



JUNE SUMMARY

2.7% ENGAGEMENT RATE PER IMPRESSION



20%

185
TOTAL ORGANIC IMPRESSIONS



16.7%

5
TOTAL
ENGAGEMENTS

No Change

BRAINTRUST // 2 NAHAC – JULY 2025

	May	June	July
	МОМ	МОМ	МОМ
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



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...



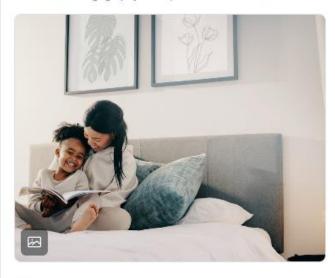
Total Engagements	3
Reactions	.1
Comments	1
Shares	1
Post Link Clicks	-
Other Post Clicks	0
	○ ②



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....



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



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