



TDHCA Outreach and Media Analysis, November 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 November 1-30, 2025 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 61

Breakdown by Medium:¹

- Print: 8 (Editorials/Columnists = 0)
- Broadcast: 31
- Trade, Government or Internet-Based Publications: 22

Figure 1 News Tone

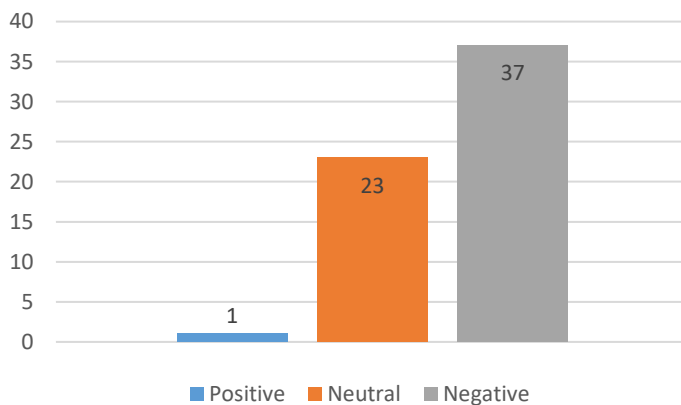
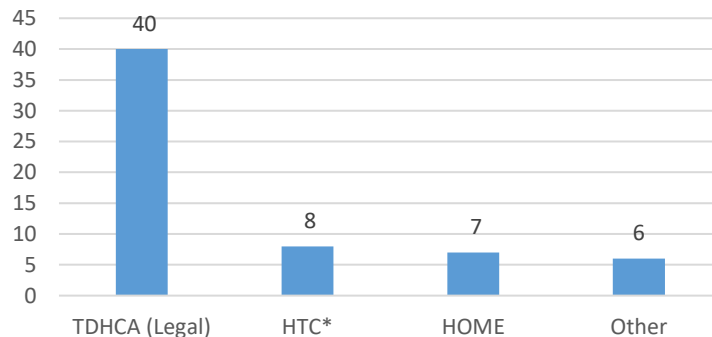
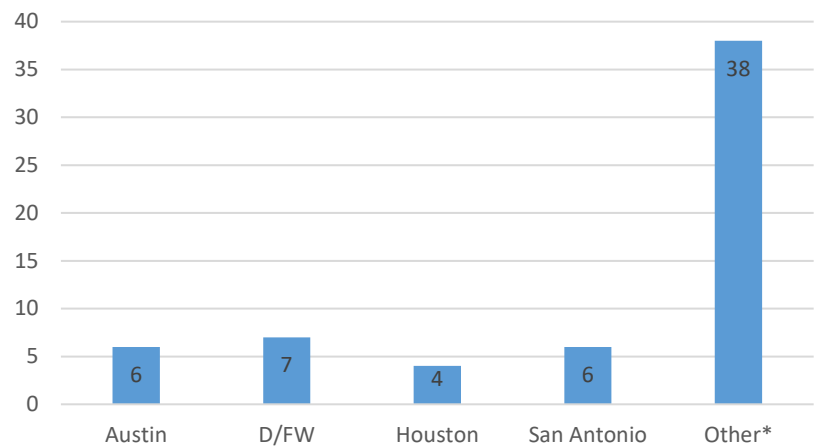


Figure 2 News Topic²



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



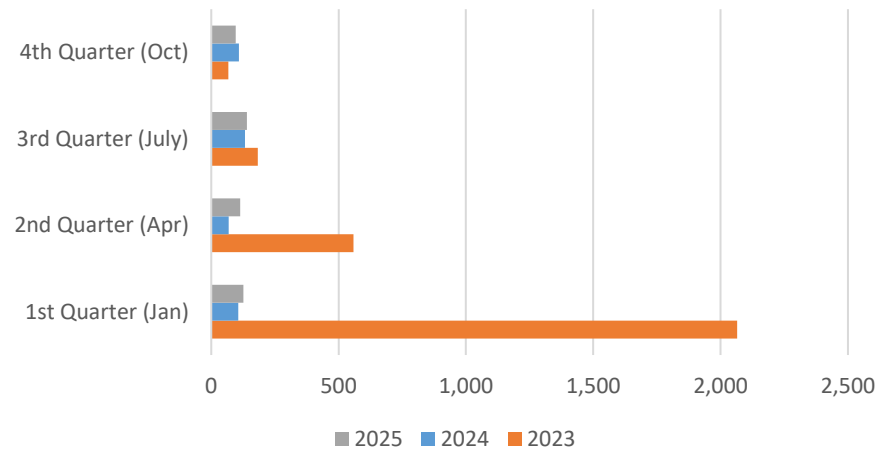
Summary:

Reporting on TDHCA activities by the news media totaled 61 references in November 2025. Most of the references were negative in tone and related to a Texas Attorney General press release, issued in late November, that announced a lawsuit against TDHCA for having rules requiring that religious organizations providing services under particular TDHCA housing programs cannot use these program funds to pay for religious worship or recruitment (proselytizing).

News mentions during the month were higher than November 2024 (21 total).


The following table illustrates the number of news mentions during each month or quarter of 2025 compared to 2024 and 2023. Through the second month of the fourth quarter of 2025 (October through December), total news mentions tracked higher (475 total) compared to the number of mentions during the same timeframe of 2024 (373 total), but lower than 2023 (2,850 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating in 2023; however, news mentions in 2025 are tracking much higher than 2019 (pre-pandemic), which totaled 195 articles through the same timeframe.

TDHCA News Trends




Social media:

Through November 2025, TDHCA has 3,734 followers to its X account and 7,764 fans to its Facebook/Meta page. TDHCA's YouTube channel had 4,235 views in November. 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 |
| August 2025 | 14 | 11 | 35 (includes Comments) | 3 | 23 |
| September 2025 | 67 | 27 | 18 (includes Comments) | 1 | 16 |
| October 2025 | 65 | 2 | 18 (includes Comments) | 1 | 16 |
| November 2025 | 71 | 0 | 27 (includes Comments) | 5 | 19 |

* 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 |
| August 2025 | 10 | 28 | 2 | 1 | 1 |
| September 2025 | 65 | 27 | 11 | 0 | 0 |
| October 2025 | 65 | 22 | 7 | 1 | 4 |
| November 2025 | 69 | 12 | 13 | 1 | 11 |

* 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 |
| August 2025 | 5,618 | 614.8 | 6:33 | 21.3% | 4,509 |
| September 2025 | 5,528 | 566.3 | 6:08 | 19.7% | 4,475 |
| October 2025 | 3,672 | 514.0 | 8:23 | 17.2% | 2,822 |
| November 2025 | 4,235 | 404.5 | 5:43 | 15.8% | 3,438 |

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 November 2025

| Content | | | | | | | | | |
|--------------------------|--|--------------|-------|--------------------|-------|-----------------------|-------|---------------------------|-------|
| Duration | Publish date | Views ↓ | | Watch time (hours) | | Average view duration | | Average percentage viewed | |
| Unique viewers | | | | | | | | | |
| <input type="checkbox"/> | Total | 4,235 | | 404.5 | | 5:43 | | 15.8% | |
| <input type="checkbox"/> |  3:24 Help For Texans | 2,913 | 68.8% | 75.7 | 18.7% | 1:33 | 45.9% | 2,759 | 80.3% |
| <input type="checkbox"/> |  0:52 Texas Homebuyer Program introduction | 95 | 2.2% | 1.2 | 0.3% | 0:44 | 85.8% | 94 | 2.7% |
| <input type="checkbox"/> |  5:12:47 2025 Income Determination Training | 80 | 1.9% | 26.1 | 6.5% | 19:33 | 6.3% | 44 | 1.3% |
| <input type="checkbox"/> |  1:42:33 Fair Housing 101: An Overview of Fair Housing in Texa... | 50 | 1.2% | 10.8 | 2.7% | 12:55 | 12.6% | 41 | 1.2% |
| <input type="checkbox"/> |  4:09 Reasonable Accommodations in Texas | 45 | 1.1% | 1.0 | 0.2% | 1:19 | 31.8% | 32 | 0.9% |
| <input type="checkbox"/> |  6:18 Assistance Animals in Texas | 45 | 1.1% | 1.3 | 0.3% | 1:46 | 28.2% | 32 | 0.9% |
| <input type="checkbox"/> |  5:43:58 Income Determination Training Webinar - Jan. 4, 2024 | 42 | 1.0% | 58.0 | 14.3% | 1:22:52 | 24.1% | 18 | 0.5% |
| <input type="checkbox"/> |  4:48:58 Income Determination Training | 34 | 0.8% | 8.4 | 2.1% | 14:46 | 5.1% | 20 | 0.6% |
| <input type="checkbox"/> |  1:45:18 Fair Housing 101: The Basics of Fair Housing in Texas | 27 | 0.6% | 3.6 | 0.9% | 8:04 | 7.7% | 15 | 0.4% |
| <input type="checkbox"/> |  1:13:46 2025 Income Determination Training Lunch & Learn: T... | 26 | 0.6% | 9.9 | 2.5% | 22:49 | 30.9% | 19 | 0.6% |
| <input type="checkbox"/> |  1:26:00 2025 Income Determination Training Lunch & Learn: C... | 25 | 0.6% | 9.2 | 2.3% | 21:58 | 25.6% | 19 | 0.6% |
| <input type="checkbox"/> |  1:47:05 Assets and the Changes from HOTMA | 23 | 0.5% | 2.7 | 0.7% | 7:04 | 6.6% | 18 | 0.5% |
| <input type="checkbox"/> |  1:32:18 Let's Talk About Forms | 22 | 0.5% | 5.4 | 1.3% | 14:40 | 15.9% | 17 | 0.5% |
| <input type="checkbox"/> |  2:43:06 811 PRA Certifications Training | 21 | 0.5% | 0.5 | 0.1% | 1:28 | 0.9% | 10 | 0.3% |
| <input type="checkbox"/> |  2:46:29 Tax Exempt Bond Program (BOND) Training | 21 | 0.5% | 10.7 | 2.6% | 30:29 | 18.3% | 10 | 0.3% |
| <input type="checkbox"/> |  1:25:32 811 PRA: Maintaining Compliance with Unit Vacancy a... | 21 | 0.5% | 15.3 | 3.8% | 43:48 | 51.2% | 9 | 0.3% |
| <input type="checkbox"/> |  1:44:37 Reasonable Accommodations and the Fair Housing Ac... | 21 | 0.5% | 1.9 | 0.5% | 5:29 | 5.3% | 15 | 0.4% |
| <input type="checkbox"/> |  1:42:33 Common Issues of Noncompliance Training | 21 | 0.5% | 6.5 | 1.6% | 18:39 | 18.2% | 15 | 0.4% |
| <input type="checkbox"/> |  1:38:54 Office Hours - NSPIRE | 21 | 0.5% | 6.9 | 1.7% | 19:39 | 19.9% | 18 | 0.5% |
| <input type="checkbox"/> |  1:40:33 811 Certification Webinar 3 | 19 | 0.5% | 3.1 | 0.8% | 9:42 | 9.7% | 11 | 0.3% |
| <input type="checkbox"/> |  1:19:21 IDT Lunch & Learn: Putting it all Together - The Income ... | 19 | 0.5% | 4.2 | 1.0% | 13:11 | 16.6% | 17 | 0.5% |
| <input type="checkbox"/> |  2:49:57 Students: Eligibility and Income | 18 | 0.4% | 5.3 | 1.3% | 17:39 | 10.4% | 13 | 0.4% |
| <input type="checkbox"/> |  1:31:25 Supportive Services, LURA discussion webinar | 17 | 0.4% | 8.0 | 2.0% | 28:15 | 30.9% | 13 | 0.4% |
| <input type="checkbox"/> |  1:21:07 Service Animals, Emotional Support Animals and the F... | 17 | 0.4% | 0.5 | 0.1% | 1:45 | 2.2% | 14 | 0.4% |
| <input type="checkbox"/> |  1:19:05 Transfers and Household Additions Training | 17 | 0.4% | 3.4 | 0.8% | 12:00 | 15.2% | 14 | 0.4% |

TDHCA Outreach November 2025

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

| Department | Meeting Date | Meeting Title | Attendees (includes organizer) |
|-------------------------|---------------------|---|---------------------------------------|
| Community Affairs/CSBG | Nov. 3 | Onsite Training Session/Multiple Subs | 10+ |
| Compliance | Nov. 4 | Single Family HOME with HOTMA training | 53 |
| Community Affairs/CSBG | Nov. 4 | Onsite Training Session/Multiple Subs | 10+ |
| Community Affairs/CSBG | Nov. 5 | Onsite Training Session/Multiple Subs | 10+ |
| Compliance | Nov. 5 | 811 Certifications under HOTMA training | 102 |
| Compliance | Nov. 12 | 811 Certifications under HOTMA training | 90 |
| Housing Resource Center | Nov. 13 | Reasonable Accommodations Refresher | 91 |
| Housing Resource Center | Nov. 18 | Assistance Animals Refresher | 53 |
| Community Affairs/CSBG | Nov. 19 | Virtual Training Session/Multiple Subs | 180+ |
| Housing Resource Center | Nov. 20 | Affirmative Marketing Training | 92 |
| Community Affairs/CSBG | Nov. 20 | Virtual Training Session/Multiple Subs | 11 |