



Be Above the Influence

LOS ALAMOS
Social Services

August 2020 - July 2021

Be Above the Influence Campaign June 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 July; results are below. Also show below are the complete year’s totals

No additional posters were created or placed in new locations.

Be Above the Influence Campaign June 2021 Results

July 2021 Campaign: Ran July 6 - 31, 2021. Two ads on Facebook & Instagram were ran, for a total budget of \$250.

- 1) **Facebook & Instagram:** Have the Best Summer Ever, Don't jeopardize your future. 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:** 28,339 (total amount of ad was displayed)
 - c. **Total Reach:** 15,113 (total amount of people who saw our content)

Los Alamos County Community Services Department
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Don't jeopardize your Future and have a happy Summer!

BEST SUMMER EVER!

Tag your friends!

HANG OUT WITH FRIENDS ✓
SOAK UP THE SUN ✓
GO TO THE LAKE ✓
BE ABOVE THE INFLUENCE OF DRUGS & ALCOHOL
ATTEND A SUMMER CONCERT ✓
GO FOR BIKE RIDES ✓
HIKE TRAILS ✓

LOS ALAMOS
where discoveries are made

DWI

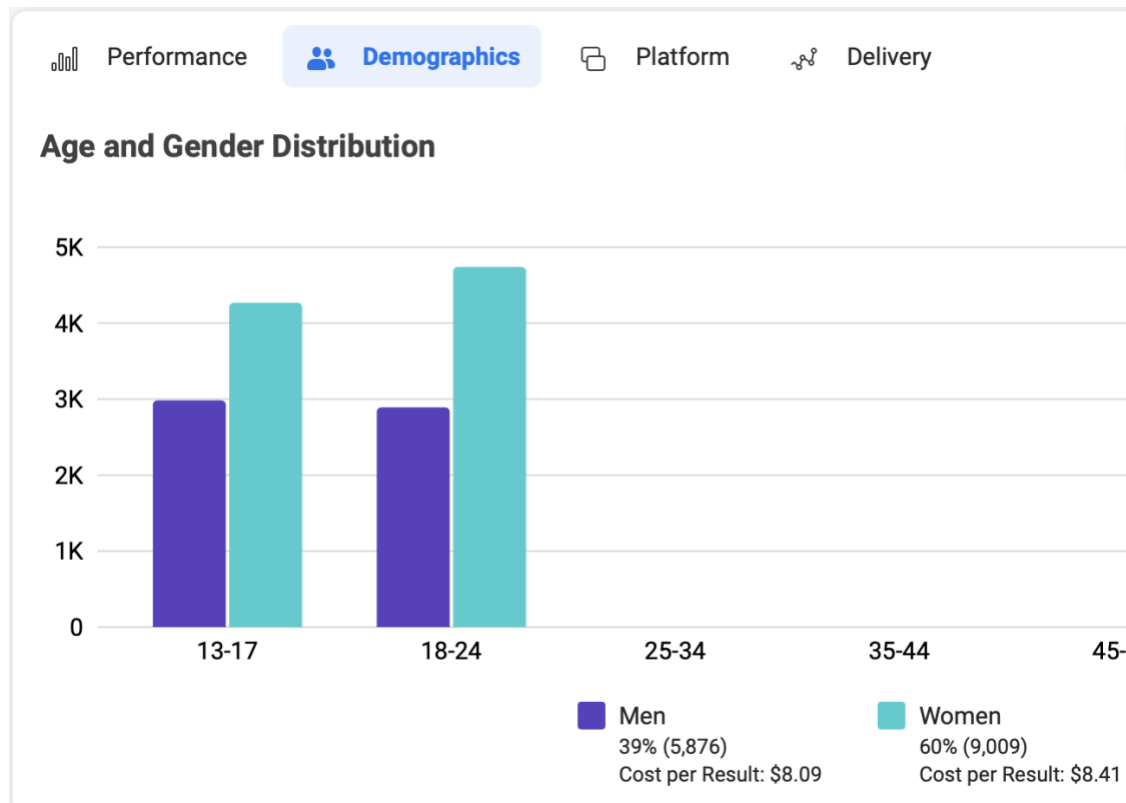
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Be Above the Influence

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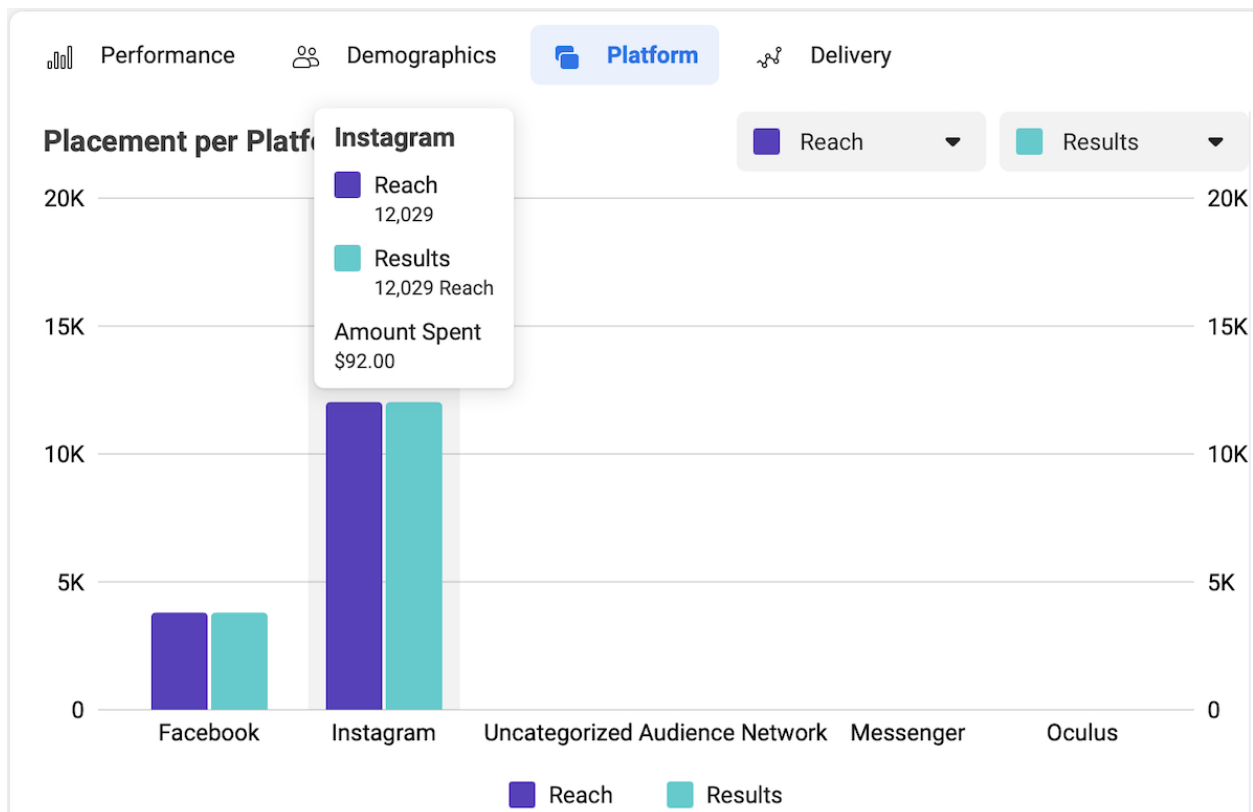
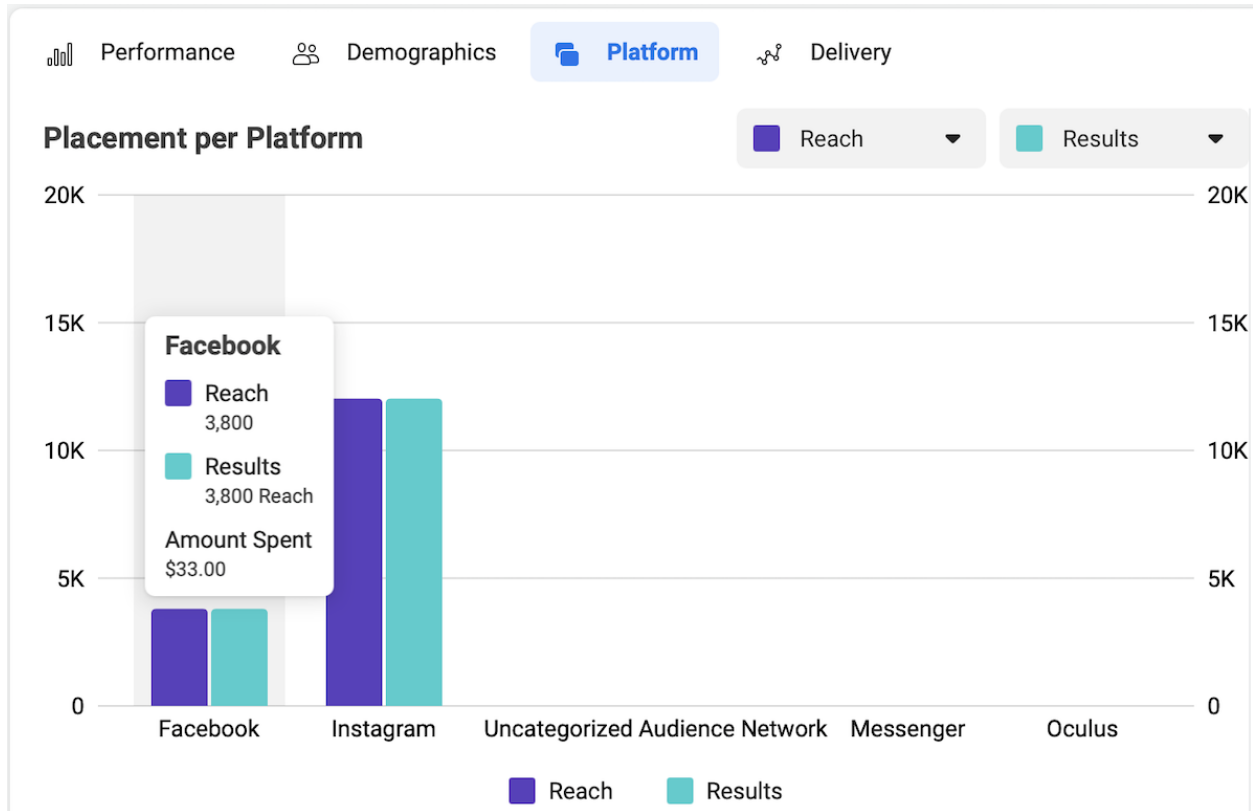
Be Above the Influence Campaign

June 2021 Results

Age	Gender	Campaign Name	Reach	Impressions
18-24	Female	July - Be Above Teen	4,740	8,744
13-17	Male	July - Be Above Teen	2,984	5,183
13-17	Female	July - Be Above Teen	4,268	8,482
18-24	Male	July - Be Above Teen	2,892	5,545
Uncategorized	Uncategorized	July - Be Above Teen	—	—
13-17	Uncategorized	July - Be Above Teen	116	233
18-24	Uncategorized	July - Be Above Teen	112	152
Total Results 7 / 7 rows displayed			15,113 People	28,339 Total



Be Above the Influence Campaign June 2021 Results



Be Above the Influence Campaign June 2021 Results

- 2) **Facebook & Instagram:** Be sure your kids have the best summer ever. 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:** 36,157 (total amount of ad was displayed)
 - c. **Total Reach:** 19,450 (total amount of people who saw our content)

Los Alamos County Community Services Department
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Make sure your kids have the best summer possible - by being above the influence of drugs and alcohol

BEST SUMMER EVER!

Tag your friends!

- HANG OUT WITH FRIENDS ✓
- SOAK UP THE SUN ✓
- GO TO THE LAKE ✓
- BE ABOVE THE INFLUENCE OF DRUGS & ALCOHOL**
- ATTEND A SUMMER CONCERT ✓
- GO FOR BIKE RIDES ✓
- HIKE TRAILS ✓

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DWI DRUG AND ALCOHOL IMPAIRED DRIVING PROGRAM

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Be Above the Influence

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Be Above the Influence Campaign June 2021 Results

Age ↑	Gender	Campaign Name	Reach	Impressions
18-24	Uncategorized ⓘ	Be Above - Adult	28	69
18-24	Male	Be Above - Adult	980	1,550
18-24	Female	Be Above - Adult	1,100	1,683
25-34	Female	Be Above - Adult	2,708	5,363
25-34	Male	Be Above - Adult	2,388	4,419
25-34	Uncategorized ⓘ	Be Above - Adult	40	69
35-44	Male	Be Above - Adult	2,408	4,477
35-44	Female	Be Above - Adult	2,828	5,734
35-44	Uncategorized ⓘ	Be Above - Adult	52	87
45-54	Uncategorized ⓘ	Be Above - Adult	16	36
45-54	Male	Be Above - Adult	1,444	2,951
45-54	Female	Be Above - Adult	1,860	3,694
55-64	Male	Be Above - Adult	812	1,384
55-64	Female	Be Above - Adult	1,352	2,212
55-64	Uncategorized ⓘ	Be Above - Adult	35	35
65+	Female	Be Above - Adult	852	1,450
65+	Male	Be Above - Adult	520	932
65+	Uncategorized ⓘ	Be Above - Adult	12	12
Uncategorized ⓘ	Uncategorized ⓘ	Be Above - Adult	—	—
Total Results 19 / 19 rows displayed			19,450 People	36,157 Total

Be Above the Influence Campaign

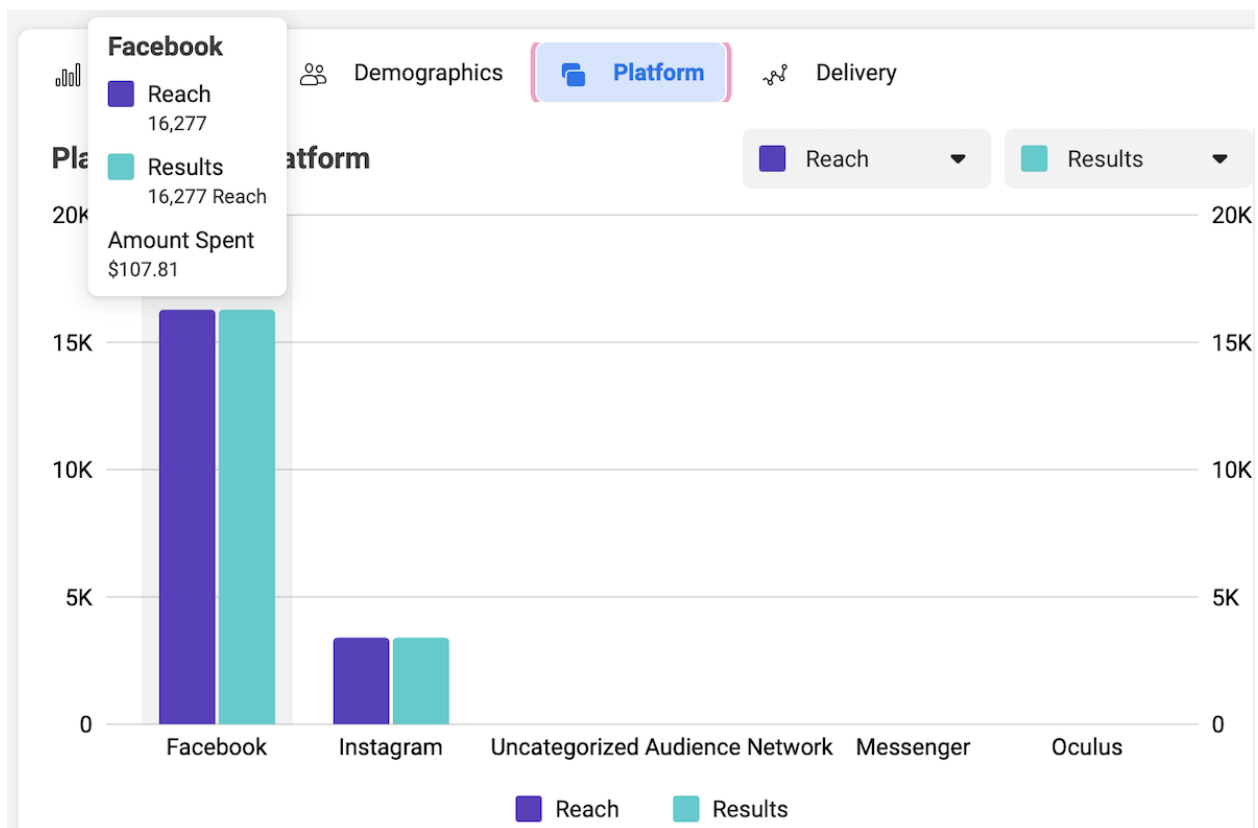
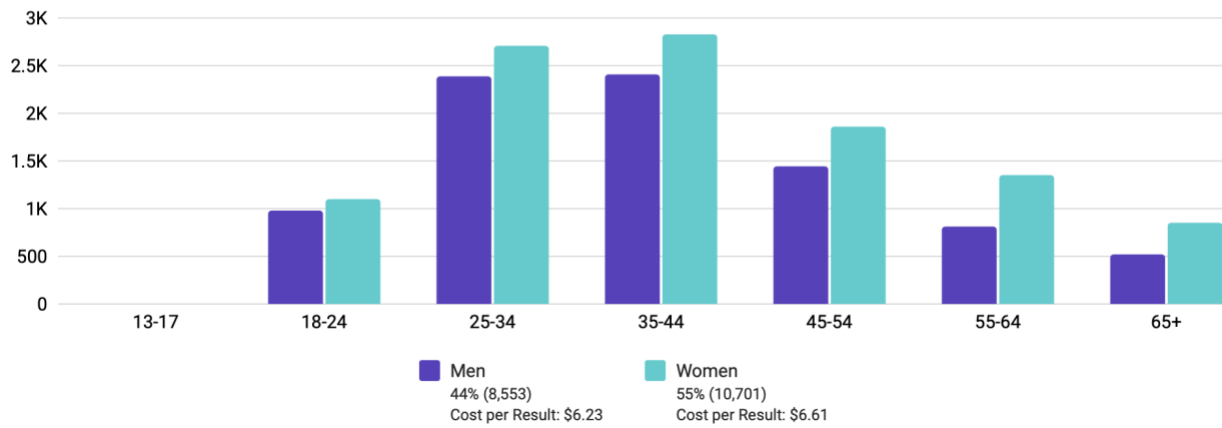
June 2021 Results

Performance Demographics Platform Delivery

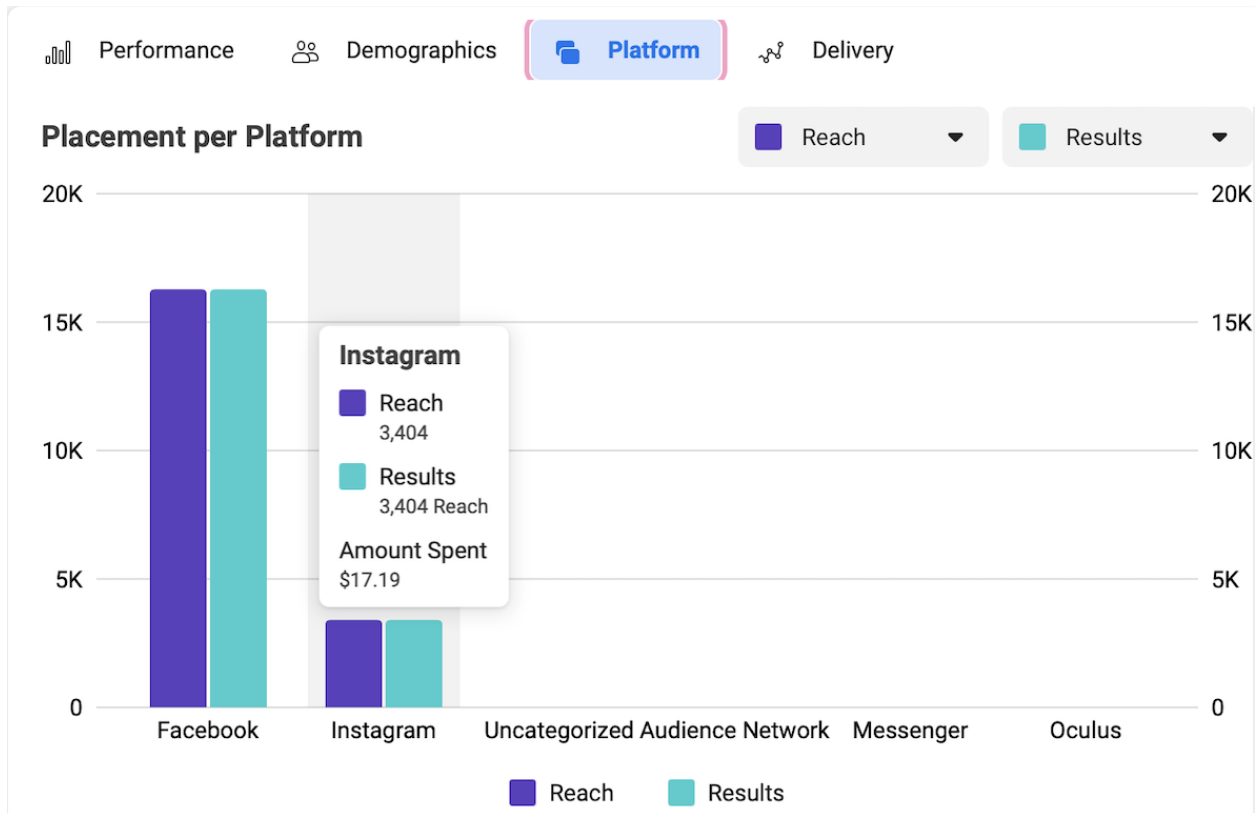
Age and Gender Distribution

All

Results



Be Above the Influence Campaign June 2021 Results



In Summary:

- 1) In the Month of July Social Services spent \$250 between four campaigns on social Media that ran for 20 days.
 - 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 campaigns 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 34,395
- 3) Between the four campaigns we had a total of 62 clicks on the link to our website and/or the images.

Be Above the Influence Campaign June 2021 Results

Total summary for the 2020 – 2021 Year:

- Total Ad spend: \$2,435
- Total Reach: 157,323 people
- Total impressions: 737,071
- Total Clicks: 682