



TDHCA Outreach and Media Analysis, February 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 February 1-28, 2025 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 68

Breakdown by Medium:¹

- Print: 15 (Editorials/Columnists = 0)
- Broadcast: 17
- Trade, Government or Internet-Based Publications: 36

Figure 1 News Tone

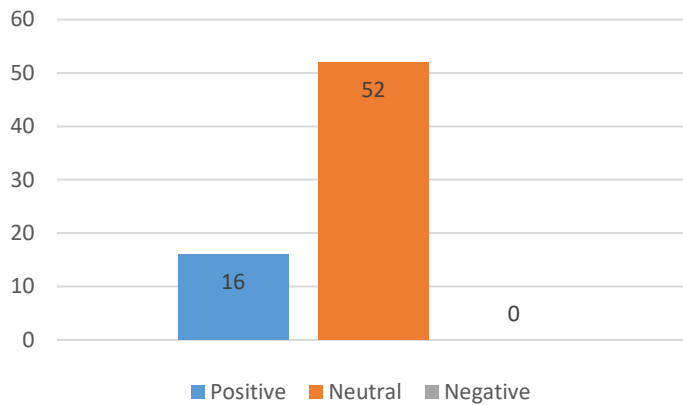
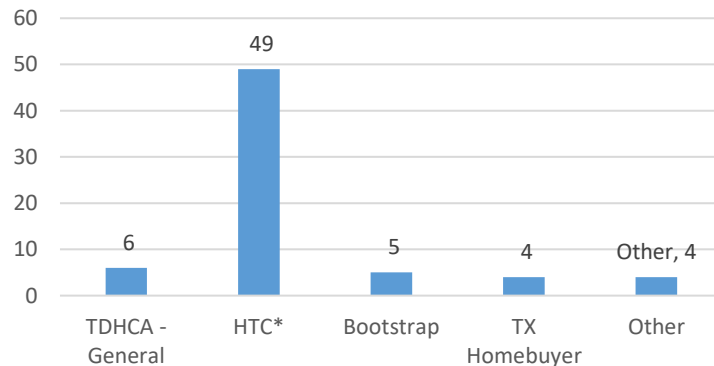
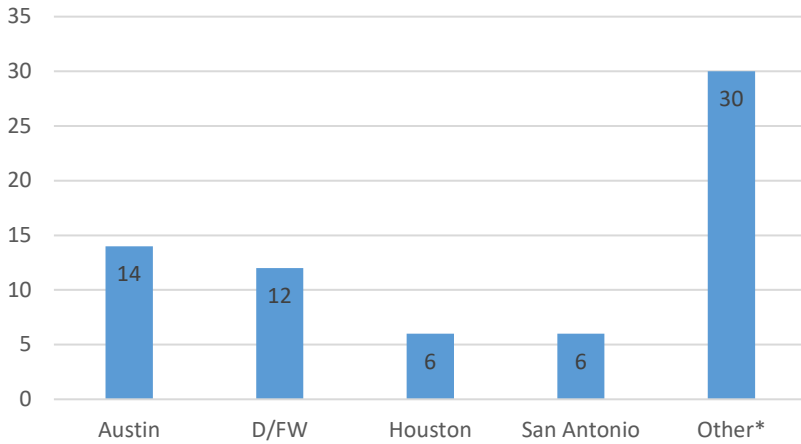


Figure 2 News Topic²



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.

Figure 3 Media Market



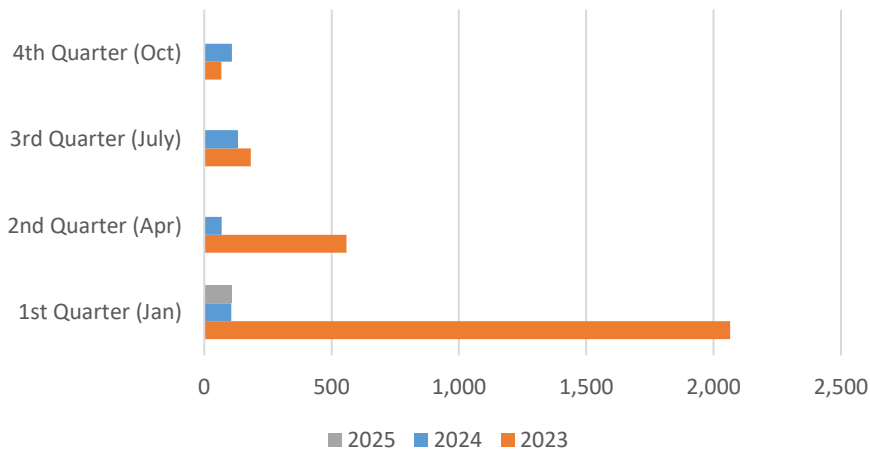
Summary:

Reporting on TDHCA activities by the news media totaled 68 references in February 2025. TDHCA’s Housing Tax Credit programs dominated the news cycle with most regarding city council support of 2025 9% HTC applications. Historically, the 9% HTC award cycle features heavily in news articles around the state in February. There were also reprints of TDHCA-issued press releases, including mentions of the Bootstrap Loan Program’s 25th anniversary.

News mentions during the month were higher than February 2024 (48 total).


The following table illustrates the number of news mentions during each month or quarter of 2025 compared to 2024 and 2023. For the beginning of the first quarter of 2025 (January - March), total news mentions tracked slightly higher (109 total) compared to the number of mentions during the same timeframe of 2024 (106 total), but lower than 2023 (420 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating and accepting applications in 2023.

TDHCA News Trends




Social media:

Through February 2025, TDHCA has 3,674 followers to its X account and 7,650 fans to its Facebook page. TDHCA’s YouTube channel had 4,979 views in February. 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

* 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

* 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

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 February 2025

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/>	Total	4,979	471.4	5:40	15.8%	4,066
<input type="checkbox"/>	 3:24 Help for Texans (English)	3,160 63.5%	85.1 18.1%	1:36	47.5%	2,916 71.7%
<input type="checkbox"/>	 0:52 Texas Homebuyer Program introduction	467 9.4%	5.8 1.2%	0:44	85.9%	453 11.1%
<input type="checkbox"/>	 4:48:58 Income Determination Training	152 3.1%	58.5 12.4%	23:05	8.0%	74 1.8%
<input type="checkbox"/>	 5:43:58 Income Determination Training Webinar - Jan. 4, 2024	95 1.9%	95.0 20.2%	1:00:01	17.5%	50 1.2%
<input type="checkbox"/>	 1:42:56 Reasonable Accommodations and Accessibility – Fair ...	68 1.4%	0.4 0.1%	0:18	0.3%	64 1.6%
<input type="checkbox"/>	 1:38:54 Office Hours - NSPIRE	57 1.1%	19.4 4.1%	20:22	20.6%	32 0.8%
<input type="checkbox"/>	 1:07:13 2024 Emergency Solutions Grants (ESG) Application S...	49 1.0%	3.5 0.8%	4:18	6.4%	38 0.9%
<input type="checkbox"/>	 45:26 TEMAP Implementation Workshop - June 8, 2021	48 1.0%	0.4 0.1%	0:32	1.2%	42 1.0%
<input type="checkbox"/>	 1:47:05 Assets and the Changes from HOTMA	46 0.9%	19.1 4.1%	24:56	23.3%	35 0.9%
<input type="checkbox"/>	 1:35:29 Housing Opportunity Through Modernization Act of 20...	40 0.8%	8.8 1.9%	13:14	13.9%	33 0.8%
<input type="checkbox"/>	 1:58:46 Multifamily Compliance: Online Reporting, USR and AO...	40 0.8%	10.0 2.1%	15:02	12.7%	24 0.6%
<input type="checkbox"/>	 1:04:27 Frequently Asked Questions about Utility Allowances	35 0.7%	4.3 0.9%	7:26	11.5%	34 0.8%
<input type="checkbox"/>	 2:38:56 Updated HOTMA Training - Oct. 13, 2023	33 0.7%	32.8 7.0%	59:40	37.6%	15 0.4%
<input type="checkbox"/>	 19:17 TEMAP Monthly Reporting Webinar for Part C Program...	28 0.6%	0.3 0.1%	0:33	2.9%	24 0.6%
<input type="checkbox"/>	 1:36:03 New Owner Training	28 0.6%	5.1 1.1%	11:00	11.5%	25 0.6%
<input type="checkbox"/>	 7:07 Accessing Texas Department of Aging and Disability S...	25 0.5%	1.0 0.2%	2:27	34.6%	25 0.6%
<input type="checkbox"/>	 51:36 2024 Emergency Solutions Grants (ESG) Implementati...	24 0.5%	2.4 0.5%	5:59	11.6%	14 0.3%
<input type="checkbox"/>	 1:45:18 Fair Housing 101: The Basics of Fair Housing in Texas	23 0.5%	5.3 1.1%	13:55	13.2%	19 0.5%
<input type="checkbox"/>	 2:46:29 Tax Exempt Bond Program (BOND) Training	17 0.3%	7.2 1.5%	25:20	15.2%	13 0.3%
<input type="checkbox"/>	 1:32:18 Let's Talk About Forms	17 0.3%	3.3 0.7%	11:43	12.7%	16 0.4%
<input type="checkbox"/>	 3:07 Fair Housing in Texas	17 0.3%	0.5 0.1%	1:55	61.6%	14 0.3%
<input type="checkbox"/>	 1:36:31 New Monitor Review Questionnaire / Office Hours	17 0.3%	6.0 1.3%	21:20	22.1%	9 0.2%
<input type="checkbox"/>	 1:25:16 Acquisition and Rehab Funding Requirements, Office H...	16 0.3%	5.9 1.3%	22:04	25.9%	12 0.3%
<input type="checkbox"/>	 4:09 Reasonable Accommodations in Texas	16 0.3%	0.6 0.1%	2:11	52.7%	12 0.3%
<input type="checkbox"/>	 1:45:17 Utility Allowance Webinar/Office Hours	16 0.3%	3.5 0.8%	13:18	12.6%	15 0.4%

TDHCA Outreach February 2025

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	Feb. 7	Office Hours with a New Owners Training	81
Housing Resource Center	Feb. 18	TICH (Texas Interagency Council for the Homeless)	19
HOME ARP	Feb. 20	NCO NOFA	21