

Be Above the Influence

LOS ALAMOS
Social Services

August 2021 - July 2022

Be Above the Influence Campaign September 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 September; results are below.

No posters were created or placed in new locations.

Be Above the Influence Campaign September 2021 Results

September 2021 Campaign: Ran September 9 -31, 2021. Two ads on Facebook & Instagram were ran, for a total budget of \$300.

- 1) **Facebook & Instagram:** Suicide Prevention - Be Above the Influence video, \$150 budgeted, total add spend \$150.00
 - a. **Targeted audience:**
 - i. Directed for Teen Girls
 - ii. Youth within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. **Total Impressions:** 19,875 (total amount of ad was displayed)
 - c. **Total Reach:** 9,700 (total amount of people who saw our content)


**Los Alamos County Community Services Department**
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Suicidal thoughts can affect anyone regardless of age, gender or background. These thoughts should not be considered normal and often indicate more serious issues.

There are Resources available to you:


- the National Suicide Hotline at 1-800-273 TALK (8255)
- If you're uncomfortable talking on the phone, you can also text: NAMI to 741-741 to be connected to a free, trained crisis counselor on the Crisis Text Line.
- For emergencies, dial 911

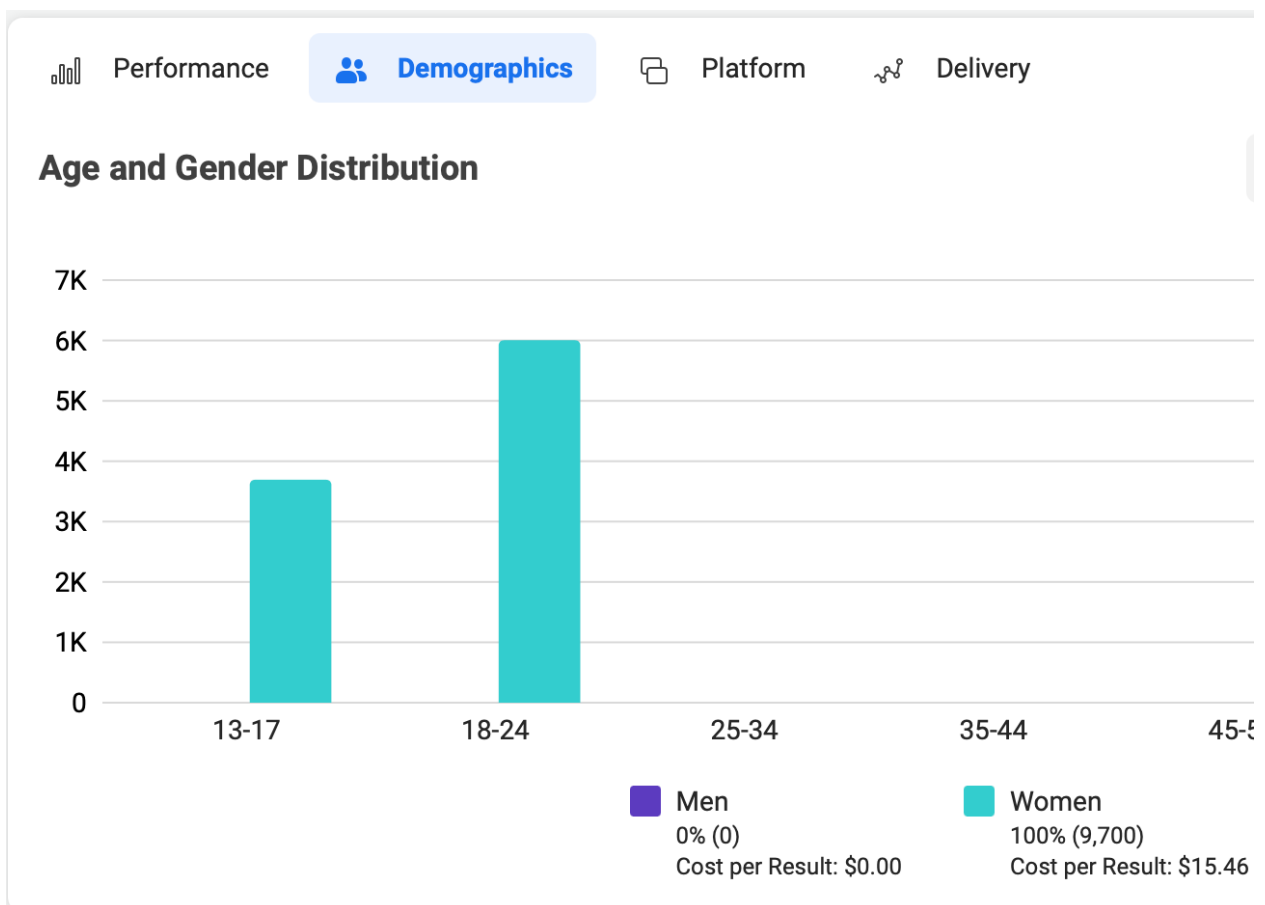
[#BeAboveTheInfluence](#) - Conquer and Succeed!



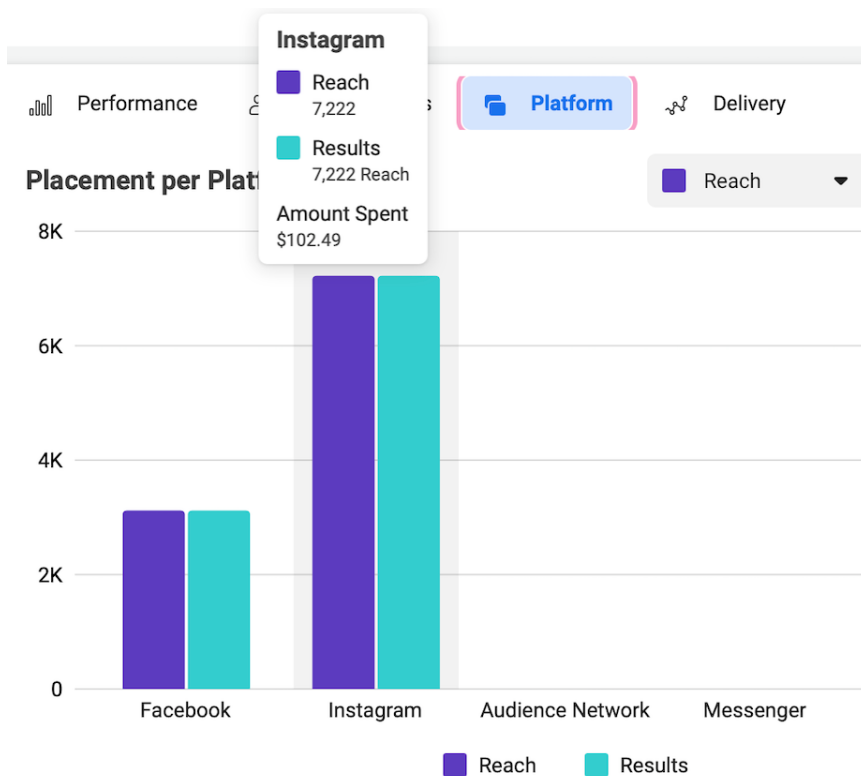
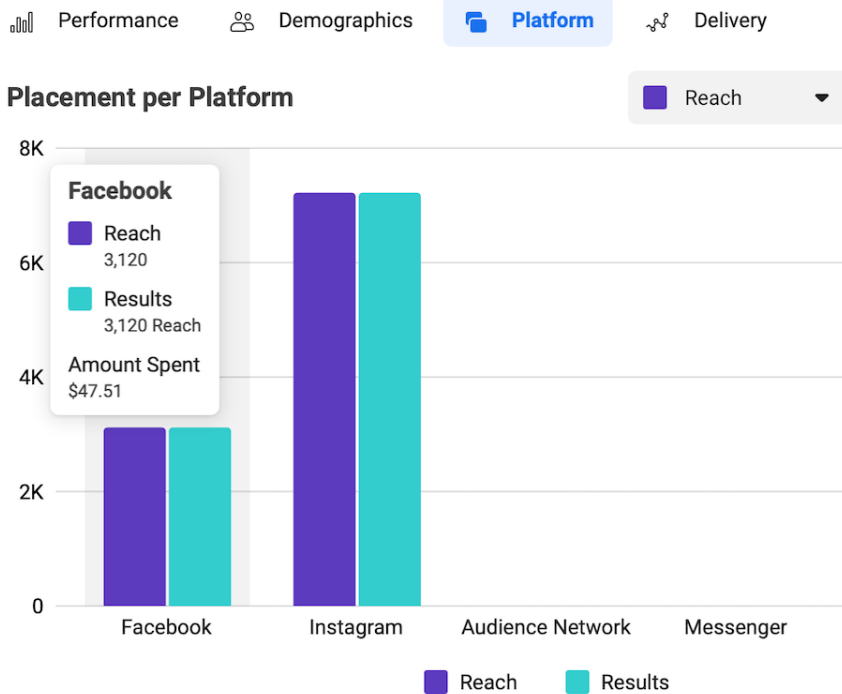
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Be Above the Influence Campaign September 2021 Results

Ad Name	Reach	Impressions
 Be Above Sept - Teen	9,700	19,875
13-17 Female	3,694	8,419
18-24 Female	6,006	11,456
> Results from 1 ad ⓘ	9,700 People	19,875 Total





Be Above the Influence Campaign September 2021 Results



Be Above the Influence Campaign September 2021 Results

- 1) **Facebook & Instagram:** Suicide Prevention - Be Above the Influence video, \$150 budgeted, total add spend \$150.00
 - a. **Targeted Audience:** Adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. **Total Impressions:** 34,546 (total amount of ad was displayed)
 - c. **Total Reach:** 19,251 (total amount of people who saw our content)

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A video thumbnail showing a person lying on the ground next to a lit candle. The text 'This is not the way...' is overlaid on the image. A play button icon is in the center, and a green circular icon with an upward arrow is in the bottom left corner.

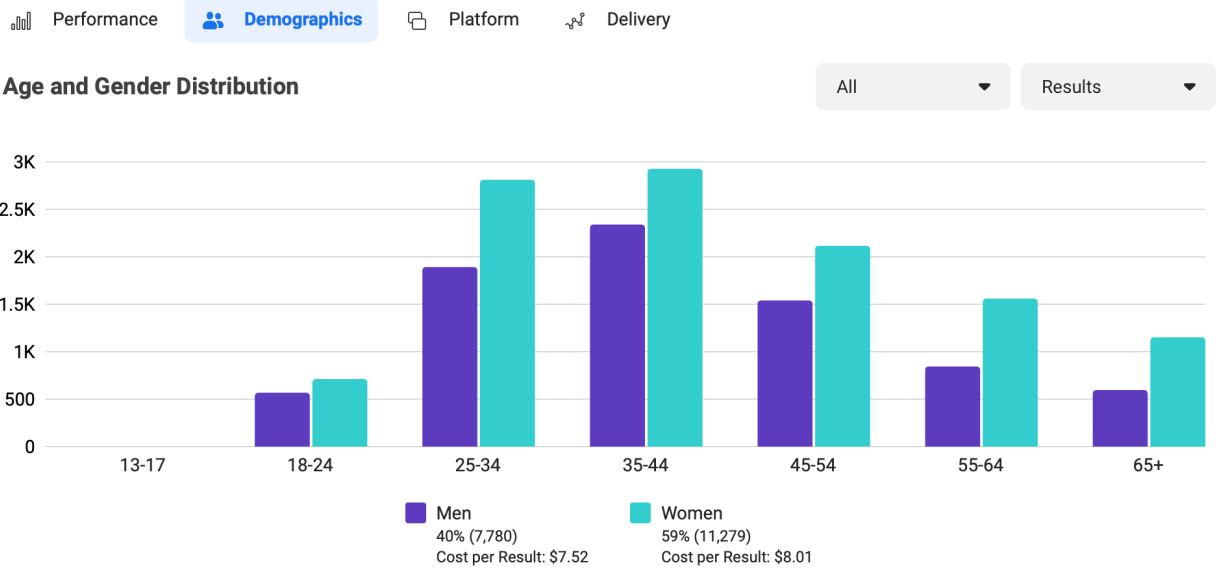
Be Above the Influence[LEARN MORE](#)

Be Above the Influence Campaign September 2021 Results

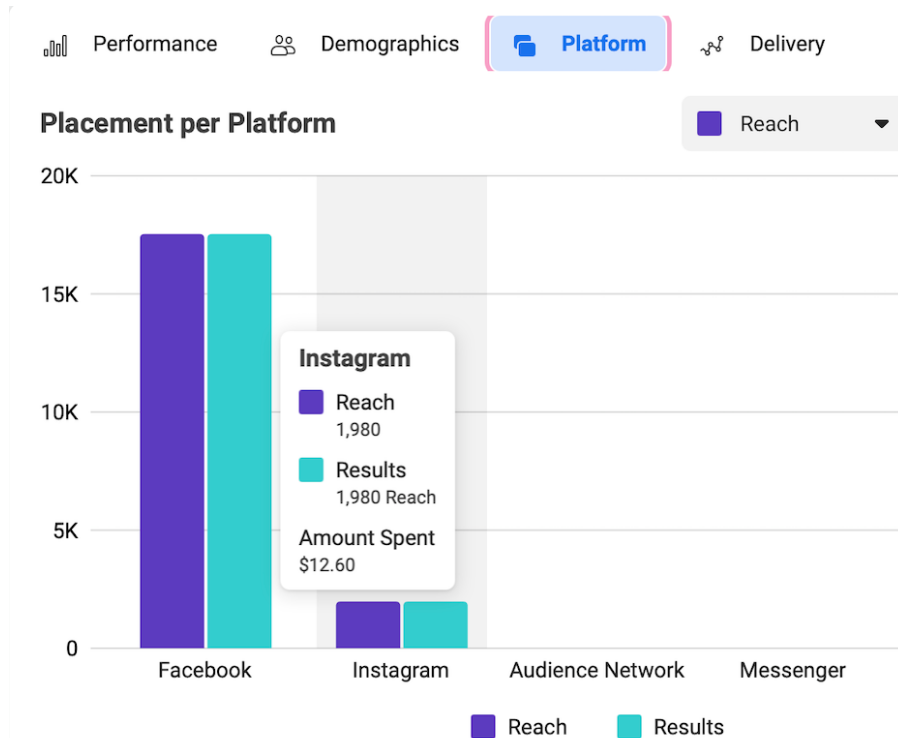
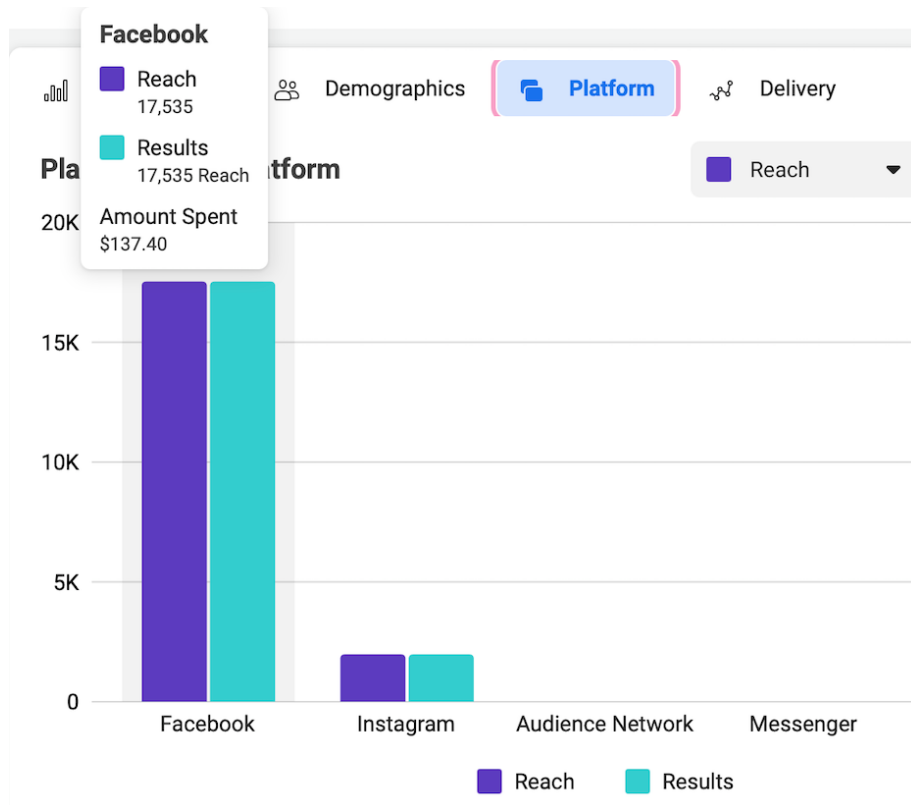
Ad Name ▼	Reach ▼	Impressions ▼
 Be Above Sept - Adult	19,251	34,546
18-24 Female	712	1,058
18-24 Male	568	883
18-24 Uncategorized	12	53
25-34 Female	2,812	5,180
25-34 Male	1,892	3,376
25-34 Uncategorized	60	70
35-44 Female	2,928	5,712
35-44 Male	2,340	4,241
35-44 Uncategorized	48	79
45-54 Female	2,116	4,055
45-54 Male	1,540	2,884
45-54 Uncategorized	16	39
55-64 Female	1,560	2,659
55-64 Male	844	1,363
55-64 Uncategorized	40	45
65+ Female	1,152	1,818
65+ Male	596	1,016
65+ Uncategorized	15	15
> Results from 1 ad ⓘ	19,251 People	34,546 Total

Be Above the Influence Campaign

September 2021 Results



Be Above the Influence Campaign September 2021 Results



Be Above the Influence Campaign September 2021 Results

In Summary:

- 1) In the Month of September Social Services spent \$300 between four campaigns on social Media that ran for 31 days.
 - a. Two campaigns on Facebook
 - i. One targeting Teen Girls 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
 - iii.
 - b. Two campaigns on Instagram
 - i. One targeting Teen Girls 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 four campaigns we had a total reach of 28,775
- 3) Between the four campaigns we had a total of 80 clicks on the link to our website and/or the images.
- 4) Between the four campaigns we had a total of 6,087 3-second video plays. The video was 19-seconds in length.