

Be Above the Influence

LOS ALAMOS
Social Services

August 2021 - July 2022

Be Above the Influence Campaign December 2021 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. After completing its first year, Los Alamos County has decided to participate in another campaign scheduled to run August 2021 – July 2022.

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

No posters were created or placed in new locations.

Be Above the Influence Campaign December 2021 Results

December 2021 Campaign: Ran December 3 - 31, 2021. Two ads on Facebook & Instagram were ran, for a total budget of \$300.

- 1) **Facebook & Instagram:** Holiday Safety - Be Above the Influence, \$150 budgeted, total add spend \$150.00
 - a. **Targeted audience:**
 - i. Directed towards all Teens
 - ii. Youth within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. **Total Impressions:** 35,143 (total amount of ad was displayed)
 - c. **Total Reach:** 14,679 (total amount of people who saw our content)

Los Alamos County Community Services Department
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Too much Holiday Cheer can lead to disaster.
The holidays are a time for fun, celebration and
relaxation, keep your friends and ...See more

Do you have it in you?
Be Above the Influence

KEEP YOU AND YOUR FRIENDS SAFE THIS HOLIDAY
SEASON. SAY NO TO DRUGS AND ALCOHOL.

LOS ALAMOS
DWI

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Be Above the Influence [LEARN MORE](#)

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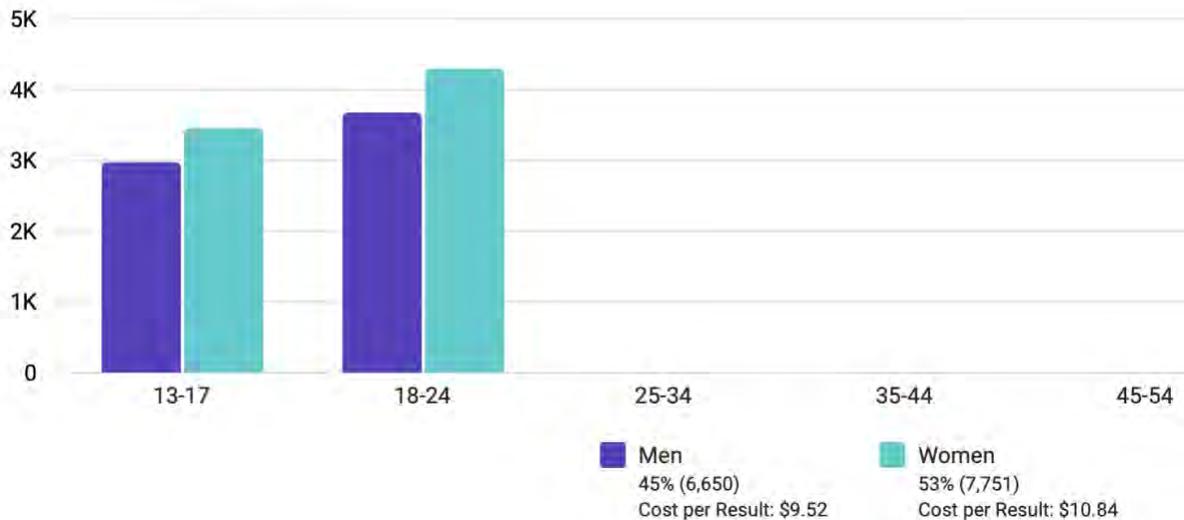
Be Above the Influence Campaign December 2021 Results

Ad name	Reach	Impressions
 Dec - Teens 2021	14,679	35,143
13-17 Female	3,456	10,310
13-17 Male	2,974	7,233
13-17 Uncategorized	129	384
18-24 Female	4,296	9,562
18-24 Male	3,677	7,401
18-24 Uncategorized	149	253
> Results from 1 ad ⓘ	14,679 People	35,143 Total

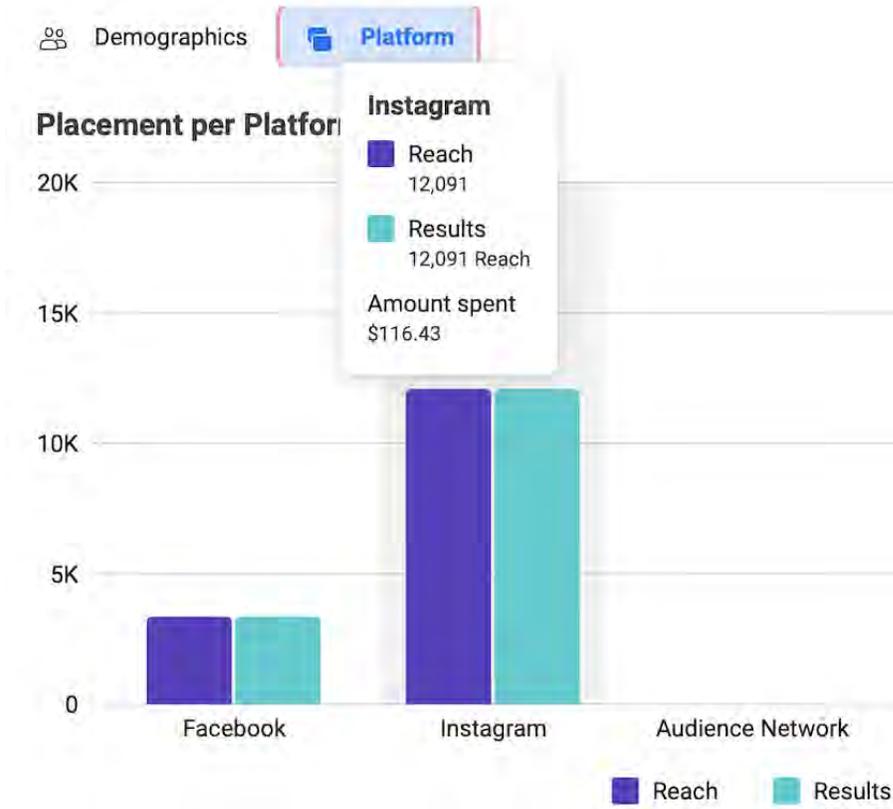
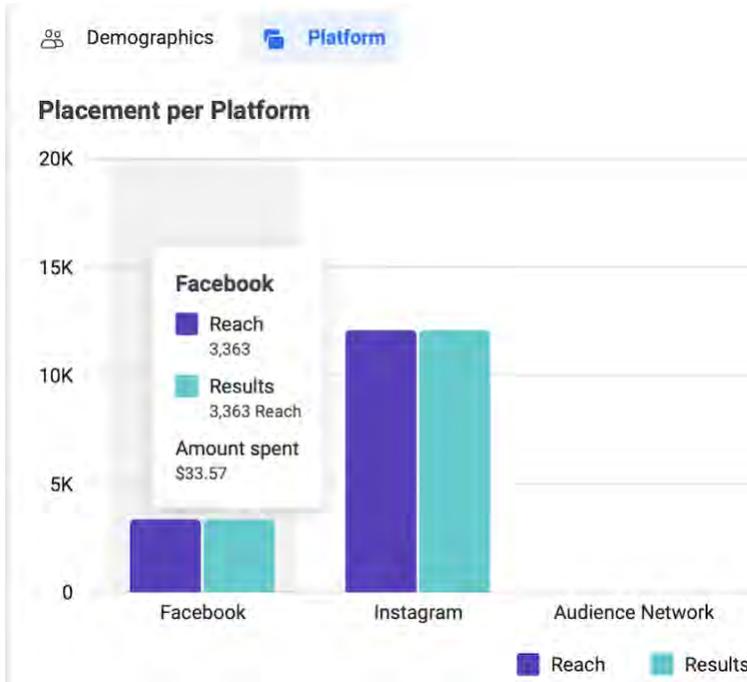
 Demographics

 Platform

Age and Gender Distribution



Be Above the Influence Campaign December 2021 Results



Be Above the Influence Campaign December 2021 Results

- 2) **Facebook & Instagram:** Holiday Adult Safety - Be Above the Influence, \$150 budgeted, total add spend \$150.00
- a. **Targeted Audience:**
 - i. Directed towards adults, parents, and teachers
 - ii. Youth within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. **Total Impressions:** 35,324 (total amount of ad was displayed)
 - c. **Total Reach:** 17,599 (total amount of people who saw our content)

 **Los Alamos County Community Services Department** ...
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Many of us look forward to celebrations during the holidays, yet it is also a time when some people are more likely to drink ...See more



DRIVE SAFE AND SOBER THIS HOLIDAY SEASON **DUI**

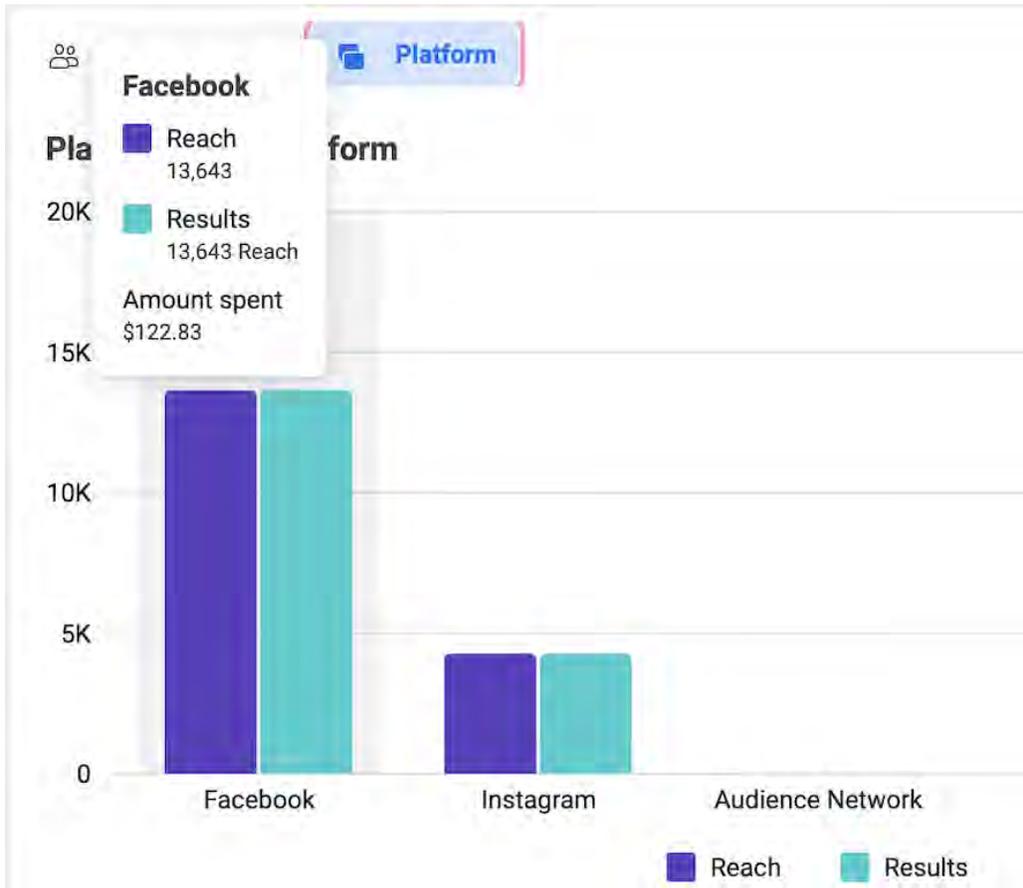
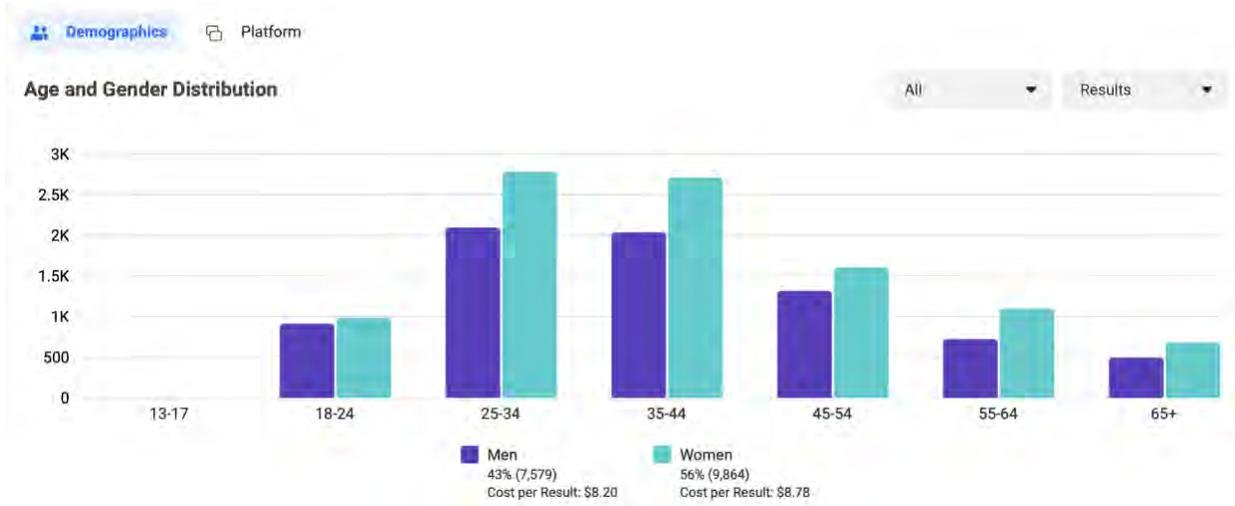
TINYURL.COM **Be Above the Influence** [LEARN MORE](#)

 **Share**

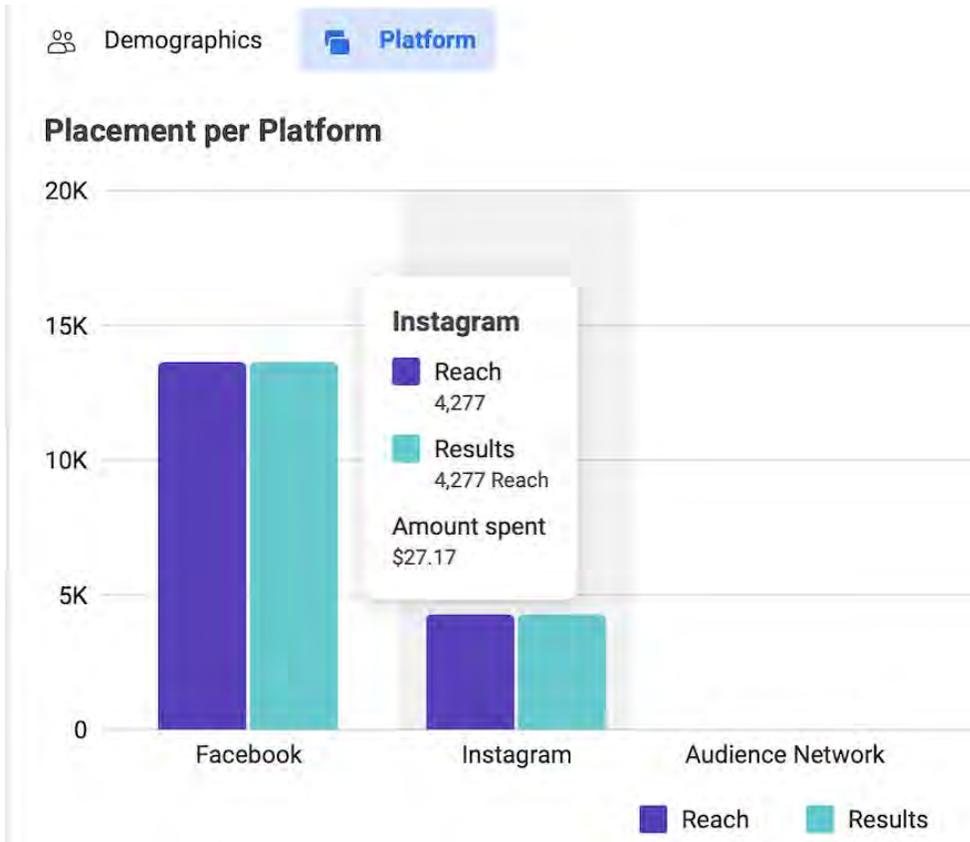
Be Above the Influence Campaign December 2021 Results

Ad name	Reach	Impressions
 Adults 2021	17,599	35,324
18-24 Female	984	1,835
18-24 Male	912	1,475
18-24 Uncategorized	32	49
25-34 Female	2,783	5,608
25-34 Male	2,096	4,018
25-34 Uncategorized	36	71
35-44 Female	2,711	5,741
35-44 Male	2,036	4,358
35-44 Uncategorized	28	68
45-54 Female	1,607	3,625
45-54 Male	1,317	2,838
45-54 Uncategorized	16	36
55-64 Female	1,096	2,138
55-64 Male	723	1,314
55-64 Uncategorized	27	27
65+ Female	683	1,247
65+ Male	494	864
65+ Uncategorized	12	12
> Results from 1 ad ⓘ	17,599 People	35,324 Total

Be Above the Influence Campaign December 2021 Results



Be Above the Influence Campaign December 2021 Results



Be Above the Influence Campaign December 2021 Results

In Summary:

- 1) In the Month of December Social Services spent \$300 between 4 campaigns on social Media that ran for 28 days.
 - a. Two campaigns on Facebook
 - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
 - ii. One targeting adults, teachers, and parents within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
 - b. Two campaigns on Instagram
 - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
 - ii. One targeting adults, teachers, and parents within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
- 2) Between the four campaigns we had a total reach of 31,487
- 3) Between the four campaigns we had a total of 45 clicks on the link to our website and/or the images.

Totals for Year (Jan 2021 – Dec 2021):

- 1) Total of 22 campaigns ran for the year of 2021
- 2) Total of \$2,845 dollars spent for the year of 2021
- 3) Total reach of 153,795 for the year of 2021
- 4) Total 740,463 impressions for the year of 2021
- 5) Total 747 clicks for the year of 2021
- 6) Cost per 1,000 people reached for the year 2021 is \$18.50