

# #MASKUP METRO



We were honored to partner with **Blue Cross and Blue Shield of Nebraska, First National Bank of Omaha, Mutual of Omaha and the Greater Omaha Chamber of Commerce** on our Mask Up Metro awareness campaign, which encourages community members to wear masks to mitigate the spread of COVID-19. **Ideal Images, Mangelsen's, the City of Omaha Fire Department, the Omaha Storm Chasers and Union Omaha** donated more than 18,000 masks to nonprofit agencies as part of the campaign. Thank you for your generous support to help us promote Mask Up Metro and keep our community members safe!

*United Way's promotional strategy included paid and organic social media posts, email campaigns, website, outdoor advertising, digital advertising through Cox, KETV and the Omaha World-Herald and radio advertising through iHeart Radio and Boomer Radio. In-kind donations for promotions totaled \$105,710.*

## SOCIAL MEDIA

Total Impressions - **264,002** | Total Social following - **17,000**

**United Way of the Midlands**  
Published by Buffer • September 3

Mask up to keep your friends, your family and the metro safe. Because heroes wear masks. Learn more: [www.maskupmetro.org](http://www.maskupmetro.org)  
#MaskUpMetro is sponsored by: Blue Cross and Blue Shield of Nebraska, FNBO, Mutual of Omaha Insurance, Greater Omaha Chamber, Ideal Images, Mangelsen's, Omaha Storm Chasers and Union Omaha!



**United Way of the Midlands**  
Published by Kylie Gumpert • September 14

Wear your mask. Take a selfie. Post on social by 9/30 and use #MaskUpMetro. Enter to win this basketball signed by Creighton Men's Basketball head coach Greg McDermott! Learn more: <https://www.maskupmetro.org/>

The goal of the #MaskUpMetro campaign is to build awareness around the benefits of wearing a mask to prevent community spread. Be a community hero, save lives, mask up, metro!

#MaskUpMetro is sponsored by Blue Cross and Blue Shield of Nebraska, FNBO, Mutual of Omaha Insurance, Greater Omaha Chamber, Ideal Images, Mangelsen's, Omaha Storm Chasers, Union Omaha and United Way of the Midlands.



**United Way of the Midlands**  
Published by Kylie Gumpert • September 30

Hey! Today's the last day you can post your #MaskUpMetro selfie to win a basketball signed by Creighton Men's Basketball head coach Greg McDermott. Just share your photo and use the hashtag #MaskUpMetro - and thank you for being a community hero and keeping your friends, your family and the metro safe! ❤️

Learn more here: <https://www.maskupmetro.org/>



# EMAIL

Email sent to **72,480 contacts** | Open Rate - 12% | CTR - 6.4%



# WEBSITE: MASKUPMETRO.ORG

Page views - 1,560



# OUTDOOR ADVERTISING

Ads on 3 different buses that drove rotating routes across the metro | Impressions: **1,482,904**



Billboards at three locations: 42nd & Ames, 85th & Blondo, 36th & L



## MEDIA OUTREACH

### Cox Communications

Total Impressions: **169,562**  
Video Completion Rate: **88.9%**

TV Everywhere ads played on TV streaming apps/websites, including Samsung TV Plus, ESPN, CNBC, HGTV and more



### KETV

Average reach: **1,560,450** households per month, equivalent to **93.7%** of local households

TV spots ran across KETV and NETV television stations



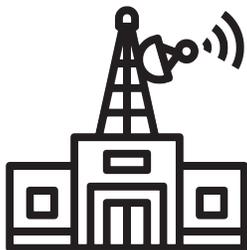
### Omaha World-Herald

Local News and Targeted Display Ads | Impressions: **118.96k** | CTR: **.14%**  
Youtube Trueview video ads | Impressions: **61.79k** | Video Views: **29.50k**



### Boomer Radio

Live DJ reads and :30 spots that played on all five Boomer radio signals: 94.5, 97.3, 106.5, 1420 and 1490



### iHeart Radio

Total Mentions: **1,322**  
Total Impressions: **3,721,873**

:15 and :30 spots played across iHeart radio owned stations, including KFAB, KGOR, KAT, and WOLF, sponsored KGOR Cares radio promotion, providing meals from Patricia Catering and Cocktails to community members on the front lines of COVID-19 and sponsored Halloween activity guide, reminding community members to mask up and stay safe during Halloween

# YOU ARE A UNITED WAY HERO!