



# Nevada Homeowner Assistance Fund - NAHAC

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Social Media Report – March 2023

B R A I N  
T R U S T

NAHAC  
04.13.23

## March Summary

During the month of March, we remained on track with a consistent posting schedule and engaged with the community in an effective manner. As a result, our overall engagements increased by 145.5%. The utilization of relevant keywords and hashtags allowed both platforms to grow, especially Twitter. We observed that the number of followers, engagement, and impressions increased when publishing more posts than the previous two months. As we look forward, we will focus on continuing to post more frequently.

Our current strategy of engaging with the community through keywords and hashtags has allowed both platforms to thrive and grow at a steady rate, so we plan to continue this course of action. However, in April we will look at incorporating stronger CTAs and diversifying our content with video posts.

**581**  
**Total Social  
Media Audience**

**657**  
**Total Organic  
Impressions**

**27**  
**Total  
Engagements**




## Twitter Performance Stats

	January		February		March	
	MOM	YOY	MOM	YOY	MOM	YOY
Total Fans	22	N/A	23	N/A	24	N/A
Total Fans (%)	0%	N/A	4.5%	N/A	4.3%	N/A
New Followers	0	N/A	1	N/A	1	N/A
Total Published Posts	13	N/A	11	N/A	14	N/A
Engagements	13	N/A	3	N/A	7	N/A
Avg. Engagement Per Impression	4.4%	N/A	3.6%	N/A	2.1%	N/A
Organic Impressions	298	N/A	83	N/A	337	N/A

### Twitter Takeaways

- Although, our average engagement rate per impression dipped slightly, our overall impressions increased heavily from 83 to 311.
- We are seeing small yet consistent audience growth and will continue to use a keyword and hashtag strategy to boost our overall fan base.
- By publishing a greater number of posts and using specific hashtags our overall statistics have improved. Raising our frequency slightly proved to be effective, so we will continue with this method and aim to gain at least 2 new followers over the next month.

# Twitter Top Posts

<p>It's hard to keep up with mortgage payments when you're looking for work. If you've been affected by COVID-19 you may qualify for help from the Nevada...</p> 	<p>Spring into savings with COVID-19 mortgage relief from the Nevada Homeowner Assistance Fund. If you've been impacted by COVID-19, visit...</p> 	<p>Check out our CEO/COO, Verise Campbell on Channel 4 speak about the success of the Nevada Homeowner Assistance Fund, which has helped hundreds of...</p> 
<p><b>Total Engagements</b> 3</p>	<p><b>Total Engagements</b> 1</p>	<p><b>Total Engagements</b> 1</p>
<p><b>Likes</b> 3</p>	<p><b>Likes</b> 0</p>	<p><b>Likes</b> 1</p>
<p><b>@Replies</b> 0</p>	<p><b>@Replies</b> 0</p>	<p><b>@Replies</b> 0</p>
<p><b>Retweets</b> 0</p>	<p><b>Retweets</b> 0</p>	<p><b>Retweets</b> 0</p>
<p><b>Post Link Clicks</b> 0</p>	<p><b>Post Link Clicks</b> 0</p>	<p><b>Post Link Clicks</b> 0</p>
<p><b>Other Post Clicks</b> 0</p>	<p><b>Other Post Clicks</b> 1</p>	<p><b>Other Post Clicks</b> 0</p>
<p><b>Other Engagements</b> 0</p>	<p><b>Other Engagements</b> 0</p>	<p><b>Other Engagements</b> 0</p>

## Facebook Performance Stats

	January		February		March	
	MOM	YOY	MOM	YOY	MOM	YOY
Total Fans	553	N/A	556	N/A	557	N/A
New Followers	1	N/A	3	N/A	1	N/A
Total Published Posts	13	N/A	13	N/A	15	N/A
Engagements	7	N/A	8	N/A	20	N/A
Avg. Engagement Per Impression	1.3%	N/A	1.2%	N/A	6.3%	N/A
Organic Impressions	533	N/A	667	N/A	320	N/A

## Facebook Takeaways

- Despite our number of organic impressions decreasing, we were able to increase not only our average engagement per impression, but our number of engagements as well. We plan to continue to use relevant keywords and hashtags to keep up this level of engagement.
- While our number of new followers did not increase as much as the previous month, we still gained one new follower and did not lose any current ones.
- Our consistent cadence of 13-15 posts per month has proved to be successful in increasing overall engagement, but perhaps incorporating video posts and more CTAs will create more of a steady follower growth.

# Facebook Top Posts

 **Nevada Homeowner Assistance Fund - ...**  
Tue 3/7/2023 11:01 am PST

Your home is where your memories are made. The Nevada Homeowner Assistance Fund is here to help you keep it with COVID-19 foreclosure prevention...

**Nevada Affordable Housing Assistance Corpor...**



<b>Total Engagements</b>	<b>5</b>
<b>Reactions</b>	<b>2</b>
<b>Comments</b>	<b>0</b>
<b>Shares</b>	<b>2</b>
<b>Post Link Clicks</b>	<b>1</b>
<b>Other Post Clicks</b>	<b>0</b>

 **Nevada Homeowner Assistance Fund - ...**  
Sun 3/5/2023 10:58 am PST

Spring is a time for renewal, and that includes your finances. If you've been impacted by COVID-19 you may qualify for help from the Nevada Homeowner's...

**Nevada Affordable Housing Assistance Corpor...**



<b>Total Engagements</b>	<b>1</b>
<b>Reactions</b>	<b>0</b>
<b>Comments</b>	<b>0</b>
<b>Shares</b>	<b>0</b>
<b>Post Link Clicks</b>	<b>1</b>
<b>Other Post Clicks</b>	<b>0</b>

 **Nevada Homeowner Assistance Fund - ...**  
Thu 3/2/2023 3:47 pm PST

Qualifying for mortgage relief may be closer than you think. Those impacted by COVID-19 may be eligible for assistance from the Nevada Homeowner...

**Nevada Affordable Housing Assistance Corpor...**



<b>Total Engagements</b>	<b>1</b>
<b>Reactions</b>	<b>0</b>
<b>Comments</b>	<b>0</b>
<b>Shares</b>	<b>0</b>
<b>Post Link Clicks</b>	<b>1</b>
<b>Other Post Clicks</b>	<b>0</b>

# Thank You

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