

NAHAC

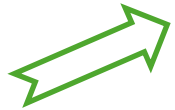
SOCIAL MEDIA REPORT – DECEMBER 2024



DECEMBER SUMMARY*

2.4%

ENGAGEMENT
RATE PER
IMPRESSION



63.4%

287

TOTAL ORGANIC
IMPRESSIONS



42.8%

7

TOTAL
ENGAGEMENTS



133.3%

FACEBOOK PERFORMANCE STATS

	October	November	December
	MOM	MOM	MOM
Total Fans	614	615	618
New Followers	1	1	2
Total Published Posts	10	5	9
Engagements	8	3	7
Avg. Engagement Per Impression	1.6%	1.5%	2.4%
Organic Impressions	493	201	287

Facebook Takeaways

- Increased posting cadence resulted in strong results across all KPIs this month. We will continue to keep the average monthly posts between 9-10.
- Timely and relevant content, such as recognition of holidays and testimonials, continue to be the most engaging content for our audience.
- Increased impressions and reach helped increase our organic follower growth in December, demonstrating the importance of engaging content.

 **f Nevada Home...**
 Fri 12/13/2024 8:55 a...

Let's close the year with stability and hope. If COVID-19 impacted your ability to...




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


 **f Nevada Home...**
 Tue 12/31/2024 9:12 a...

As we wrap up another year, we want to express our heartfelt gratitude to the...



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


 **f Nevada Home...**
 Mon 12/16/2024 6:51 a...



I am thankful that this program is here to help homeowners that are in a financial bind and to help save their homes.

I can't say it enough how thankful I am for being able to receive the help from the program.

- Gchekia H.

 NEVADA HOMEOWNER ASSISTANCE FUND
WHERE AFFORDABLE HOUSING MEETS ECONOMIC STABILITY

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.