



Deputy Malcolm Byrne
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February 4th, 2025

Dear Deputy Byrne,

Further to Parliamentary Question 4847/26 of 21st January 2025, namely:

To ask the Minister for Children; Disability and Equality the total sums spent for each year from 2016 to 2025, inclusive of advertising, by her Department on social media or online platforms, including identifying separately payments to influencers on such platforms; and to set out the annual totals for that period to each specific platform, including but not limited to major platforms Twitter / X, Facebook, Instagram, TikTok, YouTube.

The response to the PQ is enclosed. Thank you for your patience while the Department gathered the required information. We have included the total sums spent for each year where data is available, as well as sums for each of the platforms mentioned.

This Department uses social media in a targeted, judicious manner to share information with the public about key Department activity, including schemes or initiatives they may benefit from. This is in line with our public duty and in accordance with the commitments to clear and open communication as outlined in our Statement of Strategy.

Similarly, the Department has run a few small, carefully selected public information campaigns with influencers in the parenting space. These are spread across campaigns aimed at reaching parents who might be unaware of benefits they can claim under the National Childcare Scheme to reduce their childcare cost, or campaigns aimed to raise awareness among parents of the Supporting Parents resource on gov.ie. The reason influencers were selected is because parents can be challenging to reach, and it was seen as essential to promote the information on platforms and with creators that parents were likely to engage with.



In total, the Department worked with four people in 2024, and two people in 2025 on influencer campaigns.

The response in detail to the PQ is included in the appendix below.

Regards,

A handwritten signature in black ink, which appears to read 'Norma Foley', is written over a horizontal line.

Norma Foley TD

Minister for Children, Disability and Equality



Appendix

Response to PQ 4847/26

Pre-2020 data is not readily available.

2020

Campaign Name	Total Social Spend	Twitter/X	META (Facebook/Instagram)	TikTok	YouTube	LinkedIn
National Childcare Scheme	€37,614.56	€12,888.60	€24,725.96	N/A	N/A	N/A
Parenting Support	€85,389.77	N/A	€85,389.77	N/A	N/A	N/A
Tusla Campaign	€18,347	N/A	€15,386.43	N/A	N/A	N/A
Total	€141,351.33	€12,888.60	€125,502.16	N/A	N/A	N/A

2021

No social media spend in 2021

2022

Campaign Name	Total Social Spend	Twitter/X	META (Facebook/Instagram)	TikTok	YouTube	LinkedIn
Back to School	€3,939.95	N/A	€3,939.95	N/A	N/A	N/A
Gender Pay Gap	€29,498.87	N/A	N/A	N/A	N/A	€29,498.87
National Childcare Scheme	€12,402.4	€3,077.93	€9,324.47	N/A	N/A	N/A
Total	€45,841.22	€3,077.93	€13,264.42	N/A	N/A	€29,498.87



2023

Campaign Name	Total Social Spend	Twitter/X	META (Facebook/Instagram)	TikTok	YouTube	LinkedIn
Mother & Baby Home Memorialisation	€3,598.78	N/A	€3,598.78	N/A	N/A	
UNCRPD	€106,297.99	€10,714.53	€66,783.01	N/A	N/A	€18,450
Supporting Parents	€4,969.83	N/A	€4,969.83	N/A	N/A	
Total	€114,866.60	€10,714.53	€75,351.62	N/A	N/A	€18,450.00

2024

Campaign Name	Total Social Spend	Twitter/X	META (Facebook/Instagram)	TikTok	YouTube	LinkedIn
Supporting Parents & NCS Influencer Costs	€10,774.80	N/A	N/A	N/A	N/A	N/A
Supporting Parents	€7,496.27	N/A	€3,925.39	N/A	N/A	€3,570.89
Mother & Baby Redress Scheme	€131,343.45	N/A	Ireland - Meta €87,620.60 UK - Meta €14,445.65 USA – Meta €13,430.10 Australia - €15,874.10	N/A	N/A	N/A
Gender Pay Gap	€30,748.64	N/A	N/A	N/A	N/A	€30,748.64
Total	€180,363.16	N/A	€135,295.84	N/A	N/A	€34,319.53



2025

Campaign Name	Total Social Spend	Twitter/X	META (Facebook/Instagram)	TikTok	YouTube	LinkedIn
Cruinniú na nÓg	€21,459.39	N/A	€10,939.96	€10,519.43	N/A	N/A
Disability Strategy	€15,588.28	N/A	€8,220.20	€7,368.08	N/A	N/A
NLIS II	€10,495.06	N/A	€7,533.39	€2,961.67	N/A	N/A
Social Care Recruitment (English)	€12,177.58	N/A	€7,036.86	€5,140.72	N/A	N/A
Mother & Baby Homes	€6,635.49	N/A	€6,635.49	N/A	N/A	N/A
Gender Pay Gap	€20,065.94	N/A	€6,022.08	N/A	N/A	€14,043.86
Social Care Recruitment (Irish)	€3,482.07	N/A	€3,482.07	N/A	N/A	N/A
Social Care Recruitment (2 nd Burst)	€4,537.87	N/A	€3,005.51	€1,532.36	N/A	N/A
Gender Pay Gap (2 nd burst)	€2,951.25	N/A	€2,951.25	N/A	N/A	N/A
Supporting Parents & Little Libraries Influencer Costs	€19,430	N/A	N/A	N/A	N/A	N/A
Supporting Parents	€4,735.96	N/A	€2,335.65	€2,400.31	N/A	N/A
Little Libraries	€8,392.78	N/A	€6,197.37	€2,195.41	N/A	N/A
Gender Pay Gap (Irish)	€1,505.13	N/A	€1,505.13	N/A	N/A	N/A
Nurturing Skills Website	€3,075.00	N/A	€3,075.00	N/A	N/A	N/A



Little Libraries Boost	€169.74	N/A	€169.74	N/A	N/A	N/A
NCS Boost	€76.14	N/A	€76.14	N/A	N/A	N/A
Back to School Part 1 Boost	€59.04	N/A	€59.04	N/A	N/A	N/A
Back to School Part 2 Boost	€83.78		€83.78	N/A	N/A	N/A
Total	€134,920.50	N/A	€69,328.66	€32,117.98	N/A	€14,043.86