



TDHCA Outreach and Media Analysis, July 2025

A compilation of TDHCA media analysis designed to enhance the awareness of TDHCA programs and services among key stakeholder groups and the general public, and outreach activities, such as trainings and webinars. The following is an analysis of print, online and broadcast news, and social media reporting for the time period of July 1-31, 2025 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 51

Breakdown by Medium:¹

- Print: 11 (Editorials/Columnists = 1)
- Broadcast: 17
- Trade, Government or Internet-Based Publications: 23

Figure 1 News Tone

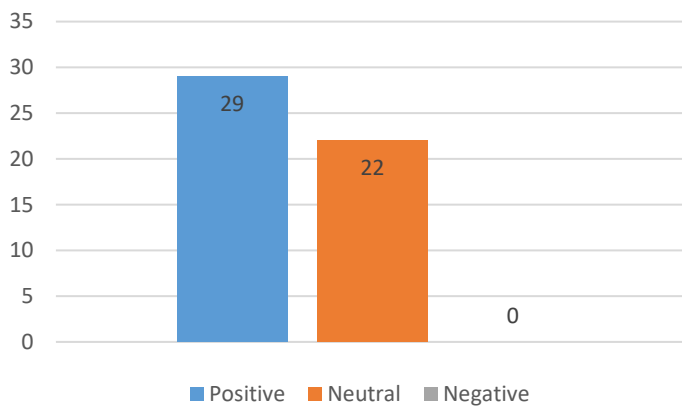
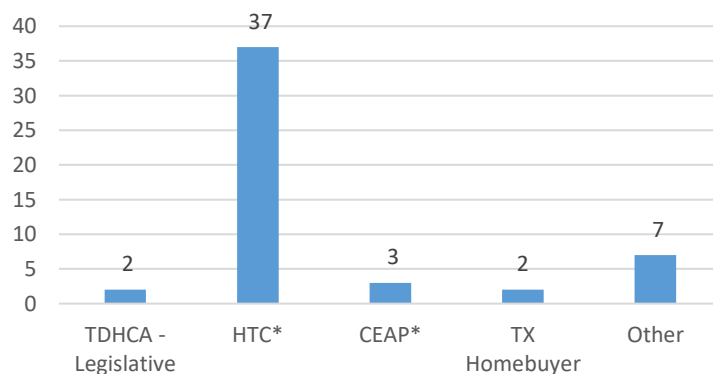
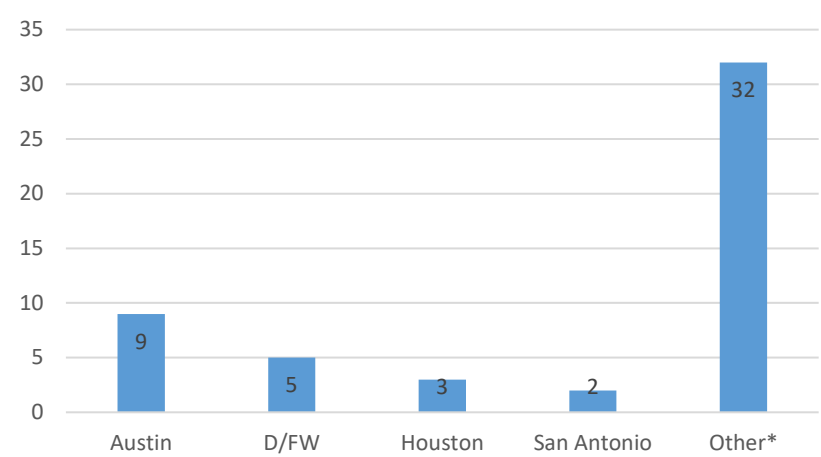


Figure 2 News Topic²



¹ Broadcast numbers may represent times in which TDHCA was referenced on a television or radio station's website, rather than in a broadcast segment. ² News Topics: Programs include Housing Tax Credit, Comprehensive Energy Assistance Program.

Figure 3 Media Market

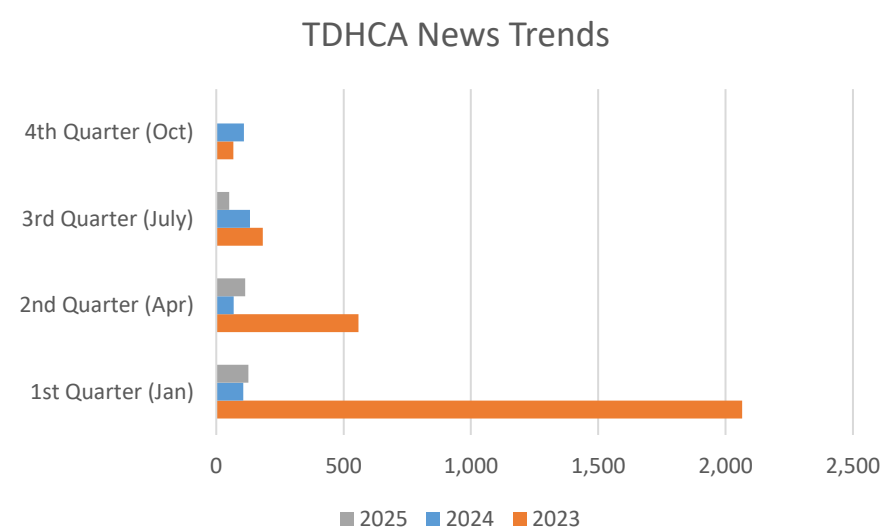


Summary:

Reporting on TDHCA activities by the news media totaled 51 references in July 2025. The Governor Abbott press release issued for TDHCA’s 2025 9% HTC award cycle dominated the news cycle.


News mentions during the month were lower than July 2024 (63 total). Please note, July flooding events around the state dominated the overall news cycle, and may be a factor in the lower TDHCA news mentions.

The following table illustrates the number of news mentions during each month or quarter of 2025 compared to 2024 and 2023. Through the first month of the third quarter of 2025 (July-September), total news mentions tracked higher (280 total) compared to the number of mentions during the same timeframe of 2024 (238 total), but lower than 2023 (2,715 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating and accepting applications in 2023; however, news mentions in 2025 are tracking higher than 2019 (pre-pandemic), which totaled 124 articles through the same timeframe.




Social media:

Through July 2025, TDHCA has 3,731 followers to its X account and 7,723 fans to its Facebook page. TDHCA's YouTube channel had 5,541 views in July. The following is a summary analysis of TDHCA's efforts to inform stakeholders and the public on federal and state resources, initiatives, and programs.

					
Month/Yr	Posts	Clicks	Engagements	Shared posts	Reactions
January 2025	48	0	57 (includes Comments)	4	50
February 2025	39	0	18 (includes Comments)	3	12
March 2025	59	0	60 (includes Comments)	1	53
April 2025	47	0	46 (includes Comments)	2	40
May 2025	45	0	12 (includes Comments)	1	8
June 2025	72	0	27 (includes Comments)	4	19
July 2025	99	17	54 (includes Comments)	5	44

* Clicks = number of times an individual clicked on a link provided in a post; however, FB only tracks clicks for posts that reach a minimum engagement level of 30. Engagements = any action a person takes on our post including shares, comments and reactions.

					
Month/Yr	Posts	Clicks	Engagements	Retweets	Liked posts
January 2025	45	0	10	2	6
February 2025	42	11	9	1	3
March 2025	57	0	7	2	5
April 2025	47	0	3	1	2
May 2025	45	0	2	0	2
June 2025	72	0	3	0	2
July 2025	100	29	9 (includes Replies)	1	6

* Clicks = number of times an individual clicked on a link provided in a post. Engagements = any action a person takes on our post












Month	Views	Watch time (hours)	Avg. view duration	Avg. % viewed	Unique viewers
January 2025	6,118	521.9	5:07	17.6%	5,158
February 2025	4,979	471.4	5:40	15.8%	4,066
















March 2025	5,471	405.6	4:26	15.1%	4,553
April 2025	5,867	563.5	5:45	18.1%	4,715
May 2025	4,886	487.3	5:59	21.2%	3,897
June 2025	6,345	496.2	4:41	20.4%	5,355
July 2025	5,541	539.5	5:50	21.0%	4,630

Understanding the YouTube Analytics

- **Views:** number of times your videos were viewed
- **Watch Time:** total number of hours your videos were watched by viewers
- **Average View Duration:** total watch time of your video divided by the total number of video plays, including replays. This metric measures your video's ability to engage viewers. The higher the view duration, the more engaging the videos.
- **Average Pct Viewed:** the percent of each video the average viewer watched. It measures your video's ability to hold viewers' attention for its entirety. YouTube generally rewards videos that can hold people's attention with higher search and recommendation rankings.
- **Unique viewers:** the estimated number of individuals who watch your videos over a certain period of time. It helps determine the size of our audience.

Top 25 videos for July 2025

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/> Total		5,541	539.5	5:50	21.0%	4,630
<input type="checkbox"/>  3:24	Help For Texans	4,037 72.9%	105.2 19.5%	1:33	46.0%	3,738 80.7%
<input type="checkbox"/>  0:52	Texas Homebuyer Program introduction	288 5.2%	3.6 0.7%	0:45	87.2%	280 6.1%
<input type="checkbox"/>  5:43:58	Income Determination Training Webinar - Jan. 4, 2024	73 1.3%	95.0 17.6%	1:18:04	22.7%	29 0.6%
<input type="checkbox"/>  4:48:58	Income Determination Training	56 1.0%	14.2 2.6%	15:15	5.3%	40 0.9%
<input type="checkbox"/>  1:35:29	Housing Opportunity Through Modernization Act of 20...	44 0.8%	19.8 3.7%	26:58	28.2%	38 0.8%
<input type="checkbox"/>  1:47:05	Assets and the Changes from HOTMA	44 0.8%	12.1 2.2%	16:30	15.4%	32 0.7%
<input type="checkbox"/>  1:44:37	Reasonable Accommodations and the Fair Housing Ac...	36 0.7%	8.2 1.5%	13:43	13.1%	28 0.6%
<input type="checkbox"/>  1:38:54	Office Hours - NSPIRE	36 0.7%	12.7 2.4%	21:08	21.4%	31 0.7%
<input type="checkbox"/>  1:13:46	2025 Income Determination Training Lunch & Learn: Th...	31 0.6%	8.2 1.5%	15:56	21.6%	26 0.6%

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/>  1:32:18	Let's Talk About Forms	30 0.5%	14.9 2.8%	29:53	32.4%	19 0.4%
<input type="checkbox"/>  1:19:05	Transfers and Household Additions Training	28 0.5%	9.8 1.8%	20:54	26.4%	24 0.5%
<input type="checkbox"/>  1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas	28 0.5%	4.0 0.7%	8:30	8.1%	20 0.4%
<input type="checkbox"/>  1:42:33	Fair Housing 101: An Overview of Fair Housing in Texa...	28 0.5%	4.2 0.8%	9:03	8.8%	25 0.5%
<input type="checkbox"/>  1:19:11	Monitoring Reviews: Beginning to End	27 0.5%	11.0 2.0%	24:21	30.8%	17 0.4%
<input type="checkbox"/>  1:31:25	Supportive Services, LURA discussion webinar	26 0.5%	16.1 3.0%	37:04	40.6%	15 0.3%
<input type="checkbox"/>  2:46:29	Tax Exempt Bond Program (BOND) Training	26 0.5%	9.1 1.7%	20:56	12.6%	21 0.5%
<input type="checkbox"/>  1:26:00	2025 Income Determination Training Lunch & Learn: C...	25 0.5%	8.0 1.5%	19:07	22.3%	17 0.4%
<input type="checkbox"/>  1:42:33	Common Issues of Noncompliance Training	24 0.4%	9.3 1.7%	23:08	22.6%	20 0.4%
<input type="checkbox"/>  1:04:27	Frequently Asked Questions about Utility Allowances	22 0.4%	0.9 0.2%	2:20	3.6%	18 0.4%
<input type="checkbox"/>  1:14:55	2025 Income Determination Training "Lunch and Learn":...	22 0.4%	8.0 1.5%	21:51	29.2%	17 0.4%
<input type="checkbox"/>  1:28:59	IDT Lunch & Learn: Calculating Common Assets	21 0.4%	5.1 1.0%	14:36	16.4%	20 0.4%
<input type="checkbox"/>  1:39:07	Utility Allowance Training - July 6, 2023	20 0.4%	3.5 0.7%	10:28	10.6%	15 0.3%
<input type="checkbox"/>  1:25:32	811 PRA: Maintaining Compliance with Unit Vacancy a...	19 0.3%	14.2 2.6%	44:56	52.5%	8 0.2%
<input type="checkbox"/>  1:25:24	Adjusted Income Webinar - Jan. 12, 2024	16 0.3%	13.9 2.6%	52:18	61.2%	5 0.1%
<input type="checkbox"/>  1:17:01	IDT Lunch & Learn: Special Circumstances for Income	16 0.3%	4.5 0.8%	16:47	21.8%	14 0.3%

TDHCA Outreach July 2025

A compilation of outreach activities such as meetings, trainings and webinars.

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	July 2	Lunch and Learn Session 4: Income Special Circumstances	255
Legal	July 2	Fair Housing Summit/Violence Against Women Act 2022 Update	50
Compliance	July 9	Lunch and Learn Session 5: Calculating Common Assets	213
Community Affairs/CEAP/CSBG	July 10	Onsite Training Session/ STDC	15
Community Affairs/CEAP	July 14	Onsite Training Session/ Multiple Subs	20

Compliance	July 17	Lunch and Learn Session 6: Calculating Uncommon Assets	204
Community Affairs/CEAP	July 20	Virtual Training Session/ Multiple Subs	20
Compliance	July 21-23	Texas Affiliation of Affordable Housing Providers (TAAHP) Conference	100+
Community Affairs/CEAP/CSBG	July 21	Onsite Training Session/CFW	10
Community Affairs/CEAP/CSBG	July 22	Onsite Training Session/CFW	10
Housing Resource Center/Legal	July 22	Fair Housing Seminar at the TAAHP Conference	100+
Community Affairs/CEAP/CSBG	July 23	Onsite Training Session/CFW	10
Compliance	July 23	Lunch and Learn Session 7: Calculating Real Estate and Disposed of Assets	192
Community Affairs/WAP	July 30	Virtual Training Session/Multiple Subs	20+
Compliance	July 31	Lunch and Learn Session 8: Case Study on Calculations	177