

CITY OF LAFAYETTE · PARCEL TAX MEASURE · SOCIAL MEDIA

Geofencing and social media to create *neighborhood persuasion – at scale*

VoterForce converted the campaign's precinct targeting layer into Facebook & Instagram geofences, with separate video creative for families, seniors, and other target communities. Total spend: **under \$1,000 to reach 32,000 people** — a fraction of the campaign's overall outreach budget.

281.7K

TOTAL VIEWS

262.9K

VIEWS FROM ADS

3,182

POST ENGAGEMENTS

Right household, *right message*.

Instead of one broad boost, precinct boundaries became audience geofences on Meta. Multiple video variants ran in parallel — for families with school-age kids and for senior homeowners — each measured on its own views, reach, and engagement.

- **Precinct-matched audiences.** We cut **multiple video variants** and pointed them at the same precinct targeting layer that drove canvassing — so no spend leaked outside the district.
- **The right ad for the right door.** Families and seniors saw different videos, so the message and the faces on screen matched the household getting them.
- **People actually watched.** **249.8K views** from **32,476 people** on Facebook, and nearly **7 hours** of total watch time — this got seen, not scrolled past.
- **One universe, every channel.** The same layer that picked the doors picked the feeds, so digital kept reinforcing the exact households canvassers were already working.

31.9K views on Instagram

Where the campaign travelled furthest on its own: **14.5K of those views were organic** — nearly matching the 17.4K the ads bought. **8.1K** accounts reached, **1K** content interactions.



Family outreach



Senior outreach

▶ [See the Yes-on-H ads on Facebook](#)

Source: Facebook & Instagram page analytics, Apr 22 – Jul 20, 2026.