



# Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – MARCH 2024

NAHAC  
04.25.24

Prepared By **B R A I N  
T R U S T**®

## MARCH SUMMARY

In March, we saw a notable increase in our audience size and engagement rates, with a 5.3% improvement from February. This growth reflects the positive response to our content and the resonance it has with our audience.

Moving into April, our focus remains on fostering further growth and deepening engagement. We're achieving this by crafting compelling content that speaks directly to the challenges faced by Nevadans. Our posts aim to resonate with our target audience by addressing real-life struggles and showcasing how NAHAC is actively making a difference for those in need.

By highlighting the organization's impact and demonstrating our commitment to supporting the community, we anticipate continued growth in both audience reach and engagement throughout April and continuing on.

650

**TOTAL SOCIAL  
MEDIA AUDIENCE**

338

**TOTAL ORGANIC  
IMPRESSIONS**

4

**TOTAL  
ENGAGEMENTS**










TWITTER/X PERFORMANCE STATS

	January	February	March
	MOM	MOM	MOM
Total Fans	25	27	28
Total Fans (%)	0%	300%	0.3%
New Followers	0	2	1
Total Published Posts	10	17	6
Engagements	2	3	2
Avg. Engagement Per Impression	2.9%	5.7%	2.9%
Organic Impressions	68	53	69

Twitter Takeaways

- Engagement Rate per Impression decreased but organic impressions increased to 69 from 53.
- Total Fans remains steady with a 0.3% increase from the 300% last month.
- The top performing posts were emotion-driven content, often showcasing family-friendly fun.

TWITTER/X TOP POSTS

<div>  <div>  <div> <div>@NVHelpforHome</div> <div>Wed 3/27/2024 6:34 pm PDT</div> </div> </div> <div></div> </div> <div> <div>Dancing through life's challenges with Nevada Affordable Housing Assistance Corporation by our side! 🕺💃 Explore...</div> <div>  </div> </div> <div> <div>Total Engagements1</div> <div>Likes1</div> <div>@Replies0</div> <div>Retweets0</div> <div>Post Link Clicks—</div> <div>Other Post Clicks0</div> <div>Other Engagements0</div> </div>	<div>  <div>  <div> <div>@NVHelpforHome</div> <div>Mon 3/25/2024 6:18 pm PDT</div> </div> </div> <div></div> </div> <div> <div>Empower your journey to stability with Nevada Affordable Housing Assistance Corporation's innovative programs. 🖥️💙...</div> <div>  </div> </div> <div> <div>Total Engagements1</div> <div>Likes0</div> <div>@Replies0</div> <div>Retweets0</div> <div>Post Link Clicks—</div> <div>Other Post Clicks1</div> <div>Other Engagements0</div> </div>	<div>  <div>  <div> <div>@NVHelpforHome</div> <div>Wed 3/20/2024 6:07 pm PDT</div> </div> </div> <div></div> </div> <div> <div>Sleepless nights shouldn't be spent worrying about mortgage payments. 🛌💤 Nevada Affordable Housing Assistance...</div> <div>  </div> </div> <div> <div>Total Engagements1</div> <div>Likes0</div> <div>@Replies0</div> <div>Retweets0</div> <div>Post Link Clicks—</div> <div>Other Post Clicks1</div> <div>Other Engagements0</div> </div>
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FACEBOOK PERFORMANCE STATS

	January	February	March
	MOM	MOM	MOM
Total Fans	573	575	622
New Followers	2	2	1
Total Published Posts	9	16	7
Engagements	10	3	2
Avg. Engagement Per Impression	1.4%	0.6%	0.7%
Organic Impressions	690	481	269

Facebook Takeaways

- Our total number of followers has decreased by 1. But total fans increased by 8.2%.
- The Average engagement per impression remained similar to last month of february with 0.1% increase.
- Our top posts included pictures of families and informative captions that appeal to emotion.









# Thank You

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