

# NAHAC

SOCIAL MEDIA REPORT – NOVEMBER 2024



NOVEMBER SUMMARY\*

**1.5%**  
**ENGAGEMENT  
RATE PER  
IMPRESSION**



**-8%**

**201**  
**TOTAL ORGANIC  
IMPRESSIONS**



**-59.2%**

**3**  
**TOTAL  
ENGAGEMENTS**



**-62.5%**


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

## FACEBOOK PERFORMANCE STATS

	September	October	November
	MOM	MOM	MOM
Total Fans	-	614	615
New Followers	-	1	1
Total Published Posts	-	10	5
Engagements	-	8	3
Avg. Engagement Per Impression	-	1.6%	1.5%
Organic Impressions	-	493	201


### Facebook Takeaways

- Due to less posts this month in comparison to October, we did see a decrease in impressions and engagement
- December we will ensure that the number of posts goes back to October levels to drive up engagements and impressions
- We will continue to post content that communicates that the fund is still available for those that qualify and that links to the portal as those posts tend to do the best.

 **Nevada Homeowner Assis...**  
Sat 11/9/2024 8:46 am PST

The Nevada Housing Assistance Fund is available for homeowners who have faced financial hardship since January 21, 2020...

**Nevada HAF Portal**




<b>Total Engagements</b>	<b>2</b>
Reactions	1
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	0

 **Nevada Homeowner Assis...**  
Fri 11/8/2024 10:46 am PST


Happy November! As we enter this season of gratitude, the Nevada Homeowner Assistance Fund is here to support Neva...



<b>Total Engagements</b>	<b>1</b>
Reactions	1
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0

 **Nevada Homeowner Assis...**  
Tue 11/26/2024 11:11 am PST

As Thanksgiving approaches, we know how important it is to have a place to gather with family and friends. Nevada...



<b>Total Engagements</b>	<b>0</b>
Reactions	0
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0



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 looking towards the right. Behind her, another woman with long brown hair, wearing a dark jacket, is also smiling and looking towards the right. In the background, a man in a grey sweater and a woman in a striped shirt are partially visible. On the table, there are two white mugs, a laptop, and a mouse. The scene is lit with warm, indoor lighting, and the overall atmosphere is positive and collaborative.

Thank you.