



# Nevada Homeowner Assistance Fund - NAHAC

**SOCIAL MEDIA REPORT – MAY 2023**

**NAHAC**  
06.13.23

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T R U S T**®



**MAY SUMMARY**

In May, 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 1.2% and our organic impressions grew by 3% more than the following month. Facebook reflected a significant growth pattern due to our incorporation of relevant keywords and hashtags as well as increasing published posts.

Engaging with the community through keywords and hashtags will continue throughout the month and in order to diversify the overall content throughout the month, stronger CTAs will be added to the strategy. By doing this, Twitter is projected to resume a steady growth of followers with engaging content . Emphasis on content that is shareable will be strategically placed throughout the month in order to effectively communicate the critical resources for those in need.

592

**TOTAL SOCIAL  
MEDIA AUDIENCE**

726

**TOTAL ORGANIC  
IMPRESSIONS**

9

**TOTAL  
ENGAGEMENTS**

## TWITTER PERFORMANCE STATS

	March	April	May
	MOM	MOM	MOM
Total Fans	24	24	25
Total Fans (%)	4.3%	0%	4.2%
New Followers	1	0	1
Total Published Posts	14	14	14
Engagements	7	1	5
Avg. Engagement Per Impression	2.1%	0.6%	1.6%
Organic Impressions	337	158	332

### Twitter Takeaways

- We continued to see an increase in our following this month. We also remained consistent with a cadence of 11-14 published posts per month which we have notice is effective with our steady follower growth.
- 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 3 new follower per month.
- Due to lessened engagement on this platform, we believe it would be beneficial to pivot energies into a different platform, such as LinkedIn.



TWITTER TOP POSTS

Your home is more than just a roof over your head; it's a lifetime of memories. Let the Nevada Homeowner Assistanc...



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

Don't let financial stress take away from the joy of homeownership. The Nevada Homeowner Assistance Fund can...



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



## FACEBOOK PERFORMANCE STATS



	March	April	May
	MOM	MOM	MOM
Total Fans	557	560	567
New Followers	1	3	5
Total Published Posts	15	16	14
Engagements	20	16	4
Avg. Engagement Per Impression	6.3%	2.9%	1%
Organic Impressions	320	549	404



### Facebook Takeaways

- Our number of followers increased by 1.1%, which increased our overall engagement. We plan to continue to use relevant keywords and hashtags to keep up this level of engagement.
- Images of at least 2 people were in our top posts for the month. Content with families have proven to show high engagement as it can be relatable to our audience.
- While our percentage of average engagement rate per impression decreased compared to the previous month, we continued to gain new followers, faster than the previous month.

FACEBOOK TOP POSTS

The Nevada Homeowner Assistance Fund is committed to helping homeowners impacted by COVID-19...	
	
Total Engagements	1
Reactions	0
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	0
	

When life gets tough, your home should be your safe haven. Let the Nevada Homeowner Assistance Fund help kee...	
	
Total Engagements	1
Reactions	1
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0
	

The Nevada Homeowner Assistance Fund helped Mankeyhone, and we can help you too. Visit nahac.org for more...	
	
Total Engagements	1
Reactions	0
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	1
	





# Thank You