



Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – September 2023

NAHAC
09.1.23

SEPTEMBER SUMMARY

During the month of September, we experienced a decline in community engagement however we grew our overall social media audiences. There were notable shifts in our engagement metrics compared to the previous month; specifically, we observed an increase in Engagement Rate per Impression of 1.6%, marking a 20.3% increase on Facebook compared to the previous month, however also experienced a substantial increase of 1.0% impression growth on the platform. Additionally, the month resulted in a decrease of 10% Engagement Rate per Impression on Twitter/X, and a 10% engagement decrease on the platform.

Throughout October, 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 for consumers.

634

TOTAL SOCIAL
MEDIA AUDIENCE

690

TOTAL ORGANIC
IMPRESSIONS

11



TOTAL
ENGAGEMENTS

	July	August	September
	MOM	MOM	MOM
Total Fans	25	25	25
Total Fans (%)	0%	0%	0.3%
New Followers	0	0	0
Total Published Posts	15	17	25
Engagements	4	6	6
Avg. Engagement Per Impression	2.26%	3.4%	3.0%
Organic Impressions	177	174	690


Twitter Takeaways

- Engagement Rate per Impression decreased to 3.0%, which dropped 0.5% since last month but still higher than Summer months.
- The top performing posts were ones that evoked playful emotion with a couples and children Lastly, the post with a young couple received a share on Twitter/X.
- We're committed to activating content that sparks an emotional connection with our audience and integrating dynamic content in our posts to boost engagement.



TWITTER/X TOP POSTS

  **@NVHelpforHome**
Mon 9/25/2023 4:15 pm UTC


We are here to provide you a helping hand during these difficult times where you risk losing your home. The Nevada Homeown...



Total Engagements	5
Likes	1
@Replies	0
Retweets	1
Post Link Clicks	1
Other Post Clicks	2
Other Engagements	0

  **@NVHelpforHome**
Fri 9/15/2023 5:00 pm UTC

The Nevada Homeowner Assistance Fund is here to build a stronger foundation for Nevada homeowners. Spend more quality...



Total Engagements	2
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	1
Other Engagements	0


FACEBOOK PERFORMANCE STATS

	July	August	September
	MOM	MOM	MOM
Total Fans	605	606	609
New Followers	2	1	2
Total Published Posts	20	15	13
Engagements	9	8	5
Avg. Engagement Per Impression	1.4%	0.9%	1.02%
Organic Impressions	646	941	481


Facebook Takeaways

- Our total number of followers has increased by 3 new followers. We aim to continue this positive pattern with the existing cadence and activate any upcoming community partner events.
- The content throughout September generated a 20.3% increase of engagement rate per impression.
- 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


 **Nevada Homeowner Assist...**
Thu 9/14/2023 11:13 am PDT

The Nevada Homeowner Assistance Fund is your lifeline to protect your family home and secure your future. Take your first ste...




Total Engagements	4
Reactions	2
Comments	0
Shares	1
Post Link Clicks	1
Other Post Clicks	0




 **Nevada Homeowner Assist...**
Sun 9/24/2023 11:28 am PDT

Sit back and relax by letting the Nevada Homeowner Assistance Fund ease your mortgage worries. We have the resources...



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



A black and white photograph capturing a warm moment between a woman and two children. The woman, with long dark hair, is smiling as she looks down at a baby seated in a high chair. The baby is focused on playing with small wooden blocks on a white tray. To the right, a young girl with braided hair is also engaged with the blocks, reaching out towards the baby. The background is softly blurred, showing a wall with some decorations. The overall mood is intimate and affectionate.

Thank You