

Our Web & Digital Presence in 2015



An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade



@dfatirl sent
1584 tweets
in 2015.



64%

of our Embassies and
Consulates are on Twitter.

You Tube

The most viewed content of 2015 on our Irish Foreign Ministry YouTube channel was the Ireland 2016 Global and Diaspora Programme.

86,463

minutes watched with
average session of
2.28mins.



In 2015, over
40% of
visitors to
our websites
used mobile
devices.

This equals 71 x
times the capacity of
Croke Park on an
all-Ireland Final Day.



Visitors to our websites
increased by **41.43%**
from 4,136,044 in 2014
to 5,849,672 in 2015.



70%
on 2014

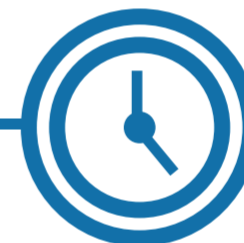
BUSIEST DAY OF 2015 ON OUR WEBSITES

OCTOBER

05

Monday

Daily traffic trebled on 05 Oct 2015 when almost **50,000** visitors accessed our websites to learn more about the new Passport Card after it was officially launched.



5,849,672

people spent **307,108** hours on our website with each person spending an average of 3min – the same length as Sweetest Thing by U2.

TOP 5

Top cities (outside of Ireland) who accessed our websites in 2015:

1. NEW YORK
2. SYDNEY
3. MOSCOW
4. MELBOURNE
5. NEW DELHI

Top 10 Irish embassies abroad that people accessed online:

1. GREAT BRITAIN
2. INDIA
3. RUSSIA
4. AUSTRALIA
5. REPUBLIC OF KOREA
6. FRANCE
7. USA
8. SOUTH AFRICA
9. SPAIN
10. JAPAN



TOP 10



Our network of websites have information in **English, Irish, Polish and Chinese.**