



To: Peg Sallade  
From: David Thomson  
Re: Localized MOAPC Campaign Results  
Date: August 16, 2017

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We ran a primarily paid advertising campaign from mid-June through the end of July, 2017 focused on three different messages related to the MOAPC Campaign. While this campaign is a partnership with Gloucester and Beverly, our focus was the Town of Danvers.

From a social media perspective we used the DanversCARES Facebook account to boost 12 posts with the following results:

<b>Date</b>	<b>Topic</b>	<b>People Reached</b>	<b>Reactions, Comments &amp; Shares</b>
June 20, 2017	Naloxone	7,090	87
June 22, 2017	Naloxone	5,459	61
June 26, 2017	Naloxone	5,182	44
June 29, 2017	Naloxone	3,948	58
<b>Average</b>		<b>5,420</b>	<b>63</b>

DanversCARES issued 9 other posts (not related to campaign) during the month of June that reached an average of 391 people and averaged 6 Reactions, Comments & Shares per post. For the month of June, this campaign averaged nearly 14 times the regular reach and over 10 times the number of reactions for the month.

<b>Date</b>	<b>Topic</b>	<b>People Reached</b>	<b>Reactions, Comments &amp; Shares</b>
July 2, 2017	Stigma	3,745	76
July 6, 2017	Stigma	2,884	19
July 10, 2017	Stigma	2,847	11
July 13, 2017	Stigma	2,637	19
July 17, 2017	Good Samaritan	4,090	96
July 20, 2017	Good Samaritan	3,076	86
July 24, 2017	Good Samaritan	3,854	129
July 27, 2017	Good Samaritan	2,892	101
<b>Average</b>		<b>3,253</b>	<b>67</b>

DanversCARES only issued 3 other posts (not related to campaign) during the month of July that reached an average of 118 people and 3 Reactions, Comments & Shares per post.

For the month of July, this campaign averaged nearly 28 times the regular reach and over 22 times the number of reactions for the month.

Overall, the number of people reached during the 6 week campaign was **47,704** (or an average of 3,975 people per post) and saw a total of **787** Reactions, Comments & Shares (or an average of nearly 66 reactions per post)

We also ran color advertisements for 6 consecutive weeks in the Danvers Herald (June 22 – July 27 issues). With a current circulation of 1,909, we reached an estimated readership of 7,080 per issue.