



Be Above the Influence

LOS ALAMOS
Social Services

August 2020 - July 2021

Be Above the Influence Campaign September Results

In August 2020 the Los Alamos County Social Services Department launch the “Be Above the Influence” Campaign. A campaign to challenge teens to be above the influence of drugs and alcohol, and to encourage adults to talk to their kids and/or students about these negative influences. This campaign is scheduled to run August 2020 – July 2021.

Social media campaigns were created and launched for the month of September; results are below.



Posters were created and placed in the following additional locations to spread our advertising reach (these locations will expand as we are able to communicate with more business, as this is impacted by the COVID-19 pandemic)

- Rigoberto’s Taco Shop, Los Alamos and White Rock
- Metzger’s Hardware Store, Los Alamos and White Rock
- Speedway, White Rock
- Pig & Fig, White Rock
- High Mesa Dental Arts, White Rock
- O’Reilly’s Auto Parts
- Nambe Drugs, Los Alamos
- Auto Zone


Be Above the Influence Campaign September Results

September 2020 Campaign: Ran September 4 – 30, 2020. 2 ads on Facebook & Instagram were ran, for a total budget of \$250.

- 1) **Facebook & Instagram:** Youth Sports, \$125 budgeted, total add send \$100
 - a. **Targeted audience:** Youth who have an interest or play sports.
 - b. **Total Impressions:** 28,078 (total amount of ad was displayed)
 - c. **Total Reach:** 12,682 (total amount of people who saw our content)

**Los Alamos County Community Services Department**
Sponsored · 

We know the world isn't easy, and you face a complex world of influence. Risks are in every direction and some are negative [...See More](#)




The graphic features a central white path leading upwards, flanked by images of a softball player on the left and a soccer player on the right. The path is bordered by yellow lines. At the top of the path is a circular icon with an upward arrow. Text on the path includes 'Are you Above the Influence?' in yellow, 'Be above the influence!' in white on a black background, and 'of Alcohol & Drugs' in red. At the bottom of the path is the 'DWI' logo with 'Los Alamos County' and 'STRONG' in smaller text. A URL 'https://tinyurl.com/LosAlamosCountyDWIProgram' is visible on the right side of the path. The background is a dark green collage of various images.

Be Above the Influence
The Community Services Depart...

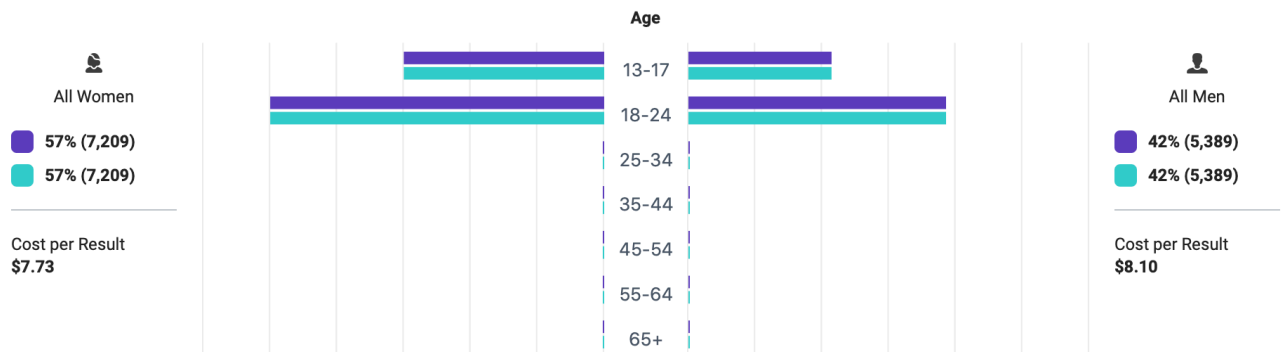
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Be Above the Influence Campaign September Results

Ad Name	Reach	Impressions
 Be Above the Influence - Youth Sports	12,682	28,078
13-17 Female	2,720	6,583
13-17 Male	1,928	4,539
13-17 Uncategorized	40	95
18-24 Female	4,489	9,105
18-24 Male	3,461	7,647
18-24 Uncategorized	44	109
> Results from 1 ad ⓘ	12,682 People	28,078 Total

 Performance
  **Demographics**
 Placement
  Delivery

Results: Reach 12,682 ▼
 Reach 12,682 ▼



Be Above the Influence Campaign September Results



Performance



Demographics



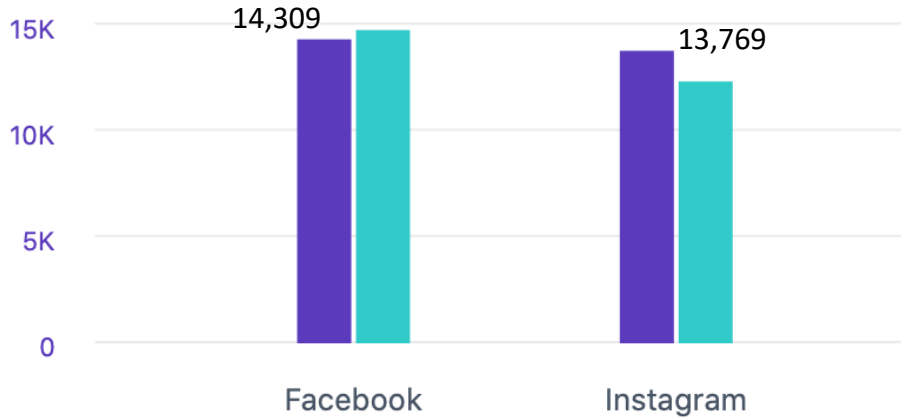
Placement



Impressions **28,078** ▼



Results: Reach **12,682**



Performance



Demographics



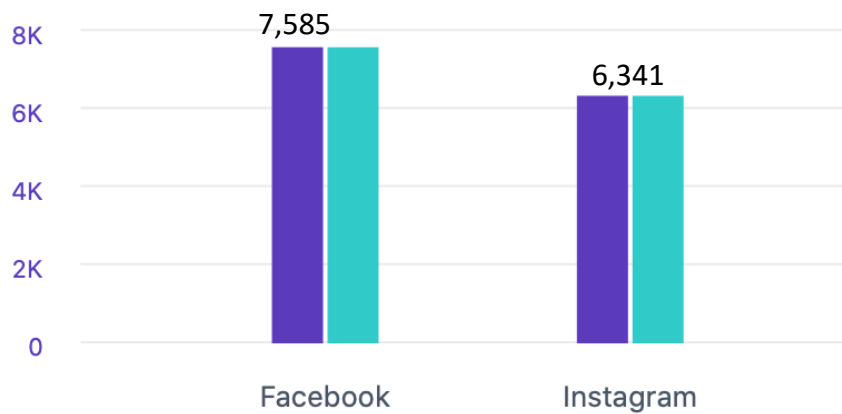
Placement



Reach **12,682** ▼





Results: Reach **12,682** ▼




Be Above the Influence Campaign September Results

- 2) **Facebook & Instagram:** Youth Sports, \$125 budgeted, total add send \$100
- a. **Targeted Audience:** Adults and Adults with interests in sports.
 - b. **Total Impressions:** 45,613 (total amount of ad was displayed)
 - c. **Total Reach:** 24,733 (total amount of people who saw our content)

**Los Alamos County Community Services Department**
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As adults we know the world isn't easy, and our teens face a complex world of influence. Risks are in every direction and some are ...[See More](#)



BE THE INFLUENCE!

Be Above the Influence
The Community Services Depart...

[LEARN MORE](#)

<https://tinyurl.com/LosAlamosCountyDWIProgram>

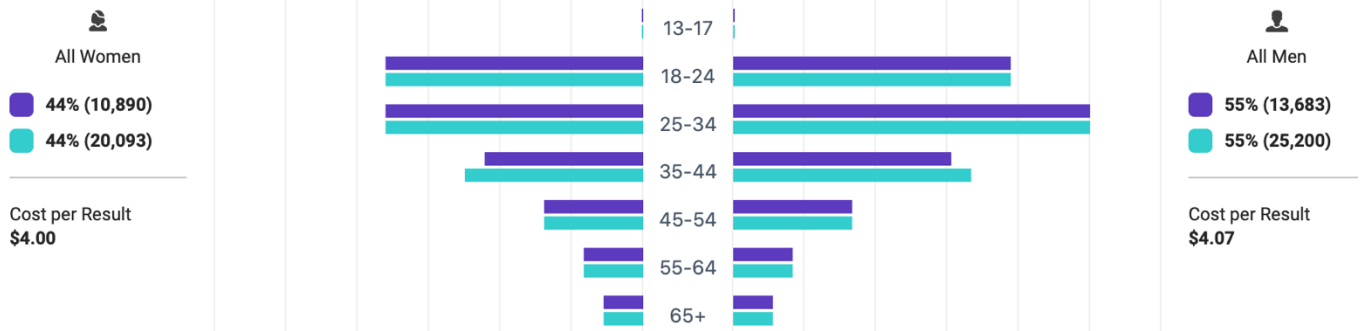
Be Above the Influence Campaign September Results

Ad Set Name ▼	Reach	Impressions
Adults	24,733	45,613
18–24 Female	3,265	5,824
18–24 Male	3,585	6,304
18–24 Uncategorized	40	100
25–34 Female	3,281	5,729
25–34 Male	4,545	8,272
25–34 Uncategorized	96	108
35–44 Female	1,888	4,091
35–44 Male	2,825	5,678
35–44 Uncategorized	8	52
45–54 Female	1,184	2,344
45–54 Male	1,480	2,933
45–54 Uncategorized	—	24
55–64 Female	792	1,283
55–64 Male	768	1,232
55–64 Uncategorized	16	27
65+ Female	480	821
65+ Male	480	782
65+ Uncategorized	—	8
Uncat... Uncategorized	—	1
> Results from 1 ad set ⓘ	24,733 People	45,613 Total

Be Above the Influence Campaign September Results

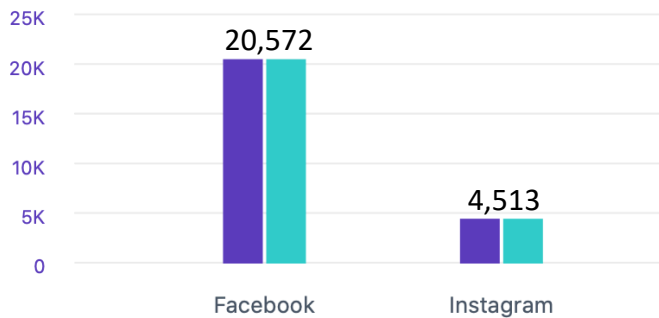
Performance **Demographics** Placement Delivery

Results: Reach **24,733** Impressions **45,613**



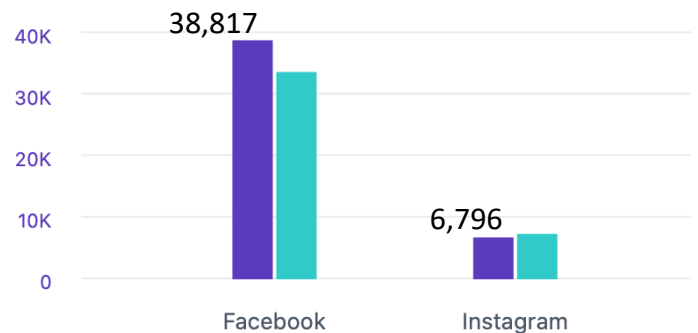
Performance Demographics **Placement**

Reach **24,733** Results: Reach **24,733**



Performance Demographics **Placement**

Impressions **45,613** Results: Reach **24,733**



Be Above the Influence Campaign September Results

In Summary:

- 1) In the Month of August Social Services spent \$200 between 2 campaigns on social Media.
 - a. Two campaigns on Facebook
 - i. One targeting Teens and teens interested on playing sports
 - ii. One targeting adults and adults interested in sports.
 - b. Two campaign on Instagram
 - i. One targeting Teens and teens interested on playing sports
 - ii. One targeting adults and adults interested in sports.
- 2) Between the 4 campaigns we had a total reach of 37,415
- 3) Between the three campaigns we had a total of 43 clicks on the link to our website and/or the images.