Use of Facebook Advertising to Direct a Targeted Audience to Educational Webpages on Reducing Poisonings from Flea and Tick Control Treatments

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Make an Impression Using Social Media
Impressions = The number of times the ad was displayed on a Facebook News Feed

BACKGROUND

The New York State Department of Health's Pesticide Poisoning Registry observed more than 600 exposure calls to the NYS Poison Control Centers between 2010 and 2014 regarding improper use of flea and tick products. While the majority of the calls had symptoms mild enough to be treated at home, 16.6% were referred to and/or treated at a health care facility. To help raise awareness and provide education about this issue, a new health department webpage was developed aimed at reducing poisonings from flea and tick control treatments.

METHODS

To direct people to the newly developed webpage, we conducted a social media campaign using sponsored Facebook ads. The campaign included 9 different ads, 5 targeted to pet owners and 4 to veterinarians. The potential reach of the campaign was indicated by the number of **impressions** and the success of the ads was determined by the number of **clicks, likes** and **shares,** as well as the **engagement rate.** The engagement rate is the number of interactions with an ad through clicks, likes, shares, and comments divided by the number of impressions. An engagement rate of 1% is considered good.

RESULTS

The $6,500 campaign provided over 900,000 impressions during a 24 day period. The engagement rate was higher among the veterinarians and varied for the different ads that were posted. Two-thirds of the ads had an engagement rate over 1%, with the highest rate being 2.93%. Overall, the campaign raised awareness by providing simple educational messages in the ad that was displayed over 900,000 times on Facebook news feeds and increased the visibility of our materials with over 5,000 clicks to the webpage. In addition, the ads received approximately 5,000 likes, 1,000 shares, and 100 positive comments.

Health NYSDOH - New York State Health Department
Sponsored

Applying flea and tick medication to your pet? Or dealing with a flea infestation? Flea and tick control products are pesticides and contain chemicals. Learn how to avoid health effects from using these products the wrong way!
www.health.ny.gov/fleasandticks

Flea/Tick Control Safety
Learn how to avoid poisoning from flea and tick control treatments
HEALTH.NY.GOV
Learn More

235K Impressions   1.3K Clicks   2.1K Likes   194 Shares   1.54% Ad Engagement

Health NYSDOH - New York State Health Department
Sponsored

Does your family include dogs or cats? Be careful when applying flea and tick products. They are pesticides that contain chemicals that may be harmful to people and pets, especially if the products are not used properly. Get our tips on how to use these products and download a handy tip sheet.
www.health.ny.gov/fleasandticks

Flea and tick products
Tips to avoid pesticide poisoning
HEALTH.NY.GOV
Learn More

67K Impressions   388 Clicks   355 Likes   61 Shares   1.23% Ad Engagement

Health NYSDOH - New York State Health Department
Sponsored

You don't want fleas and ticks to slow down your active pet! Before treating with flea and tick control products read the label. These products contain chemicals that may be harmful to people and pets, especially if they are not used properly. Learn how to avoid health effects from using these products the wrong way!
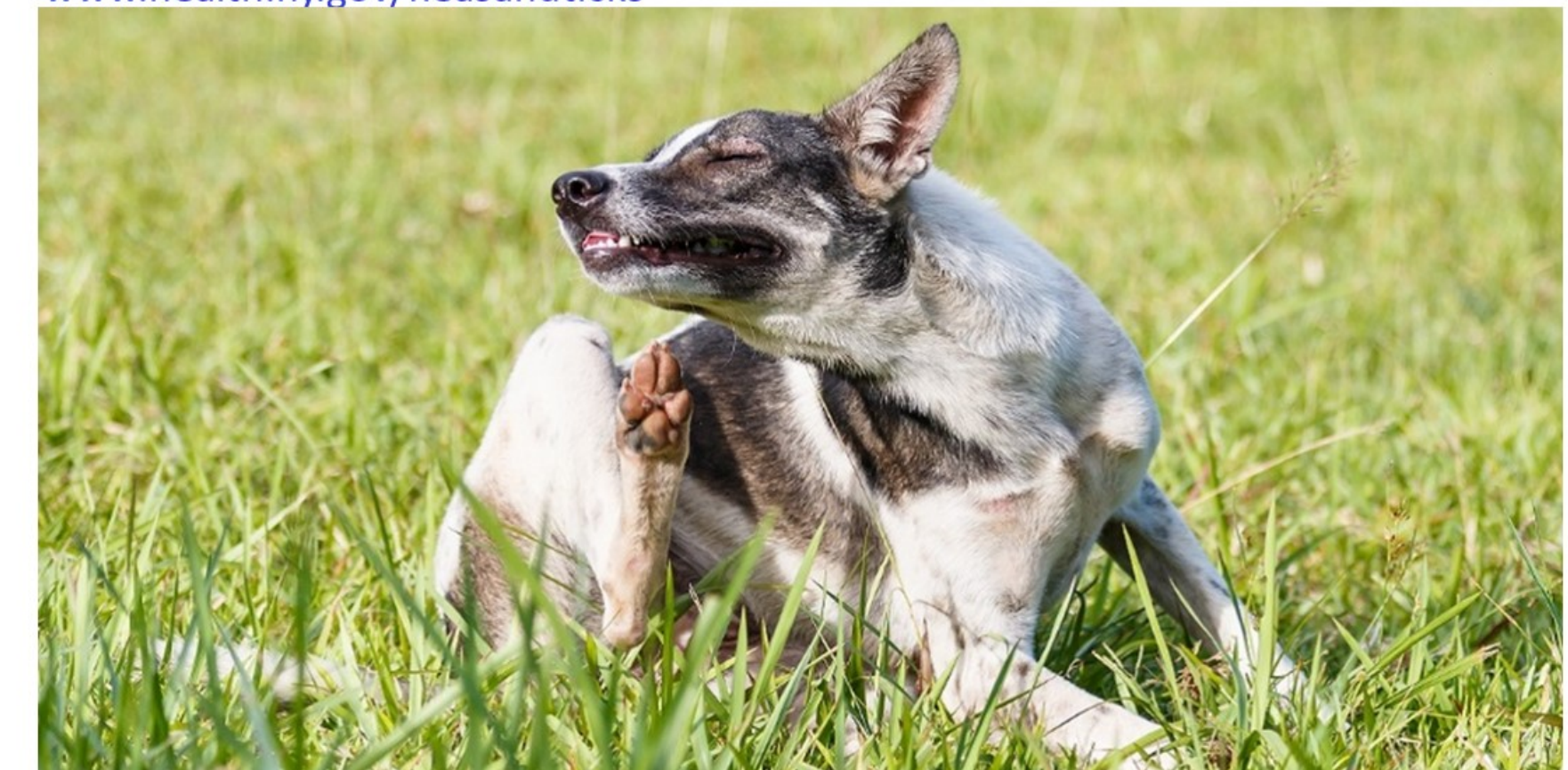www.health.ny.gov/fleasandticks

Flea and tick products
Read labels to avoid pesticide poisoning
HEALTH.NY.GOV
Learn More

86K Impressions   309 Clicks   170 Likes   16 Shares   0.57% Ad Engagement

Health NYSDOH - New York State Health Department
Sponsored

Flea and tick issues? Try making the environment around your home less inviting to pests. Keep lawns mowed and bushes cut short. Keep pets out of heavily wooded or tall grassy areas. If you do use flea and tick control products, read the label carefully for proper use for your pet's health and your own!
www.health.ny.gov/fleasandticks

Flea and Tick Control
Read and follow product labels
HEALTH.NY.GOV
Learn More

95K Impressions   366 Clicks   327 Likes   68 Shares   0.81% Ad Engagement

Health NYSDOH - New York State Health Department
Sponsored

Dealing with a flea or tick infestation? Before using any treatments, follow these important steps for your pet's health and your own: read the label, apply only the recommended dose, avoid contact with skin and wash off any product that touches your skin. Use the right product – some are for pets and some are only for carpets or furniture.
www.health.ny.gov/fleasandticks

Flea and Tick Control
Read the label and use the right product!
HEALTH.NY.GOV
Learn More

174K Impressions   515 Clicks   356 Likes   46 Shares   0.53% Ad Engagement

Health NYSDOH - New York State Health Department
Sponsored

Every year pets and pet owners experience pesticide poisoning from improper use of flea and tick products. Download a takeaway tip sheet for your clients to ensure they understand the right way to use the products for their pet's health and their own! www.health.ny.gov/fleasandticks
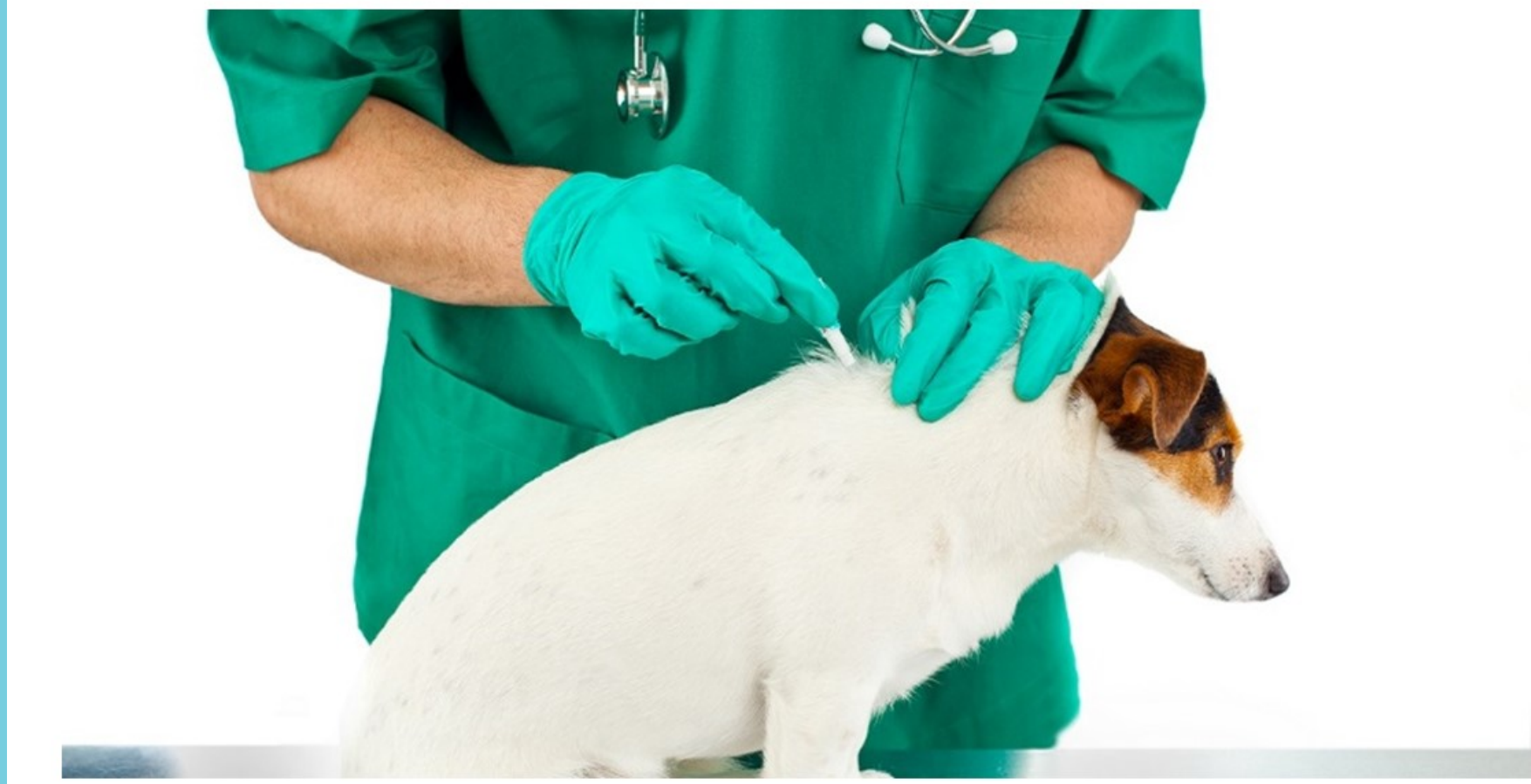
Flea/Tick Control Tips
How to avoid pesticide poisoning
HEALTH.NY.GOV

17K Impressions   195 Clicks   247 Likes   67 Shares   2.93% Ad Engagement

Health NYSDOH - New York State Health Department
Sponsored

Do your clients know that flea and tick products contain strong chemicals and need to be used carefully? Download a handy tip sheet for your clients to ensure they use these products correctly for their pet's health and their own!
ww.health.ny.gov/fleasandticks

Flea/Tick Control Tips
How to avoid pesticide poisoning
HEALTH.NY.GOV

32K Impressions   479 Clicks   167 Likes   98 Shares   2.40% Ad Engagement

Health NYSDOH - New York State Health Department
Sponsored

You advise your clients on the right flea and tick products for their pets. Help them understand how to apply these products correctly and also deal with these pests in their home and yards. Download a free takeaway tip sheet.
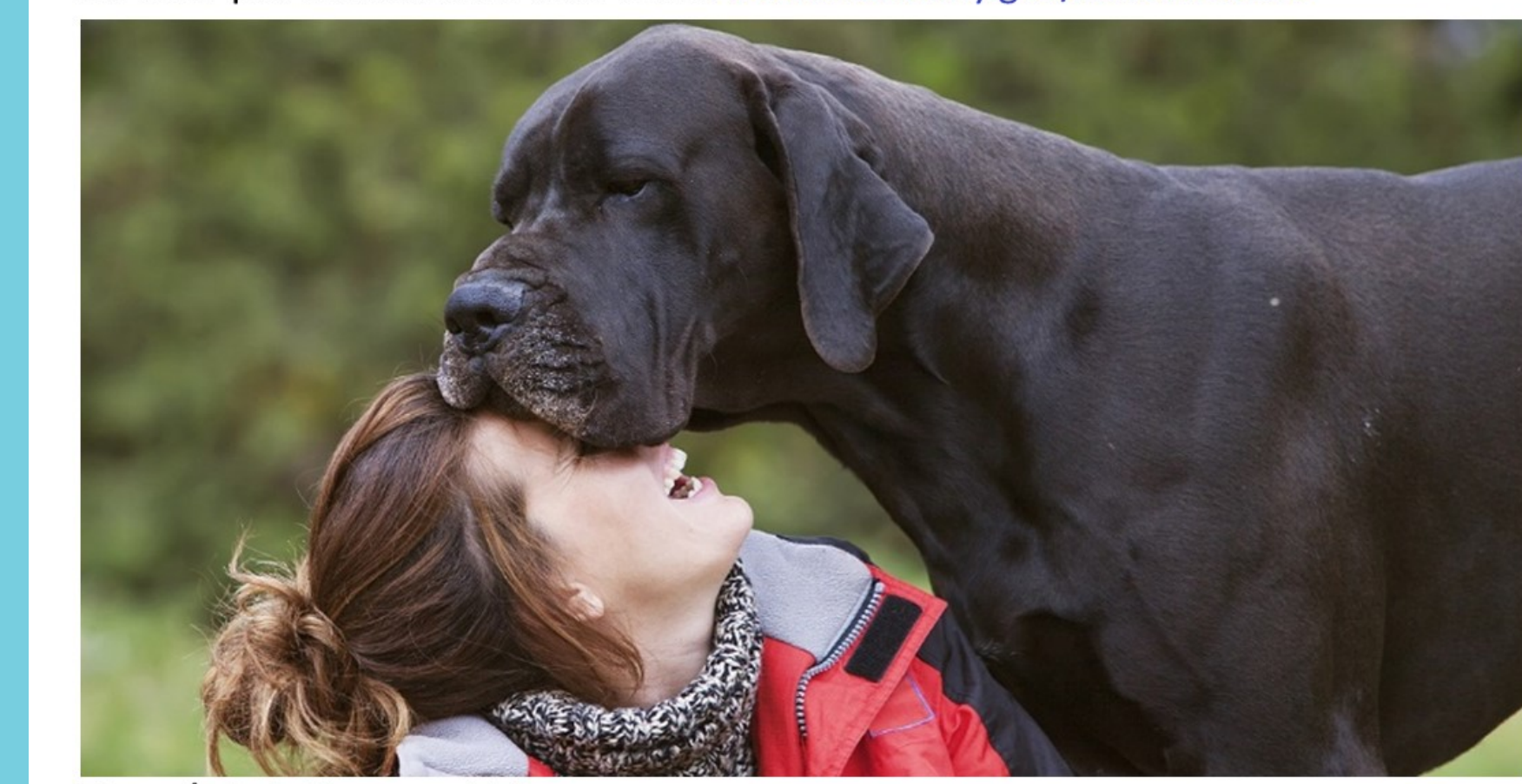ww.health.ny.gov/fleasandticks

Flea/Tick Control Tips
How to avoid pesticide poisoning
HEALTH.NY.GOV

27K Impressions   211 Clicks   279 Likes   60 Shares   2.07% Ad Engagement

Health NYSDOH - New York State Health Department
Sponsored

Your clients love their pets and don't want to see them suffering from fleas and ticks. But sometimes in their haste to treat their four-legged friends, they might not follow instructions carefully. Download a tip sheet to hand out with their product purchase and make sure they know the right way to use the products for their pet's health and their own! www.health.ny.gov/fleasandticks

Flea/Tick Control Tips
How to avoid pesticide poisoning
HEALTH.NY.GOV

182K Impressions   1.6K Clicks   1.7K Likes   317 Shares   1.97% Ad Engagement

https://www.health.ny.gov/fleasandticks