



TDHCA Outreach and Media Analysis, April 2026

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, 2026 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 22

Breakdown by Medium:¹

- Print: 5 (Editorials/Columnists = 0)
- Broadcast: 8
- Trade, Government or Internet-Based Publications: 9

Figure 1 News Tone

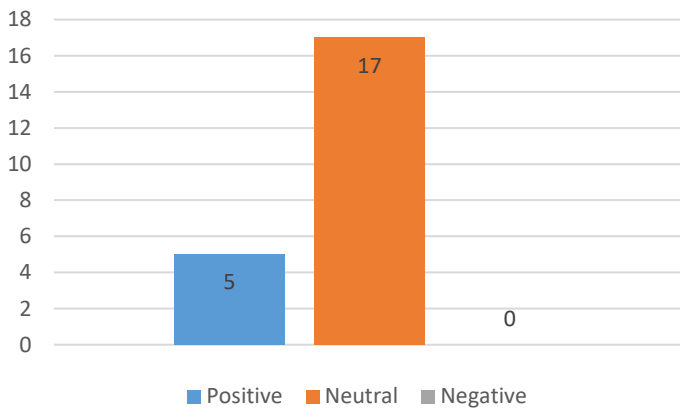
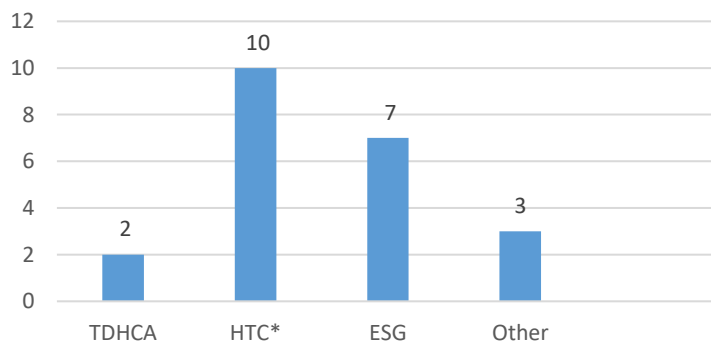
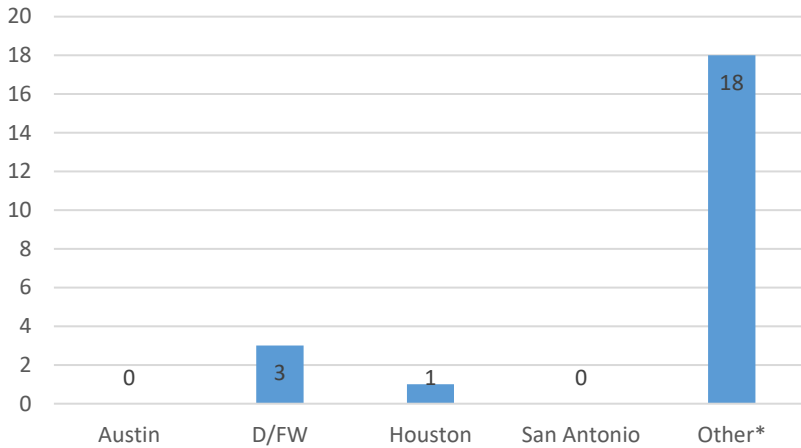


Figure 2 News Topic²



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, Emergency Solutions Grant Program.

Figure 3 Media Market



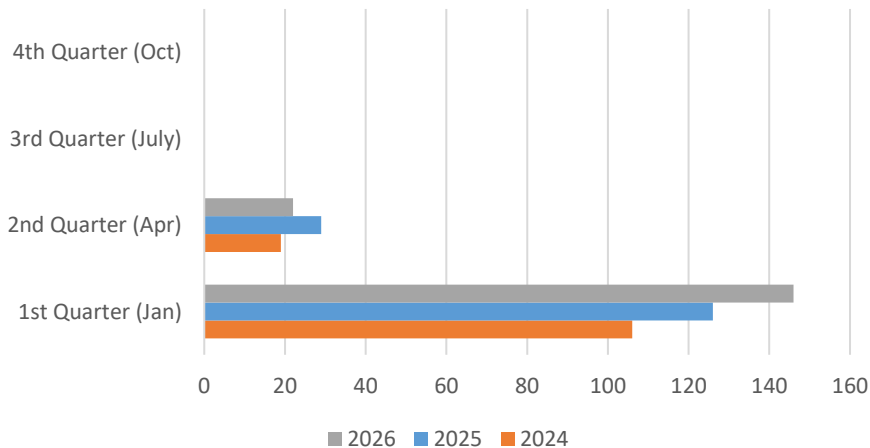
Summary:

Reporting on TDHCA activities by the news media totaled 22 references in April 2026. Housing Tax Credit properties, with ground breakings and grand openings, made up a majority of the news mentions.

News mentions during the month were slightly lower than April 2025 (29 total).


The following table illustrates the number of news mentions during each month or quarter of 2026 compared to 2025 and 2024. Through the first month of the second quarter of 2026 (January through April; 168 total), total news mentions tracked higher than 2025 (155 total) and 2024 (125 total).

TDHCA News Trends




Social media:


Through April 2026, TDHCA has 3,746 followers to its X account (slight uptick from March 2026), and 8,329 followers to its Facebook page (a slight uptick from March 2026). Top FB posts were related homeownership messaging. TDHCA (@txdhca) launched its Instagram page and has garnered 50 followers since its debut. TDHCA’s YouTube channel had 8,639 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 2026	48	71	50 (includes Comments)	4	45
February 2026	52	141	62 (includes Comments)	6	34
March 2026	50	73	105 (includes Comments)	5	25
April 2026	66	131	58 (includes Comments)	10	43

* 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 2026	50	27	6	2	4
February 2026	52	0	23 (includes Comments)	6	16
March 2026	46	0	8 (includes Comments)	0	7
April 2026	57	0	14 (includes Comments)	3	9

* 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	Posts	Clicks	Engagements	Comments	Liked posts
April 2026	6	0	0	0	26




























Month	Views	Watch time (hours)	Avg. view duration	Avg. % viewed	Unique viewers
January 2026	8,068	670.3	4:59	22.1%	6,011
February 2026	7,795	696.6	5:21	20%	5,686
March 2026	9,128	889.7	5:50	20.7%	6,616
April 2026	8,639	1,001.0	6:42	21.9%	6,412

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 2026

Content	Duration	Publish date	Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
<input type="checkbox"/> Total			8,639	1,001.0	6:42	21.9%	6,412
<input type="checkbox"/>  3:24 Help For Texans			3,706 42.9%	94.8 9.5%	1:32	45.1%	3,409 53.2%
<input type="checkbox"/>  4:09 Reasonable Accommodations in Texas			1,383 16.0%	74.4 7.4%	3:13	77.8%	1,296 20.2%
<input type="checkbox"/>  6:18 Assistance Animals in Texas			1,311 15.2%	99.8 10.0%	4:34	72.5%	1,226 19.1%
<input type="checkbox"/>  0:52 Texas Homebuyer Program introduction			282 3.3%	3.3 0.3%	0:42	82.2%	279 4.4%
<input type="checkbox"/>  1:53 First Time Homebuyers...Save Money on your Income T...			211 2.4%	5.2 0.5%	1:28	78.3%	195 3.0%
<input type="checkbox"/>  5:38:57 Income Determination Training			178 2.1%	137.0 13.7%	46:11	13.6%	96 1.5%
<input type="checkbox"/>  6:04:10 Housing Tax Credit Training			89 1.0%	69.9 7.0%	47:07	12.9%	47 0.7%
<input type="checkbox"/>  57:53 Assistance Animals and Fair Housing Refresher			84 1.0%	12.6 1.3%	9:00	15.6%	58 0.9%
<input type="checkbox"/>  1:30:39 Fair Housing Month 2026: Overview of Fair Housing			82 1.0%	9.9 1.0%	7:15	8.0%	66 1.0%

<input type="checkbox"/>	 32:51	April Coffee Chat	65	0.8%	13.0	1.3%	11:59	36.5%	58	0.9%
<input type="checkbox"/>	 1:42:33	Fair Housing 101: An Overview of Fair Housing in Texa...	60	0.7%	8.3	0.8%	8:16	8.1%	52	0.8%
<input type="checkbox"/>	 1:29:45	Office Hours - Housing Finance Corporation (HFC) upd...	54	0.6%	10.7	1.1%	11:51	13.2%	32	0.5%
<input type="checkbox"/>	 2:46:29	Tax Exempt Bond Program (BOND) Training	49	0.6%	37.4	3.7%	45:51	27.5%	9	0.1%
<input type="checkbox"/>	 54:38	Affirmative Marketing in TDHCA Multifamily Programs	47	0.5%	4.6	0.5%	5:54	10.8%	28	0.4%
<input type="checkbox"/>	 1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas	42	0.5%	5.9	0.6%	8:22	8.0%	26	0.4%
<input type="checkbox"/>	 5:12:47	2025 Income Determination Training	35	0.4%	31.5	3.2%	53:59	17.3%	18	0.3%
<input type="checkbox"/>	 3:06	Fair Housing in Texas	34	0.4%	1.0	0.1%	1:44	56.4%	27	0.4%
<input type="checkbox"/>	 1:58:46	Multifamily Compliance: Online Reporting, USR and AO...	33	0.4%	9.8	1.0%	17:54	15.1%	22	0.3%
<input type="checkbox"/>	 1:00:52	2025 Reasonable Accommodations in TDHCA Multifa...	30	0.4%	3.5	0.4%	7:01	11.5%	28	0.4%
<input type="checkbox"/>	 1:27:47	Recordkeeping and Reporting Requirements	24	0.3%	4.0	0.4%	10:06	11.5%	19	0.3%
<input type="checkbox"/>	 7:07	Accessing Texas Department of Aging and Disability S...	23	0.3%	1.1	0.1%	2:47	39.2%	19	0.3%
<input type="checkbox"/>	 5:43:58	Income Determination Training Webinar - Jan. 4, 2024	23	0.3%	73.7	7.4%	3:12:12	55.9%	7	0.1%
<input type="checkbox"/>	 1:48:46	Fair Housing Month 2026: Reasonable Accommodatio...	22	0.3%	13.0	1.3%	35:27	32.6%	17	0.3%
<input type="checkbox"/>	 1:45:17	Utility Allowance Webinar/Office Hours	22	0.3%	2.5	0.3%	6:51	6.5%	6	0.1%
<input type="checkbox"/>	 50:22	Written Policies and Procedures in TDHCA Monitored ...	22	0.3%	2.0	0.2%	5:24	10.7%	18	0.3%

TDHCA Outreach April 2026

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	April 10	Office Hours and Student Financial Aid Calculations	338
Housing Resource Center	April 13	Fair Housing Overview Webinar	192
TDHCA Staff	April 14	Disability Advisory Workgroup (DAW)	28
SF and Homeless Programs	April 15	Onsite TBRA Training/ Cornerstone CAA and Concho Valley CAA	13

Community Affairs/CSBG	April 20	Virtual Training Session/Multiple subs	20
Community Affairs/CEAP/WAP	April 21	Virtual Training Session/Dallas Co	11
Housing Resource Center	April 22	Reasonable Accommodations Webinar	213
Community Affairs/CEAP/CSBG/WAP	April 27-29	TACAA Conference	60