



Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – AUGUST 2023

NAHAC
09.1.23

Prepared By **BRAIN
TRUST®**

AUGUST SUMMARY

During the month of August, our commitment to community engagement remained steadfast, and we maintained a consistent presence across all platforms. However, there were notable shifts in our engagement metrics compared to the previous month; specifically, we observed a decline in Engagement Rate per Impression of 0.9%, marking a 34.4% decrease on Facebook compared to the previous month, however also experienced a substantial increase of 52.5% impression growth on the platform. Additionally, the month resulted in an increase of 3.4% Engagement Rate per Impression on Twitter/X, as well as a 50% engagement increase on the platform. This was due in part to family content that resonated with the audience and promotion of the August 25th event with Chicanos Por La Causa.

Throughout September, we will focus on seasonal trends, housing developments and consumer-focused emotions that tie back to the meaning of home and how NAHAC can assist as the holidays rapidly approach. Additionally, by implementing more multimedia posts, we look forward to diversifying the content overall with more eye-catching and engaging information.

631

TOTAL SOCIAL
MEDIA AUDIENCE

1,115

TOTAL ORGANIC
IMPRESSIONS

14

TOTAL
ENGAGEMENTS







TWITTER/X PERFORMANCE STATS

	June	July	August
	MOM	MOM	MOM
Total Fans	25	25	25
Total Fans (%)	0%	0.3%	0%
New Followers	0	0	0
Total Published Posts	14	15	17
Engagements	8	4	6
Avg. Engagement Per Impression	3.1%	2%	3.4%
Organic Impressions	262	203	174

Twitter Takeaways

- Engagement Rate per Impression increased to 3.4%, which is the highest in the last three months.
- The top performing posts were ones that evoked playful emotion with a child and another with a couple that proved to be relatable to the audience. Lastly, the event with Chicanos Por La Causa received a share on Twitter/X.
- We plan to continue using captions that illicit an emotional connection with our audience and implement active content within the posts to increase engagement.

TWITTER/X TOP POSTS

<div>  <div> <div>@NVHelpforHome</div> <div>Fri 8/18/2023 12:00 pm PDT</div> </div> </div> <div> <p>Are you experiencing a loss of income due to unemployment during the COVID-19 pandemic? Ease your worries and let the...</p>  </div> <div> <div>Total Engagements3</div> <div>Likes0</div> <div>@Replies0</div> <div>Retweets0</div> <div>Post Link Clicks0</div> </div>	<div>  <div> <div>Nevada Homeowner Assi...</div> <div>Mon 8/21/2023 11:00 am PDT</div> </div> </div> <div> <p>Let the Nevada Homeowner Assistance Fund take care of your needs this summer so you can spend time with your family without the...</p>  </div> <div> <div>Total Engagements2</div> <div>Reactions0</div> <div>Comments0</div> <div>Shares0</div> <div>Post Link Clicks2</div> </div>	<div>  <div> <div>Nevada Homeowner Assi...</div> <div>Sat 8/12/2023 12:11 pm PDT</div> </div> </div> <div> <p>Need help paying your mortgage? Don't let financial hardships get in the way. On August 25th, NVHAF representatives will be on-sit...</p> <div> <div> <div>Friday, August 25, 2023</div> <div>9:30am-6pm</div> <div> Chicanos Por La Causa (CPLC) 555 N. Maryland Pkwy. Las Vegas, NV 89101 </div> </div> <div> <p>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.</p> <p>This government program is free and here to help!</p> <div>  </div> </div> </div> <div> <div>Total Engagements2</div> <div>Reactions1</div> <div>Comments0</div> <div>Shares1</div> <div>Post Link Clicks—</div> </div> </div>
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FACEBOOK PERFORMANCE STATS

	June	July	August
	MOM	MOM	MOM
Total Fans	567	605	606
New Followers	0	2	1
Total Published Posts	13	20	15
Engagements	5	9	8
Avg. Engagement Per Impression	1.4%	1.4%	0.9%
Organic Impressions	359	646	941

Facebook Takeaways

- Our total number of followers has remained steady. We aim to continue this positive pattern with the existing cadence and activate any upcoming community partner events.
- The content throughout August generated a 52.5% increase of impressions compared to the previous month.
- Our top posts included pictures of families and informative captions that contain emotional appeal. We will continue the use of emotional appeal in our posts and use more CTAs to drive more engagement.

FACEBOOK TOP POSTS

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Thank You

Prepared By **B R A I N
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