



## TDHCA Outreach and Media Analysis, May 2024

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 May 1-31, 2024 (news articles that specifically mentioned TDHCA along with Department programs).

Total number of articles referencing TDHCA: 13

Breakdown by Medium:<sup>1</sup>

- Print: 3 (Editorials/Columnists = 0)
- Broadcast: 3
- Trade, Government or Internet-Based Publications: 7

Figure 1 News Tone

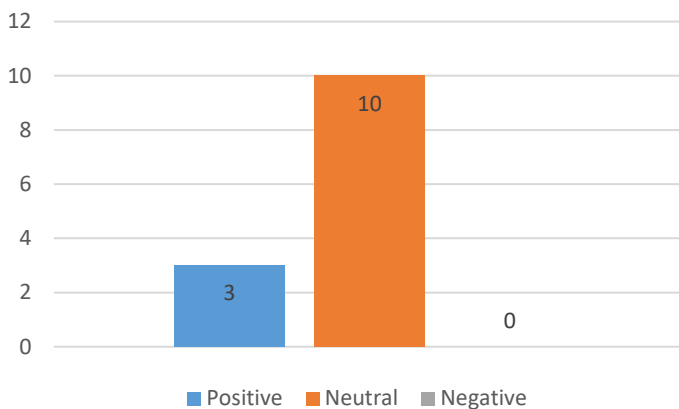
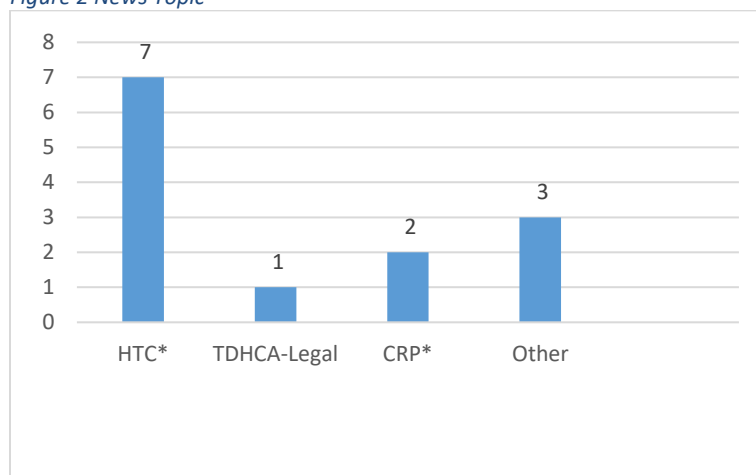
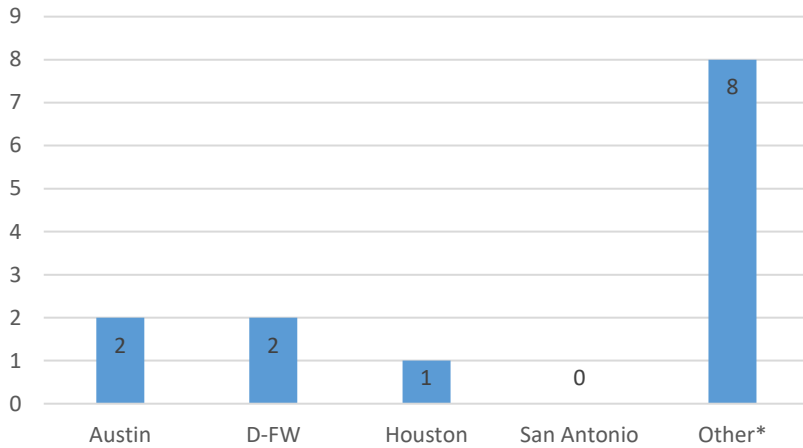


Figure 2 News Topic<sup>2</sup>



<sup>1</sup> Broadcast numbers may represent times in which TDHCA was referenced on a television or radio station's website, rather than in a broadcast segment. <sup>2</sup> News Topics: Programs include Housing Tax Credit, Community Resiliency Program.

Figure 3 Media Market



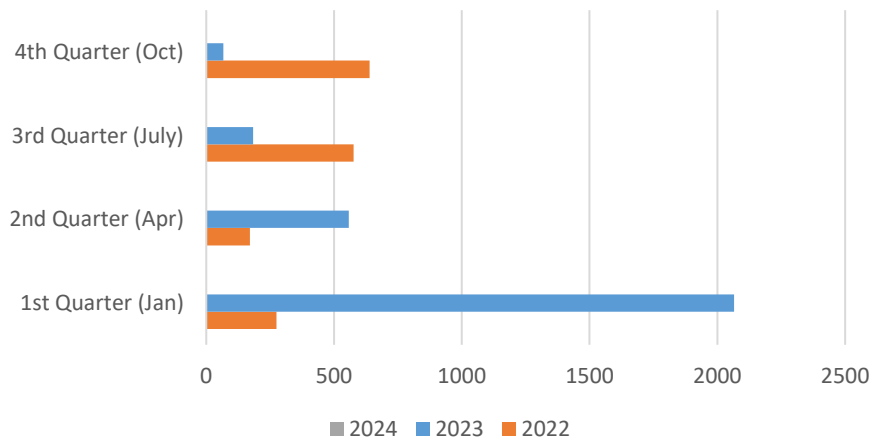
**Summary:**

Reporting on activities by the news media totaled 13 references in May 2024. TDHCA’s Housing Tax Credit Programs dominated the news cycle.

For comparison purposes, news mentions during the month were significantly lower than May 2023 (296 total). The Texas Rent Relief Program continued to dominate the news cycle in 2023 with the reopening of the online portal in March, and references to Texas Utility Help as a resource for utility assistance were also heavily featured.


The following table illustrates the number of news mentions during each month or quarter of 2024 compared to 2023 and 2022. Starting the second quarter of 2024 (April-June), news mentions are tracking much lower compared to the number of mentions of the second quarter in 2023 (558 total) and 2022 (171 total).

TDHCA News Trends




**Social media:**

Through May 2024, TDHCA has more than 3,600 followers to its X (formerly known as Twitter) account and 7,360 fans to its Facebook page. TDHCA’s YouTube channel had 5,720 views in May. 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 2024	13	19	27	3	20
February 2024	50	0	29	3	23
March 2024	51	7	14	3	11
April 2024	67	8	5	2	75
May 2024	48	14	Approx. 136	43	93

\* Clicks = number of times an individual clicked on a link provided in a post. Engagements = any action a person takes on our post

					
Month/Yr	Tweets	Clicks	Engagements	Retweets	Liked posts
January 2024	15	8	14	5	7
February 2024	52	12	15	2	10
March 2024	52	3	14	1	9
April 2024	67	1	14	2	11
May 2024	49	16	18	5	12

\* 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	Impressions	Impressions click-through rate
January 2024	9,988	909.4	5:27	14.9%	8,076
February 2024	7,234	572.3	4:44	14.8%	5,849
March 2024	6,725	486.7	4:20	13.4%	5,594
April 2024	6,058	500.4	4:57	16.0%	5,047
May 2024	5,720	440.5	4:37	14.1%	4,700

**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 May 2024

Content	Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
<input type="checkbox"/> <b>Total</b>	<b>5,720</b>	<b>440.5</b>	<b>4:37</b>	<b>14.1%</b>	<b>4,700</b>
<input type="checkbox"/>  Help for Texans (English)	3,132 54.8%	87.0 19.8%	1:40	49.0%	2,888 61.5%
<input type="checkbox"/>  Texas Homebuyer Program introduction	809 14.1%	10.1 2.3%	0:44	86.4%	789 16.8%
<input type="checkbox"/>  Assets and the Changes from HOTMA	201 3.5%	73.3 16.6%	21:52	20.4%	144 3.1%
<input type="checkbox"/>  How to apply: Texas Homeowners Assistance Fund	176 3.1%	2.3 0.5%	0:47	58.4%	140 3.0%
<input type="checkbox"/>  Income Determination Training Webinar - Jan. 4, 2024	117 2.1%	35.5 8.1%	18:13	5.3%	80 1.7%
<input type="checkbox"/>  Updated HOTMA Training - Oct. 13, 2023	114 2.0%	40.4 9.2%	21:15	13.4%	85 1.8%
<input type="checkbox"/>  Help For Texans tutorial	105 1.8%	2.4 0.6%	1:23	40.7%	100 2.1%
<input type="checkbox"/>  Compliance Roundtable - May 17, 2024	73 1.3%	18.0 4.1%	14:45	24.1%	56 1.2%
<input type="checkbox"/>  Frequently Asked Questions about Utility Allowances	61 1.1%	3.5 0.8%	3:25	5.3%	55 1.2%
<input type="checkbox"/>  Fair Housing 101: The Basics of Fair Housing in Texas	54 0.9%	16.3 3.7%	18:08	17.2%	39 0.8%
<input type="checkbox"/>  Students: Eligibility and Income	51 0.9%	18.8 4.3%	22:05	13.0%	38 0.8%
<input type="checkbox"/>  811 PRA: Written Policies and Procedures training	47 0.8%	9.2 2.1%	11:44	9.8%	28 0.6%
<input type="checkbox"/>  HOTMA Training - Sept. 8, 2023	39 0.7%	18.0 4.1%	27:41	17.3%	34 0.7%
<input type="checkbox"/>  Accessing Texas Department of Aging and Disability S...	33 0.6%	1.4 0.3%	2:31	35.6%	26 0.6%
<input type="checkbox"/>  Fair Housing Special Topics: How to Create an Affirmat...	31 0.5%	6.3 1.4%	12:14	17.0%	22 0.5%
<input type="checkbox"/>  Multifamily Compliance: Online Reporting, USR and AO...	31 0.5%	13.2 3.0%	25:31	21.5%	23 0.5%
<input type="checkbox"/>  Utility Allowance Training - Jan. 24, 2023	29 0.5%	1.8 0.4%	3:42	3.3%	25 0.5%
<input type="checkbox"/>  Adjusted Income Webinar - Jan. 12, 2024	29 0.5%	5.4 1.2%	11:10	13.1%	22 0.5%
<input type="checkbox"/>  Fair Housing in Texas	28 0.5%	0.7 0.2%	1:36	51.4%	23 0.5%
<input type="checkbox"/>  Utility Allowance Training - July 6, 2023	28 0.5%	1.5 0.3%	3:14	3.3%	23 0.5%
<input type="checkbox"/>  TXHAF Housing Counseling	27 0.5%	0.1 0.0%	0:17	34.7%	25 0.5%
<input type="checkbox"/>  Let's Talk About Forms	26 0.5%	3.2 0.7%	7:26	8.1%	21 0.5%
<input type="checkbox"/>  TDHCA Training: Section 811 Project Rental Assistanc...	25 0.4%	2.1 0.5%	5:08	1.6%	24 0.5%
<input type="checkbox"/>  HOTMA Office Hours	24 0.4%	11.6 2.6%	28:53	16.1%	18 0.4%
<input type="checkbox"/>  TXHAF Legal Counseling	24 0.4%	0.2 0.1%	0:30	68.8%	21 0.5%

### TDHCA Outreach May 2024

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

<b>Department</b>	<b>Meeting Date</b>	<b>Meeting Title</b>	<b>Attendees (includes organizer)</b>
Compliance	May 3	Office Hours and Assets Webinar	364
Housing Resource Center	May 15	Housing and Health Services Coordination Council Quarterly Hearing	11
Compliance	May 16	Income Determination Training	69
TX Homeownership	May 16	Down Payment Assistance Specialist Designation Training	49
Compliance	May 17	Subchapter F Roundtable	100
Housing Resource Center	May 21	Texas Interagency Council for the Homeless Quarterly Meeting	24
Community Affairs/CEAP/CSBGWAP	May 22	Onsite Training Session/TACAA	100
Community Affairs/WAP	May 22	Virtual Training Session/TACAA	40
Community Affairs/WAP	May 28	Onsite WaWeb Training Session/3 agencies	12
Community Affairs/WAP	May 29	Onsite WaWeb Training Session/3 agencies	12