

NAHAC

SOCIAL MEDIA REPORT – FEBRUARY 2025



DECEMBER SUMMARY

0%

ENGAGEMENT
RATE PER
IMPRESSION



100%

146

TOTAL ORGANIC
IMPRESSIONS



49.7%

0

TOTAL
ENGAGEMENTS



100%

FACEBOOK PERFORMANCE STATS

	December	January	February
	MOM	MOM	MOM
Total Fans	618	620	618
New Followers	2	3	-2
Total Published Posts	9	9	9
Engagements	7	4	0
Avg. Engagement Per Impression	2.4%	1.4%	0%
Organic Impressions	287	290	146

Facebook Takeaways

- February saw a continued decrease in engagements while also seeing a decrease in overall impressions
- Audience growth dipped as well which impacted overall engagement and impressions
- For March and future months we will look at adding back testimonials and statistics to test if that content performs better with our audience

 **Nevada Homeowner Assist...**
 Thu 2/27/2025 9:11 am PST

A fresh start begins now. Get ahead of your mortgage challenges with assistance from the Nevada Homeowner Assistance Fund...



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

 **Nevada Homeowner Assist...**
 Tue 2/25/2025 8:54 am PST

Mortgage relief is within reach. If you or someone you know is struggling to stay in their home due to COVID-19, the Nevada...



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

 **Nevada Homeowner Assist...**
 Fri 2/21/2025 8:55 am PST

Funding is still available—but not forever! Don't wait to apply for mortgage relief through the Nevada Homeowner Assistan...



Total Engagements	0
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 gesturing with her hands towards another woman. The woman in the center, with long brown hair and wearing a dark jacket, is also smiling and looking towards the woman in the green sweater. In the background, another person is partially visible, and there are laptops, mugs, and a lamp on the table. The overall atmosphere is positive and collaborative.

Thank you.