



Be Above the Influence

LOS ALAMOS
Social Services

August 2020 - July 2021

Be Above the Influence Campaign May 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.

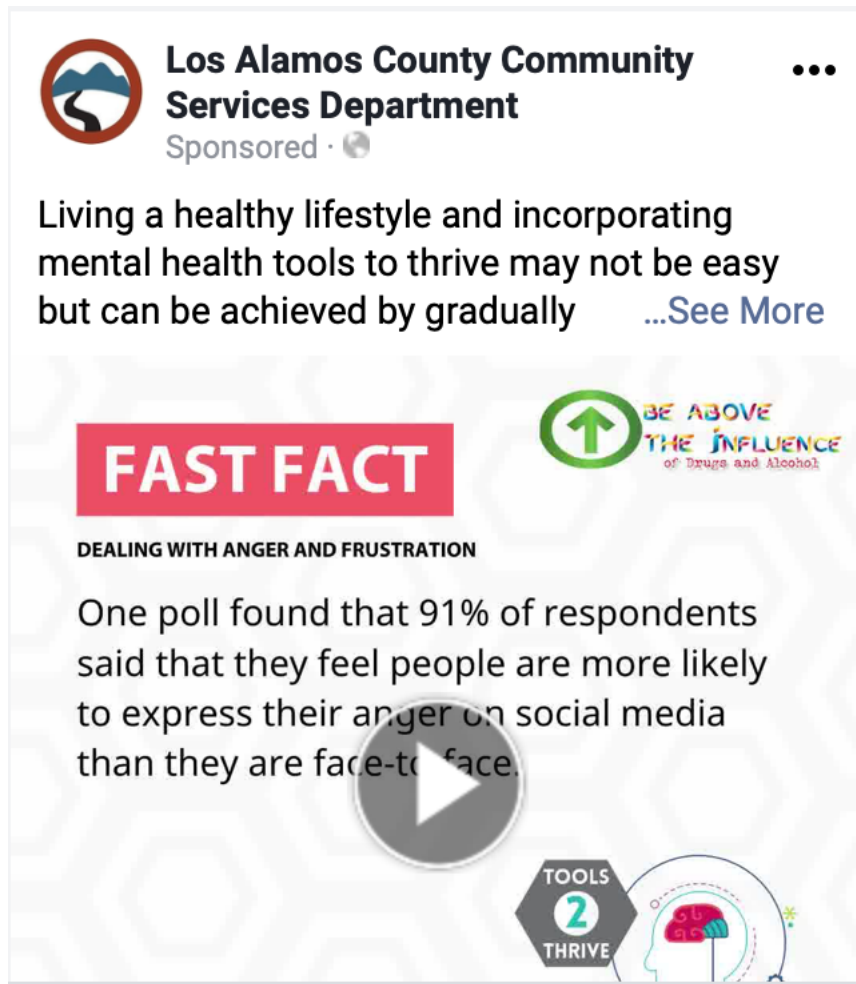
Social media campaigns were created and launched for the month of Ma; results are below.

No additional posters were created or placed in new locations.

Be Above the Influence Campaign May 2021 Results

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

- 1) **Facebook & Instagram:** Mental Health Awareness. Be Above the Influence video, \$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:** 36,886 (total amount of ad was displayed)
 - c. **Total Reach:** 18,946 (total amount of people who saw our content)



The image shows a Facebook post from the Los Alamos County Community Services Department. The post features a video thumbnail with a red 'FAST FACT' banner. The text of the post discusses mental health and anger management. The video thumbnail includes a play button icon and a 'TOOLS 2 THRIVE' logo. The background of the video thumbnail has a geometric pattern.

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Living a healthy lifestyle and incorporating mental health tools to thrive may not be easy but can be achieved by gradually [...See More](#)

FAST FACT


DEALING WITH ANGER AND FRUSTRATION

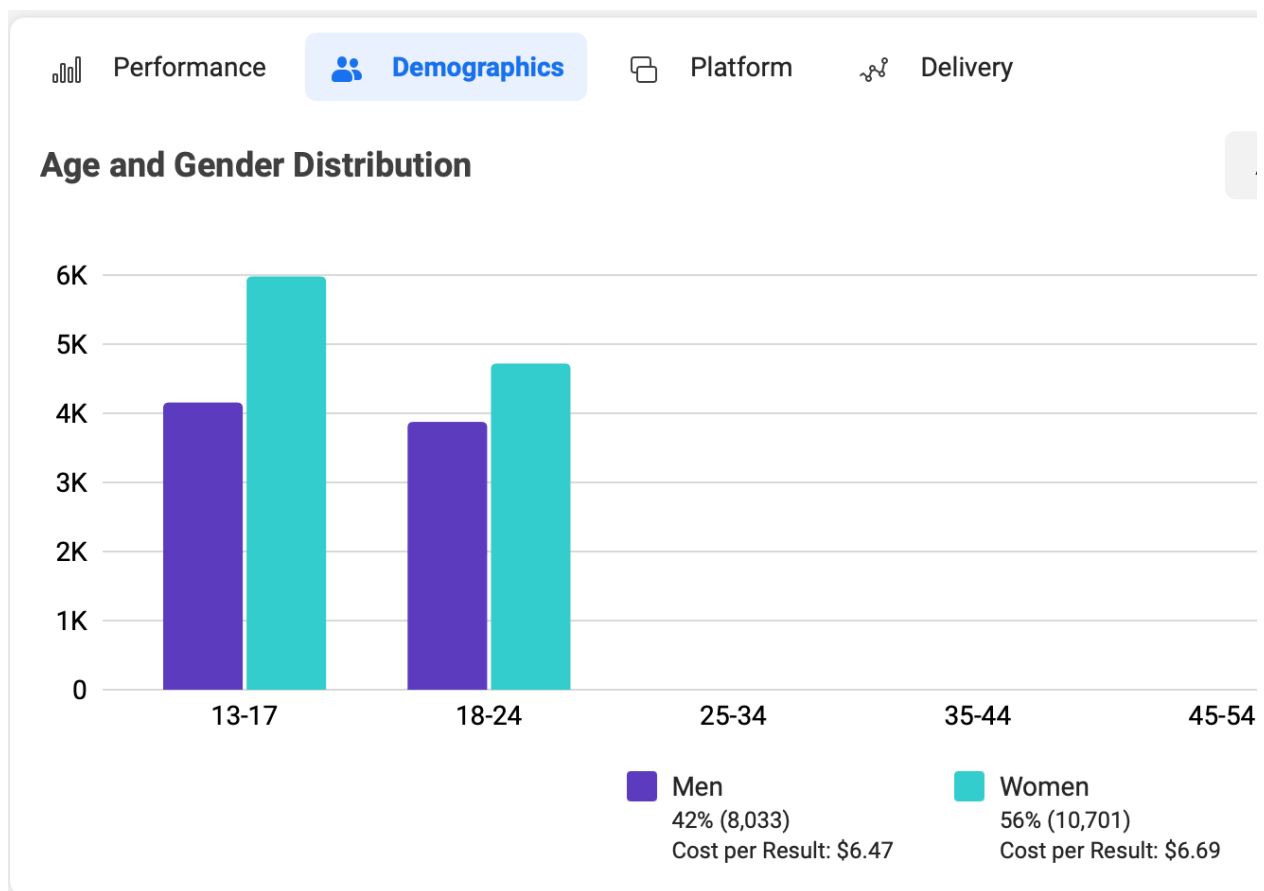
One poll found that 91% of respondents said that they feel people are more likely to express their anger on social media than they are face-to-face.

TOOLS 2 THRIVE

BE ABOVE THE INFLUENCE
of Drugs and Alcohol

Be Above the Influence Campaign May 2021 Results

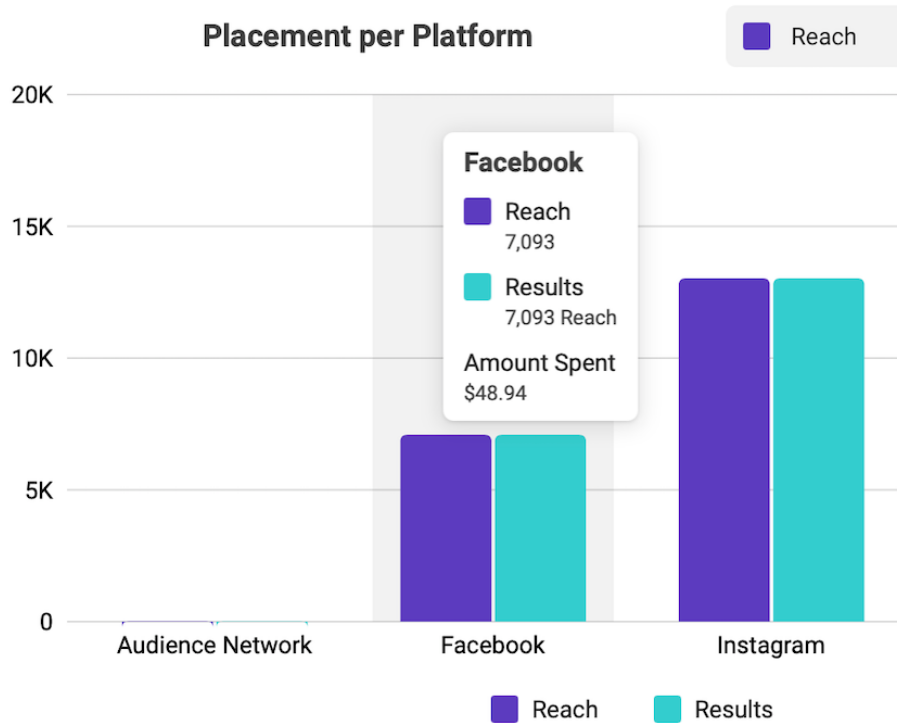
 May Be Above - Teens	18,946	36,886
13-17 Female	5,981	12,268
13-17 Male	4,156	7,797
13-17 Uncategorized	112	238
18-24 Female	4,721	9,059
18-24 Male	3,876	7,349
18-24 Uncategorized	100	175



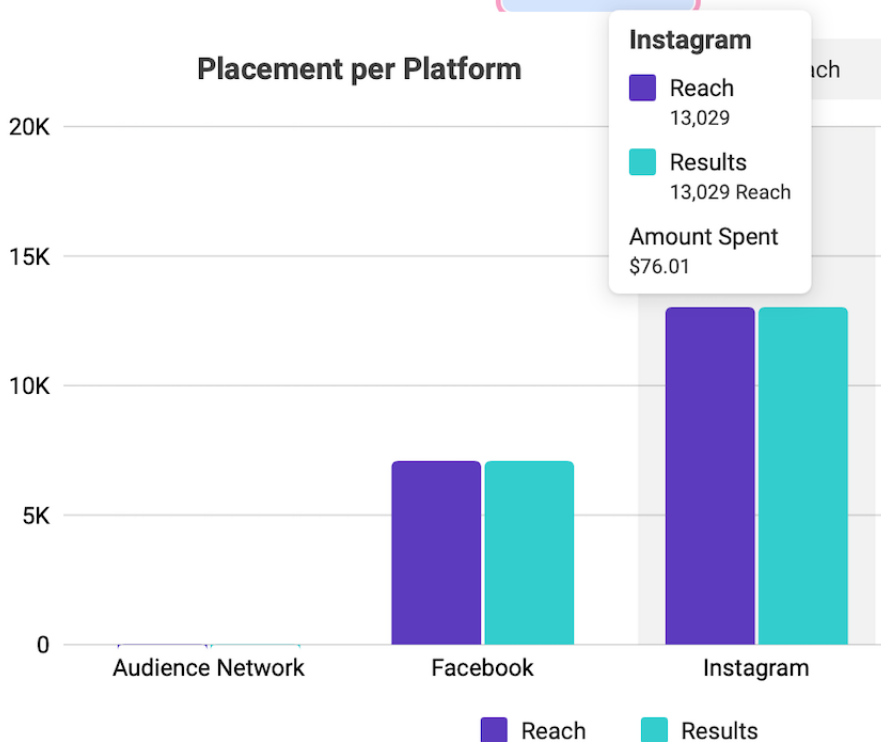
Be Above the Influence Campaign

May 2021 Results

Performance Demographics **Platform** Delivery



Performance Demographics **Platform** Delivery



Be Above the Influence Campaign May 2021 Results

- 2) **Facebook & Instagram:** Mental Health Awareness. Be Above the Influence video, \$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:** 40,730 (total amount of ad was displayed)
 - c. **Total Reach:** 20,460 (total amount of people who saw our content)

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It's important to accept the situations in life that we cannot change, actively work to process the mental struggles [...See More](#)

FAST FACT

GETTING OUT OF THINKING TRAPS

One study found that 85% of what we worry about never happens at all, and in the 15% of times where worries came true, 79% of people handled the difficulty better than expected, or learned a valuable lesson from the experience.

BE ABOVE THE INFLUENCE
of Drugs and Alcohol

TOOLS 2 THRIVE

DWI Los Alamos County

MHA Mental Health America

LOS ALAMOS where discoveries are made

LEARN MORE
mhanational.org/may

[TINYURL.COM](https://tinyurl.com/beabovetheinfluence)
Be Above the Influence

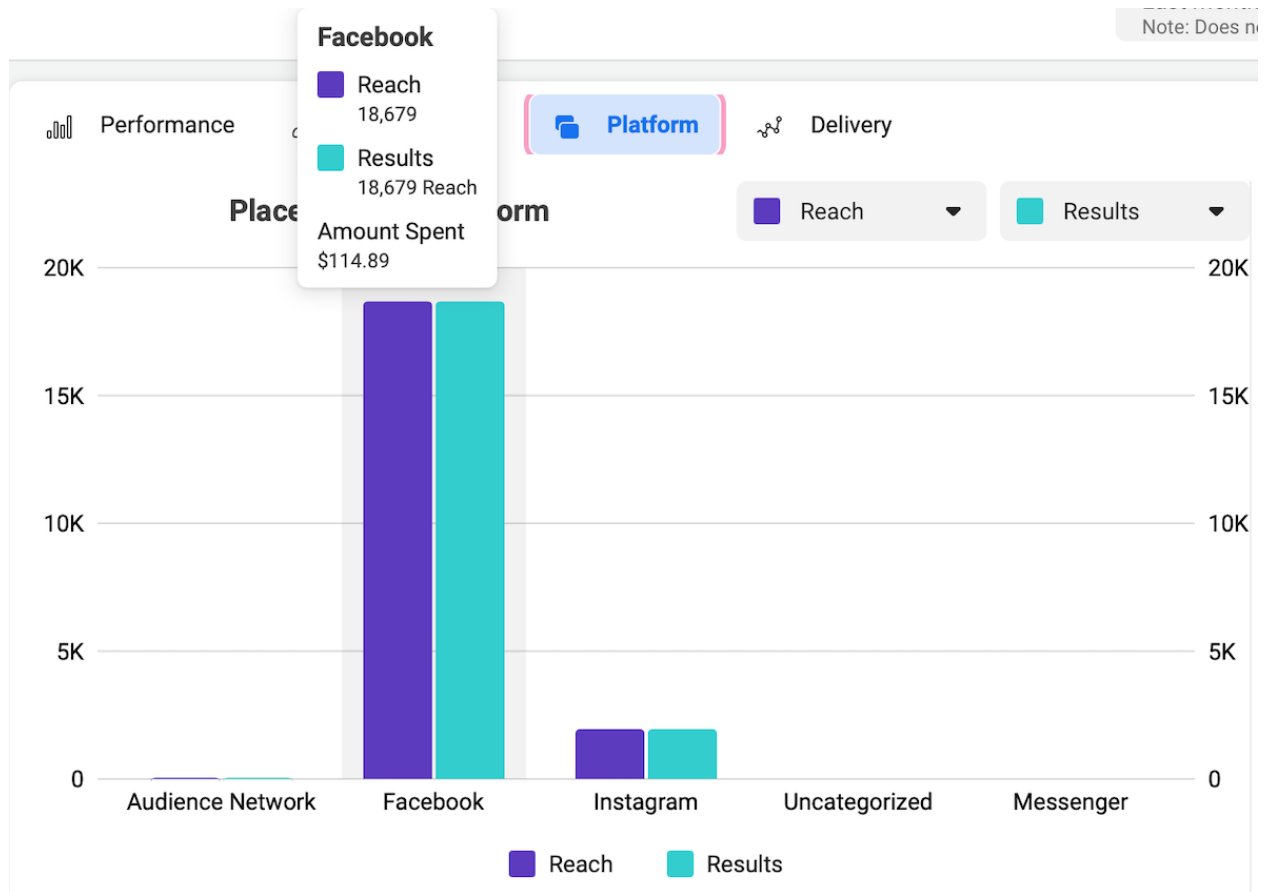
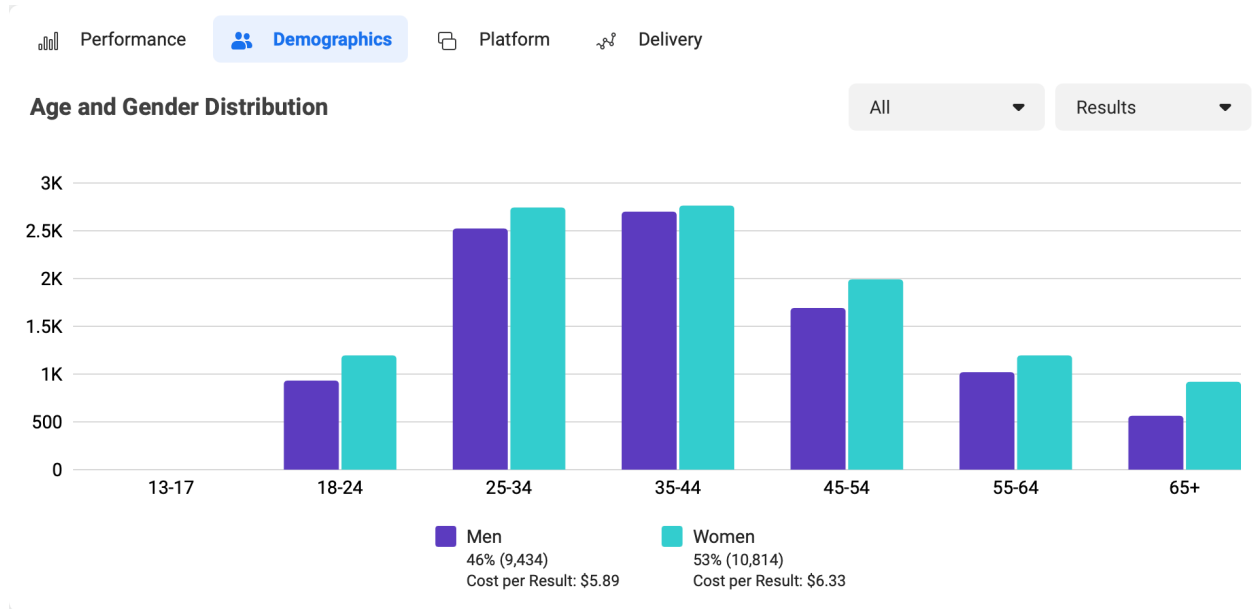
LEARN MORE

Be Above the Influence Campaign May 2021 Results

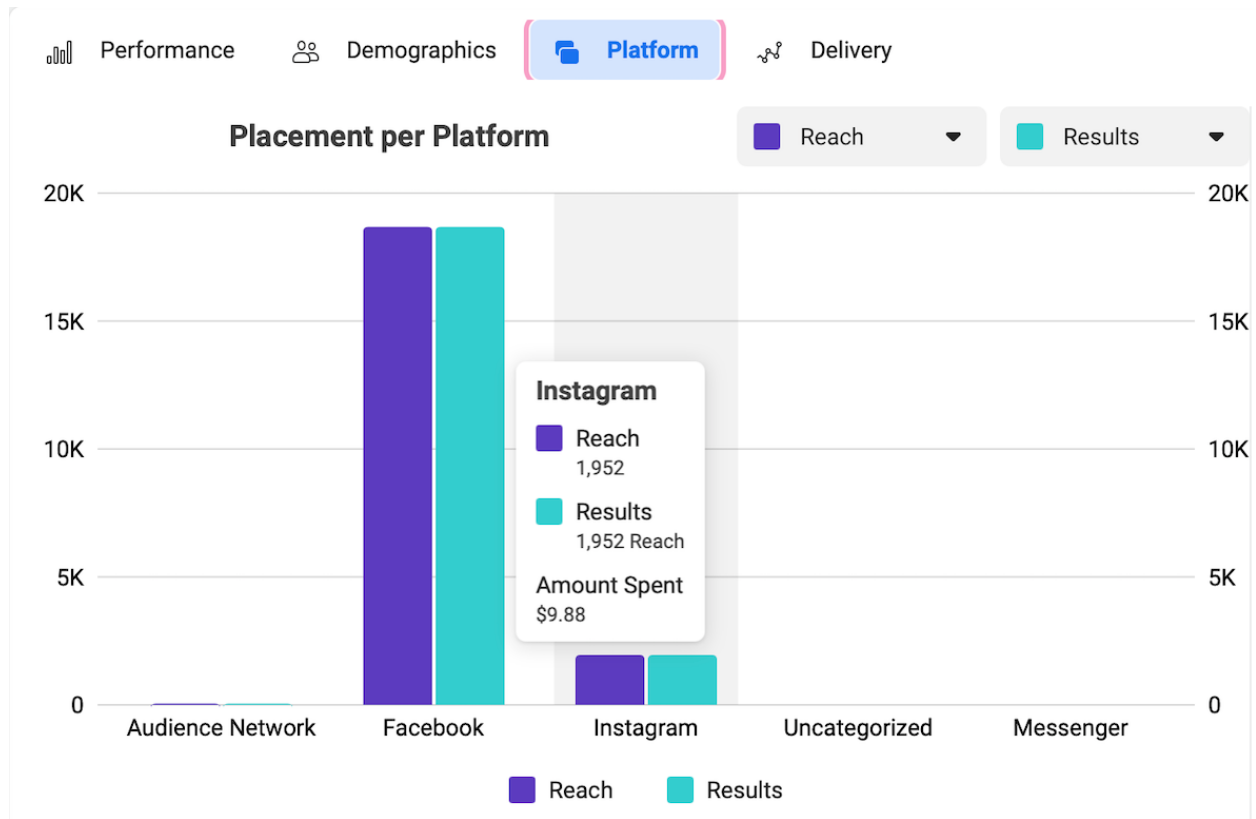
	May Be Above the Influence - Adult	20,460	40,730
18-24	Female	1,196	2,035
18-24	Male	932	1,760
18-24	Uncategorized	40	70
25-34	Female	2,744	5,765
25-34	Male	2,524	4,990
25-34	Uncategorized	32	61
35-44	Female	2,764	5,921
35-44	Male	2,700	5,128
35-44	Uncategorized	64	88
45-54	Female	1,992	4,142
45-54	Male	1,692	3,534
45-54	Uncategorized	28	40
55-64	Female	1,196	2,501
55-64	Male	1,020	1,811
55-64	Uncategorized	40	47
65+	Female	920	1,727
65+	Male	564	1,087
65+	Uncategorized	8	23

Be Above the Influence Campaign

May 2021 Results



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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 39,126
- 3) Between the four campaigns we had a total of 63 clicks on the link to our website and/or the images.