

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



MEA  OUTDOORS



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 2nd most scenic drive



Mid and East Antrim Borough Council's post

www.midandeastantrim.gov.uk Borough Council

20 comments 5 shares

Like Comment Share

Most relevant

Ruth Hols: Hi just emailed for places what are the age restrictions ?

6y Like Reply

Sam Anderson: I emailed three weeks ago and was told this was fully booked even though it was still being advertised. How come you're advertising it again? Have more spaces been made available?

6y Like Reply

Nicola Johnston: I've also been advised they're fully booked and the reserves list is fully booked even though it's been advertised today aswell

6y Like Reply

[View all 2 replies](#)



Bluebell Festival

Saturday 27 April
11am - 3pm
Portglenone Forest

Housing Executive, Tibuc, apex, Housing for All, Mid and East Antrim Borough Council

7 comments 6 shares

Love Comment Share

Most relevant

Stephen George: Last time I called into the forest for a walk you wanted £4 to park, £4 to park at a forest isn't exactly encouraging people to get out and walk. Please tell me it was a mistake?

1y Like Reply

Mid and East Antrim Borough Council: Stephen George the car parking fees at Portglenone Forest are set by the Forest Service. It is not a Council site.

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



MEA Outdoors

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 Devel

Professional dashboard

Edit

Events and Information - https://linktr.ee/mea_outdoors 🌱蝶🌳国旗🌿%

Community



mea_outdoors

MEA_Outdoors

595 posts 969 followers 569 following

Community

Green + Blue Spaces of Mid and East Antrim 🌱🌿

.Events + Activities

Guidance + Advice

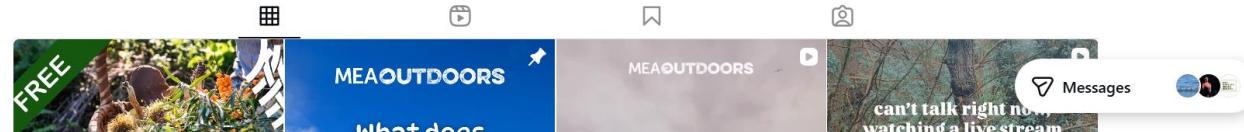
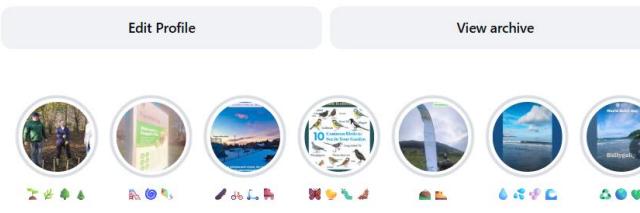
From @meaboroughcouncil... more

The Braid, Ballymena BT43 5EJ

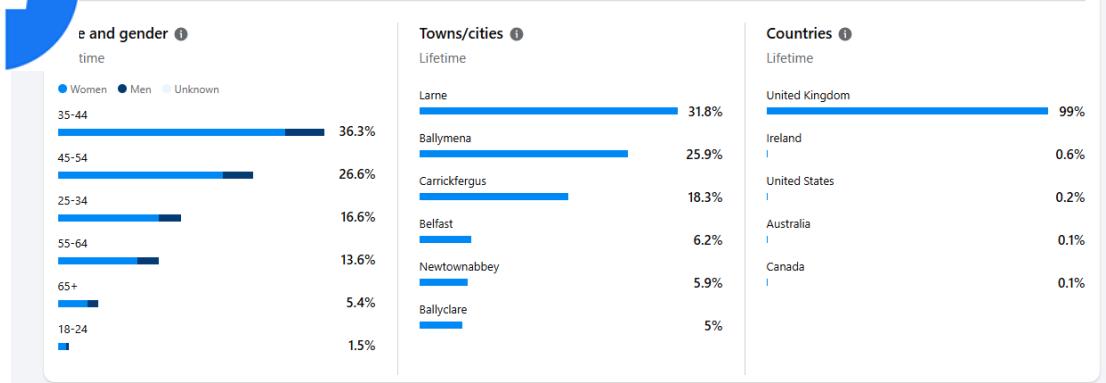
linktree/mea_outdoors



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

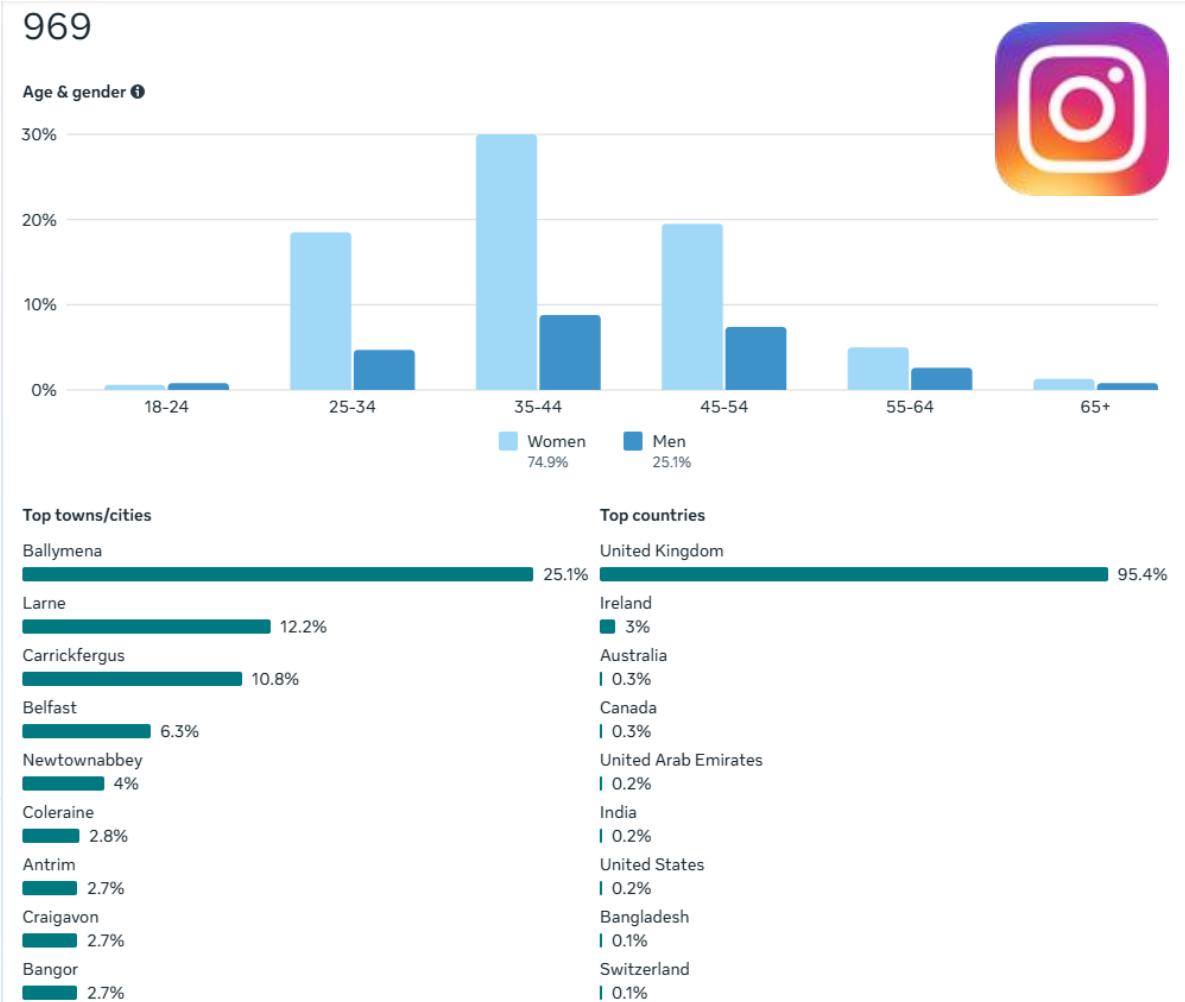


MEAOUTDOORS



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



mea_outdoors

...



mea_outdoors ⚠️ IMPORTANT NOTICE ⚠️

❗️Bathing at Ballygally: Not Advised❗️

We have been notified by @daera.ni that the recent bathing water sample at Ballygally has failed to meet standards.

People are advised NOT to enter the water until such times as levels return to acceptable.

Any updates will be posted here 👍

#meaoutdoors

12w



mea_outdoors DAERA have been in contact to say that levels are back to an acceptable level for bathing. Signs are being removed at the beach and we'll update our socials as soon as we can. Thanks everyone for your queries, just shows how important our bathing waters are to our residents. Thanks

♡

[View insights](#)

[Boost post](#)



19 likes

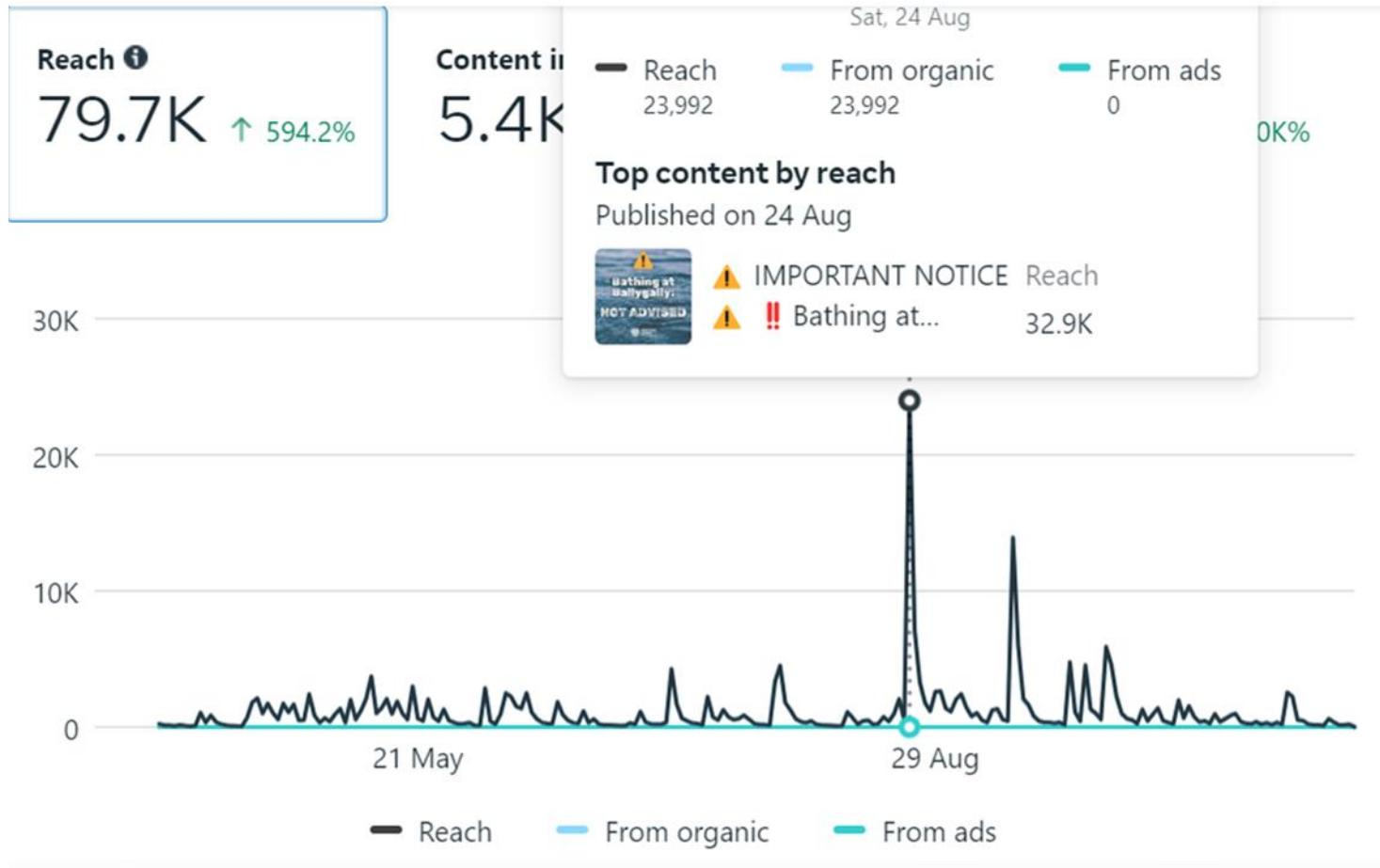
August 24

Bookmark

Add a comment...

Post

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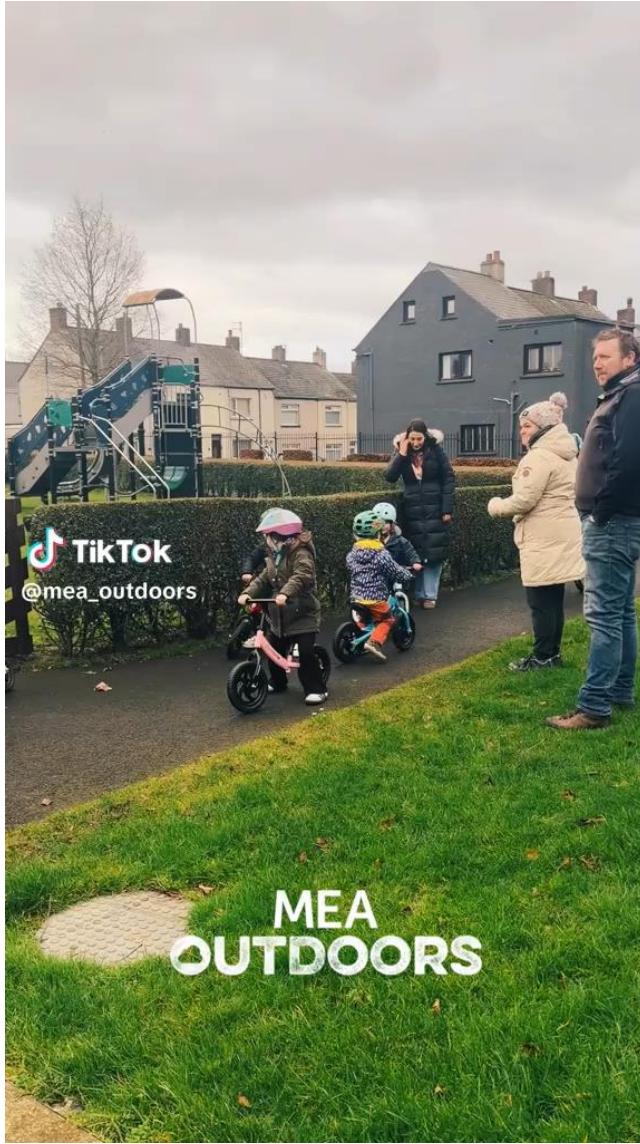
Spike in Reach when advising that bathing waters are closed
Reach 32.9k

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!





MEA OUTDOORS

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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