










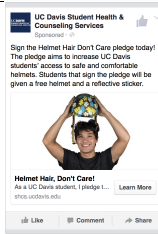


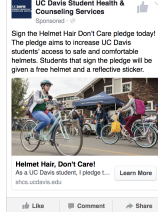




Date	Area	Campaign	Image	Paid / Unpaid	Facebook SHCS Share event to FB class pages	Twitter SHCS RT to Student Life	Instagram SHCS	Notes	Status
October 4	SHCS	HHDC / Bike Helmets and Bagels		Unpaid	<p>[Launch event]</p> <p>Want a free breakfast to fuel your mind and body for the day? If you wear a bike helmet, you're in luck! We want to thank you for wearing a bike helmet by giving you free bagels and bananas. Come to Bike Helmets and Bagels on Tuesday, October 17 from 8:30 a.m.-10:30 a.m. at the Bike Barn for food and bike safety resources.</p> <p>Need a bike helmet? Take the Helmet Hair: Don't Care Pledge (https://www.ucdavis.edu/helmet-hair-pledge) and grab your free helmet at the Bike Barn! Please note: Bike helmets will not be available at the event.</p>	NA	NA	See left	Completed
October 8	SHCS	HHDC / Bike Helmets and Bagels		Unpaid	<p>Share this post for a chance to win a \$5 Cofco gift card! The Helmet Hair: Don't Care campaign starts tomorrow. If you get spotted wearing a bike helmet by a HEP volunteer between October 8 and October 13, you will have the opportunity to receive a prize.</p> <p>Need a bike helmet? Sign the HHDC Pledge to get a free bike helmet from the Bike Barn. http://bit.ly/2vYUgpi</p>	Sign the Helmet Hair: Don't Care Pledge and get a free bike helmet from the Bike Barn. http://bit.ly/2vYUgpi	Sign the Helmet Hair: Don't Care Pledge and get a free bike helmet from the Bike Barn. http://bit.ly/2vYUgpi	See left	
October 8 to October 13	SHCS	HHDC / Bike Helmets and Bagels	ADVERTISEMENTS—See plan below	Paid				Targeting: UC Davis Davis, CA 17-25 years old Facebook and Instagram placements: \$50 at \$10/day for 5 days	
October 9	SHCS	HHDC / Bike Helmets and Bagels		Unpaid	NA	Get spotted by a HEP volunteer while wearing a bike helmet this week and you'll have the opportunity to win a prize. http://bit.ly/2vYUgpi	Get spotted by a HEP volunteer wearing a bike helmet this week and you'll have the opportunity to win a prize. Tag a friend for a chance to win a \$5 Cofco gift card!	See left	
October 10	SHCS	HHDC / Bike Helmets and Bagels		Unpaid	<p>Free giveaway alert! A recent survey showed that the percentage of UC Davis students wearing bike helmets increased in the last two years (see helmet hair). What percentage of UC Davis students wear bike helmets every day or always?</p> <p>Comment below for a chance to win a free bike helmet.</p>	We're giving away free bagels and bananas to students wearing bike helmets next Tuesday, October 17, 8:30 to 10:30 a.m. at the Bike Barn. https://www.facebook.com/events/49721378068153	Free giveaway! We're giving away free bagels and bananas to students wearing bike helmets next Tuesday, October 17 from 8:30 to 10:30 a.m. at the Bike Barn? See you and your helmet hair here! https://www.facebook.com/events/49721378068153	See left	
October 11	SHCS	HHDC / Bike Helmets and Bagels		Unpaid	<p>[Share event to groups]</p> <p>Bike helmets=free breakfast! If you wear a bike helmet, come to the Bike Barn for free bagels and bananas on October 17 from 8:30 to 10:30 a.m. Share this event for a chance to win a \$5 Cofco gift card! https://www.facebook.com/events/49721378068153</p>	Wear bike helmet, visit Bike Barn for free breakfast Oct 17, 8:30-10:30 am. RT for chance to win \$5 Cofco gift card! https://www.facebook.com/events/49721378068153	Free giveaway! Wondering what to do with your bike helmet when you park your bike? You can keep your lock through the week or inside it to your backpack. What do you do with your bike helmet? Share below for a chance to win a \$5 Cofco gift card!		
October 12	SHCS	HHDC / Bike Helmets and Bagels		Unpaid	<p>Why do you wear a bike helmet? Reply for a chance to win a \$5 Cofco gift card. Wear your helmet to the Bike Barn for free bagels and bananas from 8:30 to 10:30 a.m. on October 17. https://www.facebook.com/events/49721378068153</p>	Why do you wear a bike helmet? Reply for a chance to win a \$5 Cofco gift card. https://www.facebook.com/events/49721378068153	Why do you wear a bike helmet? Share below for a chance to win a \$5 Cofco gift card. Need a bike helmet? Sign the Helmet Hair: Don't Care Pledge! Link in bio. http://bit.ly/2vYUgpi		
October 13	SHCS	HHDC / Bike Helmets and Bagels		Unpaid	<p>Free giveaway! Why do you think UC Davis students should wear bike helmets? Share below for a chance to win a \$5 Cofco gift card! https://www.facebook.com/events/49721378068153</p>	Why do you think UC Davis students should wear bike helmets? Reply for a chance to win a \$5 Cofco gift card! http://bit.ly/2vYUgpi	Helmet! Free helmets for everyone! Sign the Helmet Hair: Don't Care Pledge and get a free bike helmet. Link in bio. http://bit.ly/2vYUgpi		
October 16	SHCS	HHDC / Bike Helmets and Bagels		Unpaid	<p>Share event to FB class pages, post in the event page</p> <p>Wear a bike helmet? Visit the ASUCD Bike Barn tomorrow for free bagels and bananas at the Bike Helmets & Bagels event from 8:30 to 10:30 a.m.</p> <p>https://www.facebook.com/events/49721378068153</p>	Wear a bike helmet? Visit Bike Barn tomorrow for a free breakfast at the Bike Helmets & Bagels event, 8:30-10:30 am. https://www.facebook.com/events/49721378068153	Do you wear a bike helmet? Don't make breakfast tomorrow (Tuesday, October 16) and come to the Bike Barn for a free breakfast at the Bike Helmets & Bagels event 8:30 to 10:30 a.m.	See left	

		Mobile	Desktop	Instagram	Headline	Text	Website URL	Spend
Advertisement Creative	Ad 1 Oct 8 to 10	 <p>UC Davis Student Health & Counseling Services</p> <p>Sign the Helmet Hair: Don't Care pledge today! The pledge aims to increase UC Davis students' access to safe and comfortable helmets. Students that sign the pledge will be given a free helmet and a reflective sticker.</p> <p>Helmet Hair, Don't Care! As a UC Davis student, I pledge...</p>	 <p>UC Davis Student Health & Counseling Services</p> <p>Sign the Helmet Hair: Don't Care pledge today! The pledge aims to increase UC Davis students' access to safe and comfortable helmets. Students that sign the pledge will be given a free helmet and a reflective sticker.</p> <p>Helmet Hair, Don't Care! As a UC Davis student, I pledge to always wear a bike helmet on every ride, even on short trips, because my brain is more important than helmet hair.</p>	 <p>ucdavis Sponsored</p> <p>Learn More</p> <p>ucdavis Sign the Helmet Hair: Don't Care pledge today! The pledge aims to increase UC Davis students' access to safe and comfortable helmets.</p>	Helmet Hair, Don't Care!	Sign the Helmet Hair: Don't Care pledge today! The pledge aims to increase UC Davis students' access to safe and comfortable helmets. Students that sign the pledge will be given a free helmet and a reflective sticker.	https://shcs.ucdavis.edu/helmet-hair-pledge	\$25
	Ad 2 Oct 11 to 13	 <p>UC Davis Student Health & Counseling Services</p> <p>Sign the Helmet Hair: Don't Care pledge today! The pledge aims to increase UC Davis students' access to safe and comfortable helmets. Students that sign the pledge will be given a free helmet and a reflective sticker.</p> <p>Helmet Hair, Don't Care! As a UC Davis student, I pledge...</p>	 <p>UC Davis Student Health & Counseling Services</p> <p>Sign the Helmet Hair: Don't Care pledge today! The pledge aims to increase UC Davis students' access to safe and comfortable helmets. Students that sign the pledge will be given a free helmet and a reflective sticker.</p> <p>Helmet Hair, Don't Care! As a UC Davis student, I pledge to always wear a bike helmet on every ride, even on short trips, because my brain is more important than helmet hair.</p>	 <p>ucdavis Sponsored</p> <p>Learn More</p> <p>ucdavis Sign the Helmet Hair: Don't Care pledge today! The pledge aims to increase UC Davis students' access to safe and comfortable helmets. Students that sign the pledge will be given a free helmet and a reflective sticker.</p>	Helmet Hair, Don't Care!	Sign the Helmet Hair: Don't Care pledge today! The pledge aims to increase UC Davis students' access to safe and comfortable helmets. Students that sign the pledge will be given a free helmet and a reflective sticker.	https://shcs.ucdavis.edu/helmet-hair-pledge	\$25