

# NAHAC

**SOCIAL MEDIA REPORT – JULY 2025**



JUNE SUMMARY

2.7%

ENGAGEMENT  
RATE PER  
IMPRESSION



20%

185

TOTAL ORGANIC  
IMPRESSIONS



16.7%

5

TOTAL  
ENGAGEMENTS


No Change


	May	June	July
	MOM	MOM	MOM
Total Fans	618	618	619
New Followers	0	0	1
Total Published Posts	0	9	10
Engagements	3	5	5
Avg. Engagement Per Impression	1.9%	2.3%	2.7%
Organic Impressions	158	222	185

Facebook Takeaways


- Posting cadence remained steady MOM and we added one additional post this month for a total of 10
- Despite a small drop in organic impressions we saw a slightly higher engagement rate, growing by 20% MOM
- We continued to use the urgent “funds almost gone” message which seemed to resonate with our audience and garner engagement

FACEBOOK TOP POSTS






**Nevada Homeowner Assistance Fund - NAH...**  
Wed 7/30/2025 9:09 am PDT


Real Help. Real Deadline. Mortgage assistance is still available—but not for long. The Nevada Homeowner Assistance Fund is coming to a close, and funds are limited...




<u>Total Engagements</u>	3
<u>Reactions</u>	1
<u>Comments</u>	1
<u>Shares</u>	1
<u>Post Link Clicks</u>	—
<u>Other Post Clicks</u>	0








**Nevada Homeowner Assistance Fund - NAH...**  
Mon 7/28/2025 8:54 am PDT


We are winding down the Nevada Homeowners Assistance Fund. If COVID-19 affected your income and you've fallen behind on mortgage payments, don't wait another minute....




<u>Total Engagements</u>	2
<u>Reactions</u>	1
<u>Comments</u>	0
<u>Shares</u>	1
<u>Post Link Clicks</u>	—
<u>Other Post Clicks</u>	0







**Nevada Homeowner Assistance Fund - NAH...**  
Sat 7/26/2025 11:54 am PDT

Behind on mortgage payments? Facing foreclosure? The Nevada Homeowner Assistance Fund is still here to help—but not for much longer. This program is winding down. Th...



<u>Total Engagements</u>	1
<u>Reactions</u>	0
<u>Comments</u>	0
<u>Shares</u>	1
<u>Post Link Clicks</u>	—
<u>Other Post Clicks</u>	0



Thank you.

