



Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – October 2023

OCTOBER SUMMARY

In October, we witnessed a 1.1% decline in the community engagement rate per impression. Nevertheless, we expanded our overall social media audience by gaining 5 new followers, indicating a 0.8% increase. There were significant changes in our impressions metric compared to the prior month, notably, an organic impression surge of 719, marking a 4.2% increase on Facebook and Twitter/X combined. However, we also encountered a substantial decrease of 30.2% engagement rate per impression combined for both platforms. This comprised a 24.2% increase on Facebook and an 80.1% decrease on Twitter/X.

Throughout November, 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.

639

TOTAL SOCIAL
MEDIA AUDIENCE

690

TOTAL ORGANIC
IMPRESSIONS

8

TOTAL
ENGAGEMENTS

	August	September	October
	MOM	MOM	MOM
Total Fans	25	25	25
Total Fans (%)	0%	0.3%	0%
New Followers	0	0	0
Total Published Posts	17	25	12
Engagements	6	6	1
Avg. Engagement Per Impression	3.4%	3.0%	0.6%
Organic Impressions	174	690	168

Twitter Takeaways

- Engagement Rate per Impression decreased to 0.6%, which dropped 16.4% since last month.
- The top performing posts were ones that evoked playful emotion with 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.

Take your kids trick-or-treating this Halloween without worries of overdue mortgage payments. Protect your...



Total Engagements 0

Likes 0

@Replies 0

Retweets 0

Post Link Clicks 0

The holidays are a fun time for decorating and planning family events. Prepare for the holidays...



Total Engagements 0

Likes 0

@Replies 0

Retweets 0

Post Link Clicks 0

Your home is more than just a home. The Nevada Homeowner Assistance Fund is here to ensure that you don't...



Total Engagements 0

Likes 0

@Replies 0

Retweets 0

Post Link Clicks 0

FACEBOOK PERFORMANCE STATS

	August	September	October
	MOM	MOM	MOM
Total Fans	606	609	569
New Followers	1	2	3
Total Published Posts	15	13	10
Engagements	8	5	7
Avg. Engagement Per Impression	0.9%	1.02%	1.3%
Organic Impressions	941	481	551

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 October generated a 24.2% increase of engagement rate per impression.
- Our top posts included pictures of families, couples, and children with 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.



f Nevada Homeowner Assist...

Mon 10/2/2023 8:49 am PDT

Take a step toward a more secure future this Fall where your home is protected and you are able to enjoy the season without...



Total Engagements 2

Reactions 1

Comments 0

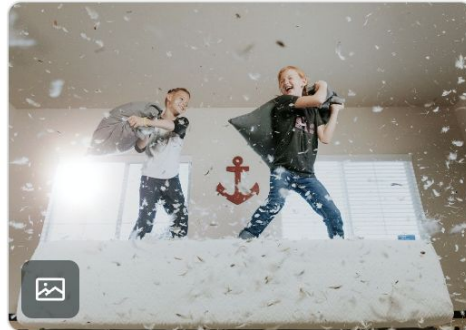
Shares 0



f Nevada Homeowner Assist...

Fri 10/20/2023 11:04 am PDT

The Nevada Homeowner Assistance Fund is here to ensure that your children are able to make a lifetime of memories in...



Total Engagements 1

Reactions 1

Comments 0

Shares 0



f Nevada Homeowner Assist...

Mon 10/16/2023 9:11 am PDT

The Nevada Homeowner Assistance Fund is here to support you this October and help you with your mortgage challenges....



Total Engagements 1

Reactions 1

Comments 0

Shares 0



Thank you