Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – MARCH 2024

NAHAC

04.25.24

Prepared By

R R A I N

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

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.

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TWITTER/X TOP POSTS



Dancing through life's challenges with Nevada Affordable Housing Assistance Corporation by our side! 🎉 🏌 Explore...

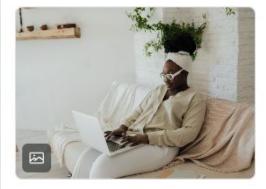


Total Engagements	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	_
Other Post Clicks	0
Other Engagements	0



@NVHelpforHome Mon 3/25/2024 6:18 pm PDT

Empower your journey to stability with Nevada Affordable Housing Assistance Corporation's innovative programs.

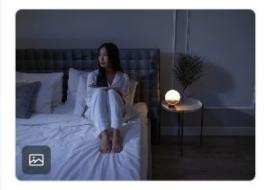


Total Engagements	1
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	_
Other Post Clicks	1
Other Engagements	0



Wed 3/20/2024 6:07 pm PDT

Sleepless nights shouldn't be spent worrying about mortgage payments. _zz^Z Nevada Affordable Housing Assistance...



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

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FACEBOOK PERFORMANCE STATS

	January	February	March
	МОМ	МОМ	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.

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FACEBOOK TOP POSTS



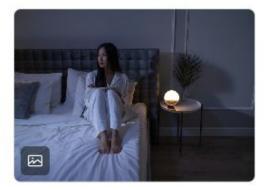


Total Engagements	1
Reactions	1
Comments	0
Shares	0
Post Link Clicks	-
Other Post Clicks	0
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Nevada Homeowner Ass...
Thu 3/21/2024 6:09 pm PDT

Sleepless nights shouldn't be spent worrying about mortgage payments. _zz^Z Nevada Affordable Housing Assistance...



Total Engagonionto	
Reactions	1
Comments	0
Shares	0
Post Link Clicks	-
Other Post Clicks	0
	🕥 🗗

Total Engagements



1

Nevada Homeowner Ass...
Thu 3/28/2024 6:36 pm PDT

Dancing through life's challenges with Nevada Affordable Housing Assistance Corporation by our side! 🎉 🏌 Explore...



Total Engagements	0
Reactions	0
Comments	0
Shares	0
Post Link Clicks	-
Other Post Clicks	0
	♡ 🗗

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