

NAHAC

SOCIAL MEDIA REPORT – AUGUST 2024

AUGUST SUMMARY

2.8%

ENGAGEMENT
RATE PER
IMPRESSION



44.1%

466

TOTAL ORGANIC
IMPRESSIONS



0.2%

13

TOTAL
ENGAGEMENTS




44.4%

FACEBOOK PERFORMANCE STATS

	June	July	August
	MOM	MOM	MOM
Total Fans	642	614	615
New Followers	2	1	1
Total Published Posts	11	14	10
Engagements	25	9	13
Avg. Engagement Per Impression	5.7%	2%	2.8%
Organic Impressions	437	442	466

Facebook Takeaways


- Although there were fewer posts in August, the stats have seen a positive boost.
- Average engagement, impressions, and overall engagement are on the rise, with organic impressions showing a strong upward trend.

 **f Nevada Homeowner Ass...** Fri 8/9/2024 8:15 am PDT

A home is a haven for families. If you are struggling with your mortgage, we may be able to help.




Total Engagements	3
Reactions	3
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0

 **f Nevada Homeowner Ass...** Wed 8/14/2024 8:18 am PDT

Almost 2,600 households have been funded to date. Hundreds of these households received assistance multiple times.



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

 **f Nevada Homeowner Ass...** Mon 8/5/2024 2:06 pm PDT

Got questions about the Nevada Homeowner Assistance Fund? 🏠 If you're considering applying, it's a good idea to a...

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

A group of people are gathered around a wooden table in what appears to be a meeting or collaborative work environment. In the foreground, a woman with her hair in a ponytail, wearing a green sweater, is smiling and gesturing with her hands. Another woman with long brown hair, wearing a dark jacket, is also smiling and looking towards the first woman. In the background, another person is partially visible. On the table, there are two white mugs, a laptop, and a mouse. The scene is lit with warm, indoor lighting, and a door is visible in the background.

Thank you.