



# Irish MSP online communication

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Rialtas na hÉireann  
Government of Ireland

# National Marine Planning Framework

OUR SEAS – OUR PLAN

# Who we communicate to and how we communicate to them



## Inter-Departmental Group

- Government Partners

## Stakeholder Advisory Group

- Industry stakeholders
- Environmental Pillar
- Social and Recreational
- Academia

## General Public

- Public Meetings
- Website



# Marine Planning Ireland @MSP\_Ireland



**Marine Planning Ireland**  
602 Tweets

**Marine Planning Ireland**  
@MSP\_Ireland

Developing the National Marine Planning Framework for Ireland. Based in [@HousingPress](#) in Wexford. RTs/links not an endorsement

Wexford, Ireland [marineplan.gov.ie](http://marineplan.gov.ie) Joined April 2018

884 Following 1,400 Followers

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# Who we communicate to and how we communicate to them

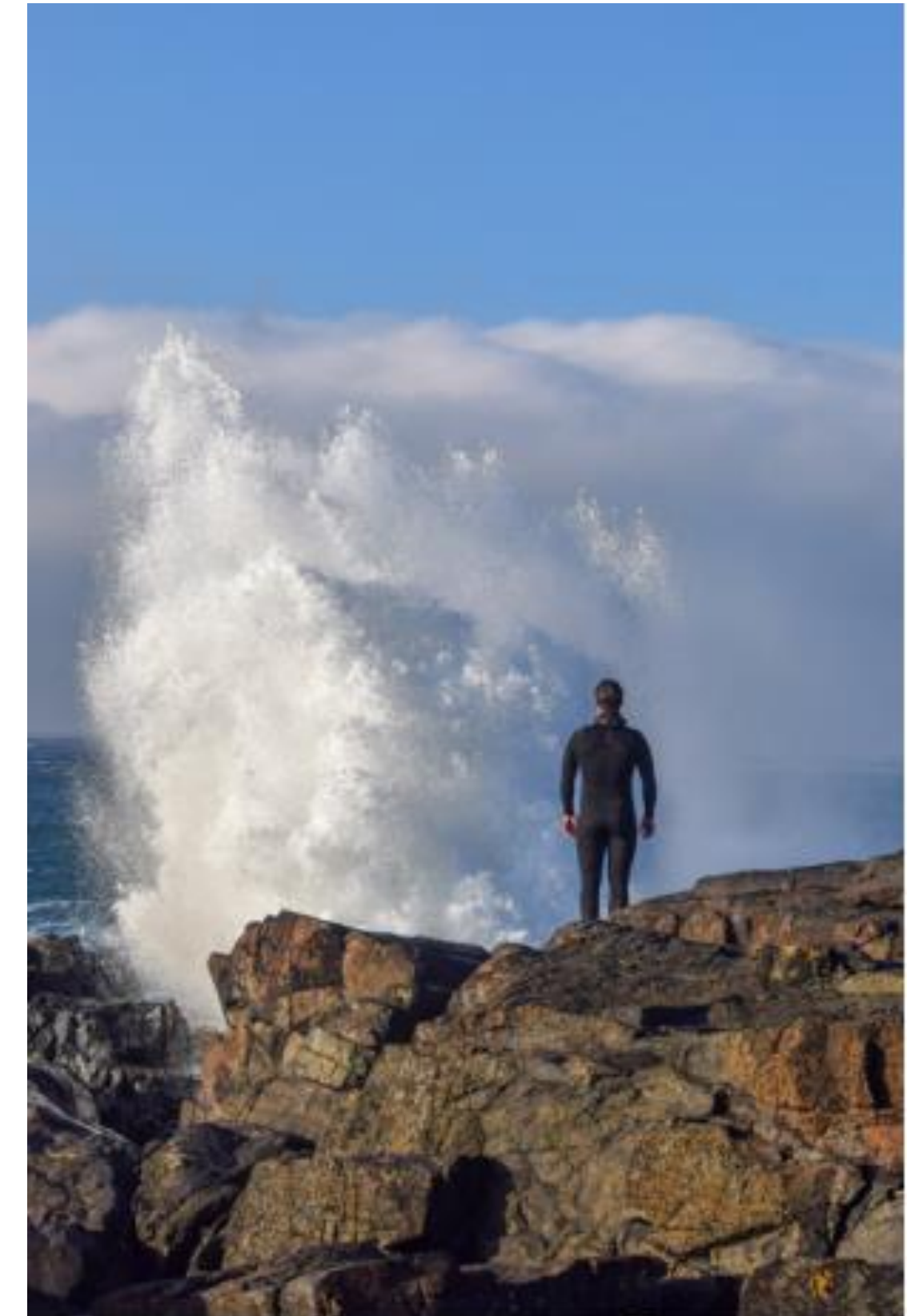


## Pros

- Easy to set up, access to broad stakeholder group
- Free – photos look great
- Proof of roadshows – very important

## Challenges

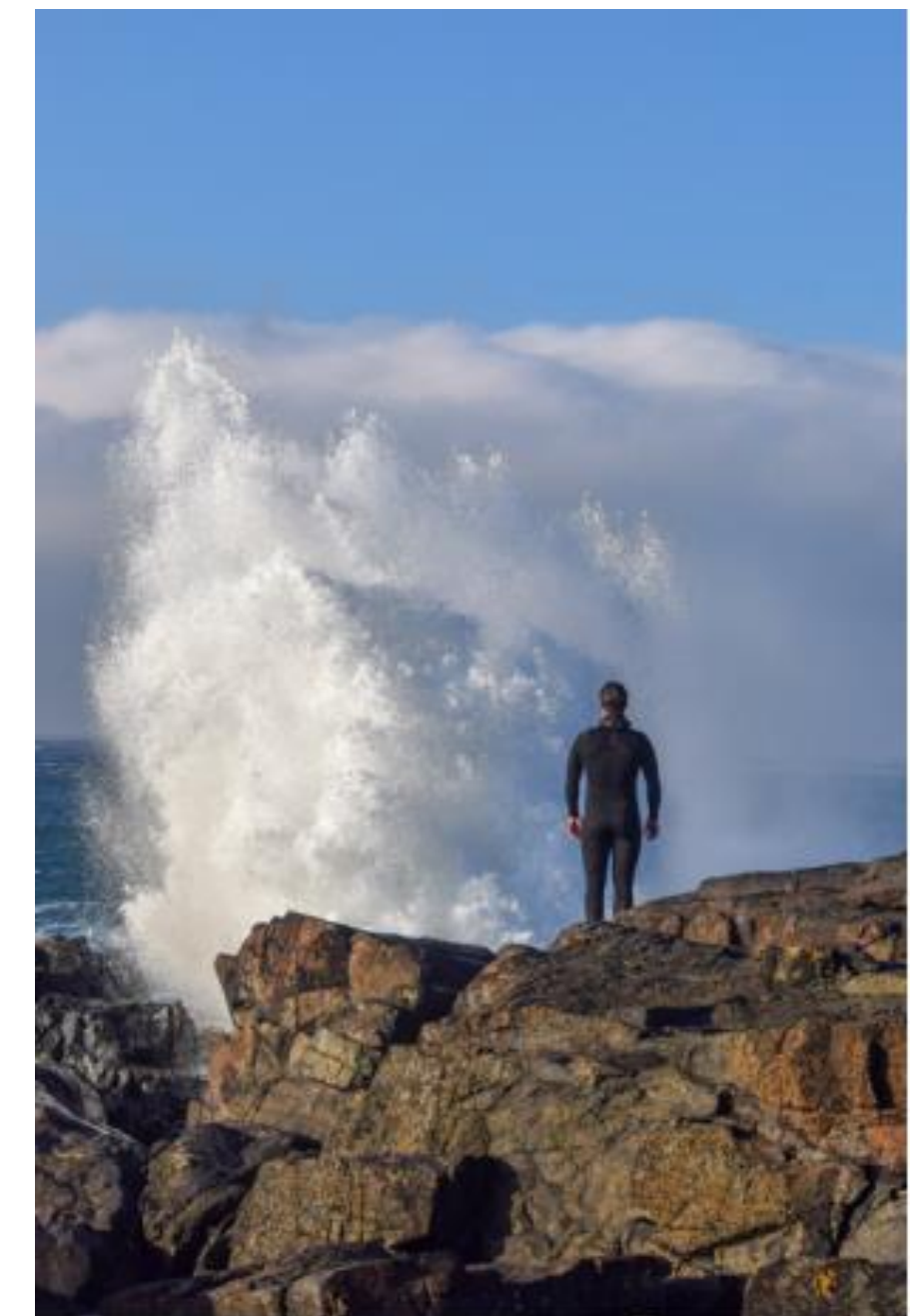
- Tone needs to be different to ‘normal’ Government comms
- Activity needs to be consistent – very difficult during pandemic
- When to debate/When not
- Dead tweets can be demoralising for the Tweeter!!



# Resources



- ❑ Small team, no dedicated resource – this is a real problem!
  - ❑ Communications is centralised
  - ❑ Right person – good at comms
- 
- ❑ Apolitical – important to avoid responding to anti-Government posts



# Content-centered community



- Academia
- Environmental Network
- Industry groups
- MSP EU (and UK/NI)
- The family of online Trolls

