



Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – JUNE 2023

**NAHAC
07.13.23**

JUNE SUMMARY

In June, we continued to engage with the community and focus on engaging content focused on our target audience. Our engagement rate across both platforms combined increased by 40% compared to the previous month, and post link clicks increased by 50%. Considering some recent news to Twitter it's important to keep in mind of how these changes will affect our post performance. Even though our target audience is still on Twitter, Twitter's algorithm has become increasingly complex due to all the changes, especially given the recent news of post limiting for all viewers.

Moving forward, in July, we will continue to focus on using relevant hashtags and strong call-to-actions across platforms . We plan to continue our current strategy of engaging with the community through keywords and hashtags. In order to diversify our overall content, we will add more video content and hashtags. We plan to continue seeing our analytics increase at high rates as we continue our role as storytellers, despite obstacles with ever-changing regulation.

592

**TOTAL SOCIAL
MEDIA AUDIENCE**

621

**TOTAL ORGANIC
IMPRESSIONS**

13

**TOTAL
ENGAGEMENTS**







TWITTER PERFORMANCE STATS

	April	May	June
	MOM	MOM	MOM
Total Fans	24	25	25
Total Fans (%)	0%	4.2%	0%
New Followers	0	1	0
Total Published Posts	14	14	14
Engagements	1	5	8
Avg. Engagement Per Impression	0.6%	1.6%	3.1%
Organic Impressions	158	332	262

Twitter Takeaways

- We maintained the same number of fans as the previous month, yet we were able to increase or Engagement.
- Our Average Engagement Per Impression rate nearly doubled this month compared to May and was roughly 5 times what it was in April. If we continue to grow at this rate, our following will grow at a record pace.
- Despite a slight decrease in Organic Impressions compared to May, we received an increase of over 100 compared to April.

TWITTER TOP POSTS

Happy Father's Day to all the dads and father figures out there! Your love and hard-work is the most precious gift in...	
	
Total Engagements	2
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0
	
We know that financial stress can take a toll on your mental and emotional well-being. The Nevada Homeowner...	
	
Total Engagements	1
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	1
Other Engagements	0
	
From financial struggles to a stable future, Eddie's journey was transformed by the Nevada Homeowner Assistance...	
	
Total Engagements	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0
	



FACEBOOK PERFORMANCE STATS



	April	May	June
	MOM	MOM	MOM
Total Fans	560	567	567
New Followers	3	5	0
Total Published Posts	16	14	13
Engagements	16	4	5
Avg. Engagement Per Impression	2.9%	1%	1.4%
Organic Impressions	549	404	359



Facebook Takeaways

- Although our total number of fans did not increase, we did not receive a dip in numbers either. We plan to continue to use relevant keywords and hashtags to keep up this level of engagement.
- Our method of including more family friendly images resulted in those posts being our top performing for the month, so we plan to continue this pattern.
- The percentage for Average Engagement Per Impression increased 40% compared to the previous month.

FACEBOOK TOP POSTS

Your home is your sanctuary, and we want to help you keep it that way. The Nevada Homeowner Assistance Fund...	
	
Total Engagements	1
Reactions	0
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	1
	

Don't let the heat of summer make you sweat over your mortgage payments! The Nevada Homeowner Assistance...	
	
Total Engagements	1
Reactions	0
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	0
	

COVID-19 has brought financial challenges to many, but the Nevada Homeowner Assistance Fund is here t...	
	
Total Engagements	0
Reactions	0
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0
	

A photograph of a family walking away from the camera on a grassy path in a park. The father, wearing a camouflage uniform and a cap, carries a young boy on his back. The mother, in a dark blue dress, holds the hand of a young girl in a white shirt and blue shorts. They are surrounded by large, leafy trees, and a colorful playground is visible in the background to the left.

Thank You