

Be Above the Influence

LOS ALAMOS
Social Services

August 2020 - July 2021

Be Above the Influence Campaign February 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. This campaign is scheduled to run August 2020 – July 2021.

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

No additional posters were created or placed in new locations.

Be Above the Influence Campaign February 2021 Results

February 2021 Campaign: Ran March 1 – 31, 2021. Two ads on Facebook & Instagram were ran, for a total budget of \$250.

- 1) **Facebook & Instagram:** Make Health Decisions. Be Above the Influence photo, \$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:** 38,916 (total amount of ad was displayed)
 - c. **Total Reach:** 16,628 (total amount of people who saw our content)

The image is a screenshot of a Facebook advertisement. At the top left is the profile picture of Los Alamos County Community Services Department, which features a stylized mountain and river. To the right of the profile picture is the name 'Los Alamos County Community Services Department' and a 'Sponsored' label. Below the name is a three-dot menu icon. The main text of the ad reads: 'To make health decisions to have a positive and happy life. Be aware of the influences around you, stand up to the negative ones such as, the pressure to use drugs and alcohol.' Below this text is a large image of a person jumping over a rocky ledge in a desert landscape. Overlaid on the top left of this image is a circular icon with an upward-pointing arrow. Across the top of the image, the text 'WE CHALLENGE YOU' is written in a bold, black, handwritten-style font. At the bottom of the image, the text 'To Be Above the Influence' is written in a blue, serif font. Below this, on the left, is the 'LOS ALAMOS Social Services' logo. In the center, there is a URL: 'https://tinyurl.com/LosAlamosCountyDWIProgram'. On the right, there is a 'DWI PROGRAM' logo. At the bottom left of the ad, the text 'TINYURL.COM' is displayed above 'Be Above the Influence'. At the bottom right, there is a button that says 'LEARN MORE'.

Los Alamos County Community Services Department
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To make health decisions to have a positive and happy life.
Be aware of the influences around you, stand up to the negative ones such as, the pressure to use drugs and alcohol.


↑
WE CHALLENGE YOU

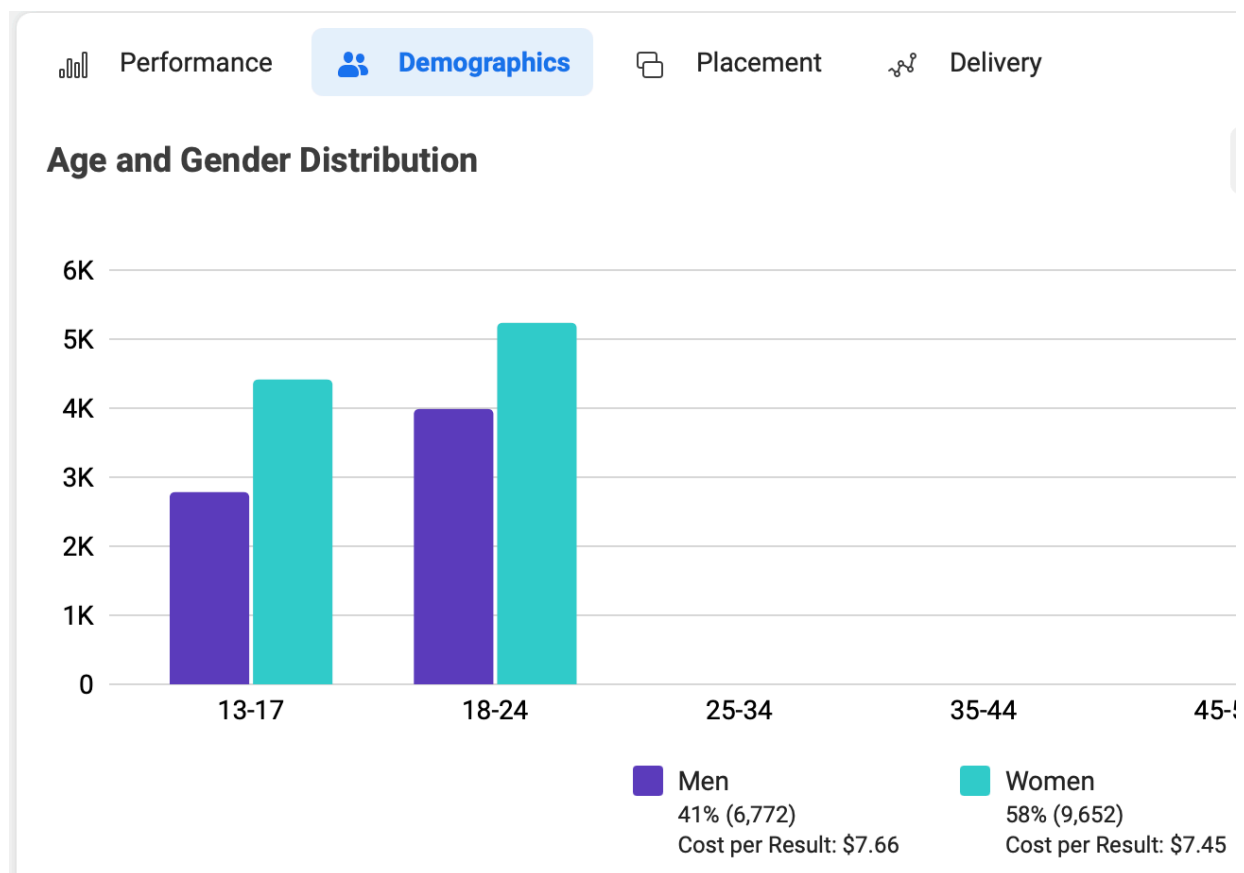
To Be Above the Influence
LOS ALAMOS Social Services
<https://tinyurl.com/LosAlamosCountyDWIProgram>
DWI PROGRAM

TINYURL.COM
Be Above the Influence

LEARN MORE

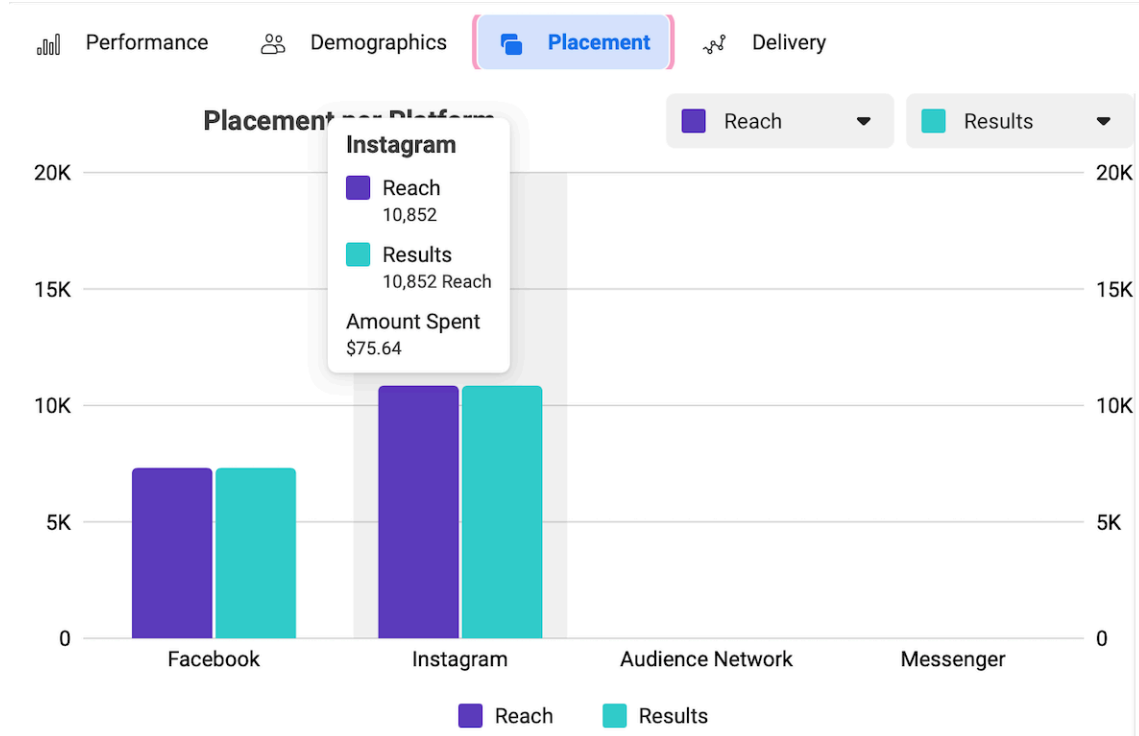
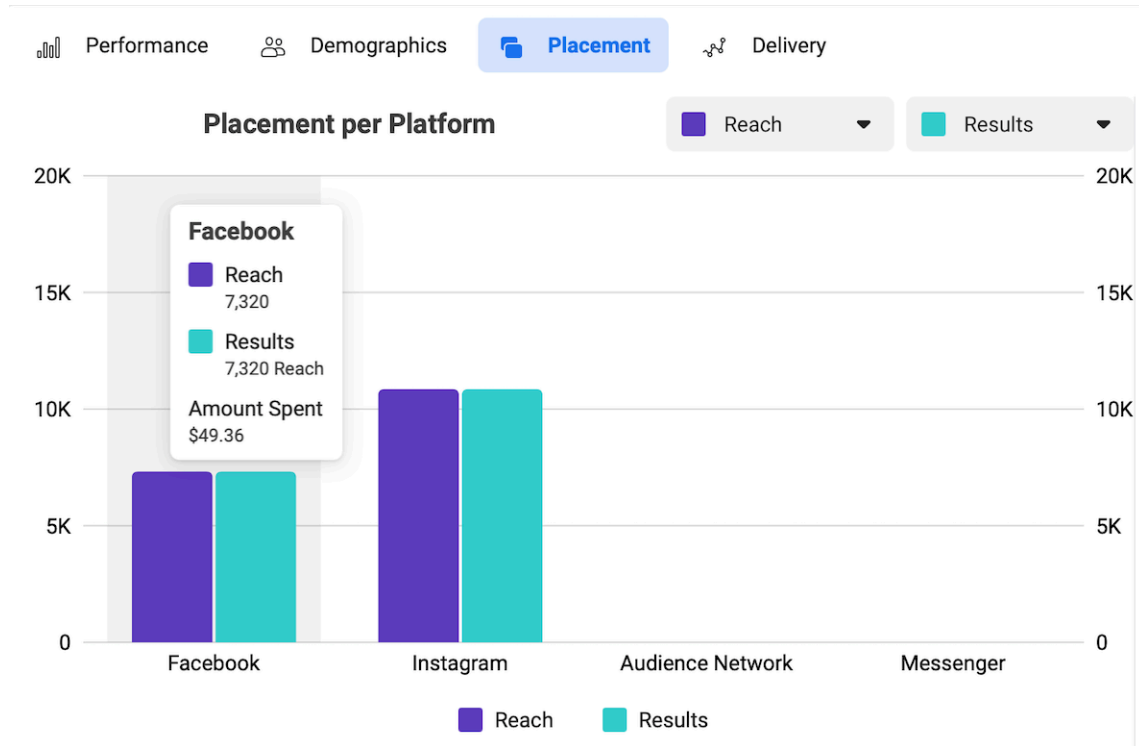
Be Above the Influence Campaign February 2021 Results

Ad Name	Reach	Impressions
 Be Above - Youth	16,628	38,916
13-17 Female	4,416	10,891
13-17 Male	2,784	6,892
13-17 Uncategorized	96	215
18-24 Female	5,236	11,456
18-24 Male	3,988	9,247
18-24 Uncategorized	100	207
Uncat... Uncategorized	8	8





Be Above the Influence Campaign

February 2021 Results




Be Above the Influence Campaign February 2021 Results



- 2) **Facebook & Instagram:** Have a healthy relationship with your children. Be Above the Influence image, \$125 budgeted, total add spend of \$125.
- a. **Targeted Audience:** Adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. **Total Impressions:** 42,481 (total amount of ad was displayed)
 - c. **Total Reach:** 20,292 (total amount of people who saw our content)

**Los Alamos County Community Services Department**
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Adolescence is a time when teens may consider experimenting with alcohol or drugs. Parents can reduce that risk by maintaining a healthy and open relationship with their children. Be the change in their lives and help them make health choices.





<https://tinyurl.com/LosAlamosCountyDWIProgram>

**Be Above the Influence**

TINYURL.COM
Be Above the Influence

LEARN MORE

Be Above the Influence Campaign February 2021 Results

	Ad Name ▼	Reach ▼	Impressions ▼
	 Be Above - Adult	20,292	42,481
	18-24 Female	1,224	2,396
	18-24 Male	1,316	2,445
	18-24 Uncategorized	28	61
	25-34 Female	2,892	6,066
	25-34 Male	2,844	5,861
	25-34 Uncategorized	48	89
	35-44 Female	2,592	6,028
	35-44 Male	2,820	5,573
	35-44 Uncategorized	48	95
	45-54 Female	1,832	4,013
	45-54 Male	1,544	3,743
	45-54 Uncategorized	32	39
	55-64 Female	1,024	2,141
	55-64 Male	816	1,637
	55-64 Uncategorized	24	36
	65+ Female	700	1,323
	65+ Male	492	922
	65+ Uncategorized	12	12
	Uncat... Uncategorized	—	1

Be Above the Influence Campaign

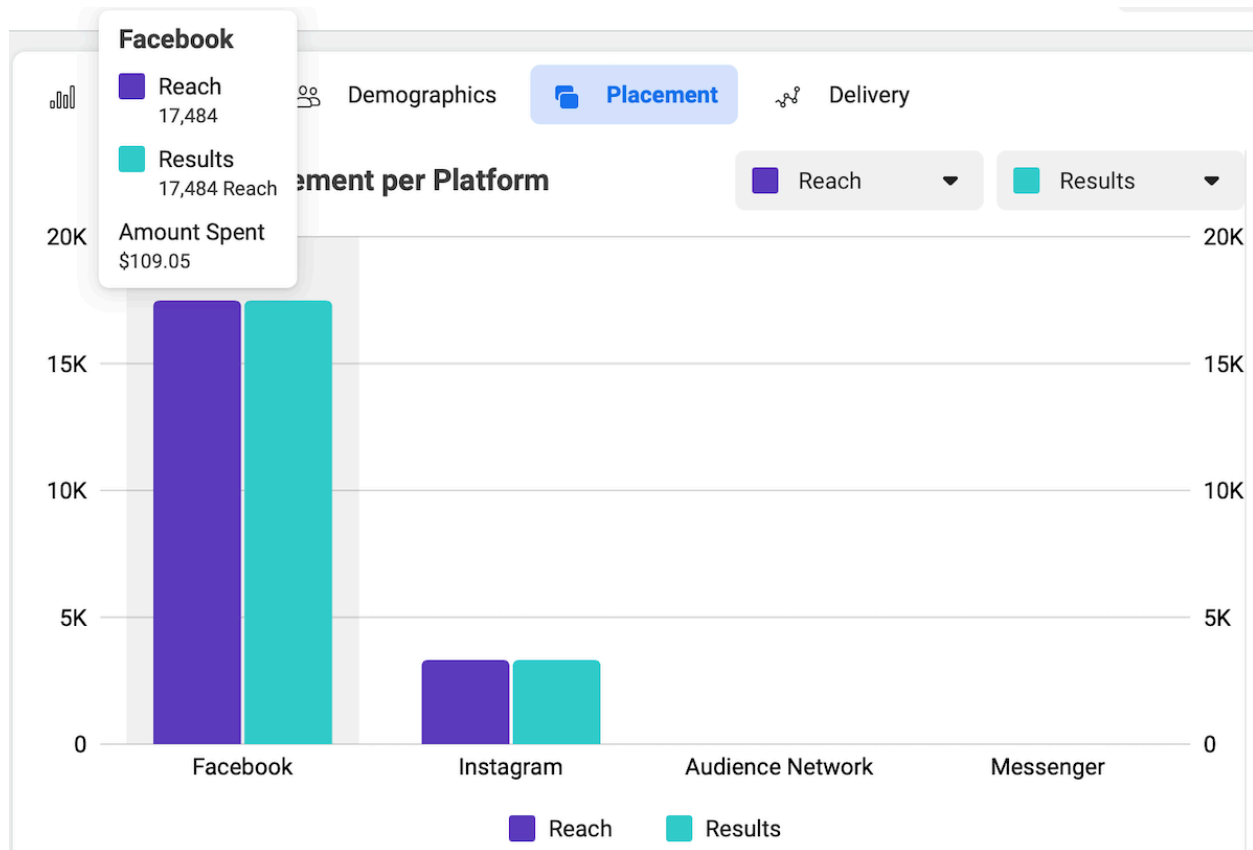
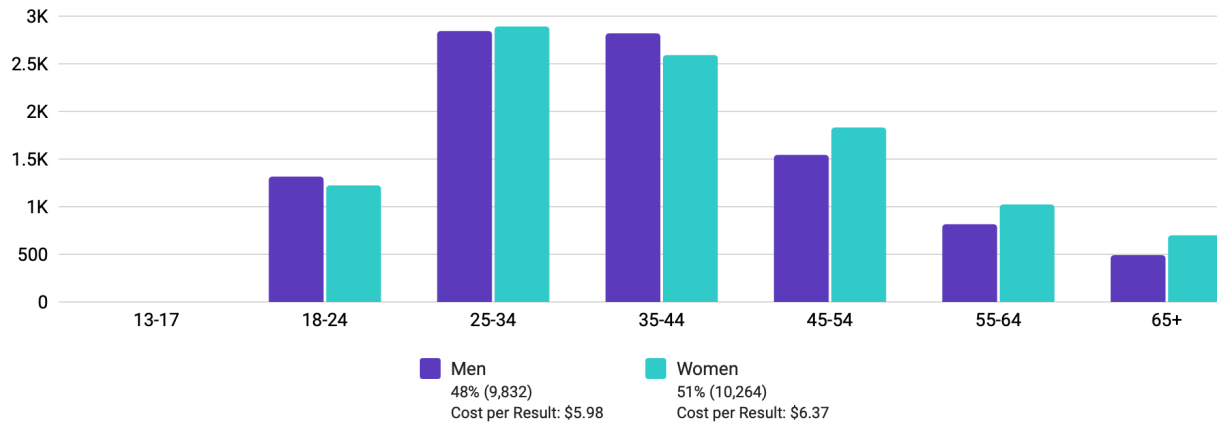
February 2021 Results

Performance Demographics Placement Delivery

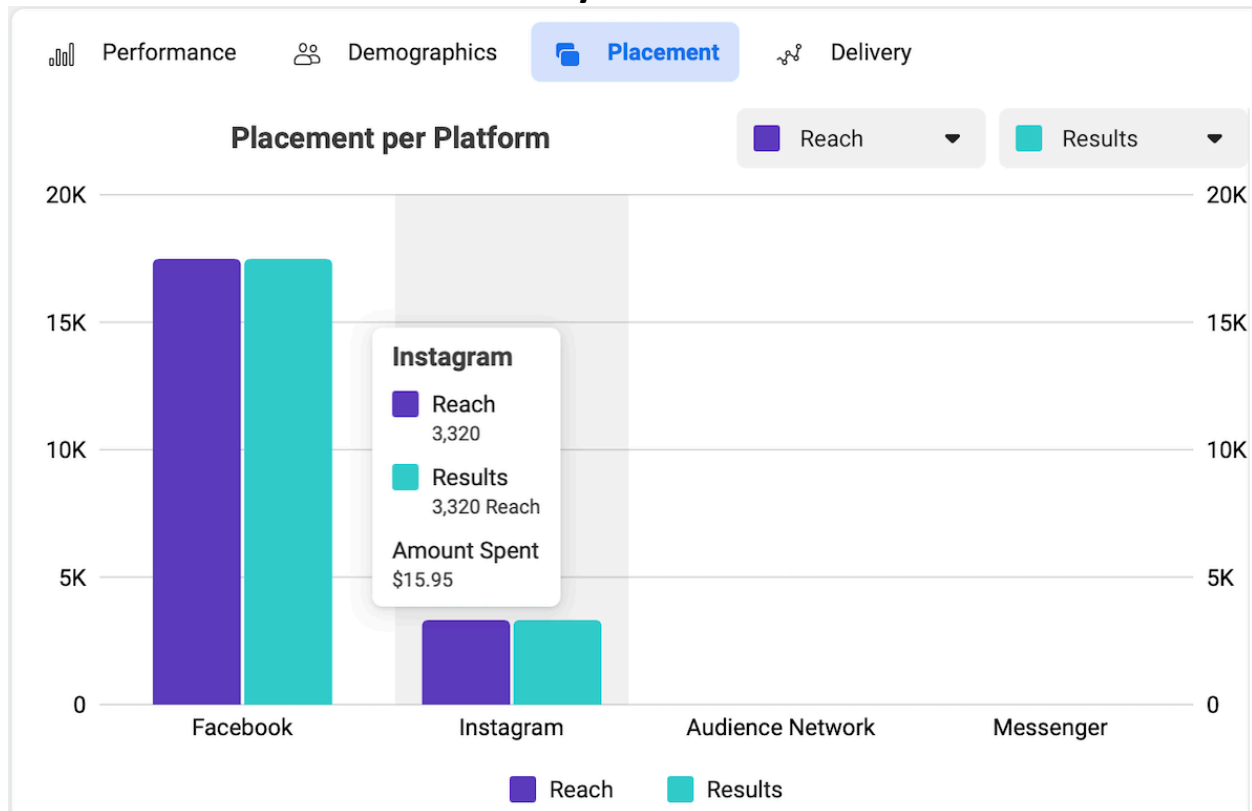
Age and Gender Distribution

All

Results



Be Above the Influence Campaign February 2021 Results



In Summary:

- 1) In the Month of March Social Services spent \$250 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 36,016
- 3) Between the four campaigns we had a total of 82 clicks on the link to our website and/or the images.