



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:¹

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

Figure 1 News Tone

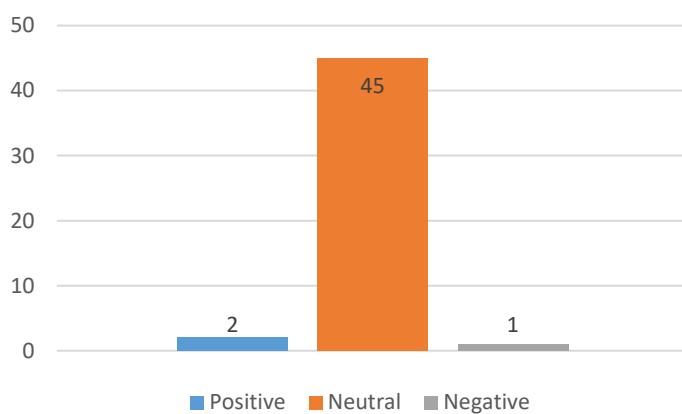
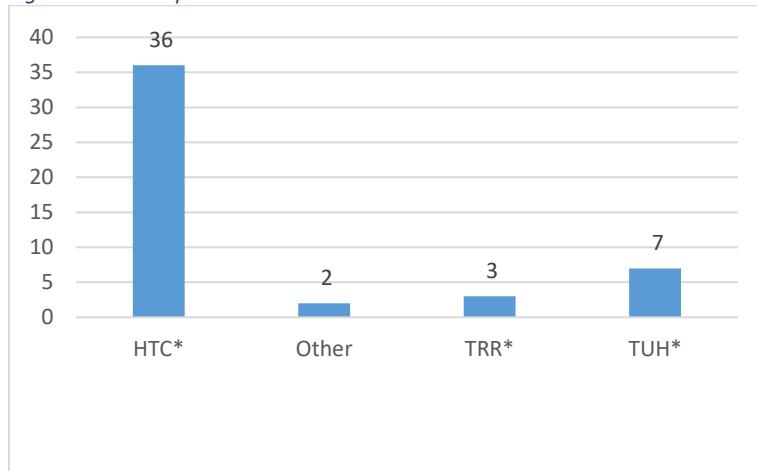
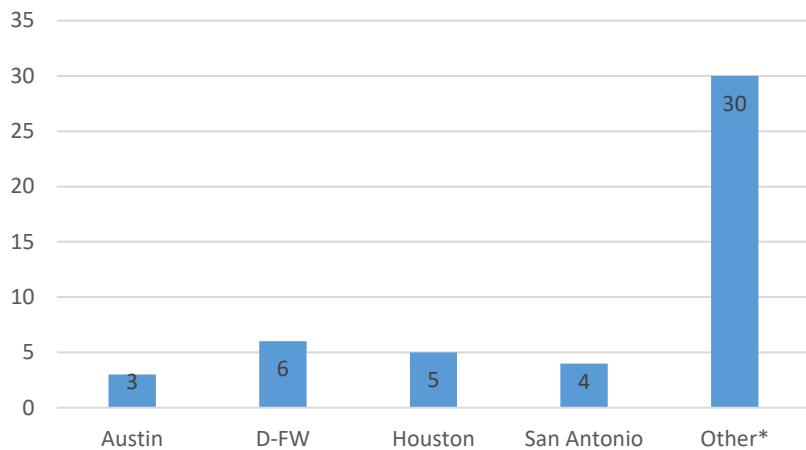


Figure 2 News Topic²



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, Texas Rent Relief, Texas Utility Help..

Figure 3 Media Market



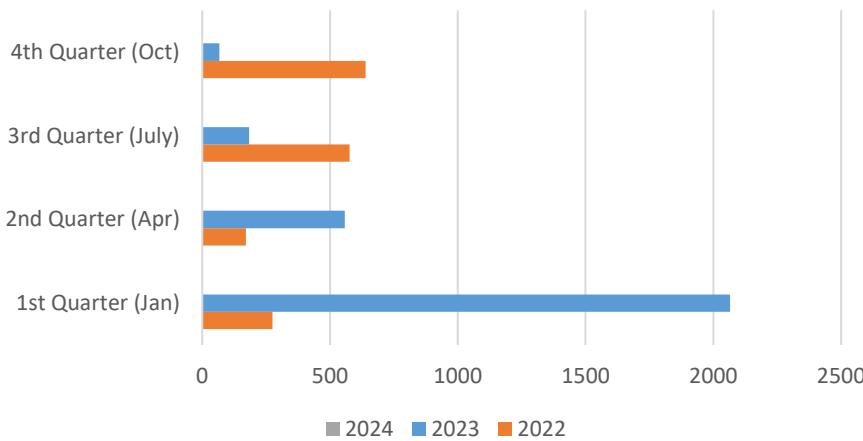
Summary:

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).

TDHCA News Trends



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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
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