

# NAHAC

**SOCIAL MEDIA REPORT – JUNE 2025**



## JUNE SUMMARY

2.3%

ENGAGEMENT  
RATE PER  
IMPRESSION



18.6%

222

TOTAL ORGANIC  
IMPRESSIONS



40.5%

5

TOTAL  
ENGAGEMENTS





66.7%

	April	May	June
	MOM	MOM	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






Nevada Homeowner Assi...

Mon 6/30/2025 8:54 am PDT

Mortgage assistance through the Nevada Homeowner Assistance Fund is still available—but not for long. If COVID-19 impacted...



Impressions

9

Reach

9


Engagements


0


Engagement Rate (per Impression)


0%

...










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%

...





BRAINTRUST // 4

NAHAC – JUNE 2025

A photograph of a group of people in a meeting. In the foreground, a woman with brown hair tied back, 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 glasses is standing. They are gathered around a wooden table with laptops and white mugs. The scene is indoors, with a lamp and a door visible in the background.

# Thank you.