

# I AMSTERDAM SOCIAL MEDIA

engaging fans in the Metropolitan Area



## General

amsterdam&partners attaches value to reaching its target audience via social media. These channels are ideal for sharing relevant information about the city and surrounding areas, but also for offering inspiration.

On Facebook and Twitter, there are channels in both Dutch and English. On Instagram, only English is used.

- The Dutch language channels focus on residents and national visitors and are informative in nature.
- The English language channels focus on international professionals, visitors and residents, and have a more inspirational angle.

Culture, the nicest spots in the Metropolitan Area, events, news and typical Amsterdam scenes form the core of the content, as well as the fans themselves, who are the source of over half the content.

channel	name	language	followers/fans*
Facebook	I amsterdam	EN	845,500
Facebook	Uit in Amsterdam	NL	80,800
Twitter	I amsterdam	EN	395,000
Twitter	Uit in Amsterdam	NL	14,300
Instagram	I amsterdam	EN	147,000
instagram	Uit in Amsterdam	NL	3,700

\* Measured on 1 January 2019

