

Nevada Homeowner Assistance Fund - NAHAC

SOCIAL MEDIA REPORT – May 2024

NAHAC
May 2024

Prepared By

B R A I N
T R U S T®

MAY SUMMARY

In the month of May we saw an encouraging increase of followers but a decrease of impressions and engagement from April. While May experienced a 7.3% decrease in overall impressions, the account's individual impressions per post grew compared to April.

Moving into June, our focus is to grow our Twitter presence seeing as Facebook was the main contributor to growth in May.

With 5 new followers and a slight decrease in engagements, we can track a greater outreach through Facebook.

641

TOTAL SOCIAL
MEDIA AUDIENCE

395

TOTAL ORGANIC
IMPRESSIONS

3

TOTAL
ENGAGEMENTS


FACEBOOK PERFORMANCE STATS


	March	April	May
	MOM	MOM	MOM
Total Fans	622	622	627
New Followers	1	0	5
Total Published Posts	7	14	6
Engagements	2	4	3
Avg. Engagement Per Impression	0.7%	1.1%	0.8%
Organic Impressions	269	362	384


Facebook Takeaways

- Total number of followers has increased by 5 marking one of the largest upticks this year
- Overall organic impressions grew and has shown a 6.1% increase
- Our top posts included personal testimonies and empowering, personable captions.

FACEBOOK TOP POSTS

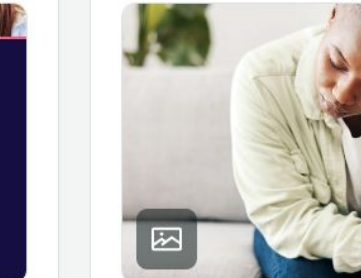



Nevada Homeown...



Fri 5/31/2024 12:47 pm PDT

Testimonial by Julian T. We are happy we could help you. 🏠 📄 #NevadaHAF #NAHAC



"Without the **NAHAC program** I don't know how I would have controlled the situation. The bills were getting out of hand and I could not access any more loans. What this program has done for me I cannot find words for. **It has kept us in our homes and our families safe.**"
- Julian T.

Total Engagements

1

Reactions

1

Comments

0

Shares




0


Post Link Clicks


—


Other Post Clicks

0

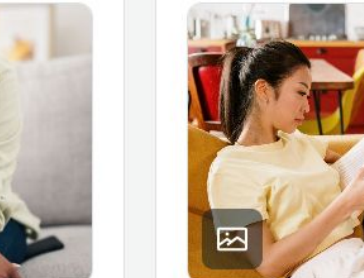



Nevada Homeown...



Thu 5/30/2024 12:39 pm PDT

🏠 We understand the challenges, and we're here to provide support and a comforting hand during tough times....



Total Engagements

1

Reactions

1

Comments

0

Shares




0


Post Link Clicks


—


Other Post Clicks

0





Nevada Homeown...



Wed 5/29/2024 12:41 pm PDT

🏠 Explore the chapters of support and security with us.
#NevadaAffordableHousingAssistanc...



Total Engagements

1

Reactions

1

Comments

0

Shares




0

Post Link Clicks

—

Other Post Clicks

0










TWITTER/X PERFORMANCE STATS

	March	April	May
	MOM	MOM	MOM
Total Fans	28	28	28
Total Fans (%)	0.3%	0%	0%
New Followers	1	0	0
Total Published Posts	6	14	6
Engagements	2	1	0
Avg. Engagement Per Impression	2.9%	1.6%	0%
Organic Impressions	69	64	11

Twitter Takeaways

- The engagement rate per impression declined alongside organic impressions
- The total number of fans has shown consistent stability, demonstrating that our following count has been effectively maintained

TWITTER/X TOP POSTS

<div>  <div>  <div> <div>@NVHelpforHome</div> <div> <div>Thu 5/30/2024 12:42 pm PDT</div> <div></div> </div> </div> </div> </div> <div> <div> <div> <div>🏠🏡</div> <div>Explore the chapters of support and security with us.</div> </div> <div> <div>#NevadaAffordableHousingAssistan...</div> </div> </div> <div>  </div> <div> <div>Total Engagements</div> <div>0</div> </div> <div> <div>Likes</div> <div>0</div> </div> <div> <div>@Replies</div> <div>0</div> </div> <div> <div>Reposts</div> <div>0</div> </div> <div> <div>Post Link Clicks</div> <div>—</div> </div> <div> <div>Other Post Clicks</div> <div>0</div> </div> <div> <div>Other Engagements</div> <div>0</div> </div> <div> <div>...</div> <div>🏠</div> <div>💬</div> </div> </div>	<div>  <div>  <div> <div>@NVHelpforHome</div> <div> <div>Tue 5/28/2024 12:35 pm PDT</div> <div></div> </div> </div> </div> </div> <div> <div> <div> <div>🏠🌈</div> <div>Creating joyful spaces where little dreams grow.</div> </div> <div> <div>#NevadaAffordableHousingAssistan...</div> </div> </div> <div>  </div> <div> <div>Total Engagements</div> <div>0</div> </div> <div> <div>Likes</div> <div>0</div> </div> <div> <div>@Replies</div> <div>0</div> </div> <div> <div>Reposts</div> <div>0</div> </div> <div> <div>Post Link Clicks</div> <div>—</div> </div> <div> <div>Other Post Clicks</div> <div>0</div> </div> <div> <div>Other Engagements</div> <div>0</div> </div> <div> <div>...</div> <div>🏠</div> <div>💬</div> </div> </div>	<div>  <div>  <div> <div>@NVHelpforHome</div> <div> <div>Fri 5/31/2024 12:47 pm PDT</div> <div></div> </div> </div> </div> </div> <div> <div> <div> <div></div> <div>Testimonial by Julian T. We are happy we could help you. 🏠🤝</div> </div> <div> <div>#NevadaHAF #NAHAC</div> </div> </div> <div>  </div> <div> <div>Total Engagements</div> <div>—</div> </div> <div> <div>Likes</div> <div>—</div> </div> <div> <div>@Replies</div> <div>—</div> </div> <div> <div>Reposts</div> <div>—</div> </div> <div> <div>Post Link Clicks</div> <div>—</div> </div> <div> <div>Other Post Clicks</div> <div>—</div> </div> <div> <div>Other Engagements</div> <div>—</div> </div> <div> <div>...</div> <div>🏠</div> <div>💬</div> </div> </div>
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Thank You