End of Life Decisions for Wind Farms: An Opportunity for Climate Action and for Energy Communities

Social Media and Website Report 1
Deliverable 1.2

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Executive Summary

This research project seeks to estimate a financial valuation for onshore wind farms in Ireland. It will develop decision support tools which will assist wind farm managers to decide between decommissioning, repowering and life-extension for the end-of-life of a wind farm, depending on the valuation for each. This research will also assist local communities who may be interested in buying part or all of their local wind farm and owning their own energy source.

A social media channel, Twitter (@windvalue) Twitter Account and a website https://windvalue.ie/ were set up to help to disseminate the output of the project and to facilitate engagement with stakeholders. Both the social media and website activity exceeded their targets for the first deliverable dated August 2022.

1 Introduction

The purpose of the project website https://windvalue.ie/ and the Twitter Account @Windvalue, is to disseminate the output of the project and to facilitate engagement with stakeholders. In order to make the best use of these channels of communication both accounts were used to highlight topical news items and items of interest so as to attract interaction from stakeholders and the public. This approach appears to have been successful.

2 Social Media

2.1 Metrics and Targets

As specified in the funding application Gantt chart, the number of Twitter followers will be the metric used to chart the progress of the social media.

2.2 Results

The targets for the social media interaction was exceeded in the first reporting period from 1st March visits were exceeded.

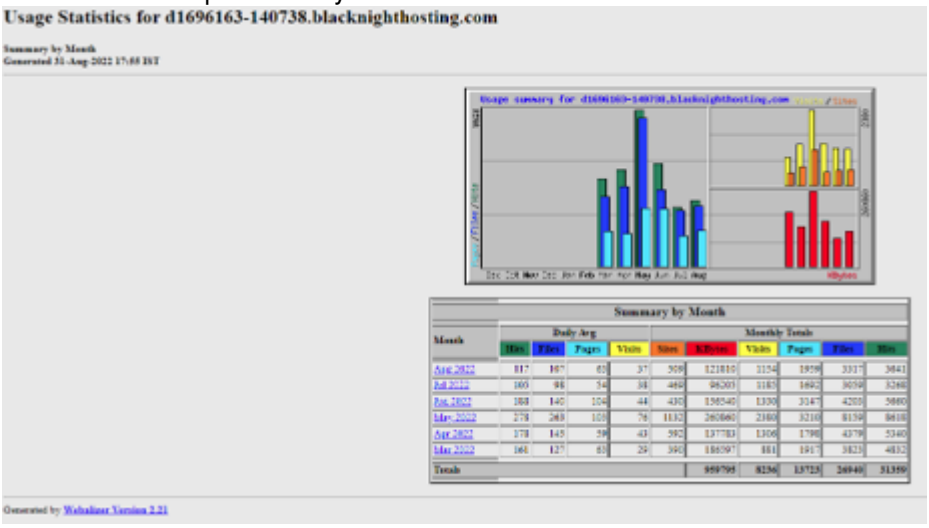
3 Website

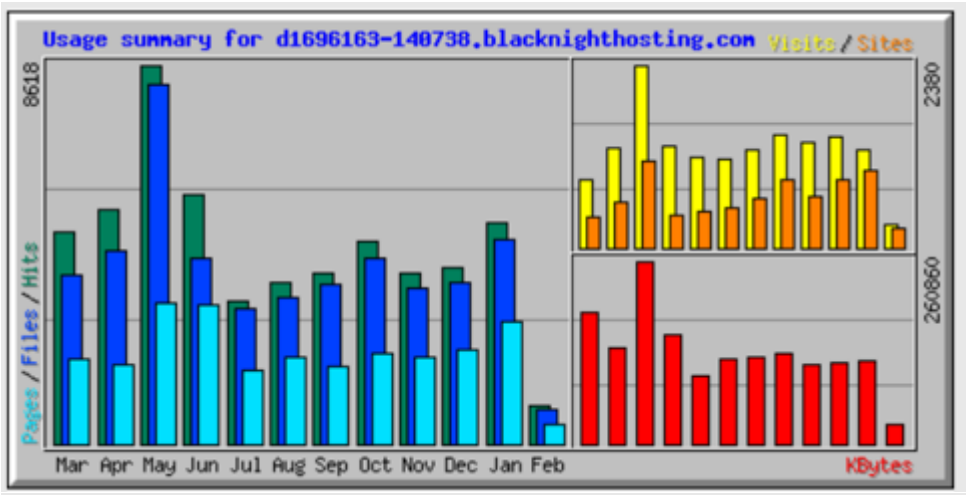
3.1 Metrics and Targets

As specified in the funding application Gantt chart, the number site visits will be the metric used to chart the progress of the website. These were measured Blacknight, the company which hosts the website, using Webalizer Version 2.21. The numbers reported divided into all visits, and visits from secure URLs. It is common practice for more serious websites (such as ours) to obtain secure URL addresses. It is also common for many browsers to avoid sites without such accreditation.

3.2 Results

The number of visits to the website was much higher than the target set in the funding application. It is notable that theere was a peak in May 2022 due to interest in the conference.





Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Feb 2023	126	113	61	44	244	27652	309	431	797	882
Jan 2023	162	150	89	41	1015	118614	1286	2788	4651	5044
Dec 2022	129	118	69	46	888	115127	1433	2154	3683	4018
Nov 2022	129	117	65	45	680	112733	1362	1967	3527	3877
Oct 2022	148	136	66	47	877	128728	1465	2065	4229	4602
Sep 2022	130	120	59	42	632	123704	1279	1782	3629	3903
Aug 2022	117	107	63	37	511	122062	1161	1966	3325	3651
Jul 2022	105	98	54	38	469	96205	1185	1692	3059	3268
Jun 2022	188	140	104	44	430	156540	1330	3147	4203	5660
May 2022	278	263	103	76	1132	260860	2380	3210	8159	8618
Apr 2022	178	145	59	43	592	137783	1306	1798	4379	5340
Mar 2022	161	127	63	29	390	186597	881	1917	3823	4832
Totals						**1586605**	**15377**	**24917**	**47464**	**53695**

4 Conclusion

The social media outreach and the website are exceeding the targets set as measures of their success. While this is encouraging it does not mean that improvements cannot be made by perhaps using other channels of social media in the future.