



Traffic Safety Facebook Ad

EMCTC Briefing

Transportation Division
Department of Community Services
Multnomah County
December 13, 2021



Ad and Run Dates

Goal:

- Increase driver awareness about safe driving and work crews on road

Schedule:

- 11/26 – 12/24/2021
- Timed with darker days, rain, poorer visibility

AD Design

- Ad designed by County staff (photo of County road maintenance worker and young son)



Ad Budget, Platform, Design

- \$500 budget for Facebook ad (\$303 = spent to date)
- Target = Facebook users in zip codes with MultCo roads
- Considered other social media ad platforms, but Facebook recommended by County staff and has worked better than others (Twitter, Instagram)



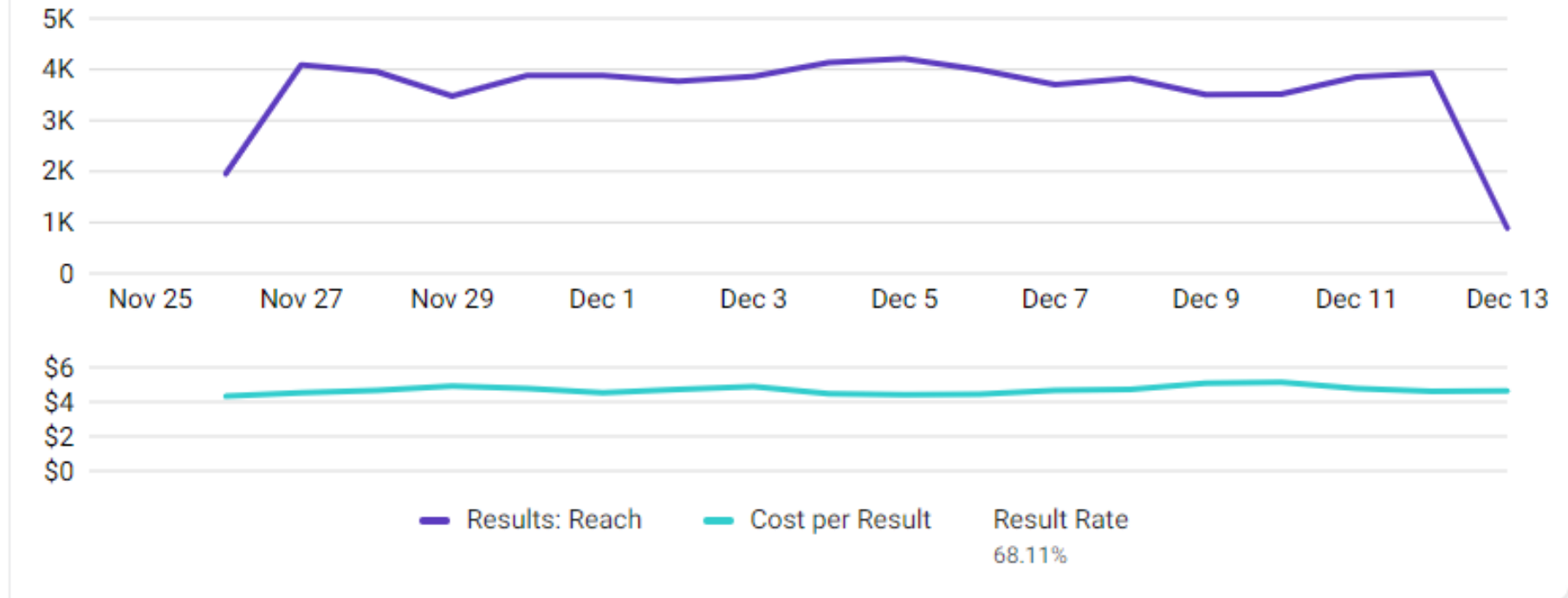
Ad Performance as of 12-13-2021

- People who viewed ad = 45,196
- Impressions (# times ad seen) = 66,881
- Cost to reach 1000 people = \$6.72
- Frequency (avg. #/times a person sees the ad) = 1.48
- Facebook's Rating for Ad Design/Content = Average
- Shared ad with regional partners
- Organic (non-paid) posts on County Facebook (16k), Twitter (48k) and Instagram accounts (Nov. 18, National Injury Prevention Day)



Ad Reach

Results: Reach over Cost per Result



Ad viewed by about 4K/day (drop on 12/13 because measured early in day)

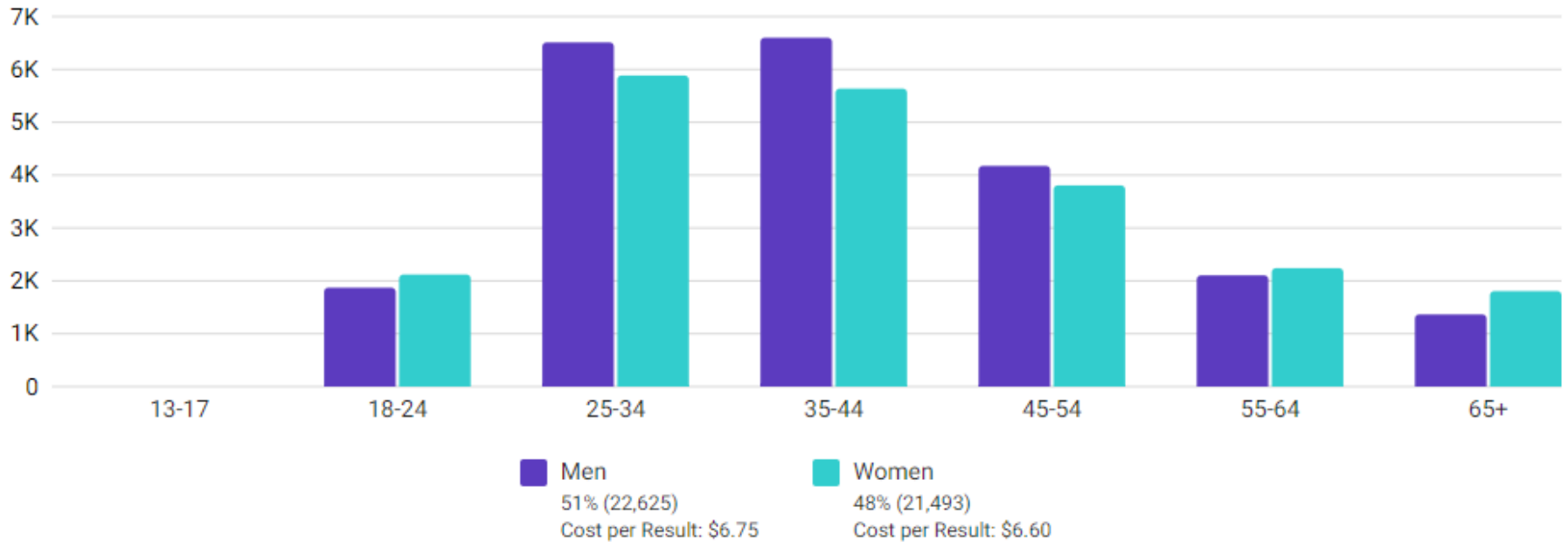


Age and Gender Reach

Age and Gender Distribution

All

Results

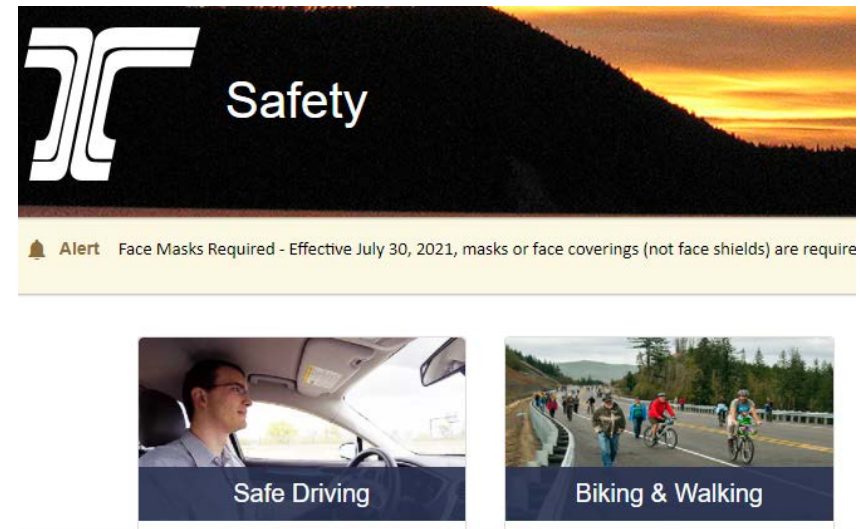


- Most views: 25 - 44 age range
- 51% male viewers



Lessons Learned / Next Steps

- Ad has a “message” but no link to additional information
 - Ad “clicks” not relevant performance measure
 - **Action:** Develop online content linked to next ad so viewers can “learn more”
- ODOT has online content:
 - **Action:** Discussing how to collaborate with ODOT staff and use ODOT online content



ODOT web page

