

NAHAC

SOCIAL MEDIA REPORT – JULY 2024

JULY SUMMARY

2%

ENGAGEMENT
RATE PER
IMPRESSION



65.4%

442

TOTAL ORGANIC
IMPRESSIONS



4%

9

TOTAL
ENGAGEMENTS



64%

FACEBOOK PERFORMANCE STATS

	May	June	July
	MOM	MOM	MOM
Total Fans	640	642	614
New Followers	5	2	1
Total Published Posts	12	11	14
Engagements	3	25	9
Avg. Engagement Per Impression	0.8%	5.7%	2%
Organic Impressions	395	437	442

Facebook Takeaways

- Organic impressions have increased by 4%.
- The Facebook statistics for July have decreased. We are actively exploring strategies to enhance our performance and drive improvement.

 **Nevada Homeowne...**
 Fri 7/19/2024 8:40 am PDT

During tough times, it's comforting to know there's a group of people standing by you, ready to offer supp...



Total Engagements	4
Reactions	2
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	1

 **Nevada Homeowne...**
 Wed 7/3/2024 8:08 am PDT

Financial struggles hitting hard lately? You're not alone. The last year has seen an increase in bankruptcy filing...



Total Engagements	2
Reactions	1
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	1

 **Nevada Homeowne...**
 Fri 7/12/2024 8:33 am PDT

Each home represents hope restored and lives rebuilt. Let's continue supporting and uplifting those...



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

A group of people in a meeting, smiling and talking. The scene is set in a modern office or meeting room. In the foreground, a woman with long brown hair, wearing a dark blue jacket, is smiling and gesturing with her hands. To her left, another woman with her hair tied back, wearing a green sweater, is also smiling. In the background, a man in a grey sweater and a woman in a striped shirt are visible. The room features a wooden table with a laptop, a white mug, and a lamp. The overall atmosphere is positive and collaborative.

Thank you.