



# Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – NOVEMBER 2023

## NOVEMBER SUMMARY

In November, we saw a 14.5% decline in impressions across our social channels. Despite this, we expanded our overall social media audience by gaining 1 new follower, indicating a 0.2% increase. There were significant changes in our impressions metric compared to the prior month, notably, the engagement rate per impression surged by 11.2%, marking an increase on Facebook and Twitter/X combined. There was also a substantial increase of 69 total engagements on both combined platforms. However we did see a slight increase of video views.

Throughout December, 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.

640

TOTAL SOCIAL  
MEDIA AUDIENCE

615

TOTAL ORGANIC  
IMPRESSIONS

69

TOTAL  
ENGAGEMENTS

	September	October	October
	MOM	MOM	MOM
Total Fans	25	25	25
Total Fans (%)	0.3%	0%	0%
New Followers	0	0	0
Total Published Posts	25	12	12
Engagements	6	1	5
Avg. Engagement Per Impression	3.0%	0.6%	5.4%
Organic Impressions	690	168	92

### Twitter Takeaways

- Engagement Rate per Impression increased to 5.4%, which had the largest increase of last month.
- The top performing posts were ones that evoked playful emotion with family and friends.
- We're committed to activating content that sparks an emotional connection with our audience and integrating dynamic content in our posts to boost engagement.



[@NVHelpforHome](#)  
Fri 11/24/2023 3:14 am UTC

As you gather for Thanksgiving dinner, the Nevada Homeowner Assistance Fund is thankful for the opportunity to support Nevada...



<b>Total Engagements</b>	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	—



[@NVHelpforHome](#)  
Wed 11/8/2023 11:37 pm UTC

Home is where the heart is, and we're here to protect it. The Nevada Homeowner Assistance Fund is dedicated to helping you stay in your...



<b>Total Engagements</b>	1
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	—



[@NVHelpforHome](#)  
Mon 11/6/2023 11:32 pm UTC

Life can throw unexpected curveballs, but your home should remain steady. The Nevada Homeowner Assistance Fund is here to help y...



<b>Total Engagements</b>	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	—

	September	October	November
	MOM	MOM	MOM
Total Fans	609	569	570
New Followers	2	3	1
Total Published Posts	13	10	11
Engagements	5	7	64
Avg. Engagement Per Impression	1.02%	1.3%	12.2%
Organic Impressions	481	551	523

### Facebook Takeaways

- Our total number of followers increased by 1. We aim to continue this positive pattern with the existing cadence and activate any upcoming community partner events.
- The content throughout October generated a 12.2% increase of engagement rate per impression.
- Our top posts included pictures of families, individuals, 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.



**Nevada Homeowner Assistance ...**

Sat 11/25/2023 7:03 pm PST

Life can be overwhelming, especially when it comes to homeownership. You don't have to face it alone. The Nevada Homeowner...



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



**Nevada Homeowner Assistance ...**

Sat 11/18/2023 4:18 pm PST

Are you struggling to make your mortgage payments due to COVID-19? You may be eligible for assistance from the Nevada...



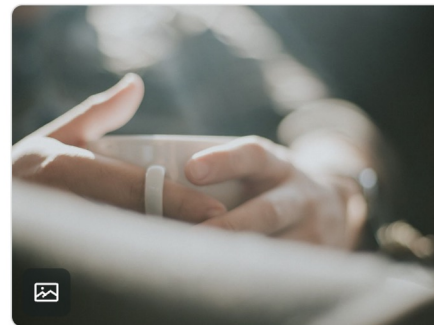
Total Engagements	3
Reactions	2
Comments	1
Shares	0
Post Link Clicks	0
Other Post Clicks	0



**Nevada Homeowner Assistance ...**

Fri 11/3/2023 3:22 pm PDT

The Nevada Homeowner Assistance Fund is your partner in homeownership. Our goal is to provide financial assistance and guidance to...



Total Engagements	3
Reactions	3
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0



Thank you