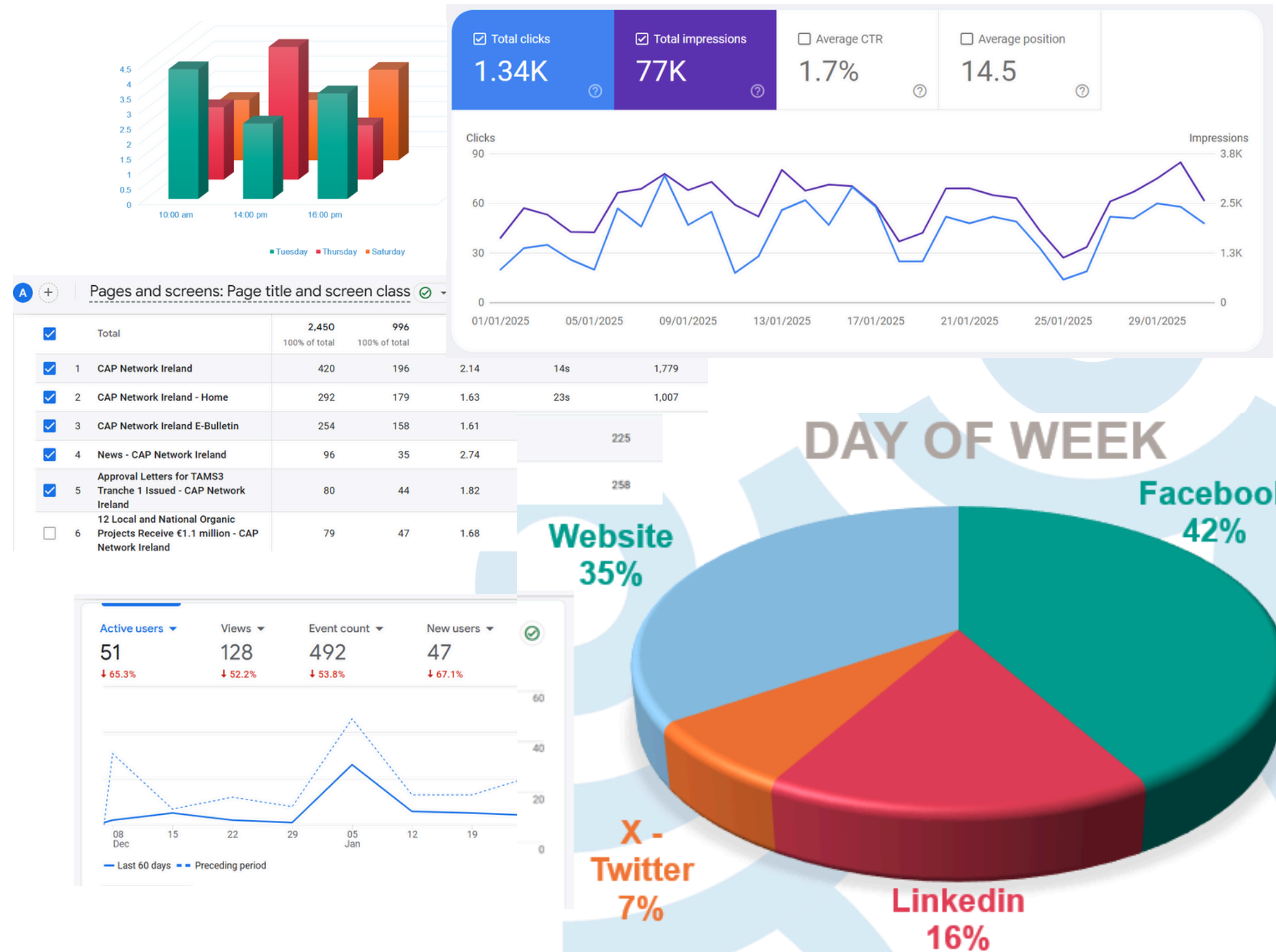
- **Data Collection:** Pre-campaign, mid-campaign, post-campaign analytics from social media platforms and website

## Like What?

- **Social Media metrics:** E.g. Post impressions, reactions, reposts etc.
- E.g. Number of new users to website, number of new followers to social media accounts etc.

## For What?

- To evaluate the success of the campaign and compare metrics based on varying factors
- To generate a **Guideline Report** for future social media campaigns outlining the most effective approach to garnering public attention.





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We Champion Sustainable Agriculture and Rural Development