



Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – JULY 2023

NAHAC
08.13.23

JULY SUMMARY

In July, we continued to engage with the community and publish posts on each platform in a consistent manner. Our engagement rate did not change compared to the previous month, and post link clicks have decreased by 33.3%. The total Engagement Rate Per Impression hit 1.5%, a decrease of 26.9%. As mentioned from our June report, we suggest that Twitter may not be an effective platform to use anymore. Although Twitter is a platform that our target audience is still on, Twitter is actively changing as recent changes have been made of its name and logo, which is now "X". It will become increasingly difficult to get our content in front of our followers and new people as more changes begin to be made and may lose the interest of its users.

Throughout August, we will continue to focus on consistent content using relevant hashtags across platforms and utilize more family-oriented photos with an emotional appeal. As mentioned from the June report, we plan to continue our current strategy of engaging with the community through keywords and hashtags. In August, we will also continue to diversify our content by adding more short video content and popular hashtags. Overall, Twitter and Facebook should continue to increase at high rates as we continue our role as storytellers, despite the obstacles of changing social trends.

630
TOTAL SOCIAL
MEDIA AUDIENCE

849
TOTAL ORGANIC
IMPRESSIONS

13
TOTAL
ENGAGEMENTS

TWITTER PERFORMANCE STATS

	May	June	July
	MOM	MOM	MOM
Total Fans	25	25	25
Total Fans (%)	4.2%	0%	0.3%
New Followers	1	0	0
Total Published Posts	14	14	15
Engagements	5	8	4
Avg. Engagement Per Impression	1.6%	3.1%	2%
Organic Impressions	332	262	203

Twitter Takeaways

- Although we maintained the same number of followers as compared to the previous month, the percentage of total fans has increased to 0.3%.
- Looking at the top posts, they were informative and contained captions with emotional appeal. This shows that making an emotional connection in our posts is effective for driving engagement.
- We aim to continue using captions that make emotional connections with our audience and implement more short videos within the posts to increase engagement. We will also use trending hashtags to increase brand awareness.

TWITTER TOP POSTS

The best thing we can give our children is a safe place to live, love, and create memories. NAHAC wants to make sure that is a reality f...



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

Save the date - August 25th - and meet with our NVHAF representatives as they will be accepting applications on-site. We're...

Friday, August 25, 2023
9:30am-6pm
Chicanos Por La Causa (CPLC)
555 N. Maryland Pkwy.
Las Vegas, NV 89101

Suffered COVID related financial hardship and need assistance with your mortgage payments, HOA, taxes, lot rent or partial claim/ loan deferral? At risk of losing your home? Representatives from NVHAF will be accepting applications on site.

This government program is free and here to help!

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

Need Help Paying our Mortgage? Join us on August 25th and meet NVHAF representatives who will be accepting applications right ther...

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

FACEBOOK PERFORMANCE STATS

	May	June	July
	MOM	MOM	MOM
Total Fans	567	567	605
New Followers	5	0	2
Total Published Posts	14	13	20
Engagements	4	5	9
Avg. Engagement Per Impression	1%	1.4%	1.4%
Organic Impressions	404	359	646

Facebook Takeaways

- Our total number of followers has increased drastically which shows great improvement compared to previous months. We aim to continue using relevant keywords and hashtags to keep up this level of engagement.
- Although the percentage for Average Engagement Per Impression hasn't changed, our organic impressions have improved compared to last month.
- Our top posts included pictures of families and informative captions that contain emotional appeal. We aim to continue the use of emotional appeal in our posts and use more CTAs to drive more engagement.

FACEBOOK TOP POSTS

Your home is more than just a house—it's where memories are made. Trust the Nevada Homeowner Assistance Fund to provide...



Total Engagements	3
Reactions	1
Comments	0
Shares	0
Post Link Clicks	2
Other Post Clicks	0

Behind on your mortgage? We can help! Meet with representatives from NVHAF on August 25th. Take advantage of this opportunity to...

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Total Engagements	2
Reactions	1
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	0

Summer is for making memories, not mortgage payments. Discover how the Nevada Homeowner Assistance Fund can he...



Total Engagements	2
Reactions	0
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	2

A grayscale photograph of a family walking away from the camera on a grassy path in a park. A man in a military camouflage uniform and helmet is carrying a young child on his back. He is holding the hand of a young girl who is holding the hand of a woman in a dark dress. They are walking towards a line of trees in the background.

Thank You