Background and Research:

There is a Syphilis epidemic in Cincinnati and Hamilton County, Ohio. In fact, Cincinnati is ranked number one in the state of Ohio for syphilis, chlamydia and gonorrhea. Hamilton County is ranked number sixth in the United States for syphilis with 24.2 cases per 100,000 people. These alarming numbers prompted the Health Commissioner to declare syphilis an epidemic in the county in March 2012. In addition, over one-third of all males with syphilis are Men Seeking Men (MSM), thus we targeted our campaign to “Men Interested in Men” who are over the age of 18 and live within 50 miles of Cincinnati, Ohio as demonstrated below.

Previous research indicated that mobile devices are the way most of our target audience logs in to Facebook, thus our ads were mobile-friendly as demonstrated below.

Timeline Ad:
Materials Used:

In-House Graphic Designer, Christy Cauley, utilized Adobe Photoshop to alter an image provided by the Centers for Disease Control and Prevention (CDC). A 13-day, $600 Facebook Advertising campaign was purchased.
Planning

The goal for this campaign was to reach out to the MSM community with the objective of increasing STD and HIV testing in that community. The design of the advertisement – the photo chosen in particular – was created to appeal to the MSM community, our target audience.

Execution

This campaign was launched on December 13th and ran through Christmas Day, December 25, 2013. Our image was a shirtless man wearing reindeer antlers and a red nose. Our key message for these advertisements was: “Whether you’ve been naughty or nice; Everyone needs an HIV/STD test. Find out where!” Each advertisement linked to our Website HamiltonCountyHealth.org where we listed testing sites for STDs and HIV. This image was specifically chosen to appeal to the MSM community and the message and additions to the photo were included to go along with a holiday theme.

Budget

Our budget for this project was $600 plus the cost for key personnel, namely Christy Cauley, Electronic Communications Specialist who designed the ad, and Mike Samet, Public Information Officer, who created the ad copy. When we researched the cost for this Facebook campaign, it became clear that targeting both men and women, or simply men, would exceed our budget, thus the decision was made to target the MSM community specifically in order to save money for this campaign as well as to reach the community most in need of testing for STDs and HIV.

Results

Facebook analytics indicated that the combined ads (Timeline/Sponsored and Newsfeed ads) reached over 6,000 members of the MSM community who live within 50 miles of Cincinnati, Ohio. The click-through rate on the Newsfeed ad (2.521%) was higher than that of the Timeline/Sponsored ad (.044%). The same was true for “clicks” – the Newsfeed ad having received 427 clicks, versus 189 with the Timeline/Sponsored ad, resulting in a total of 616 clicks, for an overall 10.267% click rate. All ads combined resulted in 376 direct-from-Facebook visits to our Website. That’s an overall click-through rate of 61.04% (people who clicked on the ad and then continued to click-through to our Website).
In addition, our final Facebook Analytics report indicated that we received 84,880 social impressions and an overall impression rate of 448,203.

<table>
<thead>
<tr>
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<td>Naughty STD Testing</td>
<td>Newsfeed Ad</td>
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According to Google Analytics, our Facebook Referral Rate on our Website increased significantly during the time that the Facebook ad ran. Here is a line chart for the entire month of December for comparison. You can see spikes between December 13 and December 25, 2013.

![Line Chart December 1-31, 2013](chart)

In addition, we averaged 85% new sessions on our Website from Facebook-referred visitors during the advertising campaign.

![Sessions Chart](chart)

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Unfortunately, we were not able to obtain real-time testing rates from every facility that we refer clients to for testing, but a 61% click-through rate is much higher than average for a social media advertising campaign, so we know that our message was seen by a significant portion of the MSM community who use Facebook and consider this a successful campaign.
Whether you’ve been Naughty or Nice; Everyone needs an HIV/STD test. Find out where!

HIV/STD Testing

WWW.HAMILTONCOUNTYHEALTH.ORG
Whether you’ve been Naughty or Nice; Everyone needs an HIV/STD test. Find out where!

HIV/STD Testing
For more info on Sexually Transmitted Diseases (STDs) and testing, please click the link.

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1,250 people like this