



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

Total number of articles referencing TDHCA: 29

Breakdown by Medium:¹

- Print: 6 (Editorials/Columnists = 1)
- Broadcast: 6
- Trade, Government or Internet-Based Publications: 17

Figure 1 News Tone

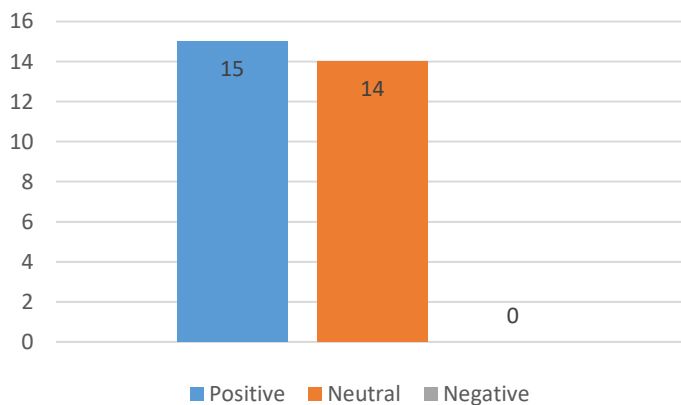
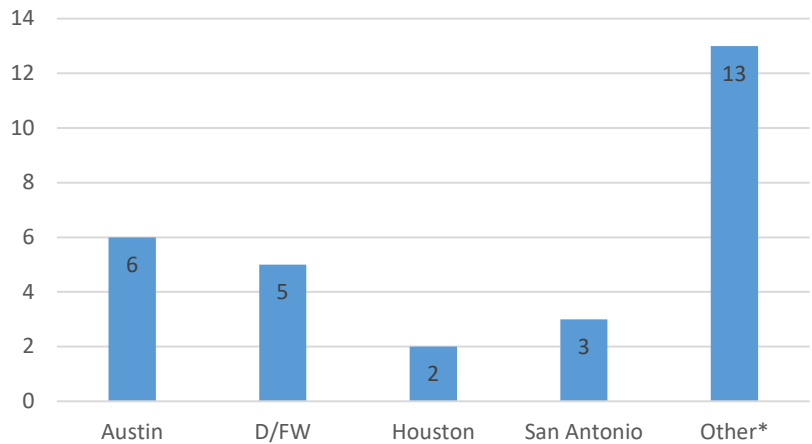


Figure 2 News Topic²



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



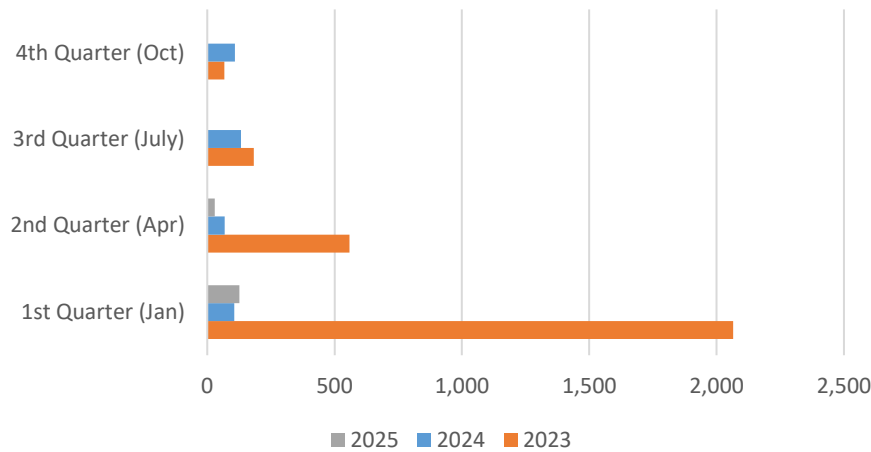
Summary:

Reporting on TDHCA activities by the news media totaled 29 references in April 2025. TDHCA’s Housing Tax Credit programs dominated the news cycle with most related to ribbon-cutting ceremonies held throughout Texas.

News mentions during the month were higher than April 2024 (19 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 second quarter of 2025 (April-June), total news mentions tracked slightly higher (155 total) compared to the number of mentions during the same timeframe of 2024 (125 total), but lower than 2023 (2,299 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 April 2025, TDHCA has 3,695 followers to its X account and 7,681 fans to its Facebook page. TDHCA's YouTube channel had 5,867 views in April. 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

* 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

* 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














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 April 2025

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/> Total		5,867	563.5	5:45	18.1%	4,715
<input type="checkbox"/>  3:24	Help for Texans (English)	4,023 68.6%	108.5 19.2%	1:37	47.6%	3,625 76.9%
<input type="checkbox"/>  0:52	Texas Homebuyer Program introduction	454 7.7%	5.7 1.0%	0:45	86.8%	443 9.4%
<input type="checkbox"/>  5:43:58	Income Determination Training Webinar - Jan. 4, 2024	113 1.9%	99.2 17.6%	52:40	15.3%	47 1.0%
<input type="checkbox"/>  4:48:58	Income Determination Training	96 1.6%	36.4 6.5%	22:43	7.9%	50 1.1%
<input type="checkbox"/>  1:32:36	PFC webinar and Office Hours	66 1.1%	21.6 3.8%	19:36	21.2%	42 0.9%
<input type="checkbox"/>  1:47:05	Assets and the Changes from HOTMA	54 0.9%	21.6 3.8%	23:58	22.4%	45 1.0%
<input type="checkbox"/>  1:19:05	Transfers and Household Additions Training	52 0.9%	8.7 1.6%	10:03	12.7%	37 0.8%
<input type="checkbox"/>  1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas	45 0.8%	11.4 2.0%	15:13	14.5%	34 0.7%
<input type="checkbox"/>  5:18:57	TDHCA Training: Section 811 Project Rental Assistanc...	37 0.6%	15.9 2.8%	25:45	8.1%	21 0.5%
<input type="checkbox"/>  1:58:46	Multifamily Compliance: Online Reporting, USR and AO...	37 0.6%	8.0 1.4%	13:01	11.0%	25 0.5%
<input type="checkbox"/>  19:17	TEMAP Monthly Reporting Webinar for Part C Program...	31 0.5%	0.4 0.1%	0:48	4.2%	27 0.6%
<input type="checkbox"/>  1:32:18	Let's Talk About Forms	30 0.5%	18.3 3.3%	36:35	39.7%	24 0.5%

<input type="checkbox"/>	 7:07	Accessing Texas Department of Aging and Disability S...	28	0.5%	1.7	0.3%	3:44	52.5%	22	0.5%
<input type="checkbox"/>	 49:00	2024 Emergency Solutions Grants ESG Implementatio...	26	0.4%	7.2	1.3%	16:35	33.9%	16	0.3%
<input type="checkbox"/>	 1:35:29	Housing Opportunity Through Modernization Act of 20...	26	0.4%	13.5	2.4%	31:15	32.7%	24	0.5%
<input type="checkbox"/>	 1:38:54	Office Hours - NSPIRE	25	0.4%	13.8	2.5%	33:10	33.6%	19	0.4%
<input type="checkbox"/>	 1:17:06	Fair Housing Special Topics: The Violence Against Wo...	24	0.4%	4.1	0.7%	10:15	13.3%	6	0.1%
<input type="checkbox"/>	 51:36	2024 Emergency Solutions Grants (ESG) Implementati...	24	0.4%	3.9	0.7%	9:49	19.1%	20	0.4%
<input type="checkbox"/>	 3:07	Fair Housing in Texas	22	0.4%	0.7	0.1%	2:00	64.6%	15	0.3%
<input type="checkbox"/>	 1:45:17	Utility Allowance Webinar/Office Hours	22	0.4%	3.7	0.7%	10:04	9.6%	15	0.3%
<input type="checkbox"/>	 1:36:03	New Owner Training	22	0.4%	2.3	0.4%	6:16	6.5%	15	0.3%
<input type="checkbox"/>	 1:07:13	2024 Emergency Solutions Grants (ESG) Application S...	21	0.4%	3.8	0.7%	10:46	16.0%	16	0.3%
<input type="checkbox"/>	 1:31:25	Supportive Services, LURA discussion webinar	20	0.3%	13.2	2.3%	39:30	43.2%	13	0.3%
<input type="checkbox"/>	 4:09	Reasonable Accommodations in Texas	20	0.3%	0.4	0.1%	1:15	30.3%	15	0.3%
<input type="checkbox"/>	 2:38:56	Updated HOTMA Training - Oct. 13, 2023	17	0.3%	16.4	2.9%	57:43	36.3%	11	0.2%

TDHCA Outreach April 2025

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	April 4	Internal Utility Allowance training with Multifamily staff/Webinar	22
Compliance	April 11	Office Hours and Transfers/Additions Trainings	120
Housing Resource Center	April 15	Fair Housing Overview/Fair Housing Webinar	293
Housing Resource Center	April 22	Reasonable Accommodations /Fair Housing Webinar	233
Community Affairs/CSBG	April 23	Virtual Training Workgroup/6 subs	21

Compliance	April 24-25	SW-AHMA (SouthWestern Affordable Housing Management Association) Spring Meeting in Fort Worth	35
Multifamily	April 25	2026 QAP Round Table	65
Community Affairs/CEAP/CSBG/WAP	April 28-30	TCAA Conference/Network	100+
Housing Resource Center	April 29	Assistance Animals Fair Housing Webinar	215
Compliance	April 30	Section 811 PRA Certifications Training	81