



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

Total number of articles referencing TDHCA: 25

Breakdown by Medium:¹

- Print: 6 (Editorials/Columnists = 0)
- Broadcast: 6
- Trade, Government or Internet-Based Publications: 13

Figure 1 News Tone

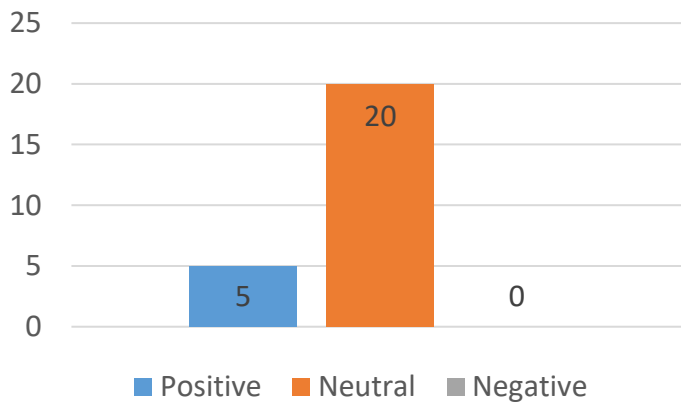
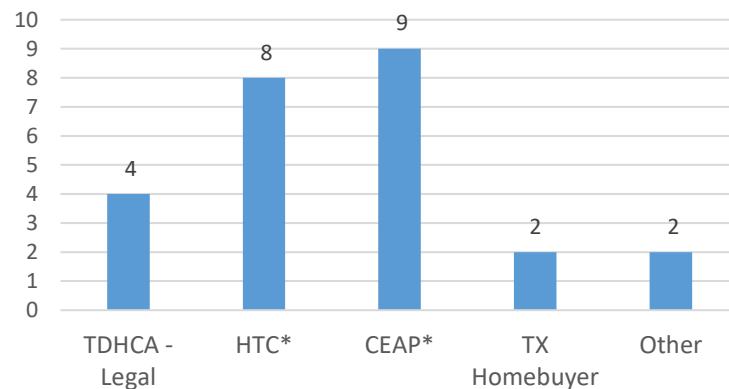
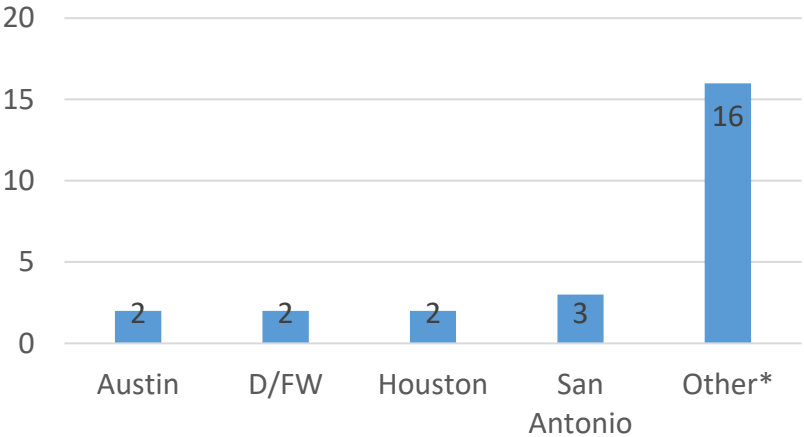


Figure 2 News Topic²



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



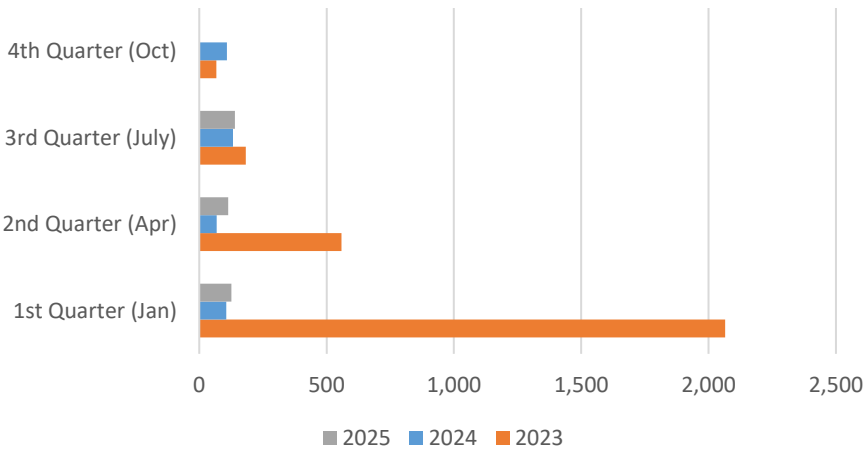
Summary:

Reporting on TDHCA activities by the news media totaled 25 references in September 2025. There were numerous articles published from a press release regarding LIHEAP, with mentions of TDHCA’s oversight of CEAP.

News mentions during the month were higher than September 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 third quarter of 2025 (July-September), total news mentions tracked higher (379 total) compared to the number of mentions during the same timeframe of 2024 (307 total), but lower than 2023 (2,806 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 159 articles through the same timeframe.

TDHCA News Trends



Social media:

Through September 2025, TDHCA has 3,732 followers to its X account and 7,744 fans to its Facebook/Meta page. TDHCA's YouTube channel had 5,528 views in September. 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

* 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

* 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

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 September 2025

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
☐ Total		5,528	566.3	6:08	19.7%	4,475
☐  3:24	Help For Texans	3,884 70.3%	101.8 18.0%	1:34	46.3%	3,600 80.5%
☐  0:52	Texas Homebuyer Program introduction	266 4.8%	3.2 0.6%	0:43	83.9%	262 5.9%
☐  5:12:47	2025 Income Determination Training	71 1.3%	35.4 6.3%	29:56	9.6%	48 1.1%
☐  1:38:54	Office Hours - NSPIRE	59 1.1%	13.1 2.3%	13:16	13.4%	45 1.0%
☐  4:48:58	Income Determination Training	49 0.9%	13.3 2.4%	16:17	5.6%	38 0.9%
☐  1:36:03	New Owner Training	46 0.8%	4.1 0.7%	5:20	5.6%	21 0.5%
☐  1:42:33	Fair Housing 101: An Overview of Fair Housing in Texa...	44 0.8%	10.6 1.9%	14:29	14.1%	30 0.7%
☐  1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas	42 0.8%	6.4 1.1%	9:12	8.7%	21 0.5%

☐	 1:47:05	Assets and the Changes from HOTMA	41	0.7%	16.9	3.0%	24:40	23.1%	30	0.7%
☐	 1:28:35	The Complaint Process for Multifamily Compliance	35	0.6%	2.7	0.5%	4:34	5.2%	24	0.5%
☐	 5:43:58	Income Determination Training Webinar - Jan. 4, 2024	33	0.6%	59.9	10.6%	1:48:52	31.7%	18	0.4%
☐	 1:31:25	Supportive Services, LURA discussion webinar	31	0.6%	20.9	3.7%	40:25	44.2%	17	0.4%
☐	 4:09	Reasonable Accommodations in Texas	31	0.6%	0.9	0.2%	1:49	44.0%	28	0.6%
☐	 1:32:18	Let's Talk About Forms	30	0.5%	21.2	3.7%	42:18	45.8%	19	0.4%
☐	 1:04:27	Frequently Asked Questions about Utility Allowances	29	0.5%	6.1	1.1%	12:34	19.5%	27	0.6%
☐	 1:42:33	Common Issues of Noncompliance Training	29	0.5%	15.4	2.7%	31:49	31.0%	24	0.5%
☐	 2:38:56	Updated HOTMA Training - Oct. 13, 2023	24	0.4%	10.0	1.8%	25:04	15.8%	18	0.4%
☐	 1:19:11	Monitoring Reviews: Beginning to End	24	0.4%	7.4	1.3%	18:30	23.4%	18	0.4%
☐	 3:06	Fair Housing in Texas	22	0.4%	0.7	0.1%	1:46	57.5%	22	0.5%
☐	 3:07	Fair Housing in Texas	22	0.4%	0.4	0.1%	0:57	30.8%	19	0.4%
☐	 1:35:29	Housing Opportunity Through Modernization Act of 20...	21	0.4%	8.4	1.5%	24:04	25.2%	18	0.4%
☐	 2:39:44	HOTMA Training - Sept. 8, 2023	20	0.4%	18.2	3.2%	54:28	34.1%	16	0.4%
☐	 1:44:37	Reasonable Accommodations and the Fair Housing Ac...	19	0.3%	4.6	0.8%	14:33	13.9%	15	0.3%
☐	 1:36:31	New Monitor Review Questionnaire / Office Hours	19	0.3%	14.4	2.5%	45:26	47.1%	16	0.4%
☐	 2:43:06	811 PRA Certifications Training	18	0.3%	2.2	0.4%	7:13	4.4%	10	0.2%

TDHCA Outreach September 2025

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	Sept. 3	Income Determination Training	411
Compliance	Sept. 9	Housing Tax Credit Training with the Texas Apartment Association (TAA)	146
Compliance	Sept. 12	Office Hours: Complaints Training and Open Forum	87

Compliance	Sept. 16-17	Southwestern Affordable Housing Management Association (SWAHMA) Fall Meeting in San Antonio	18
Housing Resource Center	Sept. 17	Texas Interagency Council for the Homeless (TICH)	60
Compliance	Sept. 18	TALHFA (Texas Association of Local Housing Finance Agencies) conference in Round Rock	50+
TDHCA Homebuyer Program	Sept. 19	TDHCA Real Estate Specialist Training	49
Community Affairs/WAP	Sept. 23	Network quarterly call	80
Community Affairs/CEAP/CSBG	Sept. 24	Network quarterly call	100+
Compliance	Sept. 24	Income Determination Training with the Texas Apartment Association (TAA)	56
TDHCA Homebuyer Program	Sept. 25	TDHCA Lender Lunch and Learn	78