



# Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – JANUARY 2024

## JANUARY SUMMARY

In January, we saw a 42.5% increase in impressions across our social channels. Despite this, we expanded our overall social media audience by gaining 2 new followers, indicating a 0.2% increase. There were significant changes in our impressions metric compared to the prior month, notably, the engagement rate per impression decreased by 1.6%, on Facebook and Twitter/X combined. There was also a substantial decrease of 12 total engagements on both combined platforms.

Throughout February, 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.

644

TOTAL SOCIAL  
MEDIA AUDIENCE

758

TOTAL ORGANIC  
IMPRESSIONS

12

TOTAL  
ENGAGEMENTS

	November	December	January
	MOM	MOM	MOM
Total Fans	25	26	25
Total Fans (%)	0%	0%	0%
New Followers	0	1	0
Total Published Posts	12	9	10
Engagements	5	1	2
Avg. Engagement Per Impression	5.4%	1.1%	2.9%
Organic Impressions	92	89	68

### Twitter Takeaways

- Engagement Rate per Impression increased to 2.9% compared, compared to 1.1% in January.
- 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](#)

Tue 1/16/2024 12:42 am UTC

Don't let housing stress weigh you down! The Nevada Affordable Housing Assistance Fund is your support system and is ready to help ease th...



**Total Engagements** 2

**Likes** 1

**@Replies** 0

**Retweets** 0



[@NVHelpforHome](#)

Wed 1/24/2024 4:54 pm UTC

Home is where the heart is, especially when shared with friends and furry companions! The Nevada Affordable Housing Assistance Fund is...



**Total Engagements** 0

**Likes** 0

**@Replies** 0

**Retweets** 0



[@NVHelpforHome](#)

Tue 1/23/2024 12:51 am UTC

<https://t.co/DZqwCbEEGC>



**Total Engagements** 0

**Likes** 0

**@Replies** 0

**Retweets** 0

	November	December	January
	MOM	MOM	MOM
Total Fans	570	571	573
New Followers	1	2	2
Total Published Posts	11	10	9
Engagements	64	13	10
Avg. Engagement Per Impression	12.2%	2.9%	1.4%
Organic Impressions	523	447	690

### 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 January generated a 1.4% 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.



<u>Total Engagements</u>	3
<u>Reactions</u>	2
<u>Comments</u>	0
<u>Shares</u>	0
<u>Post Link Clicks</u>	—
<u>Other Post Clicks</u>	1



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<u>Total Engagements</u>	3
<u>Reactions</u>	0
<u>Comments</u>	0
<u>Shares</u>	0
<u>Post Link Clicks</u>	—
<u>Other Post Clicks</u>	3



In just a click join the Nevada Affordable Housing Assistance Fund online and let's explore the possibilities together. 🌟💙



<u>Total Engagements</u>	2
<u>Reactions</u>	1
<u>Comments</u>	0
<u>Shares</u>	0
<u>Post Link Clicks</u>	—
<u>Other Post Clicks</u>	1



Thank you