



Rialtas na hÉireann
Government of Ireland

Migration Information Campaign

Partner Pack

October 2024

Goal:
Provide factual information to
people living in Ireland,
about migration and about how
immigration services work.





This is a cross-Government public information campaign to make it easier to find factual information about migration and how immigration services work.



This pack contains:

- Key information
- Social media assets
- Resource templates

for you to use across your own channels and platforms to participate in the campaign.



About this campaign

The Government of Ireland has begun a new public information campaign to help people find out more about migration and to better understand how our immigration system works.

Immigration is complex, but talking about it shouldn't be, and it can be difficult to know where to go to find reliable information.

This mainly social media campaign shares clear facts, and encourages people to visit [Gov.ie/migration](https://gov.ie/migration) to learn more. On the freshly updated website, people will find simple, reliable and factual information about migration and how our immigration systems work.

The purpose is to make it easier for people to find and check the facts, and to share information that people can use in the conversations that we know are happening about migration.

The site gives an overview of the rules and processes that must be followed by people who move to Ireland. It shows how Ireland's is benefitting from people moving here to live, work and study, especially in areas like our healthcare and construction industry.

People can learn how Ireland provides shelter to people seeking asylum and fleeing war and persecution, and the whole-of-Government approach taken to help them integrate into local communities.

The migration and integration topics covered throughout the campaign have been selected based on feedback from local communities and representatives, research, and consultation with key stakeholders and government Departments.



Key messages

Migration is complex – but talking about it and finding information shouldn't be

We're making it easier to find the facts about migration in Ireland

You can get the ins and outs of migration in Ireland at gov.ie/migration – an up-to-date, trusted source of factual information

Did you know

- 1 in 5 workers in Ireland is a citizen of another country. They are essential to our healthcare, construction and many other sectors.
- Most people moving to Ireland come to work or study, or to join family
- 1 in 4 people in international protection accommodation are children and we provide accommodation in every county in Ireland.
- Local communities are helping new arrivals in Ireland to settle in and there are a range of supports to help.
- Most social media platforms allow you to report false or inaccurate content about immigration.



The Gov.ie/migration hub has been redesigned and upgraded

New content aims to respond to key questions people have

The focus is on factual, referenced information, in plain language





Paid Promotion

- The campaign messages and website will be promoted on
- Social media
- Youtube
- Google Search
- Digital display ads

All our adverts aim to share information and let people know where to get trustworthy information on migration.



Website and Campaign Topics



The numbers

Population, migration, context



The process

How immigration works, our fair, rules-based system for immigration: work, study and international protection



Accommodation for international protection

Why we provide it, where and how



Our common ground

Ireland's changing population, how we support integration, how to get involved, how to get supports in your community



The misinformation

How to fact-check what you see or hear and report false information

Campaign Resources

1. Social media assets and channels
2. Social media templates
3. Awareness poster for print
4. Contact information



We greatly appreciate your help with the reach and impact of this campaign.

This pack includes resources and media that you can use to support the campaign.

You can get involved by sharing the social posts from the @merrionstreet social media channels, or by posting directly on your own accounts using the images, videos or messages provided.

If you'd like to download a campaign poster, contact partners@equality.gov.ie and we'll provide a print ready image for you.



To repost or share content, find our posts on the Government of Ireland's social media channels:

Instagram: www.instagram.com/merrionstreet

Facebook: www.facebook.com/merrionstreet

X (formerly Twitter): <https://x.com/merrionstreet>

LinkedIn: www.linkedin.com/company/governmentofireland/



Instructions

These images make up a 4 post carousel.
When posting, please follow the order
presented on the right.

A video version of this post is available here

[Video 1: 1 in 5 workers](#)

Sample re-post copy

- Want to know more about migration in Ireland? You can find everything there is to know at gov.ie/migration
- Are you curious about how migration works in Ireland? You'll find up-to-date stats and information at gov.ie/migration
- Get to know the ins and outs of migration in Ireland at gov.ie/migration



Image 1

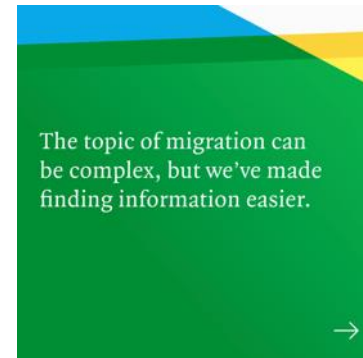


Image 2



Image 3



Image 4



Post 2: 1 in 4 in IPA are children

Instructions

These images make up a 5 post carousel.
When posting, please follow the order presented on the right.

A video version of this post is here
[Video 2: 1 in 4 are children](#)

Sample re-post copy

- Want to know more about migration in Ireland? You can find everything there is to know at gov.ie/migration
- Are you curious about how migration works in Ireland? You'll find up-to-date stats and information at gov.ie/migration
- Get to know the ins and outs of migration in Ireland at gov.ie/migration



Image 1



Image 2



Image 3

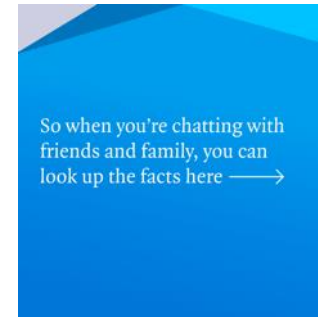


Image 4



Image 5



Instructions

These images make up a 3 post carousel.
When posting, please follow the order
presented on the right.

A video version of this post is available here
[Video 3: Misinformation](#)

Sample re-post copy

- Want to know more about migration in Ireland? You can find everything there is to know at gov.ie/migration
- Are you curious about how migration works in Ireland? You'll find up-to-date stats and information at gov.ie/migration
- Get to know the ins and outs of migration in Ireland at gov.ie/migration



Image 1



Image 2



Image 3



Instructions

These images make up a 4 post carousel.
When posting, please follow the order
presented on the right.

A video version of this post is available here
[Video 4: Local communities](#)

Sample re-post copy

- Did you know that in every county across Ireland, local communities are helping new arrivals to get settled and take part in community life.
- Did you know that there are supports available to help communities to offer an Irish welcome. Find out more at gov.ie/migration
- Did you know that every local authority has an Integration Team whose role is to support new arrivals into communities?



Image 1

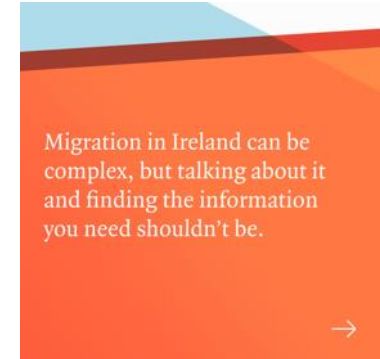


Image 2

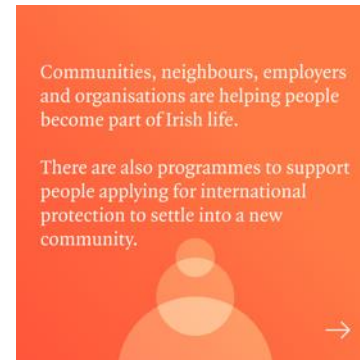


Image 3



Image 4



Instructions

These images make up a 4 post carousel.
When posting, please follow the order
presented on the right.

A video version of this post is available here
[Video 5: Every county](#)

Sample re-post copy

- Want to know more about migration in Ireland? You can find everything there is to know at gov.ie/migration
- Communities and community groups across Ireland are making huge efforts to welcome international protection applicants to Ireland.
- Did you know that there's funding available to help community-based organisations support the integration of International Protection applicants at local and national level?



Image 1

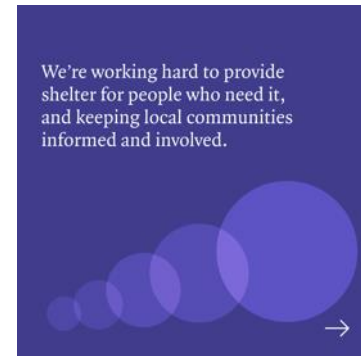


Image 2



Image 3



Image 4



Please find links to the video assets to share to your social story and feed

16:9 Youtube Video 20 seconds

Whole campaign message:

https://youtu.be/OAizWo5dE_M

9:16 – Social Stories

[Video 1: 1 in 5 workers](#)

[Video 2: 1 in 4 are children](#)

[Video 3: Misinformation](#)

[Video 4: Local communities](#)

[Video 5: Every county](#)



4:5 – Social Feed

[Video 1: 1 in 5 workers](#)

[Video 2: 1 in 4 are children](#)

[Video 3: Misinformation](#)

[Video 4: Local communities](#)

[Video 5: Every county](#)

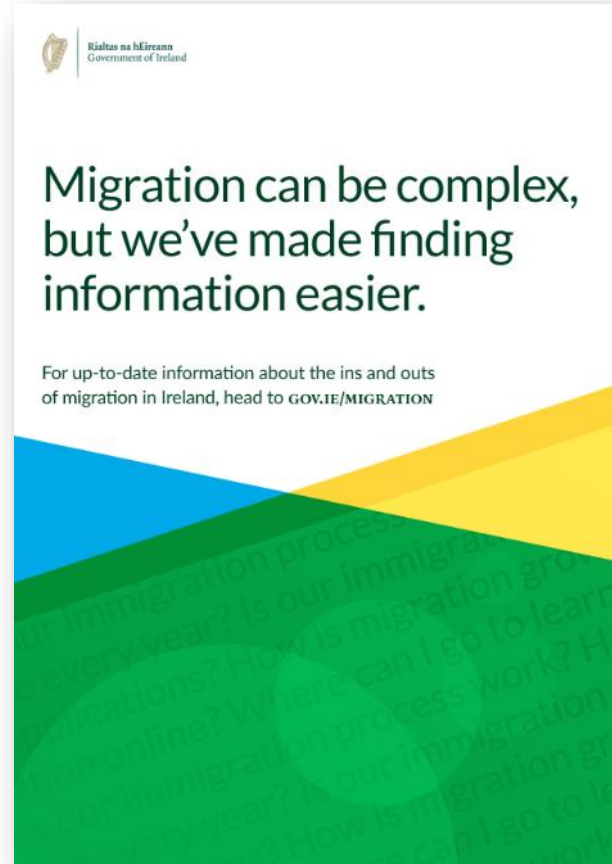




Artwork for this poster is available on request. Posters will be printable A4, A3, A2, A1, A0.

Contact us if you'd like to discuss adapting this to include your own logo.

For further information, please use the contact information on the next slide.





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Thank you for taking part in this campaign.

For campaign information or resource queries
Email: partners@equality.gov.ie