



Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – APRIL 2024

NAHAC
05.03.24

Prepared By

B R A I N
T R U S T®

APRIL SUMMARY

We observed a general uptick in impressions and engagement compared to March, and we have successfully sustained our engagement rate and follower count from the previous month.

As we transition into May, our strategic priority is to enhance our presence on Twitter, given that Facebook predominantly drove growth in April.

With a 26% increase in positive impressions and consistent performance across other metrics, we are positioned to achieve broader outreach, particularly via Facebook.

650

**TOTAL SOCIAL
MEDIA AUDIENCE**

426

**TOTAL ORGANIC
IMPRESSIONS**

5

**TOTAL
ENGAGEMENTS**

FACEBOOK PERFORMANCE STATS

	February	March	April
	MOM	MOM	MOM
Total Fans	575	622	622
New Followers	2	1	0
Total Published Posts	16	7	14
Engagements	3	2	4
Avg. Engagement Per Impression	0.6%	0.7%	1.1%
Organic Impressions	481	269	362

Facebook Takeaways

- Total number of followers has remained steady, but engagement impressions have continued to increase
- Overall organic impressions grew and has shown a 34.6% increase
- Our top posts included joyful family photos with captions that encourage empowerment and the pursuit of comfort

FACEBOOK TOP POSTS

Post ID	Date	Text	Image	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
1	Tue 4/23/2024 3:47 pm PDT	<p>"We want to acknowledge and thank all the wonderful people at NAHAC. My partner and I had experienced a hardship post COVID, just after buying our first home that we worked so hard to save up for. The funds we got approved for saved our home and gave us hope again. Everyone was so compassionate to our situation, wanting nothing more than to help us and see us succeed. We appreciate all of the kindness, patience, and support we received from the start and we feel lucky and grateful for their help."</p> <p>- Danielle K.</p>		1	1	0	0	—	0
2	Thu 4/18/2024 3:41 pm PDT	<p>Empower your homeownership journey with just a click! 🧑🏻🏠 Explore the ease of accessing Nevada...</p>		1	1	0	0	—	0
3	Wed 4/17/2024 3:42 pm PDT	<p>Joyful families, thriving homes! 🏠😊</p>		1	1	0	0	—	0

TWITTER/X PERFORMANCE STATS

	February	March	April
	MOM	MOM	MOM
Total Fans	27	28	28
Total Fans (%)	300%	0.3%	0%
New Followers	2	1	0
Total Published Posts	17	6	14
Engagements	3	2	1
Avg. Engagement Per Impression	5.7%	2.9%	1.6%
Organic Impressions	53	69	64

Twitter Takeaways

- Engagement Rate per Impression decreased as well as organic impressions but remains a sizable increase from February
- Total fans remains steady while maintaining our following count
- Engagements to avg. engagement per impression ratio is slightly greater compared to March

TWITTER/X TOP POSTS

 Tue 4/30/2024 4:22 pm PDT

Thanks to us, families can enjoy the security of their homes without the fear of mortgage struggles. Your...



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

 Mon 4/29/2024 3:58 pm PDT

Embark on your homeownership journey with us! 🏠💖 Discover the support and assistance that awaits...



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

 Thu 4/25/2024 3:56 pm PDT

Families find joy at home, and the Nevada Affordable Housing Assistance Corporation is here to make that ho...



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



Thank You