

NAHAC

SOCIAL MEDIA REPORT – JANUARY 2025



DECEMBER SUMMARY

1.4%

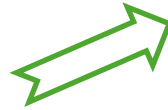
ENGAGEMENT
RATE PER
IMPRESSION



43.4%

290

TOTAL ORGANIC
IMPRESSIONS



1%

4

TOTAL
ENGAGEMENTS



42.9%


FACEBOOK PERFORMANCE STATS

	November	December	January
	MOM	MOM	MOM
Total Fans	615	618	620
New Followers	1	2	3
Total Published Posts	5	9	9
Engagements	3	7	4
Avg. Engagement Per Impression	1.5%	2.4%	1.4%
Organic Impressions	201	287	290


Facebook Takeaways

- While posting cadence remained the same we did see a dip in engagements in January vs. December.
- Impressions increased slightly which can be attributed to our total audience growth.
- We will continue posting cadence and make slight copy and image adjustments for next month to see if that impacts engagement rate.


FACEBOOK TOP POSTS

 **Nevada Homeowner Assist...**
 Fri 1/10/2025 8:55 am PST


Your home is your sanctuary, and we're here to help you keep it. Discover how the Nevada Homeowner Assistance Fund...



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

 **Nevada Homeowner Assist...**
 Wed 1/22/2025 9:14 am PST

Family and stability go hand in hand. If COVID-19 impacted your finances, we may be able to help you stay in your home. Se...



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

 **Nevada Homeowner Assist...**
 Mon 1/20/2025 7:15 am PST

Don't let missed mortgage payments lead to foreclosure. NAHAC's Mortgage Reinstatement Assistance Program can he...



Total Engagements	1
Reactions	0
Comments	1
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.