

## **Utilizing Facebook and Twitter for paid advertisements of prevention messages**

**AUTHOR:** Jessica Palma\*

**TOPIC/TARGET AUDIENCE:** Anyone wanting to use Facebook or Twitter advertisements, AD 80 coordinators, Problem Gambling staff.

**ABSTRACT:** To help increase local problem gambling counselors' caseload, Lincoln County Public Health took on the task of increasing the knowledge of availability for problem gambling support and resources by creating advertisements to run at the local movie theaters. As the year progressed and success was seen, it was quickly realized that we wanted to reach more people, not only to increase patients seeking treatment, but also to increase support for those affected by a loved one's problem gambling and awareness of this addiction. In order to reach populations that may have been missed through traditional media outlets such as movie theaters, newspapers, and radio advertisements, staff designed and ran Facebook and Twitter ad campaigns. Although the process took longer to establish than methods in the past, we soon realized the delay caused by meeting detailed requirements for ad creation paid off with sleek advertisements that made it very easy to track success. By utilizing these social media platforms we have been able to create ads that target specific populations including those in the Lincoln County area and those of a specific age range. Our results are easy to measure and track and have offered insight for future success.

### **OBJECTIVE(S):**

- Describe the process and challenges of creating Facebook & Twitter ad campaigns.
- Explain how these campaigns can be customized to populations and target audiences.
- Discuss Facebook & Twitter's analytics and how they can be used to track progress and success of campaigns.

### **PRIMARY CONTACT INFORMATION:**

Jessica Palma, BA  
Health Education Specialist  
Lincoln County Public Health  
5412650465 | jpalma@co.lincoln.or.us