

Oifis an Cheannasaí Airgeadais, An Roinn Airgeadais  
Oifigí na Cathrach, An Ché Adhmaid, Baile Átha Cliath 8, Éire

Office of the Head of Finance, Finance Department,  
Civic Offices, Wood Quay, Dublin 8, Ireland

T. 01 222 2102/3 E. [finoff@dublincity.ie](mailto:finoff@dublincity.ie)

## Report to the Finance Strategic Policy Committee

### Video Series Stats

#### Background

The development of a series of videos providing financial information relating to Dublin City Council has been under consideration by the Finance SPC at previous meetings (Reports Nos. 05-2021 and 17-2020 refer). The content of the videos was discussed at the March 2021 SPC meeting.

#### Information release

The videos were released on a staggered basis as follows:

- Tuesday 30<sup>th</sup> March – Overall Funding
- Tuesday 6<sup>th</sup> April - Rates
- Monday 12<sup>th</sup> April – Grants & Subsidies
- Monday 19<sup>th</sup> April – Goods & Services
- Monday 26<sup>th</sup> April - LPT

#### Activity

The numbers of impressions, media views and total engagements for Twitter and LinkedIn is shown, with greater engagement through Twitter

<b>Twitter</b>	<b>Video 1 General Finance</b>	<b>Video 2 Commercial Rates</b>	<b>Video 3 Government Grants</b>	<b>Video 4 Goods &amp; Services</b>	<b>Video 5 LPT</b>	<b>Total</b>
Impressions (How many times it showed on someone's screen)	26,612	8853	6045	12297	4650	<b>58,457</b>
Media Views	2997	990	773	1346	592	<b>6698</b>
Total Engagements	266	73	77	118	45	<b>579</b>
<b>LinkedIn</b>	<b>Video 1 General Finance</b>	<b>Video 2 Commercial Rates</b>	<b>Video 3 Government Grants</b>	<b>Video 4 Goods &amp; Services</b>	<b>Video 5 LPT</b>	<b>Total</b>
Impressions (How many times it showed on someone's screen)	2454	724	903	744	653	<b>5478</b>
Media Views	1035	197	388	251	151	<b>2022</b>
Total Engagements	30	10	6	17	3	<b>66</b>

## **Next Steps**

Further videos will be considered as part of the LPT consultation process later in 2021.

**Kathy Quinn**  
**Head of Finance**  
**With responsibility for ICT**

**11th May 2021**