



## TDHCA Outreach and Media Analysis, February 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 February 1-29, 2024 (news articles that specifically mentioned the Department, Texas Rent Relief Program, Texas Homeowner Assistance and/or Texas Utility Help).

Total number of articles referencing TDHCA, TRR, TXHAF, TUH: 48  
Breakdown by Medium:<sup>1</sup>

- Print: 16 (Editorials/Columnists = 0)
- Broadcast: 7
- Trade, Government or Internet-Based Publications: 25

Figure 1 News Tone

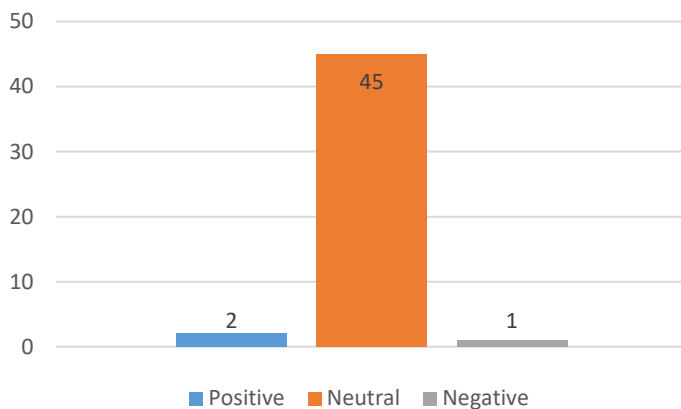
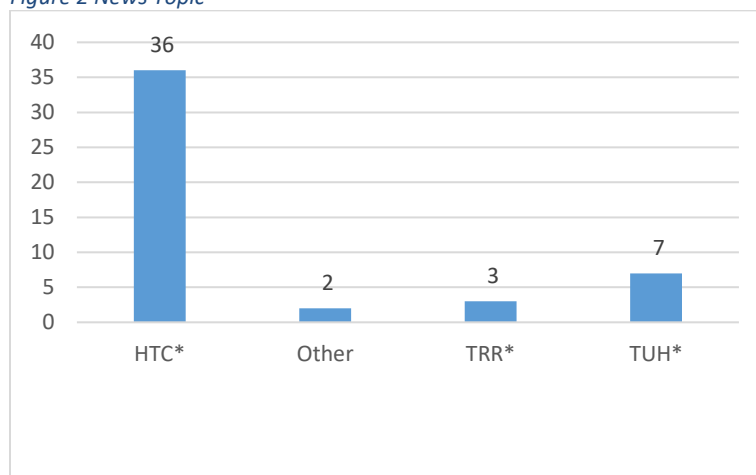
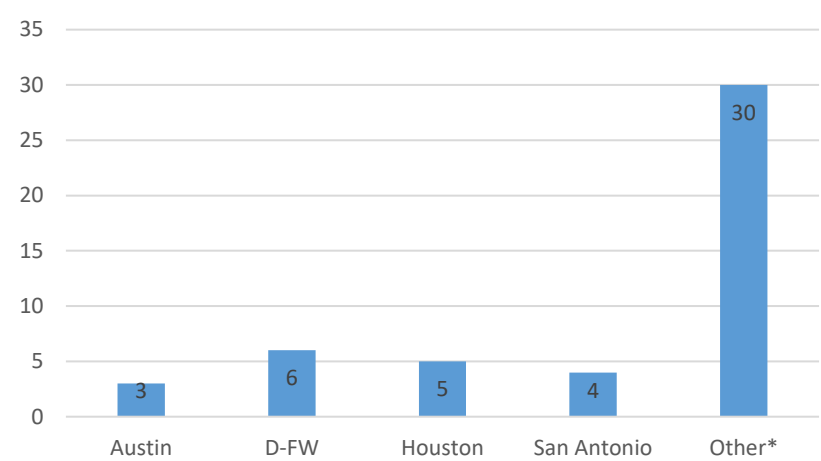


Figure 2 News Topic<sup>2</sup>



<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, Texas Rent Relief, Texas Utility Help..

Figure 3 Media Market

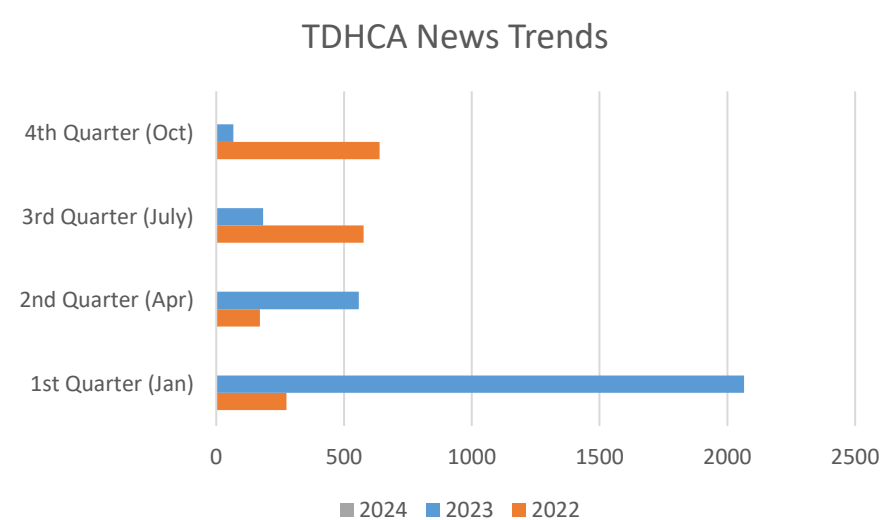


**Summary:**

Reporting on activities by the news media totaled 48 references in February 2024. TDHCA’s Housing Tax Credit Programs dominated the news cycle.


For comparison purposes, news mentions during the month were slightly lower than February 2023 (63 total).

The following table illustrates the number of news mentions during each month or quarter of 2024 compared to 2023 and 2022. Total news mentions for the beginning of the first quarter 2024 (January-March) equaled 81, compared to the number of mentions of the first quarter in 2023 (2,065 total) and 2022 (275 total).




### Social media:

Through February 2024, TDHCA has more than 3,500 followers to its X (formerly known as Twitter) account and 7,324 fans to its Facebook page. TDHCA's YouTube channel had 7,234 views in February. 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

\* 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

\* 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

### 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 February 2024

Content		Views ↓		Watch time (hours)		Average view duration	Average percentage viewed	Unique viewers	
<input type="checkbox"/>	 1:32:18 Let's Talk About Forms	103	1.4%	31.1	5.4%	18:06	19.6%	71	1.2%
<input type="checkbox"/>	 2:59:26 HOTMA Office Hours	88	1.2%	42.2	7.4%	28:47	16.1%	53	0.9%
<input type="checkbox"/>	 2:39:44 HOTMA Training - Sept. 8, 2023	80	1.1%	21.6	3.8%	16:11	10.1%	56	1.0%
<input type="checkbox"/>	 1:25:24 Adjusted Income Webinar - Jan. 12, 2024	63	0.9%	23.4	4.1%	22:17	26.1%	41	0.7%
<input type="checkbox"/>	 1:04:27 Frequently Asked Questions about Utility Allowances	54	0.8%	3.2	0.6%	3:36	5.6%	47	0.8%
<input type="checkbox"/>	 0:50 TXHAF Housing Counseling	49	0.7%	0.3	0.1%	0:24	48.3%	44	0.8%
<input type="checkbox"/>	 1:25:32 811 PRA: Maintaining Compliance with Unit Vacancy a...	47	0.7%	11.9	2.1%	15:11	17.8%	32	0.6%
<input type="checkbox"/>	 1:39:07 Utility Allowance Training - July 6, 2023	42	0.6%	13.8	2.4%	19:43	19.9%	33	0.6%
<input type="checkbox"/>	 3:49 Help for Texans in Spanish	38	0.5%	1.4	0.3%	2:14	58.5%	35	0.6%
<input type="checkbox"/>	 1:11:53 Fair Housing Special Topics: How to Create an Affirmat...	36	0.5%	5.5	1.0%	9:07	12.7%	25	0.4%
<input type="checkbox"/>	 0:45 TXHAF Legal Counseling	36	0.5%	0.3	0.1%	0:28	63.2%	31	0.5%
<input type="checkbox"/>	 7:07 Accessing Texas Department of Aging and Disability S...	31	0.4%	1.7	0.3%	3:18	46.4%	28	0.5%
<input type="checkbox"/>	 1:09:59 CMTS Training and FAQs	30	0.4%	8.0	1.4%	16:03	22.9%	20	0.3%
<input type="checkbox"/>	 5:18:57 TDHCA Training: Section 811 Project Rental Assistanc...	28	0.4%	2.1	0.4%	4:32	1.4%	23	0.4%
<input type="checkbox"/>	 1:45:18 Fair Housing 101: The Basics of Fair Housing in Texas	28	0.4%	3.8	0.7%	8:03	7.7%	25	0.4%
<input type="checkbox"/>	 1:22:48 Supportive Services Training - 02.10.2023	28	0.4%	10.6	1.8%	22:37	27.3%	18	0.3%
<input type="checkbox"/>	 1:37:27 Fair Housing Special Topics: Reasonable Accommodat...	18	0.3%	4.6	0.8%	15:23	15.8%	15	0.3%
<input type="checkbox"/>	 1:53:34 Utility Allowance Training - Jan. 24, 2023	18	0.3%	0.9	0.2%	2:58	2.6%	12	0.2%
<input type="checkbox"/>	 21:39 Improving your CEAP Process	16	0.2%	0.4	0.1%	1:24	6.5%	11	0.2%
<input type="checkbox"/>	 1:53:59 Utility Allowance Training - May 5, 2021	16	0.2%	0.6	0.1%	2:06	1.9%	15	0.3%
<input type="checkbox"/>	 44:07 2023 Emergency Solutions Grant ESG Implementation ...	14	0.2%	0.9	0.2%	3:54	8.9%	10	0.2%
<input type="checkbox"/>	 1:31:01 ERA2 Housing Stability Services Contract Implementat...	13	0.2%	0.7	0.1%	3:21	3.7%	4	0.1%
<input type="checkbox"/>	 6:53 Texas Rent Relief Program Landlord Application Tutorial	11	0.2%	0.3	0.1%	1:26	20.9%	9	0.2%
<input type="checkbox"/>	 1:06 Como Completar Su Aplicación para el Programa de A...	11	0.2%	0.1	0.0%	0:27	41.2%	10	0.2%
<input type="checkbox"/>	 0:54 Introducción al Programa de Compradores de Vivienda...	11	0.2%	0.1	0.0%	0:40	74.2%	11	0.2%
<input type="checkbox"/>	 4:54:53 TDHCA's Multifamily Direct Loan Training - Sept. 24, 20...	11	0.2%	7.2	1.3%	39:11	13.3%	7	0.1%

### **TDHCA Outreach February 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	Feb. 1	In Person Income Determination Training	18
Housing Stability Services	Feb. 8	HSS Monthly Office Hours	11
Compliance	Feb. 9	Virtual Office Hours and Webinar on Forms	247
Compliance	Feb. 21	Virtual Income Determination Training	112
Housing Resource Center	Feb. 21	Housing and Health Services Coordination Council (HHSCC)	15