

APPENDIX G. SOCIAL MEDIA ANALYTICS

AFH on Social Media as of June 28, 2017

March 8 on Facebook:

We are in the process of preparing an Assessment of Fair Housing (AFH), and we need your input. Please join us at 5:30 p.m. on March 14th at [Goodwill Industries of Middle Tennessee, Inc.](#), 937 Herman Street. At the meeting, we'll discuss the purpose of the AFH, review the process and tools for the development of the AFH and take comments on the Citizen Participation Plan. Click below to learn more. (with link)

4,259 People Reached

95 Likes, Comments & Shares

March 8 on Twitter:

We want your input as we prepare an Assessment of Fair Housing (AFH): 5:30pm 3/14 at [@giveit2goodwill](#) 937 Herman St. <http://bit.ly/2lF5WCm>

Impressions: 3,202

Engagements: 21

Engagement Rate: 0.7%

March 8 on LinkedIn:

We are in the process of preparing an Assessment of Fair Housing (AFH), and we need your input. Please join us at 5:30 p.m. on March 14th at Goodwill Industries of Middle Tennessee, Inc., 937 Herman Street. At the meeting, we'll discuss the purpose of the AFH, review the process and tools for the development of the AFH and take comments on the Citizen Participation Plan. Click below to learn more.

Impressions: 159

Clicks: 1

Interactions: 3

Engagement: 2.52%

March 8 on Google Plus:

We are in the process of preparing an Assessment of Fair Housing (AFH), and we need your input. Please join us at 5:30 p.m. on March 14th at Goodwill Industries of Middle Tennessee, Inc., 937 Herman Street. At the meeting, we'll discuss the purpose of the AFH, review the process and tools for the development of the AFH and take comments on the Citizen Participation Plan. Click below to learn more. [#Nashville](#) (with link)

March 14 on Twitter:

Reminder: input needed as we prepare an Assessment of Fair Housing (AFH): 5:30p today
[@giveit2goodwill](#) 937 Herman St <http://bit.ly/2lF5WCm>

Impressions: 1,336

Engagements: 17

Engagement Rate: 1.3%

March 14 on Twitter:

Great turnout & input at tonight's Assessment of Fair Housing meeting at [@giveit2goodwill](#).
[#Nashville](#) [#housing](#)

Impressions: 3,703

Engagements: 26

Engagement Rate: 0.7%

March 31 Post on Facebook:

We are in the process of conducting a joint Assessment of Fair Housing (AFH) with [Metropolitan Government of Nashville and Davidson County](#), and we want your input! On April 5, we will host our first of five public meetings to talk about barriers to housing and opportunity. (with link to more info)

434 People Reached

12 Likes, Comments & Shares

34 Post Clicks

March 31 on Twitter:

We want your input as we conduct a joint Assessment of Fair Housing with [@NashvilleMetGov](#). 1st of 5 mtgs on April 5. <http://bit.ly/2no6Jn6>

Impressions: 489

Engagements: 8

Engagement Rate: 1.6%

March 31 on Google Plus:

We are in the process of conducting a joint Assessment of Fair Housing (AFH) with Metropolitan Government of Nashville & Davidson County, and we want your input! We will host our first of five meetings with the general public to talk about barriers to housing and opportunity, beginning April 5. Click below for more information and a list of the series of meetings. [#Nashville](#) (with link)

April 4 on LinkedIn:

We are in the process of conducting a joint Assessment of Fair Housing (AFH) with Metropolitan Government of Nashville and Davidson County, and we want your input! On April 5, we will host our first of five public meetings to talk about barriers to housing and opportunity. Click below for more information and a schedule of public meetings. (with link)

Impressions: 143
Clicks: 1
Interactions: 1
Engagement: 1.4%

April 5 on Twitter:

Reminder: Our 1st of 5 public meetings on the Assessment of Fair Housing with @NashvilleMetroGov is at 11am today! <http://bit.ly/2no6Jn6>

Impressions: 387
Engagements: 3
Engagement Rate: 0.8%

April 11 Post on Facebook:

We are in the process of conducting a joint Assessment of Fair Housing (AFH) with Metropolitan Government of Nashville and Davidson County, and we want your input! We had an excellent turnout and received great feedback at our first of five community meetings. For more information including a list of the remaining meetings, please click below. (link to more info with photo)

1,005 People Reached
21 Likes, Comments & Shares
64 Post Clicks

April 12 on Twitter:

Reminder: We're conducting a joint Assessment of Fair Housing with @NashvilleMetGov & want your input: <http://bit.ly/2oYOoSO> #Nashville

Impressions: 340
Engagements: 1
Engagement Rate: 0.3%

April 12 on Twitter:

Great turnout & feedback at our 1st of 5 community meetings. #Nashville
[#AssessmentofFairHousing](#) (with photo)

Impressions: 396

Engagements: 11
Engagement Rate: 2.8%

April 12 on LinkedIn:

We are in the process of conducting a joint Assessment of Fair Housing (AFH) with Metropolitan Government of Nashville & Davidson County, and we want your input! We had an excellent turnout and received great feedback at our first of five community meetings. For more information including a list of the remaining meetings, please click below. (photo & link)

Impressions: 144
Clicks: 0
Interactions: 1
Engagement: 0.69%

April 12 on Google Plus:

We are in the process of conducting a joint Assessment of Fair Housing (AFH) with Metropolitan Government of Nashville & Davidson County, and we want your input! We had an excellent turnout and received great feedback at our first of five community meetings. For more information including a list of the remaining meetings, please click below. [#Nashville](#) (with link & photo)

April 18 on Twitter:

Our next public meeting on the Assessment of Fair Housing with @NashvilleMetGov: 5:30pm today at @marthaobryanctr: <http://bit.ly/2oYOoSO>

Impressions: 578
Engagements: 4
Engagement Rate: 0.7%

April 18 on Instagram:

We are in the process of conducting a joint Assessment of Fair Housing (AFH) with Metro Nashville. We had excellent turnout and received great feedback at our first of five community meetings on April 5. We have three meetings this week, and would love to see you there! For more information including a list of meetings, please click on the link on our profile page. #Nashville (with photo)

Likes: 6

April 19 on Twitter:

Our next public meeting on the Assessment of Fair Housing with @NashvilleMetGov is at 5pm today at @conexion_tn: <http://bit.ly/2oYOoSO>

Impressions: 413
Engagements: 6
Engagement Rate: 1.5%

April 20 on LinkedIn:

Our fifth and final community meeting on the Assessment of Fair Housing (AFH) with Metropolitan Government of Nashville & Davidson County is this Saturday. We hope you will join us at 10 a.m. on April 22 at 50 Vantage Way in Nashville.

Impressions: 167
Clicks: 2
Interactions: 1
Engagement: 1.8%

April 21 on Twitter:

5th & final public meeting on the Assessment of Fair Housing with @NashvilleMetGov: 10am 4/22 at @UrbanLeagueULMT: <http://bit.ly/2oYOoSO>

Impressions: 521
Engagements: 2
Engagement Rate: 0.4%

April 21 on Google Plus:

Our fifth and final community meeting on the Assessment of Fair Housing (AFH) with Metropolitan Government of Nashville and Davidson County is at 10 a.m. tomorrow (Saturday, April 22). We hope you will join us at Urban League of Middle Tennessee at 50 Vantage Way. For more information, click here: <http://bit.ly/2oRZRIY> #Nashville

April 22 on Twitter:

Reminder: Final public meeting on the Assessment of Fair Housing with @NashvilleMetGov at 10am at @UrbanLeagueULMT: <http://bit.ly/2oYOoSO>

Impressions: 305
Engagements: 0
Engagement Rate: 0.0%

May 31 on Facebook:

MDHA has prepared a joint Assessment of Fair Housing (AFH) with Metro Nashville, and the draft is now available for public examination and comment. During the public comment period, MDHA will host five public hearings on the draft, with the first meeting taking place at 5:30 p.m. June 1,

2017. For more information, including the dates, times and locations of all meetings, please click below. (with link)

525 People Reached

11 Likes, Comments & Shares

45 Post Clicks

May 31 on Twitter:

Draft of joint Assessment of Fair Housing w/ [@MetroNashville](#) is available for comment & 5 public mtgs are scheduled: <http://bit.ly/2lF5WCm>

Impressions: 323

Engagements: 1

Engagement Rate: 0.3%

May 31 on LinkedIn:

MDHA has prepared a joint Assessment of Fair Housing (AFH) with Metro Nashville, and the draft is now available for public examination and comment. During the public comment period, MDHA will host five public hearings on the draft. For more information, including the dates and times of those meetings, please click below.

Impressions: 111

Clicks: 0

Interactions: 0

Engagement: 0%

May 31 on Google Plus:

MDHA has prepared a joint Assessment of Fair Housing (AFH) with Metro Nashville, and the draft is now available for public examination and comment. During the public comment period, MDHA will host five public hearings on the draft. For more information, including the dates and times of those meetings, please click below. [#Nashville](#)

June 6 on Twitter:

Reminder: next meeting on draft of joint Assessment of Fair Housing with [@MetroNashville](#) is at 5:30pm tonight (6/6) at 4000 Clarksville Pike

Impressions: 607

Engagements: 1

Engagement Rate: 0.2%

June 8 on Twitter:

Great turnout at Tuesday's meeting on the draft of the joint Assessment of Fair Housing with [@MetroNashville](#).

Impressions: 984

Engagements: 2

Engagement Rate: 0.2%

June 8 on Twitter:

Reminder: Our next meeting on the joint Assessment of Fair Housing with [@MetroNashville](#) is at 6pm tonight (6/8) at 206 Gallatin Rd. Join us!

Impressions: 399

Engagements: 0

Engagement Rate: 0.0%

June 12 on LinkedIn:

We had an excellent turnout at last Tuesday's meeting on the draft of the joint Assessment of Fair Housing with Metro Nashville. Our fourth public hearing is scheduled for Tuesday, June 13, after our 11:30 a.m. Board Meeting at 701 South Sixth St. For more information including a list of other meetings, click here: <https://lnkd.in/eSqCdnq> (with photo)

Impressions: 166

Clicks: 0

Interactions: 1

Engagement: 0.6%

June 12 on Instagram:

We had an excellent turnout at last Tuesday's meeting on the draft of the joint Assessment of Fair Housing with Metro Nashville. Our fourth public hearing is scheduled for Tuesday, June 13, after our 11:30 a.m. Board Meeting at 701 South Sixth St. For more information including a list of other meetings, please click on the link in our bio. #Nashville (with photo)

15 likes

2 comments

June 21 on Facebook:

MDHA has prepared a joint Assessment of Fair Housing (AFH) with [Metro Nashville](#). The public comment period on the AFH draft has been extended to noon July 10, 2017, and a sixth public hearing has been added and scheduled for 10 a.m. Saturday, June 24, 2017 at 1433 Jo Johnston Ave. For more information, please click below. (with link)

245 People Reached
3 Likes, Comments & Shares
12 Post Clicks

June 21 on Twitter:

A 6th public hearing on the draft of the Assessment of Fair Housing (AFH) has been added & scheduled for 10am 6/24 at 1433 Jo Johnston Ave.

Impressions: 197
Engagements: 0
Engagement Rate: 0.0%

June 21 on Twitter:

The public comment period on the draft of the Assessment of Fair Housing has been extended to noon 7/10 <http://bit.ly/2lF5WCm> #Nashville

Impressions: 184
Engagements: 3
Engagement Rate: 1.6%

June 21 on LinkedIn:

MDHA has prepared a joint Assessment of Fair Housing (AFH) with +Metro Nashville. The public comment period on the AFH draft has been extended to noon July 10, 2017, and a sixth public hearing has been added and scheduled for 10 a.m. Saturday, June 24, 2017 at 1433 Jo Johnston Ave. For more information, please click below. https://lnkd.in/d6tw_C9

Impressions: 154
Clicks: 1
Interactions: 0
Engagement: 0.65%

June 21 on Google Plus:

MDHA has prepared a joint Assessment of Fair Housing (AFH) with +[Metro Nashville](#). The public comment period on the AFH draft has been extended to noon July 10, 2017, and a sixth public hearing has been added and scheduled for 10 a.m. Saturday, June 24, 2017 at 1433 Jo Johnston Ave. For more information, please click below. (with link)