

# MEA OUTDOORS



Mid & East  
Antrim  
Borough Council



Outdoor Recreation in MEABC  
MEABC is 400sq miles  
65 miles of Coastline  
15 km of Lower Bann

# MEA OUTDOORS





DRAMATIC  
COASTLINES



MEA  OUTDOORS



## BEACHES



# MEAOUTDOORS





ROLLING HILLS



MEA@OUTDOORS





## WATERFALLS & RIVER



MEA  OUTDOORS



HISTORY

MEA@OUTDOORS



## Why?

- Bookable activities getting lost in the ether
- Negative comments
- Corporate socials limited - 7 per day
- MEA has amazing spaces – parks, forests, rivers, coastline and 2<sup>nd</sup> most scenic drive



# MEA OUTDOORS



How?

- Communications Manager approached our Manager
- Discussion as to what it would look like and who would lead
- Tech savvy Outdoor Recreation Assistant – Juls Hanvey
- Slightly less savvy Outdoor Recreation Officer - Me



# MEA @ OUTDOORS





Edit cover photo



**MEAOutdoors**

1.7K likes • 2.2K followers

The Green and Blue Spaces of Mid and East Antrim, brought to you by our Parks and Open Spaces Development

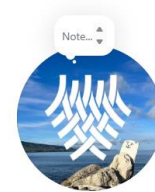
Events and Information - [https://linktr.ee/mea\\_outdoors](https://linktr.ee/mea_outdoors)

Community

Professional dashboard

Edit

Instagram established on 1st Dec 2023,  
Facebook & Tik Tok on 5th Dec 2023.



**mea\_outdoors**

MEA\_Outdoors

595 posts • 969 followers • 569 following

Community

Green + Blue Spaces of Mid and East Antrim

Events + Activities

Guidance + Advice

From @meaboroughcouncil...

The Braid, Ballymena BT43 5EJ

[linktr.ee/mea\\_outdoors](https://linktr.ee/mea_outdoors)



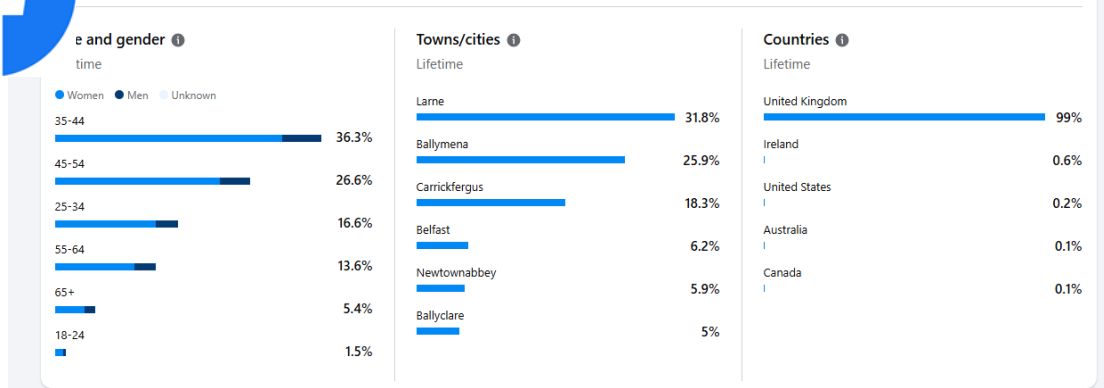
Edit Profile

View archive



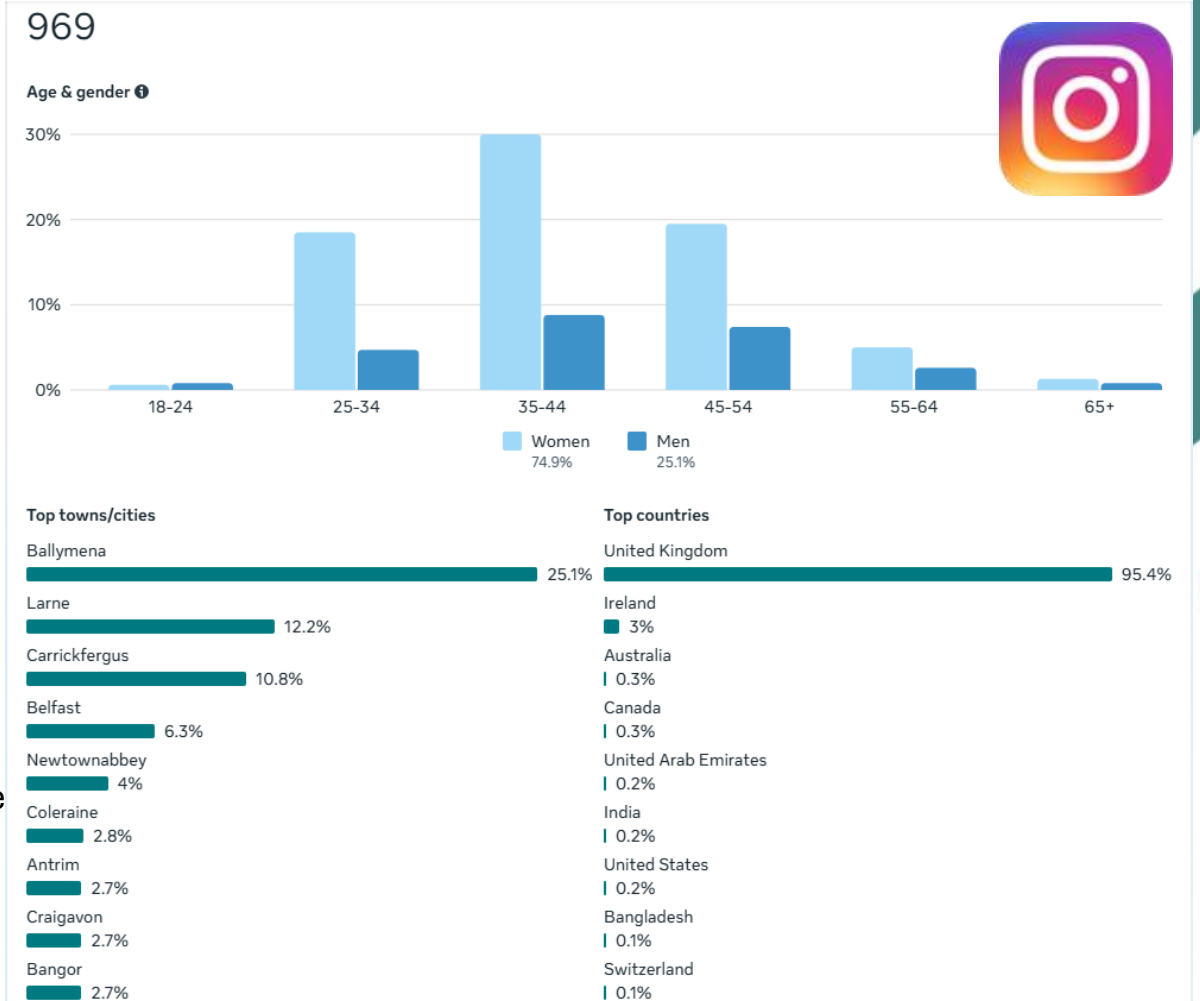
# MEAOOUTDOORS



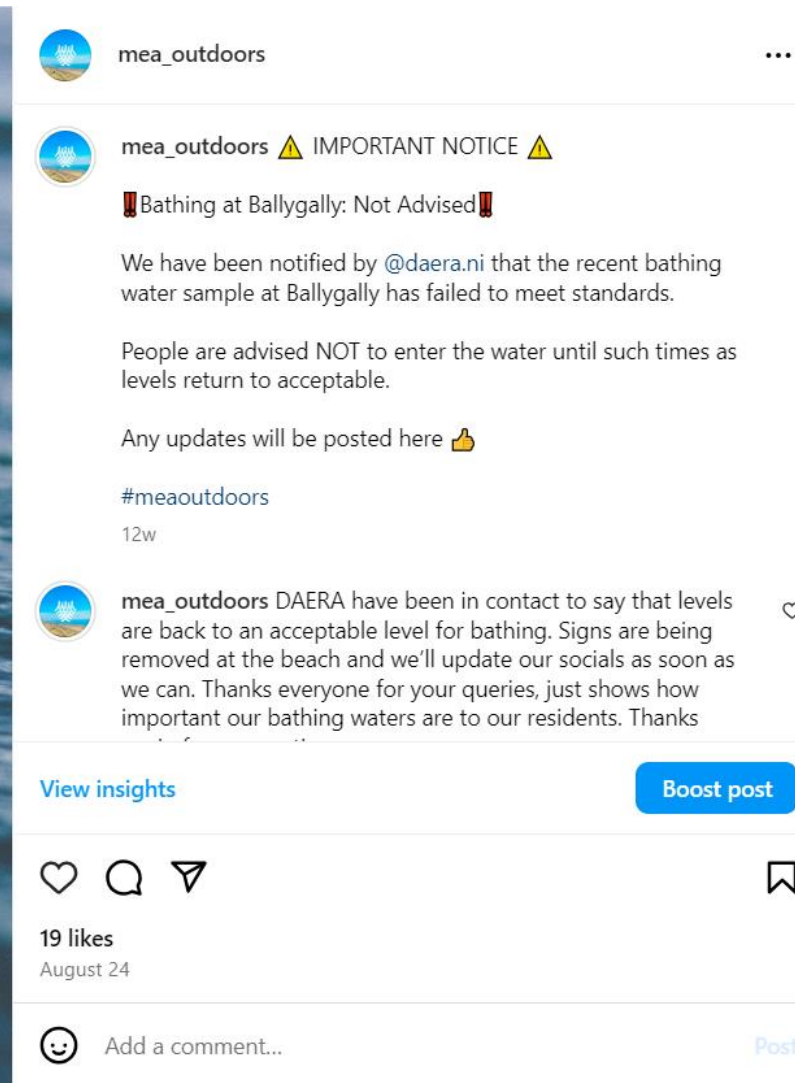


Facebook, we have 2264 followers, 83.1% are female, 16.9% male, largest age group being 35-44. Very local engagement but we have followers in USA, Australia and Canada

Instagram, we have 969 followers, 75.1% female, 24.9% male, Countries include UK, Ireland, Canada, UAE, India, USA and Bangladesh & Switzerland have us wondering.

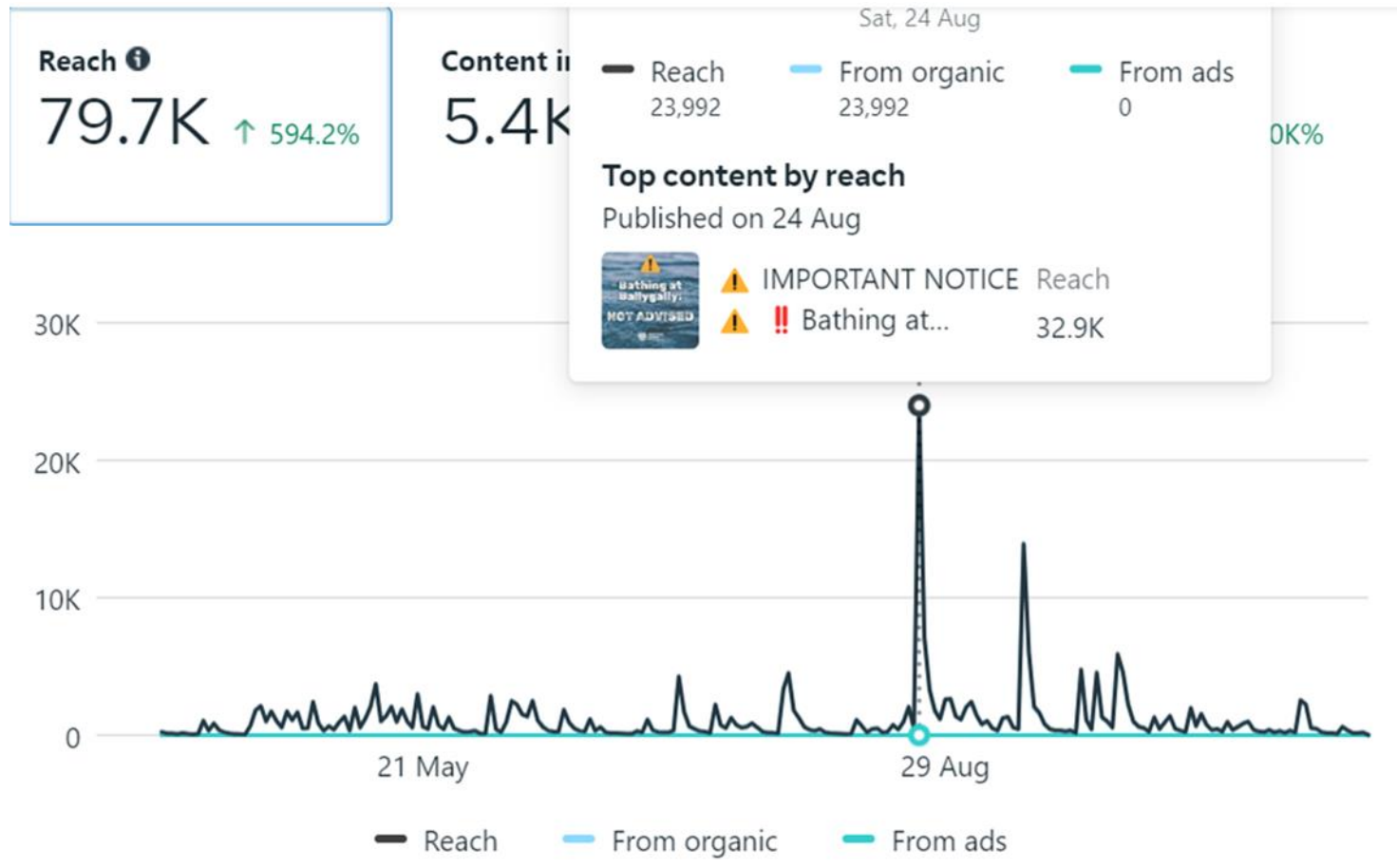


# MEA OUTDOORS



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**Spike in Reach when advising that bathing waters are closed**  
**Reach 32.9k**

# MEA OUTDOORS

## FAQ's

- Could we have a bit more info as to why?
- It'll be because of the rain in recent days. Agricultural run off ... Straight into the sea. Probably best to avoid the Irish sea coast for a day or two.
- How do you find this notice about waters daily for where exactly is it posted please?
- Only last week you said Ballygally was excellent what has changed and why?
- Algae?
- Why weren't we informed sooner? I was in before work!

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 TikTok  
@mea\_outdoors

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Pros – almost immediate output of information. Can be updated quickly (templates permitting). Opportunity for engagement with users.

Cons – Opportunity for engagement with users. People not checking dates of posts. Public expectation of results being posted before their swim at 5am 😊



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