

# Italy Video Content for Social & Digital Channels

**Activities:** Direct & e-marketing, Social media

**Suitable for:** Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, Attraction groups and associations, Transport - Car hire & Coach hire, Dining and entertainment, Festivals, Golf, Individual accommodation properties, Individual attractions, Shopping, Guided tours

**Date:** Throughout the year

**For More Info:** [Mary O'Connor](#) Tourism Ireland Italy

Would you like to promote your business to Italians? This is the perfect **free** opportunity for you to share your video content! Tourism Ireland Italy has a significant presence on **Facebook** with 285K+ active and engaged fans. Our video posts regularly reach more than 40,000 people. We have a growing presence on **YouTube** with 1,030+ subscribers and 1 million+ video views.

## How can I sign up?

To sign up please send us the **original video file** along with a **video title, short description and links to your website and social media channels**. Tourism Ireland will translate the text provided and edit where necessary to guarantee maximum interaction with our fans.

Market experience shows that the following video types perform best:

- No longer than 60 seconds
- No English language voiceover
- Little or no overlay of text in the English language

We are particularly keen to receive **NEW** video content including off-season content, promotional videos of visitor attractions or festivals and inspirational landscape videos.

This is a **free** opportunity

Here are some examples of video submissions uploaded to our Facebook page in the past:

[Barnacles Hostels](#)

[Ireland's Blue Book](#)

[The elbowroom Escape](#)



Ireland's Blue Book



Like Comment Share

659 19 Comments 118 shares

8.4K views · about 7 months ago







