



Be Above the Influence

LOS ALAMOS
Social Services

August 2020 - July 2021

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

No additional posters were created or placed in new locations.

Be Above the Influence Campaign October Results

October 2020 Campaign: Ran October 1-31, 2020. 2 ads on Facebook & Instagram were ran, for a total budget of \$250.



- *I don't have complete data for the youth ad set, as the Facebook Report was accidentally deleted, and can't be recovered.*

- 1) **Facebook & Instagram:** Anti-Bullying, \$60 budgeted, total add send \$43.62
 - a. **Targeted audience:** Youth within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. **Total Impressions:** 23,668 (total amount of ad was displayed)
 - c. **Total Reach:** 10,287 (total amount of people who saw our content)



Be Above the Influence Campaign October Results

- 2) **Facebook & Instagram:** Adults and Domestic Violence, \$60 budgeted, total add spend of \$60,
- a. **Targeted Audience:** Adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. **Total Impressions:** 24,899 (total amount of ad was displayed)
 - c. **Total Reach:** 12,160 (total amount of people who saw our content)

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People in healthy relationships respond to problems by talking to one another.
You should should not turn to [...See More](#)



BE THE INFLUENCE

LOVE SHOULD NEVER HURT

HELP IS WITHIN REACH
<https://tinyurl.com/LosAlamosCountyDWIProgram>

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Bullying can occur in any relationship.
Lead by example.
[#RISEAbovetheInfluence](#)



DO YOU HAVE IT IN YOU?
SAY NO TO BULLYING

RISE ABOVE THE INFLUENCE

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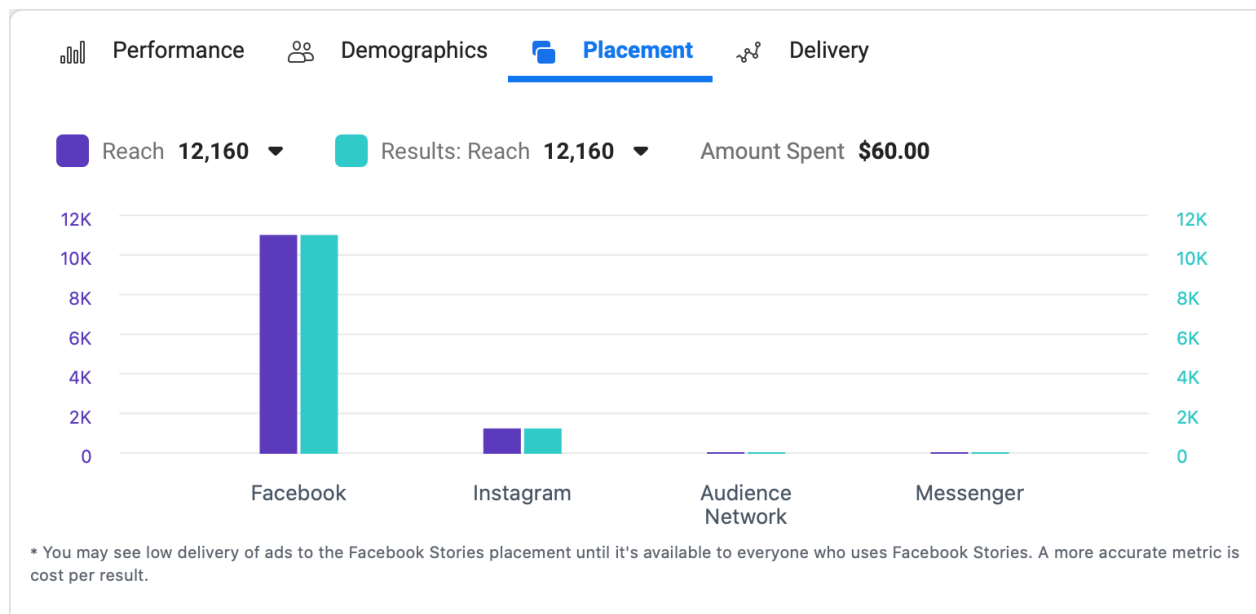
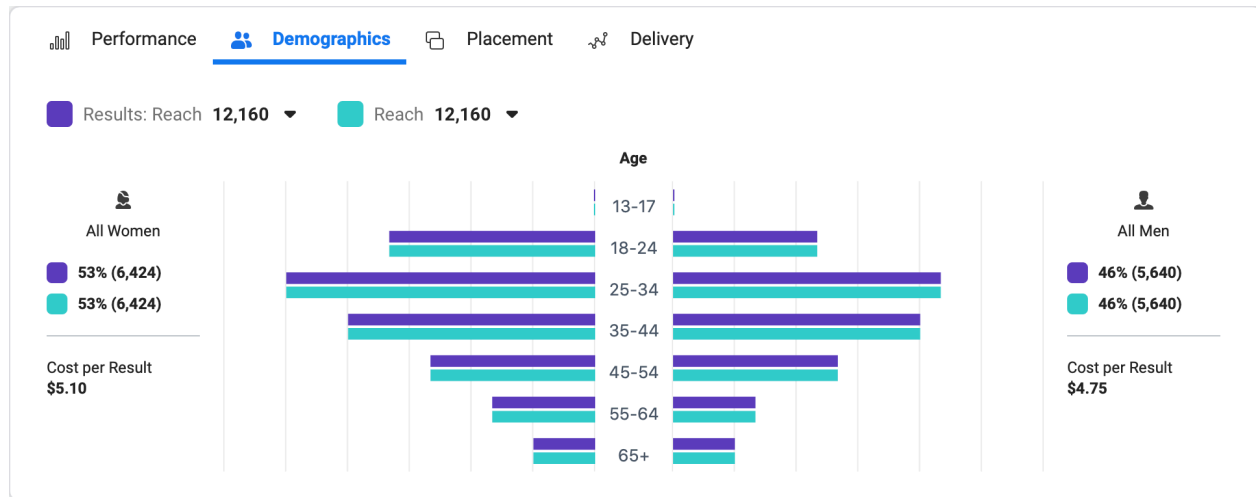
Be Above the Influence Campaign October Results

Ad Set Name	Age	Gender		Reach	Impressions
Adults	All	All		8,930	13,233
	25-34	All		2,560	3,618
		female		1,312	1,816
		male		1,222	1,771
		unknown		26	31
	35-44	All		2,082	3,306
		female		1,058	1,692
		male		1,010	1,599
		unknown		14	15
	18-24	All		1,558	2,257
		female		866	1,267
		male		682	969
		unknown		10	21
	45-54	All		1,464	2,188
		male		734	1,089
		female		722	1,086
		unknown		8	13
	55-64	All		770	1,172
		female		414	631
		male		346	526
		unknown		10	15
	65+	All		496	692
		male		228	310
		female		266	380
		unknown		2	2

Be Above the Influence Campaign October Results

Ad Set Name	Age	Gender	Reach	Impressions
Adults (2)	All	All	8,148	11,666
	25-34	All	2,292	3,172
		female	1,304	1,774
		male	968	1,371
		unknown	20	27
	35-44	All	2,036	3,019
		female	1,124	1,707
		male	898	1,298
		unknown	14	14
	45-54	All	1,388	2,008
		female	724	1,046
		male	658	950
		unknown	6	12
	18-24	All	1,308	1,929
		female	760	1,127
		male	538	780
		unknown	10	22
	55-64	All	662	935
		female	372	527
		male	282	395
		unknown	8	13
	65+	All	462	603
		female	240	330
		male	220	271
		unknown	2	2

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In Summary:

- 1) In the Month of October Social Services spent \$120 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 22,447
- 3) Between the four campaigns we had a total of 29 clicks on the link to our website and/or the images.