



# Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – APRIL 2023

NAHAC  
05.13.23

Prepared By **BRAIN  
TRUST®**

## APRIL SUMMARY

In April, we continued to engage with the community and publish posts on each platform in a consistent manner. As a result, our total audience increased by .5% and our organic impressions grew by 7.6% more than the following month. By incorporating relevant keywords and hashtags as well as increasing published posts, Facebook reflected a significant growth pattern. Throughout May we will continue to focus on consistent content across platforms where impact amount our audiences are being made. As a result of our KPI's we suggest a gradual pivot away from Twitter. Even though our target audience is still on Twitter, Twitter's algorithm has become increasingly complex due to all the changes, and it can be difficult to get your content in front of the right people.

We plan to continue our current strategy of engaging with the community through keywords and hashtags. In May we will incorporate stronger CTAs and add more video content in order to diversify our overall content. By doing this, we allow Twitter to resume a steady growth of followers with engaging content like videos because they can be an effective medium for telling a story and conveying complex ideas or emotions and are highly shareable, which can help extend the reach of your content beyond your immediate followers.

584

TOTAL SOCIAL  
MEDIA AUDIENCE

707

TOTAL ORGANIC  
IMPRESSIONS

17

TOTAL  
ENGAGEMENTS

## TWITTER PERFORMANCE STATS

	February	March	April
	MOM	MOM	MOM
Total Fans	23	24	24
Total Fans (%)	4.5%	4.3%	0%
New Followers	1	1	0
Total Published Posts	11	14	14
Engagements	3	7	1
Avg. Engagement Per Impression	3.6%	2.1%	0.6%
Organic Impressions	83	337	158

### Twitter Takeaways

- Although, our overall statistics dipped slightly, we did not lose any followers. We also remained consistent with a cadence of 11-14 published posts per month.
- Raising our publishing frequency and using relevant keywords and hashtags has proved to be effective in keeping our followers. Therefore, we will continue with this method and aim to continue the pattern of gaining at least 1 new follower per month.
- Due to lessened engagement on this platform, perhaps it would be beneficial to pivot energies into a different platform that will increase engagement and brand awareness.

TWITTER TOP POSTS

A new season means new beginnings! Take charge of your finances and find out if you qualify for mortgage relief. Visit...



Total Engagements	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0



The financial impact of COVID-19 can be difficult to navigate, but mortgage relief may be within reach. The Nevada Homeowner...



Total Engagements	0
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0



The pandemic may have impacted your finances, but you have the power to take control. Learn about mortgage relief options...



Total Engagements	0
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0









## FACEBOOK PERFORMANCE STATS

	February	March	April
	MOM	MOM	MOM
Total Fans	556	557	560
New Followers	3	1	3
Total Published Posts	13	15	16
Engagements	8	20	16
Avg. Engagement Per Impression	1.2%	6.3%	2.9%
Organic Impressions	667	320	549

### Facebook Takeaways

- Our number of followers increased by 0.5%, which increased our overall engagement. We plan to continue to use relevant keywords and hashtags to keep up this level of engagement. However, group images were also included in our top posts for the month, so we plan to utilize this method as well.
- While our percentage of average engagement rate per impression did not increase as much as the previous month, we were successful in increasing the number of organic impressions.
- We increased our cadence to 16 posts this month, which proved to be successful in increasing statistics; however, it would be beneficial to incorporate video posts and more CTAs in order to create more of a steady follower growth.

FACEBOOK TOP POSTS

COVID-19 has caused financial uncertainty for many, but there are resources available to help. Visit <a href="#">nahac.org</a> to learn about mortgag...	
	
Total Engagements	2
Reactions	0
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	1
	
Take control of your finances and thrive despite the challenges of COVID-19. Discover mortgage relief options today and get the...	
	
Total Engagements	2
Reactions	1
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	1
	
At the Nevada Homeowner Assistance Fund, we believe that everyone deserves the stability and security of homeownership. Visi...	
Nevada Affordable Housing Assistanc...	
	
Total Engagements	2
Reactions	0
Comments	0
Shares	0
Post Link Clicks	0
Other Post Clicks	2
	



# Thank You