



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

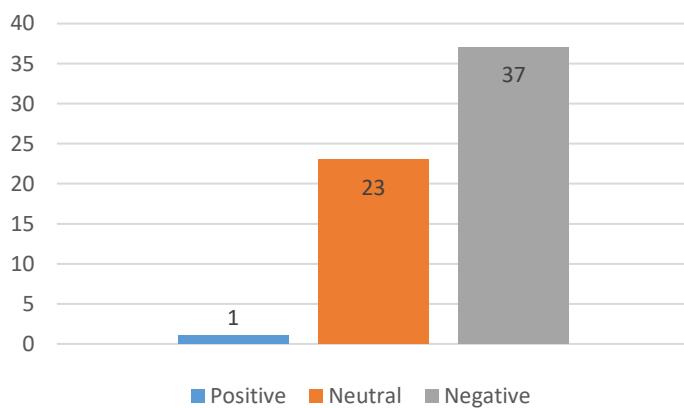
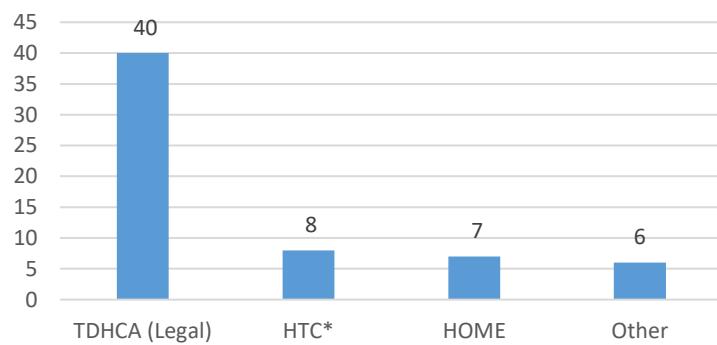
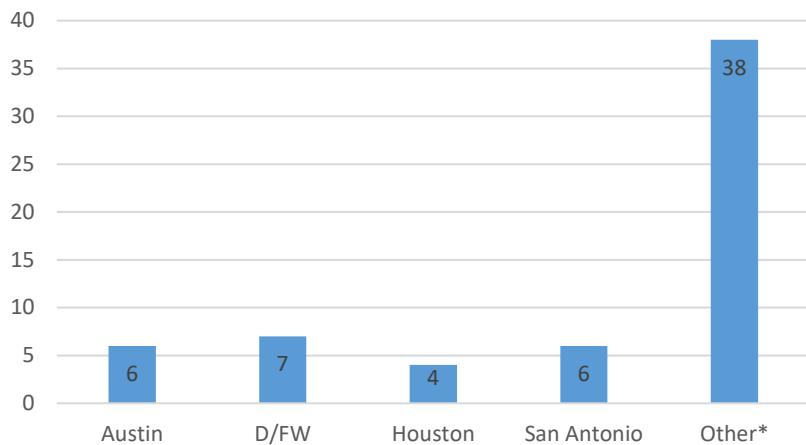


Figure 2 News Topic²



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



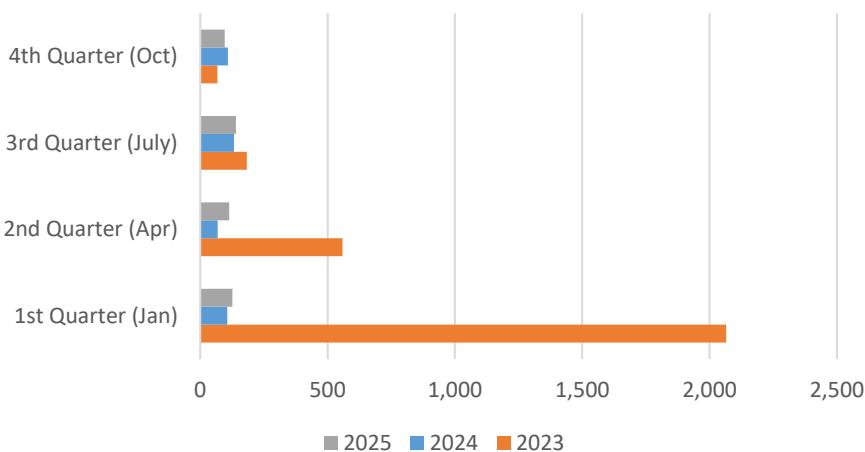
Summary:

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%	3,438
<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