

*Be Above the Influence*

LOS ALAMOS  
Social Services

August 2020 - July 2021



## **Be Above the Influence Campaign December 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 December; results are below.

No additional posters were created or placed in new locations.

## Be Above the Influence Campaign December Results

December 2020 Campaign: Ran Dec. 1 – 31, 2020. 2 ads on Facebook & Instagram were ran, for a total budget of \$225.

- 1) **Facebook & Instagram:** Do you have it in You? Be Above the Influence image, \$125 budgeted, total add spend \$125.00
  - a. **Targeted audience:** Youth within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
  - b. **Total Impressions:** 35,762 (total amount of ad was displayed)
  - c. **Total Reach:** 16,048 (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 yourself safe. Be Above the Influence and say NO to drugs and alcohol this holiday season.

Do you have it in you?  
*Be Above the Influence*


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

LOS ALAMOS  
DWI

TINYURL.COM  
**Be Above the Influence**

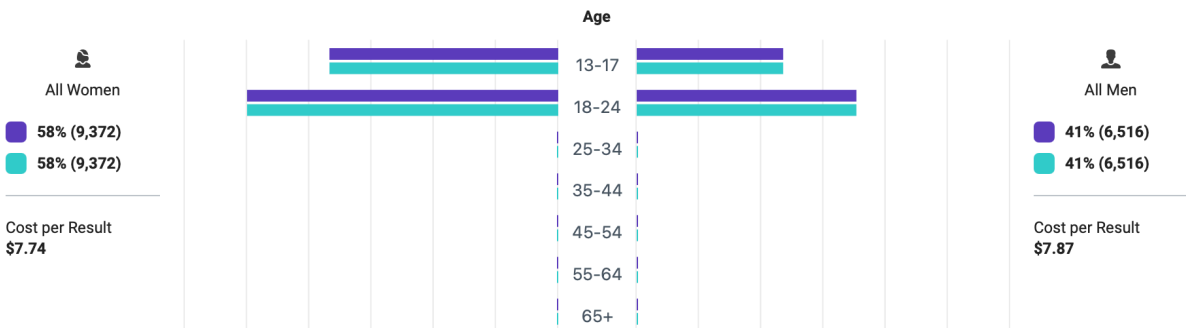
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## Be Above the Influence Campaign December Results

Ad Name		Reach	Impressions
 Dec - Teens		16,048	35,762
13-17	Female	3,936	9,414
13-17	Male	2,592	6,055
13-17	Uncategorized	64	169
18-24	Female	5,436	11,269
18-24	Male	3,924	8,679
18-24	Uncategorized	96	176
<b>&gt; Results from 1 ad</b> ⓘ		<b>16,048</b> People	<b>35,762</b> Total

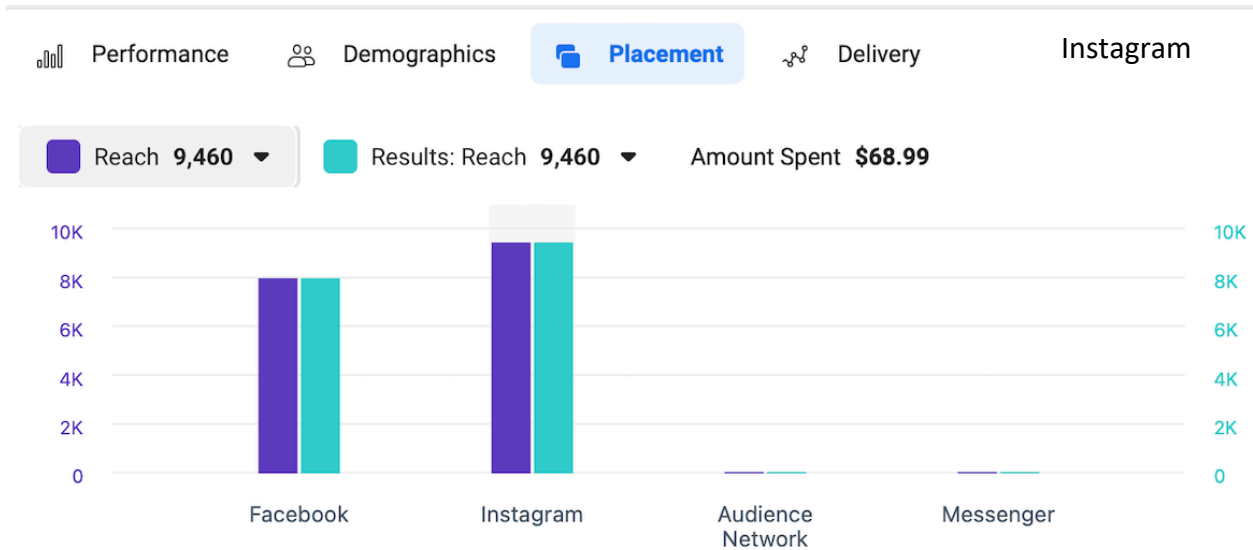
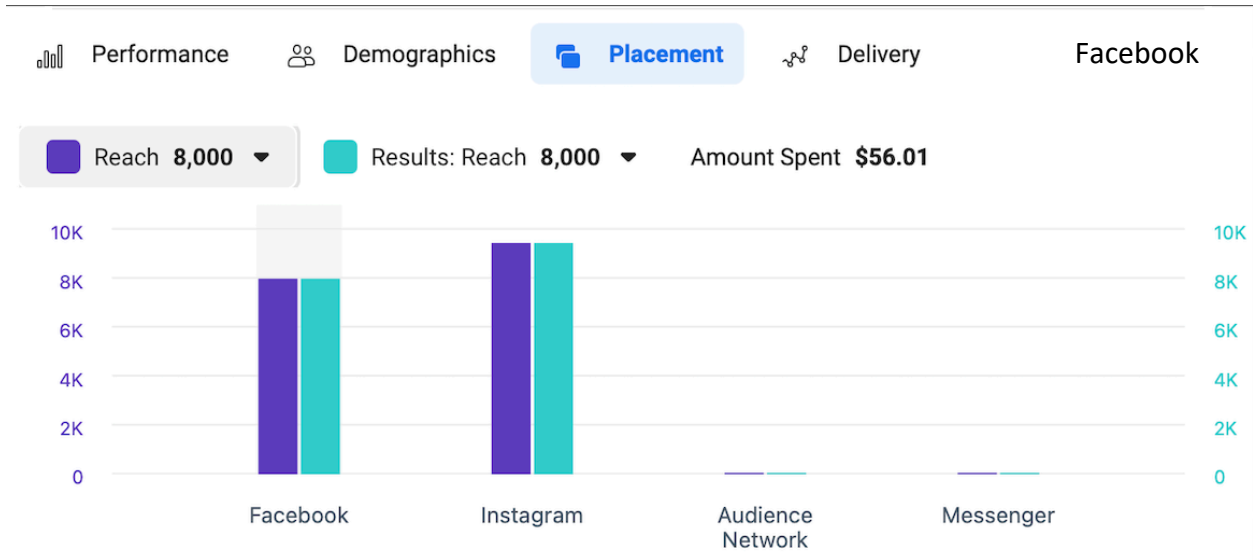
Performance
Demographics
Placement
Delivery

■ Results: Reach **16,048**
■ Reach **16,048**





# Be Above the Influence Campaign December Results



## Be Above the Influence Campaign December Results

- 2) **Facebook & Instagram:** Rise Above Influence video, \$100 budgeted, total add spend of \$100.
  - a. **Targeted Audience:** Adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
  - b. **Total Impressions:** 33,995 (total amount of ad was displayed)
  - c. **Total Reach:** 16,660 (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 beyond their limits than at other times of the year. Don't suffer from the adverse consequences that range from fights and falls to traffic crashes. Be Above the Influence and Drive Safe and Sober this holiday season.

A holiday-themed advertisement graphic. It features a green vintage car with 'LOS ALAMOS' written on the side, carrying a load of wrapped gifts. Santa Claus is visible in the driver's seat. The background is dark red with falling snow and glowing lights. Text includes 'Be Above the Influence' in a script font, 'DRIVE SAFE AND SOBER THIS HOLIDAY SEASON', and a 'DWI' logo with a small icon. A 'TINYURL.COM' link and a 'Be Above the Influence' button are at the bottom, along with a 'LEARN MORE' button.

*Be Above the Influence*

DRIVE SAFE AND SOBER THIS HOLIDAY SEASON

DWI


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**Be Above the Influence**

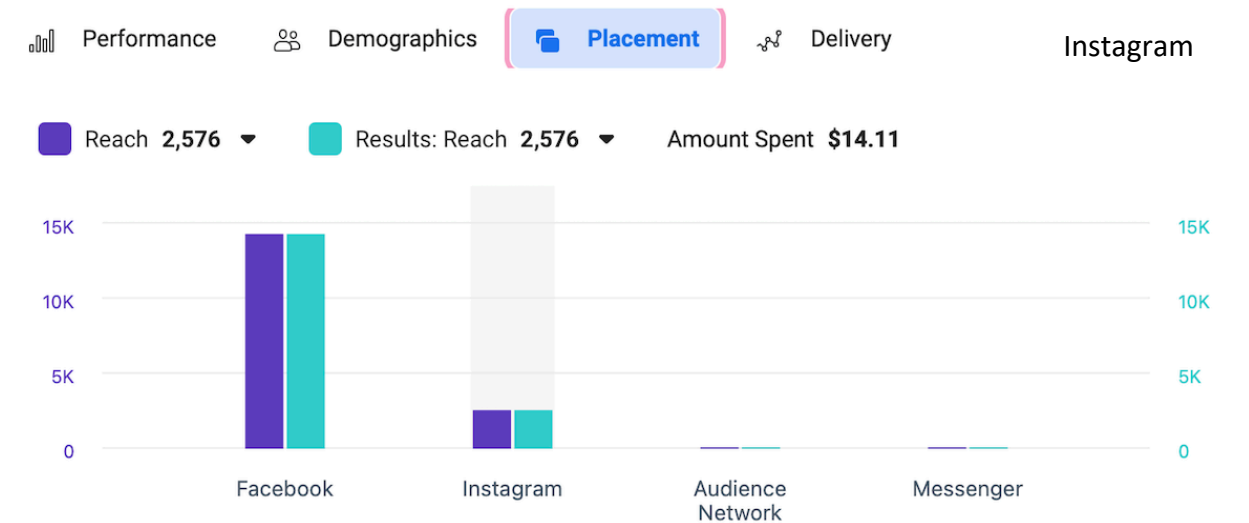
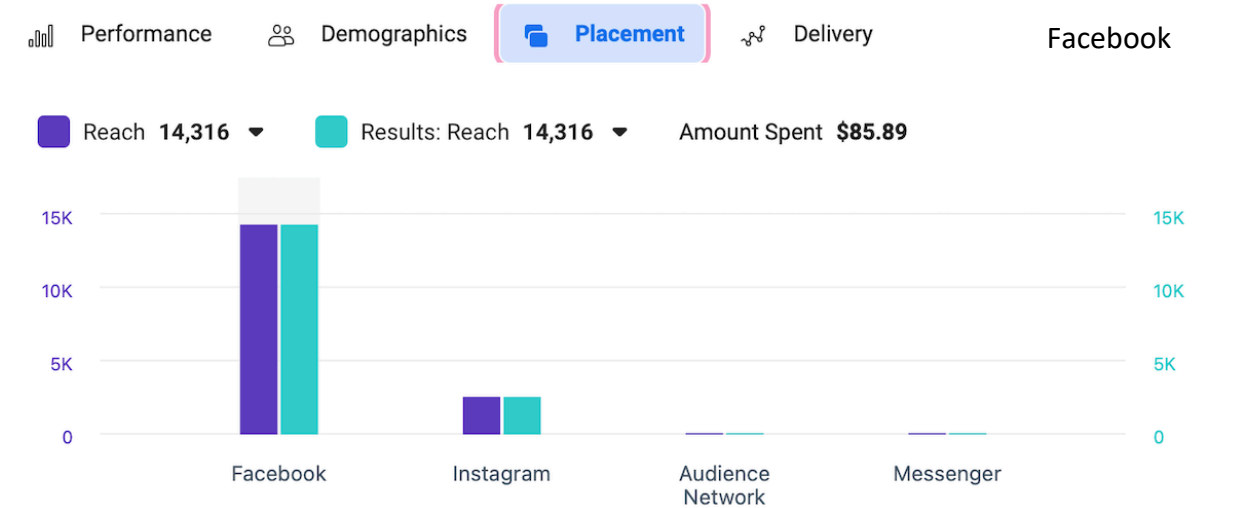
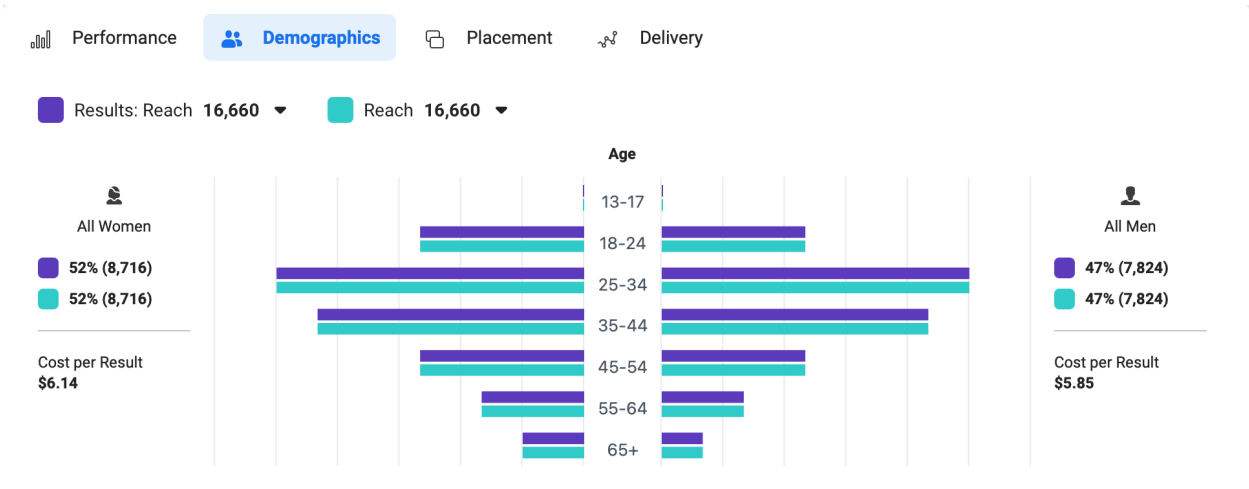
LEARN MORE



## Be Above the Influence Campaign December Results

Ad Name	Reach	Impressions
 Adults	16,660	33,995
18-24 Female	1,396	2,748
18-24 Male	1,216	2,553
18-24 Uncategorized	16	53
25-34 Female	2,520	5,080
25-34 Male	2,432	4,469
25-34 Uncategorized	32	86
35-44 Female	2,188	4,842
35-44 Male	2,096	4,093
35-44 Uncategorized	28	50
45-54 Female	1,320	2,918
45-54 Male	1,104	2,605
45-54 Uncategorized	20	41
55-64 Female	788	1,537
55-64 Male	608	1,174
55-64 Uncategorized	19	19
65+ Female	504	1,028
65+ Male	368	696
65+ Uncategorized	3	3

# Be Above the Influence Campaign December Results





## **Be Above the Influence Campaign December Results**

### **In Summary:**

- 1) In the Month of December Social Services spent \$225 between four campaigns on social Media.
  - 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 within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
  - b. Two campaign on Instagram
    - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
    - ii. One targeting adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
- 2) Between the 4 campaigns we had a total reach of 32,708
- 3) Between the four campaigns we had a total of 57 clicks on the link to our website and/or the images.
  - a. This is a 36% increase from November
- 4) Compared to the November Campaign, we reached 6,900 more adults.