

## The November digital media campaign focused on:

- sharing overdose warning signs and naloxone information with at-risk South Dakotans and their loved ones
- raising awareness of the availability of Dispose Rx packets and Medication Lock Boxes
- increase awareness of the standing order for Naloxone
- prompting South Dakotans to call the Resource Hotline to learn more about addiction services

In November, digital media promotions drove 58% of the total traffic to the website. Snapchat accounted for 37% of the total site visits alone. Facebook, Instagram, YouTube, and Paid Search brought in an additional 21%.

On Snapchat, the *Resource Hotline—Call Now* ad continued to hold a commanding lead with a swipe-up rate of .92%—2.7x higher than *Ways to Manage Pain*, which had the second highest swipe-up Rate (.34%). As a result, Snapchat's swipe-up rate (.59%) rose to nearly 12x higher than Facebook's equivalent metric Link Click-Through-Rate (.05%).

The *In Case of Overdose* post received the most link clicks on Facebook and Instagram (68). Its success, combined with the *Overdose Signs* and 95% Snapchat ads, were responsible for the *Reverse Overdose* web page being the most visited for the month and also contributed to Naloxone PDFs being 3 of the top 4 downloads in November.

There were 162 PDF downloads from the website. The top downloads included the Naloxone Eligibility Assessment (20), Naloxone Standing Order (17), Naloxone Reimbursement Guidelines (14), and Opioid Prescribing Guidelines (10).

The Click-Through-Rate of November's Avoid Opioid Google Search ad (9.06%) rose to nearly triple the Health and Medical Industry average (3.27%). Paid and FREE Organic Search combined for 36% of total website visits. Five YouTube videos continued promotion and resulted in 61,706 views in November and a full view rate of nearly 30%.

In December, we'll start a geo-targeted Overdose Response campaign to high risk counties on all digital media channels; Facebook, Snapchat, YouTube, and Paid Search.

## WEBSITE METRICS AvoidOpioidSD.com



**4,182** WEBSITE VISITS

**162** PDF DOWNLOADS

**31** LOCK BOX form submissions

## YOUTUBE VIDEO ADS



**5** PAID ADS

**61,706** VIEWS

## SNAPCHAT



**6** SNAP ADS

**4,821** SWIPE UPS

**0.59%** SWIPE-UP-RATE

**3,621** CALL NOW swipe ups

## FACEBOOK & INSTAGRAM



### Primary target audiences:

- South Dakotans living in vulnerable counties as defined by the SD DOH
- Previous Avoid Opioid SD Website Visitors and Page Followers
- South Dakotans who share interests/behaviors with Website Visitors and Page Followers

### Top performers this month MOST LINK CLICKS

**68** LINK CLICKS

**67** LINK CLICKS

**67** LINK CLICKS

## 6 PROMOTED POSTS

**150,560** SOUTH DAKOTANS saw one or more promoted posts this month, an AVERAGE of **5.17** TIMES

**4** CALL NOW button clicks

**0.05%** Click-Through-Rate

**Reminder:** Facebook link clicks and Snapchat swipe ups don't always result in a website visit. Up to 30% of people may click or swipe up on the ad accidentally or exit before the website loads.



## Website Activity November 1 – November 30, 2022

Social media promotions accounted for 50% of total website visits in November. Snapchat alone brought in 37%.

The *Reverse Overdose* web page received the most page views (743) for the month, thanks to the 95% and *Overdose Signs* Snapchat ads which contributed 84% of the page views. The *Find a Naloxone Pharmacy* (406) and *Safe Medication Disposal* (396) pages received the second and third most views.

The Avoid Opioid SD **Google Search ad** continued to serve South Dakotans actively searching for information on opioids and accounted for 8% of the traffic to the website. As a result, November's **Click-Through-Rate (9.06%)** nearly tripled the industry average (3.27%). Paid Google Search placement will remain active for the foreseeable future, as we continue to optimize keyword targeting each month.

Organic Search accounted for more than a quarter of the total website traffic, with an additional 11% of traffic that came **Directly to the website**. Visitors from these FREE sources have increased as brand awareness has grown due to strong social media and broadcast television promotions.

**123,419 Unique Visitors**  
Site launch June 5, 2018 – Nov 30, 2022

### WEBSITE VISITS



### WEBSITE VISITS BY SOURCE

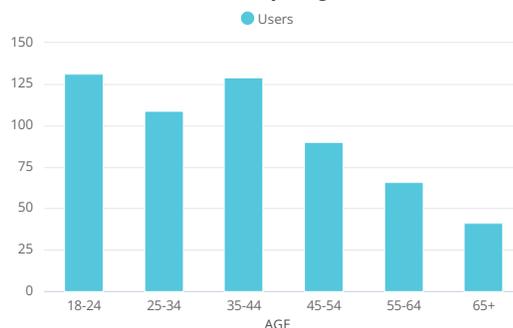
Source: Google Analytics

- 50%** Social  
*(Facebook/Instagram, Snapchat, etc.)*
- 8%** Paid Search  
*(traffic from Google Search ads)*
- 28%** Organic Search  
*(free search engine traffic)*
- 11%** Direct  
*(manually entered URL, bookmark, etc.)*
- 3%** Referral  
*(traffic from other websites)*

### TOP PAGES BY PAGE VIEWS (AFTER THE HOME PAGE)

- /Reverse-Overdose: **743**
- /Find-A-Naloxone-Pharmacy: **406**
- /Safe-Medication-Disposal: **396**

### Users by Age



### WEBSITE VISITS BY DEVICE



# WHAT'S WHAT & FOR THE RECORD

The following pages detail activity across social media platforms—what ran where and how it performed. Digital media is monitored and adjusted on a daily basis. We are always working toward a set of established marketing objectives to direct messaging to specific target audiences and to encourage a specific action (i.e. learn more, click here, share, call now, etc.).

## PROMOTED POSTS



Paid promotion of all posts for Facebook and Instagram are scheduled directly through Facebook's Ads Management Platform. Posts identified as "promoted" have a portion of budget allocated to ensure that the target audience sees the post in their feed.

Our goal is to reach a minimum of **60% of a given target audience at least 3X** with every message.

## ORGANIC POSTS (UNPAID)



Facebook no longer shows posts placed on the page to all page followers. Organic posts are reaching fewer and fewer people each month as promoted posts continue to fill up newsfeeds. Social Media Today has identified 6% reach as the "new normal" for organic posts.

However, Facebook may choose to serve organic posts to a larger audience. **Any reach over 6% is considered remarkable** and a rare tip of the hat from Facebook.

## FACEBOOK SHARED POSTS (LEVERAGED/SUPPORT)



The underlying intent of social media is to allow people to connect and share information in an online environment. As the digital landscape's norms and rules continue to change, we strive to leverage our connections with organizations, partners, stakeholders, groups, and communities with similar goals and objectives. Once those common threads are identified, we do our best to engage our page followers by sharing relevant and timely messages with our audiences.



**QUESTIONS?** Reach out. We welcome feedback and discussion.

### PLEASE NOTE:

The engagement numbers shown at the bottom of each post are **ALWAYS MONTHLY.**

👍 Like 124    💬 Comment 18    ➡ Share 11    🔗 Link Click 398



## Snapchat

In November, six promotions ran on Snapchat and addressed primary Avoid Opioid objectives and **drove 37% of all the traffic to the website**. The **Resource Hotline–Call Now ad** has surpassed our minimum reach and frequency threshold thanks to **shifting the budget in October and November (see page 2)** accounting for the most part the noticeable decrease in website visits compared to the previous year. The rest of the ads remained on a lower maintenance budget as they’ve reached more than 100% of their target audience nearly 10x each.

The **Resource Hotline–Call Now ad** took the top performer spot with the most swipe ups for the month (3,621) and the highest monthly swipe-up rate (0.92%)! It also maintained a cumulative swipe-up rate of .88% in its fourth month of promotion. *Rather than driving traffic to the website, this promotion populates the Resource Hotline into the user’s phone.* The **Overdose Signs and 95% promotions** were responsible for 84% of the visits to the **Reverse Overdose web page**; October’s most visited. The **Ways to Manage Pain ad** held the 2nd highest swipe-up rate for the month (.34%).

Snapchat remains an invaluable platform, especially when it comes to reaching younger South Dakotans. We will continue to promote primary Avoid Opioid SD Snapchat messages to this statewide audience. **In December, we will add a geo-targeted Overdose Response campaign to counties that have been identified as higher risk for opioid misuse and overdoses.**

**Reminder:** Snapchat ads behave differently than Facebook ads. Instead of Link Clicks, Snapchat users must “Swipe Up” to visit the website. There’s no Avoid Opioid SD profile to visit on Snapchat; the ads are the only brand presence on the platform.

★ **TOP PERFORMER THIS MONTH**



### Resource Hotline-Call Now

**RUN DATES:**

August 9, 2022 – Ongoing

**TARGET AUDIENCE:**

Statewide, Snapchat, Ages 16-45 (480,000 people)

**CUMULATIVE PAID REACH & FREQUENCY:**

71% (342,102 people)/3.72

**MONTHLY PAID REACH & FREQUENCY:**

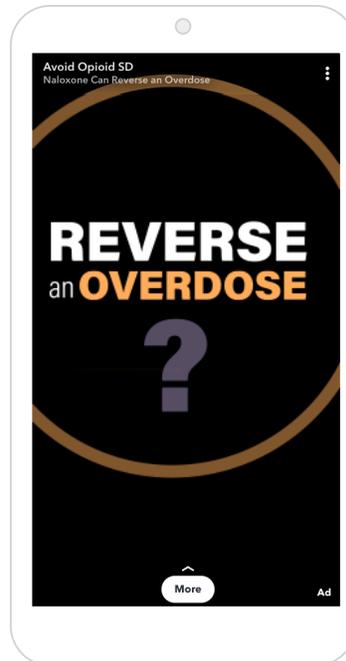
174,853 people/2.3

**MONTHLY IMPRESSIONS:** 395,201

**3,621** SWIPE UPS    **0.92%** SWIPE UP RATE

THIS MONTH’S ENGAGEMENT

**10,791** SWIPE UPS    **0.88%** SWIPE UP RATE  
CUMULATIVE ENGAGEMENT



### Reverse an Overdose

**RUN DATES:**

November 18, 2021 – Ongoing

**TARGET AUDIENCE:**

Statewide, Snapchat, Ages 16-25 (225,000 people)

**CUMULATIVE PAID REACH & FREQUENCY:**

146% (328,020 people)/9.74

**MONTHLY PAID REACH & FREQUENCY:**

32,870/2.6

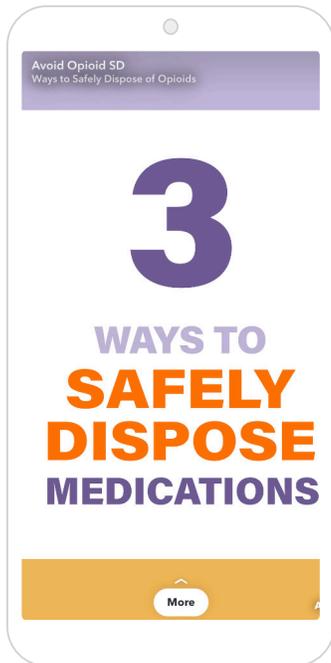
**MONTHLY IMPRESSIONS:** 84,983

**221** SWIPE UPS    **0.26%** SWIPE UP RATE

THIS MONTH’S ENGAGEMENT

**10,176** SWIPE UPS    **0.32%** SWIPE UP RATE  
CUMULATIVE ENGAGEMENT





### 3 Ways to Safely Dispose Medication

**RUN DATES:**  
December 3, 2021 – Ongoing

**TARGET AUDIENCE:**  
Statewide, Snapchat, Ages 16-25 (225,000 people)

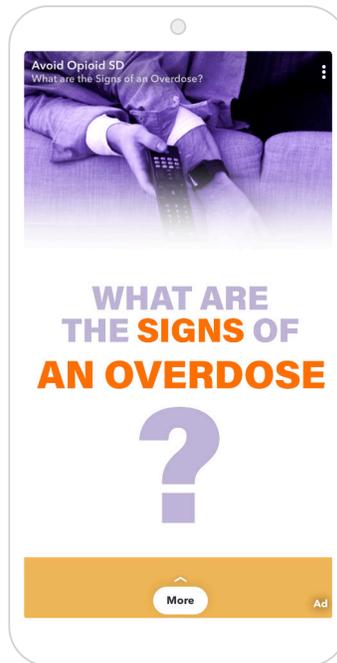
**CUMULATIVE PAID REACH & FREQUENCY:**  
158% (354,420 people)/8.9

**MONTHLY PAID REACH & FREQUENCY:**  
32,894 people/2.6

**MONTHLY IMPRESSIONS:** 86,345

**242** **0.28%**  
SWIPE UPS SWIPE UP RATE  
THIS MONTH'S ENGAGEMENT

**9,148** **0.32%**  
SWIPE UPS SWIPE UP RATE  
CUMULATIVE ENGAGEMENT



### Overdose Signs

**RUN DATES:**  
December 3, 2021 – Ongoing

**TARGET AUDIENCE:**  
Statewide, Snapchat, Ages 16-25 (225,000 people)

**CUMULATIVE PAID REACH & FREQUENCY:**  
149% (344,600 people)/8.5

**MONTHLY PAID REACH & FREQUENCY:**  
32,430 people/2.6

**MONTHLY IMPRESSIONS:** 84,763

**227** **0.27%**  
SWIPE UPS SWIPE UP RATE  
THIS MONTH'S ENGAGEMENT

**9,553** **0.33%**  
SWIPE UPS SWIPE UP RATE  
CUMULATIVE ENGAGEMENT

★ **TOP PERFORMER THIS MONTH**



### 95 Percent of Overdoses

**RUN DATES:**  
December 3, 2021 – Ongoing

**TARGET AUDIENCE:**  
Statewide, Snapchat, Ages 16-25 (225,000 people)

**CUMULATIVE PAID REACH & FREQUENCY:**  
151% (340,744 people)/8.6

**MONTHLY PAID REACH & FREQUENCY:**  
33,604 people/2.5

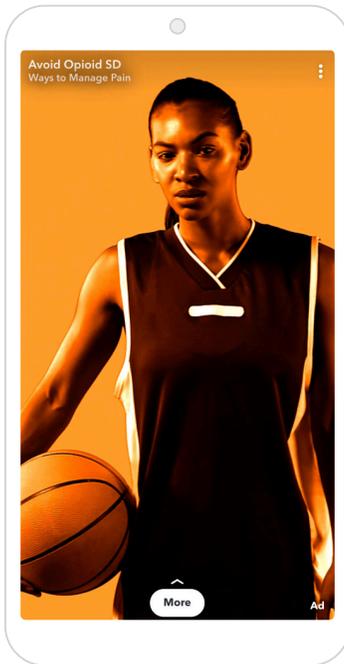
**MONTHLY IMPRESSIONS:** 84,952

**245** **0.29%**  
SWIPE UPS SWIPE UP RATE  
THIS MONTH'S ENGAGEMENT

**9,681** **0.32%**  
SWIPE UPS SWIPE UP RATE  
CUMULATIVE ENGAGEMENT



★ **TOP PERFORMER THIS MONTH**



**Ways to Manage Pain**

**RUN DATES:**

December 3, 2021 – Ongoing

**TARGET AUDIENCE:**

Statewide, Snapchat, Ages  
16-25 (225,000 people)

**CUMULATIVE PAID REACH  
& FREQUENCY:**

126% (284,052 people)/9.5

**MONTHLY PAID REACH  
& FREQUENCY:**

32,317 people/2.7

**MONTHLY IMPRESSIONS:** 85,836

**265** **0.34%**  
SWIPE UPS SWIPE UP RATE  
THIS MONTH'S ENGAGEMENT

**8,324** **0.32%**  
SWIPE UPS SWIPE UP RATE  
CUMULATIVE ENGAGEMENT

*Animation frames*

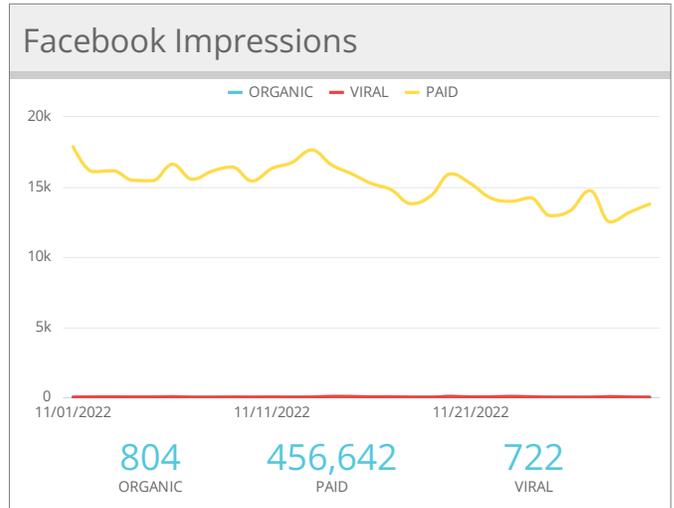


## Facebook Impressions

Paid Impressions were steady throughout November.

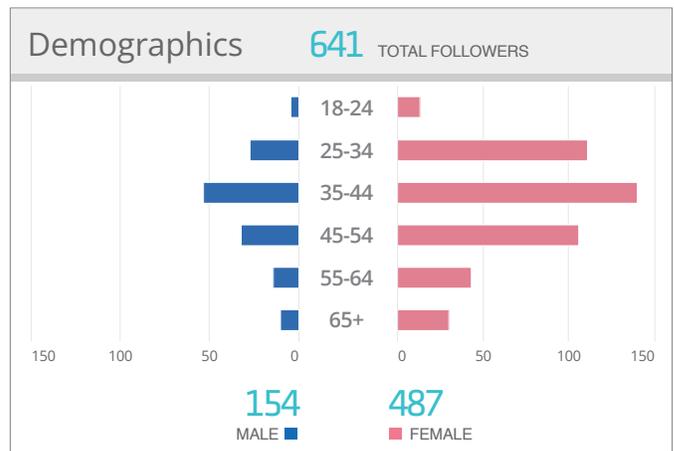


A **PAGE IMPRESSION** occurs when a Facebook user visits the page, or saw the page or one of its posts in the news feed.



## Demographics

This graph details the demographics of Avoid Opioid SD Facebook followers.



## Organic Feedback

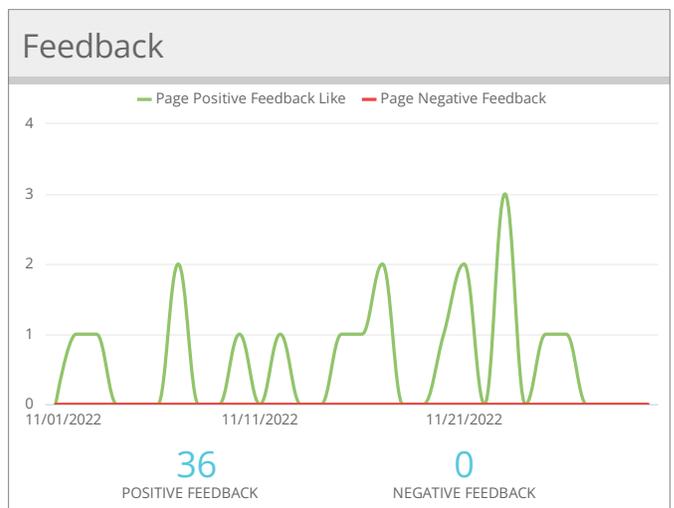
This graph details the feedback that Avoid Opioid SD posts generate in terms of **POSITIVE FEEDBACK ACTIONS**:

The numerous spikes in positive feedback are a result of increased organic engagement.



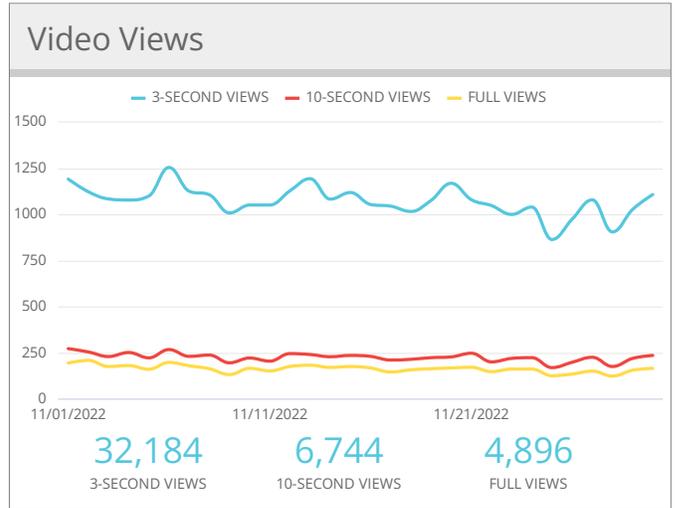
and **NEGATIVE FEEDBACK ACTIONS**:

Hide Posts, Hide All Posts, and Report as Spam.



## Facebook Video Views

This graph details video activity in terms of **3-SECOND VIEWS**, **10-SECOND VIEWS**, and **FULL VIEWS**.



### 1 Dispose Meds Safely from Home

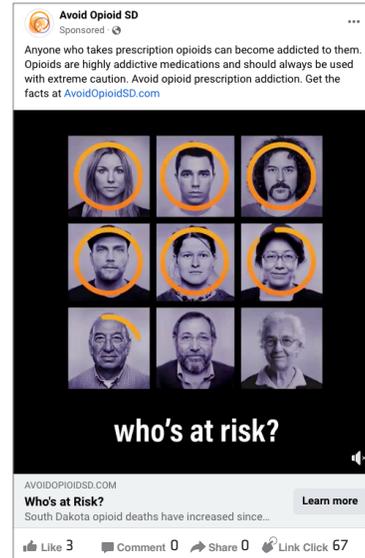
**RUN DATES:** January 8, 2021 – Ongoing  
**TARGET AUDIENCE:** Statewide, 18-60 (500,000 people)  
**CUMULATIVE PAID REACH, FREQUENCY & CTR:** 95% (472,618 people)/4.99/0.08%  
**MONTHLY PAID REACH & FREQUENCY:** 51,952 people/2.24  
**MONTHLY IMPRESSIONS:** 116,397



★ TOP PERFORMER THIS MONTH

### 2 Who's at Risk

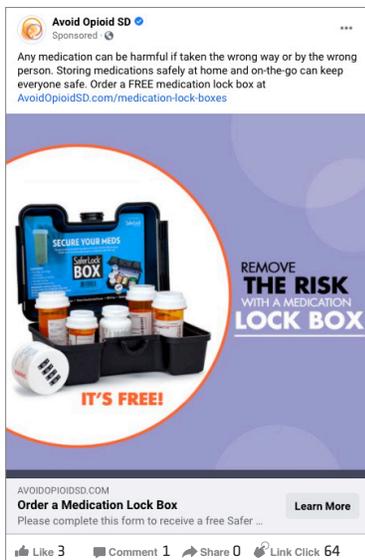
**RUN DATES:** August 7, 2020 – Ongoing  
**TARGET AUDIENCE:** Statewide, 18+, Vulnerable Counties (350,000 people)  
**CUMULATIVE PAID REACH, FREQUENCY & CTR:** 84% (297,297 people)/6.26/0.08%  
**MONTHLY PAID REACH & FREQUENCY:** 51,184 people/2.07  
**MONTHLY IMPRESSIONS:** 106,118



★ TOP PERFORMER THIS MONTH

### 3 Medication Lock Box

**RUN DATES:** November 1, 2020 – Ongoing  
**TARGET AUDIENCE:** Statewide, 18+, Vulnerable Counties (350,000 people)  
**CUMULATIVE PAID REACH, FREQUENCY & CTR:** 152% (530,801 people)/6.79/0.09%  
**MONTHLY PAID REACH & FREQUENCY:** 49,232 people/2.29  
**MONTHLY IMPRESSIONS:** 112,963



### 4 In Case of an Overdose

**RUN DATES:** October 1, 2020 – Ongoing  
**TARGET AUDIENCE:** Statewide, 18+, Vulnerable Counties (350,000 people)  
**CUMULATIVE PAID REACH, FREQUENCY & CTR:** 112% (390,359 people)/7.35/0.07%  
**MONTHLY PAID REACH & FREQUENCY:** 52,576 people/2.04  
**MONTHLY IMPRESSIONS:** 107,029

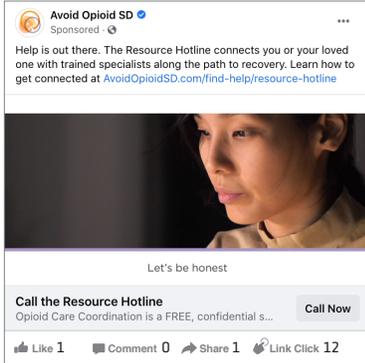


★ TOP PERFORMER THIS MONTH



## 5 Care Coordination – Hotline Video

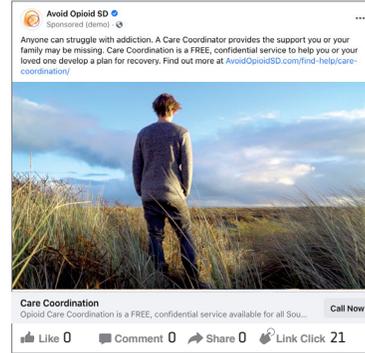
**RUN DATES:** October 23, 2020 – Ongoing  
**TARGET AUDIENCE:** Statewide, 18+ (600,000 people)  
**CUMULATIVE PAID REACH, FREQUENCY & CTR:**  
 86% (521,455 people)/9.53/0.02%  
**MONTHLY PAID REACH & FREQUENCY:** 48,832 people/2.16  
**MONTHLY IMPRESSIONS:** 105,610



CUMULATIVE ENGAGEMENT NUMBERS  
**11,305** FULL VIEWS  
**0.23%** FULL VIEW RATE  
**18** CALL NOW CLICKS

## 6 Care Coordination – Awareness Video

**RUN DATES:** October 23, 2020 – Ongoing  
**TARGET AUDIENCE:** Statewide, 18+ (600,000 people)  
**CUMULATIVE PAID REACH, FREQUENCY & CTR:**  
 912% (545,403 people)/9.53/0.02%  
**MONTHLY PAID REACH & FREQUENCY:** 51,840 people/2.15  
**MONTHLY IMPRESSIONS:** 111,220



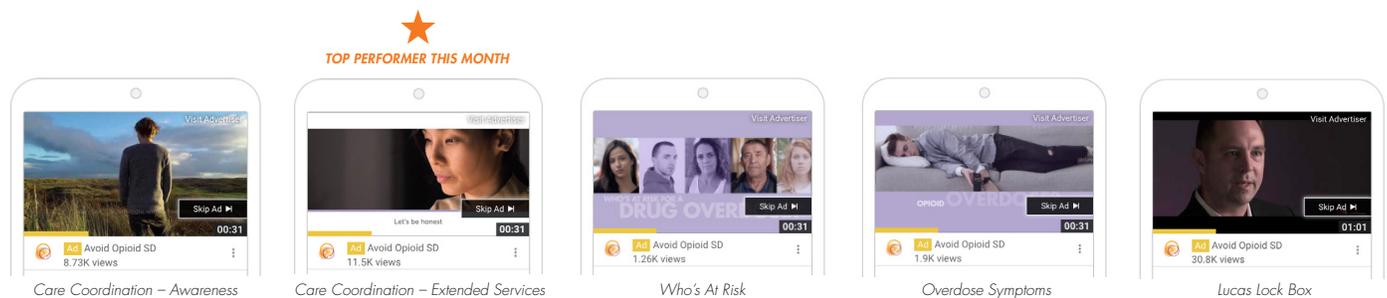
CUMULATIVE ENGAGEMENT NUMBERS  
**11,869** FULL VIEWS  
**0.23%** FULL VIEW RATE  
**23** CALL NOW CLICKS



## YouTube In-Stream Video

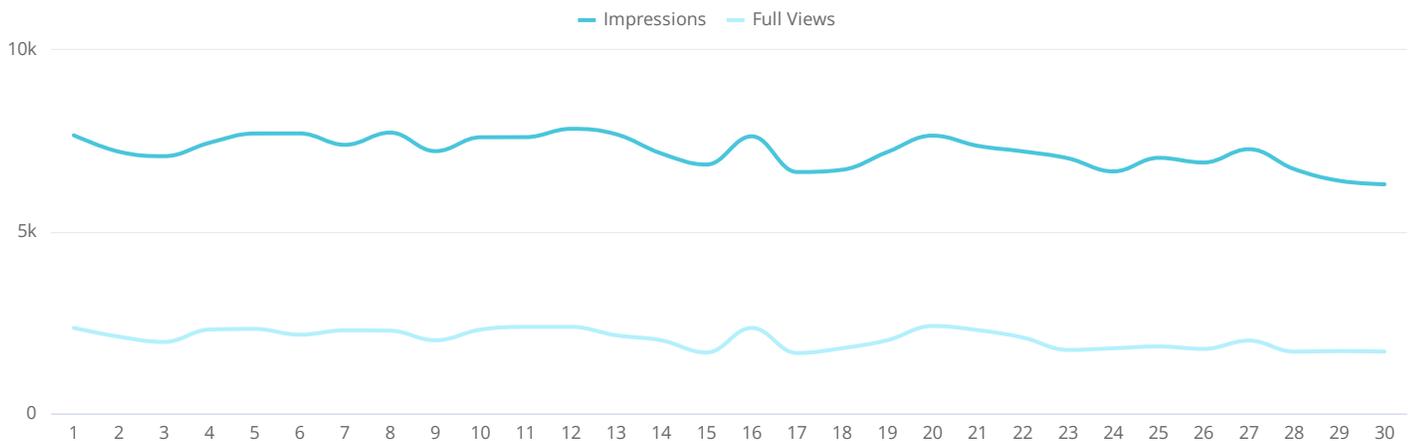
In November, we promoted five existing top performers on YouTube. **As a result, the View Rate (28.5%) was the second highest of the year.** In December we will begin a targeted Overdose Response campaign to priority counties on top of the existing statewide campaign.

The Care Coordination messages continued to outperform the others. The *Care Coordination-Extended Services* video garnered the most clicks (14) AND received the highest Full View Rate for a skippable ad (32.6%).



\*Note: the YouTube "clicks" metric represents any click on the ad, not just link clicks to the website.

## YOUTUBE IMPRESSIONS & VIEWS



**216,514**  
Impressions  
▼ -10,869

**61,706**  
Views  
▼ -7,326

**28.50%**  
View Rate  
▼ -1.21%

**31**  
Clicks  
▼ -28

**0.01%**  
CTR  
▼ -0.02%

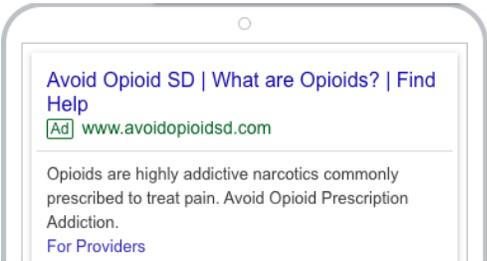
**Note:** The ▲▼ arrows indicate the increase/decrease of the number or percentage of last month's data.



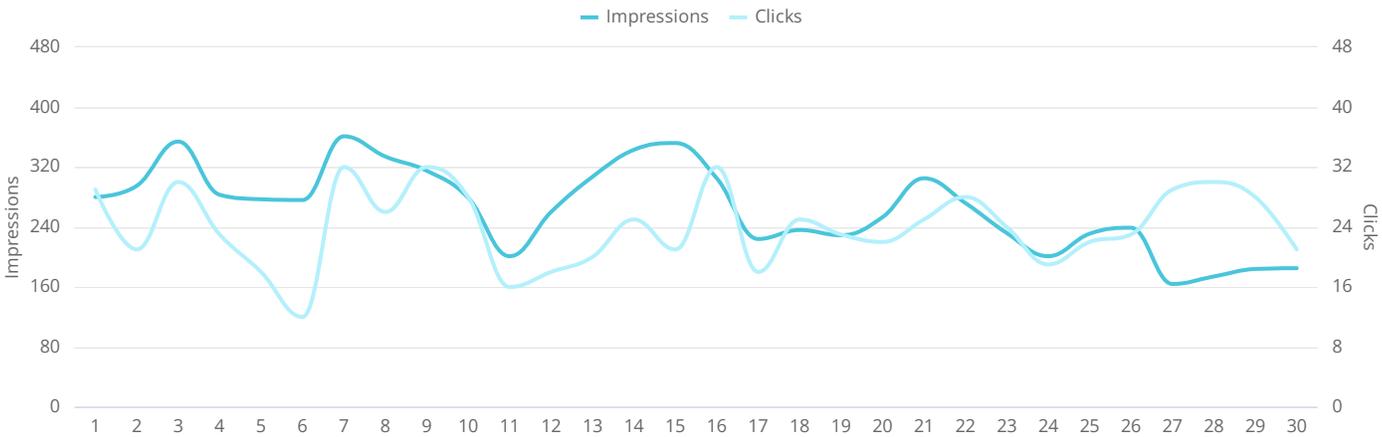
### Google Search Ad

In November, the Click-Through-Rate remained more than 2.8x higher than the reported industry average Google Search Click-Through-Rate of 3.27% for Health and Medical Search ads. This performance is a result of continued testing and optimizing of related keywords for the AvoidOpioidSD.com Google Search ad.

Combined Paid and Organic Search accounted for more than a third of total visits. Paid contributed 8% of total web traffic and FREE organic search accounted for an additional 28%! This is a testament to AvoidOpioidSD.com’s use of relevant keywords and excellent website Search Engine Optimization.



### PAID GOOGLE SEARCH IMPRESSIONS & CLICKS



**7,951**  
Impressions  
▼ -866

**720**  
Clicks  
▲ +21

**9.06%**  
CTR  
▲ +1.13%

*Note: The ▲▼ arrows indicate the increase/decrease of the number or percentage of last month’s data.*

