

NAHAC

SOCIAL MEDIA REPORT – OCTOBER 2024



OCTOBER SUMMARY*

1.6%

ENGAGEMENT
RATE PER
IMPRESSION



-41.8%

493

TOTAL ORGANIC
IMPRESSIONS



5.8%

8

TOTAL
ENGAGEMENTS



-38.5%

**Comparing August and October as the page took a content pause in September*

	August	September	October
	MOM	MOM	MOM
Total Fans	615	-	614
New Followers	1	-	0
Total Published Posts	10	-	10
Engagements	13	-	8
Avg. Engagement Per Impression	2.8%	-	1.6%
Organic Impressions	466	-	493

Facebook Takeaways


- In September, there was a pause in content so comparisons are October vs. August
- The content pause did cause a slight decrease in engagement but we did see a nearly 6% increase in impressions meaning our October content reached more users
- With regular posting cadence picking up in October and beyond, we should be able to see numbers bounce back in a positive direction for the remainder of the year.

 **Nevada Homeowner Assis...**
 Mon 10/21/2024 10:48 am PDT


Did you know NAHAC has already helped over 2,600 Nevada homeowners? If you've experienced financial hardship due to...




Total Engagements	3
Reactions	0
Comments	0
Shares	0
Post Link Clicks	2
Other Post Clicks	1


 **Nevada Homeowner Assis...**
 Tue 10/15/2024 10:48 am PDT

If you are in default on your mortgage, the Mortgage Reinstatement Assistance Program from NAHAC can help. You may...




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

 **Nevada Homeowner Assis...**
 Thu 10/17/2024 12:29 pm PDT



"It was a lengthy process, but well worth it! I will definitely recommend them. The communication and overall service was amazing. Both William and Jonathan were amazing as well."

- Alexis S.

 **NEVADA HOMEOWNER ASSISTANCE FUND**
OFFICIAL AFFILIATE OF THE NEVADA HOMEOWNERS ASSOCIATION

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 gesturing. The scene is set in a modern office or meeting room. In the foreground, a woman with her hair in a ponytail, wearing a green sweater, is smiling and gesturing with her hands. Behind her, another woman with long brown hair, wearing a dark jacket, 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.