



Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – DECEMBER 2023

DECEMBER SUMMARY

In December, we saw a 12.7% decline in impressions across our social channels. Despite this, we expanded our overall social media audience by gaining 3 new followers, indicating a 0.5% increase. There were significant changes in our impressions metric compared to the prior month, notably, the engagement rate per impression decreased by 2.6%, on Facebook and Twitter/X combined. There was also a substantial decrease of 14 total engagements on both combined platforms.

Throughout January, 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. Additionally, by implementing more multimedia posts, we look forward to diversifying the content overall with more eye-catching and engaging information for consumers.

643

TOTAL SOCIAL
MEDIA AUDIENCE

536

TOTAL ORGANIC
IMPRESSIONS

14

TOTAL
ENGAGEMENTS

	October	November	December
	MOM	MOM	MOM
Total Fans	25	25	26
Total Fans (%)	0%	0%	0%
New Followers	0	0	1
Total Published Posts	12	12	9
Engagements	1	5	1
Avg. Engagement Per Impression	0.6%	5.4%	1.1%
Organic Impressions	168	92	89

Twitter Takeaways

- Engagement Rate per Impression decreased to 1.1%, which had the largest decrease 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](#)

Wed 12/13/2023 11:42 pm UTC

Don't let your concerns dim your light this holiday season. Nevada Homeowners Assistance Fund is here to help! [#NevadaHAF](https://t.co/KNrjm8nW3n) <https://t.co/KNrjm8nW3n>



Total Engagements	1
Likes	1
@Replies	0
Retweets	0



[@NVHelpforHome](#)

Thu 12/28/2023 12:18 am UTC

Helping Nevada homeowners to thrive and build brighter futures together. Discover the support you need with the Nevada Homeowners Assistance Fund. [#NevadaHAF](#) 🏡...



Total Engagements	0
Likes	0
@Replies	0
Retweets	0



[@NVHelpforHome](#)

Sun 12/24/2023 11:52 pm UTC

Gratitude fills the air this holiday season! A heartfelt thank you to all who make the Nevada Homeowners Assistance Fund possible. Your support brings joy and hope to familie...



Total Engagements	0
Likes	0
@Replies	0
Retweets	0

	October	November	December
	MOM	MOM	MOM
Total Fans	569	570	571
New Followers	3	1	2
Total Published Posts	10	11	10
Engagements	7	64	13
Avg. Engagement Per Impression	1.3%	12.2%	2.9%
Organic Impressions	551	523	447

Facebook Takeaways

- Our total number of followers increased by 2. We aim to continue this positive pattern with the existing cadence and activate any upcoming community partner events.
- The content throughout December generated a 2.9% decrease 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.



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Thu 12/28/2023 4:12 pm PST

Empowering dreams, one home at a time! Join the journey to secure homes and brighter futures. #NevadaHAF



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



Nevada Homeowner Assistance Fund - NAHAC

Tue 12/5/2023 3:22 pm PST

Home for the holidays takes on a whole new meaning. 🏠 ✨
#NevadaHomeowners



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



Nevada Homeowner Assistance Fund - NAHAC

Tue 12/26/2023 4:00 pm PST

Embracing the magic ! 🎄 #NevadaHAF



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





Thank you