

JULY 15, 2021

2021 Campaign Report

April 5 - June 30, 2021

PREPARED FOR

Nebraska Child Abuse Prevention Fund Board

Communication
Toolkit for
Collaboratives

24 press release downloads
30 social posts (text) downloads
17 social media playbook downloads
228 downloads of share graphics/logos/photos

Events

- **New BringUpNebraska.org website** launched March 30
- **Pinwheel Garden planting at Governor's Residence** on April 2 with First Lady Susanne Shore, DHHS CEO Dannette Smith, CFS Director Stephanie Beasley and many DHHS and Nebraska Children staff; NBC covered the event
- Governor signed **Child Abuse Prevention Month proclamation**
- DHHS did **media advisory/release** about Prevention Month and activities
- **DHHS planted a pinwheel garden** in front of the state office building
- Director Stephanie Beasley and Nebraska Children CEO Mary Jo Pankoke did a **FB Live about Prevention Month** and other prevention work
- We **updated toolkit** for partners - includes updated sample press release, social media copy and share graphics (around the protective factors), email signature graphics, and other articles about prevention work



Paid Campaign

Radio Campaign

\$30,000 was spent on radio spots from 4/5/2021 – 6/26/2021 for a total of 302 spots (including some bonus spots). This included a Spanish-language version in eastern Nebraska.

- Total Reach: 447,000 people
- Frequency: 4.9
- Gross Impressions: 2,211,000

Digital Ads

\$10,000 was spent Facebook and Instagram, we ran 4 targeted ads (Friends/Neighbors, Business Leaders/Employers, Educators, Parents) in both English and Spanish. We used Facebook's demographic features to target the ads. Added value: two banner ads on BrownfieldAgNews.com website (part of Learfield network)

- **Facebook/Instagram paid ads:**
 - Impressions: 1,026,318
 - Reach: 170,140
 - Link Clicks: 5,318
- **Google display ads:**
 - Impressions = 1,855,451
 - Link Clicks: 15,101

Impressions: total number of times your ad was displayed in newsfeeds.

Reach: total number of people that saw your ad (they see it more than once which is why impressions are higher)

BringUpNebraska.org

Website data:

- **New BringUpNebraska.org website** launched on March 30, 2021
- There were 12,409 visitors to the site during the campaign. There were **15,511 page views (up over 6,500 from same period in 2020)** on the site.
- **Most popular pages** were the Business page, Service Providers page, Friends/Neighbors page, and Parents page, (each over 3,000 page views) because they were the direct links from the digital ads
- **9,188 of the site visitors came to the site directly from the digital advertising.** 2,734 came to the site by directly typing in BringUpNebraska.org and the rest were divided between unpaid social, search engines, and links from other sites.
- The **most visitors** to the site came from Omaha (3,776), Lincoln (1,054), Grand Island (484), Sioux City, IA (284), Papillion (233), Lexington (204), Council Bluffs (204), Columbus (192), Kearney (181)
- 9,447 site visitors speak English, 2,835 site visitors speak Spanish
- **Average time per visit was 5:22**, that is really good



Prevention Store

Pinwheels

- 21,120 units
 - 38 cases - collaboratives
 - 52 cases - other partners
 - TOTAL: 90 cases

Lapel Pins

- 230 units

Prevention Resource Guides

- 70

Store Orders

- 5,413 items
 - The store included 15 items. Three items were available with variations in photos, language, or size.
 - The most popular items were the stress ball, massage roller, pen, sippy cup, cinch bag, and insulated water bottle