



Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – FEBRUARY 2024

NAHAC
03.11.24

Prepared By

B R A I N
T R U S T®

FEBRUARY SUMMARY

February allowed for an increase in total posts, increasing the average audience and impressions. Facebook remains the most consistent and popular network, showcasing family-oriented posts that empower and encourage. Engagement is down by 50% this month despite strategic efforts but the overall audience has shown steady increase from month to month.

March will focus on further enhancing engagement through pleasant content that appeals to NAHAC's target audience. Posts will be driven to enhance housing developments, spring efforts, and unique consumer-driven trends, advancing the mission of the organization and allowing the audience to see a greater impact within the community.

648

**TOTAL SOCIAL
MEDIA AUDIENCE**

534

**TOTAL ORGANIC
IMPRESSIONS**

6

**TOTAL
ENGAGEMENTS**



TWITTER/X PERFORMANCE STATS

	December	January	February
	MOM	MOM	MOM
Total Fans	26	25	27
Total Fans (%)	0%	0%	300%
New Followers	1	0	2
Total Published Posts	9	10	17
Engagements	1	2	3
Avg. Engagement Per Impression	1.1%	2.9%	5.7%
Organic Impressions	89	68	53


Twitter Takeaways

- Engagement Rate per Impression increased to 5.7%, which is an all time high in the last three months.
- The top performing posts were emotion-driven content, often showcasing family-friendly fun.
- Our goal is to create content that remains impactful for our audience igniting emotion and highlighting success stories.


TWITTER/X TOP POSTS





@NVHelpforHome
 Thu 2/15/2024 9:59 pm UTC

🏠 Visit our website at <https://t.co/j48PRys63h> to explore housing assistance that fits your needs, just a click away!
#HomeSweetHome





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






@NVHelpforHome
 Mon 2/12/2024 9:52 pm UTC



Building lifelong friendships in the heart of communities. 🏡👨👩👧 Discover the joy of shared moments and endle...






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






@NVHelpforHome
 Mon 2/26/2024 10:22 pm UTC

<https://t.co/kCHkH6kDlo>



Total Engagements	0
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0




FACEBOOK PERFORMANCE STATS


	December	January	February
	MOM	MOM	MOM
Total Fans	571	573	575
New Followers	2	2	2
Total Published Posts	10	9	16
Engagements	13	10	3
Avg. Engagement Per Impression	2.9%	1.4%	0.6%
Organic Impressions	447	690	481

Facebook Takeaways


- Our total number of followers has remained steady with an increase of 2 followers in the last month. We aim to continue this positive pattern through strategic, emotion-driven content that allows audiences an inside look at the organizational mission
- The content throughout February noticed a slight 30% decrease in impressions compared to the previous month.
- Our top posts included pictures of families and informative captions that appeal to emotion.


FACEBOOK TOP POSTS

 **Nevada Homeowner Assistance Fund -...**
 Mon 2/26/2024 2:22 pm PST




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





 **Nevada Homeowner Assistance Fund -...**
 Thu 2/8/2024 1:45 pm PST

Unlock the doors to your dreams! NAHAC is here to make affordable homeownership a reality. 🏠👉




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




 **Nevada Homeowner Assistance Fund -...**
 Thu 2/1/2024 1:30 pm PST

New month, new beginnings! Start your journey with NAHAC. 🏠



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





Thank You

Prepared By **B R A I N
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