

JUNE SUMMARY

2.3%
ENGAGEMENT
RATE PER

IMPRESSION

222
TOTAL ORGANIC IMPRESSIONS

5

TOTAL ENGAGEMENTS

18.6%

40.5%

66.7%

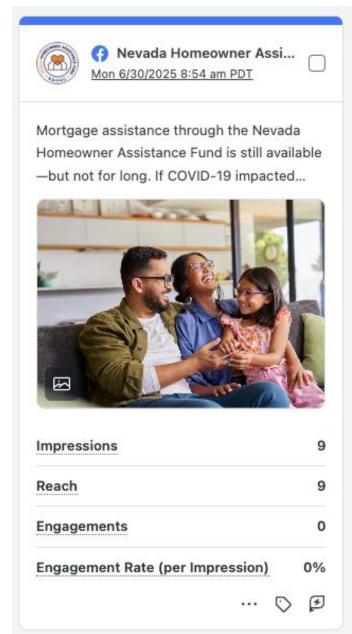
BRAINTRUST // 2 NAHAC – JUNE 2025

	April	May	June
	МОМ	МОМ	MOM
Total Fans	618	618	618
New Followers	0	0	0
Total Published Posts	0	0	9
Engagements	3	3	5
Avg. Engagement Per Impression	3.5%	1.9%	2.3%
Organic Impressions	89	158	222

Facebook Takeaways

- Due to a gap in posting between February and June, previous numbers are low due to sporadic engagement with old content
- June performance was very positive as we began to build back audience engagement and reach
- Engagement rate increased from previous months due to new posted content with more urgent language about the program's imminent wind down

FACEBOOK TOP POSTS





Nevada Homeowner Assi...
Thu 6/26/2025 8:47 am PDT

For many, the Nevada Homeowner Assistance Fund's support meant the difference between keeping or losing their...



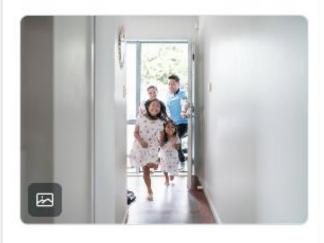
Impressions	6
Reach	6
Engagements	0
Engagement Rate (per Impression)	0%



Nevada Homeowner Assi...

Tue 6/24/2025 8:54 am PDT

We've supported thousands of Nevada homeowners—but funding is running out. The Nevada Homeowner Assistance Fund...



Impressions	11
Reach	11
Engagements	0
Engagement Rate (per Impression)	0%
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