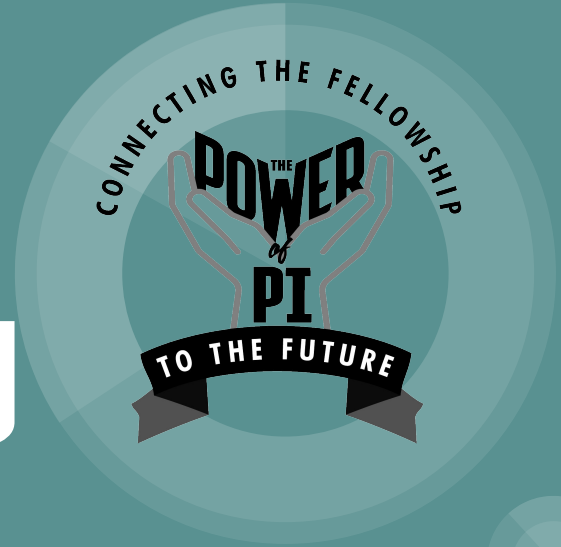




CANY
Presents

Adwords and Facebook

May 2rd, 2021
10:30am (EST)

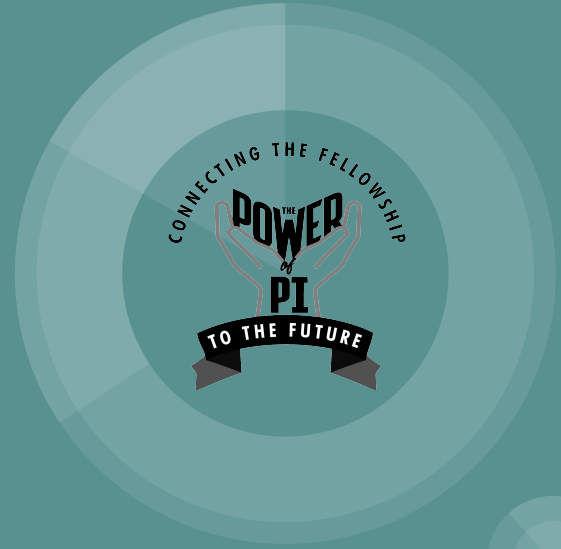


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Facebook

CA New York



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Facebook

CA New York



Richard B to discuss Facebooks for CA New York

Agenda:

- Purpose
- Page
- Poster
- Engagement
- Results
- Q&A

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Facebook - Purpose



To use the Facebook platform as a tool in the mission of the Public Information Committee, letting the public know that

We're Here and We're Free.

In the spirit of the 5th Tradition.

Facebook - Page

facebook.com/CANewyork

Cocaine Anonymous

...And all other mind altering substances.

This is a Public Page. This page is intended for information and to carry the message to the addict who still suffers. If you are a member of Cocaine Anonymous, we ask that you refrain from liking this page or commenting on any content as it may compromise your anonymity.

Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, television and films.

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**24 HOUR HOTLINE
(212) 262-2463
WWW.CANEWYORK.ORG**

CA of New York
@CANewyork · Nonprofit Organization

[Call Now](#)

Home About Photos Videos More

Like Message

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Facebook - Page

The screenshot shows the Facebook page for 'CA of New York'. The page header includes the Facebook logo, navigation icons, and the page name 'CA of New York' with a 'Call Now' button. The 'About' section contains the following information:

- About** (See All)
- Info**: The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances.
- What-is-CA**: Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other that they may solve their ... See More
- Engagement**: 334 people like this including 27 of your friends
- Followers**: 347 people follow this
- Website**: <http://www.canewyork.org/>
- Phone**: (212) 262-2463
- Actions**: Send Message, Nonprofit Organization

The 'Suggest Edits' section asks: 'Is this the right phone number for this page?' with the number 2122622463 and buttons for 'Yes', 'Unsure', and 'No'.

The main post is from 'CA of New York' dated January 5 at 6:39 PM. The post content is: 'There Is A Solution.....YOU CAN RECOVER'. The video thumbnail shows a woman with long hair against an orange background. The text on the thumbnail reads: 'Cocaine Anonymous', 'Do you have a problem with drugs and alcohol?', 'So did we.', and '212-262-2463'.

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Facebook - Page



Name: “Your Area” i.e CA Quebec

Type: Public

Benefits: Digital Bulletin Board for CA posters and videos.

Ability to Boost Post

Boosted posts are PSA’s you create from posts on your Facebook page that are sent to a targeted audience that you define. Boosting a post will help get the poster or video to more people. You set the budget and duration. You can set the post to be shared on FB and Instagram.

Facebook - Poster

GET SOBER.
WE'RE FREE.

212-COCAINE

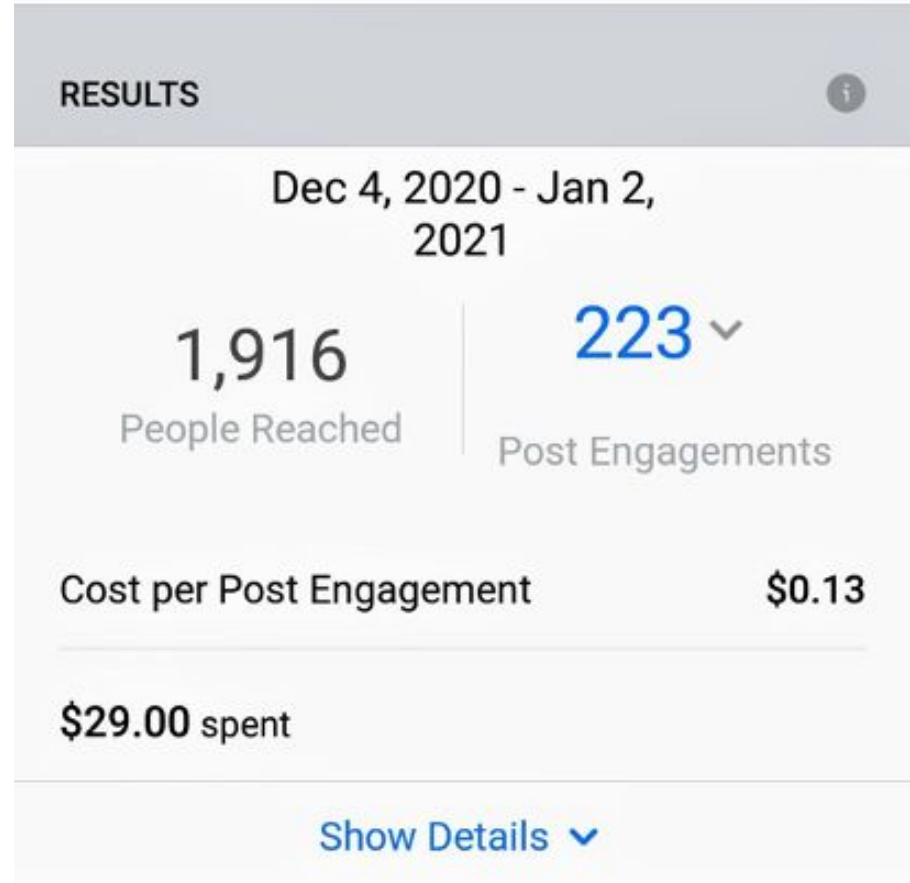
www.canewyork.org



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Facebook - Results



Facebook - Results



← Results	
Cost per Post Engagement	\$0.13
Reach ⓘ	1,916
Frequency ⓘ	1.23
ENGAGEMENT	
Post Reactions	150
Post Comments	10
Post Shares	23
Link Clicks	1
Page Likes	--
Hide Details ^	

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Facebook - Gender



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Facebook - Age



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Facebook - Age (cont)



35-44

Post Engagements	27
Cost per Post Engagement	\$0.17
Reached	386

45-54

Post Engagements	67
Cost per Post Engagement	\$0.10
Reached	486

55-64

Post Engagements	35
Cost per Post Engagement	\$0.14
Reached	329

Facebook - Placement



← Results			
Gender	Age	Placements	Location
Desktop News Feed			
Post Engagements		4	
Cost per Post Engagement		\$0.32	
Reached		105	
Instagram Explore			
Post Engagements		1	
Cost per Post Engagement		\$0.50	
Reached		30	
Instagram Feed			
Post Engagements		77	
Cost per Post Engagement		\$0.13	
Reached		347	

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Facebook - Placement (cont)



Instagram Feed

Post Engagements	77
Cost per Post Engagement	\$0.13
Reached	347

Mobile App News Feed

Post Engagements	128
Cost per Post Engagement	\$0.11
Reached	1,129

Mobile Web News Feed

Post Engagements	13
Cost per Post Engagement	\$0.15
Reached	188

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Facebook - Location



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Facebook

CA New York

Questions?

Reach out to Richard B. :
rlbradley150@gmail.com

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