



TDHCA Outreach and Media Analysis, June 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 June 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: 6 (Editorials/Columnists = 1)
- Broadcast: 5
- Trade, Government or Internet-Based Publications: 11

Figure 1 News Tone

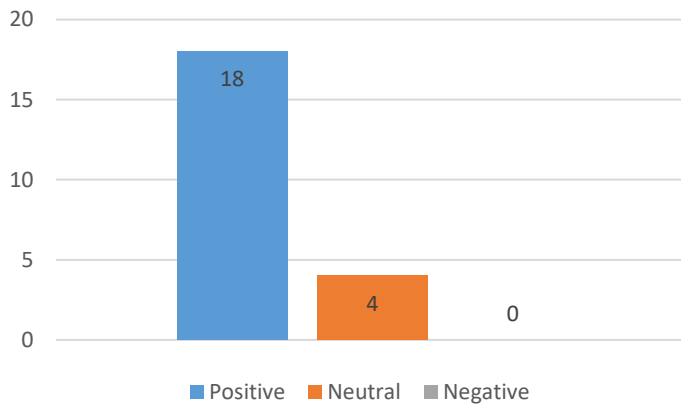
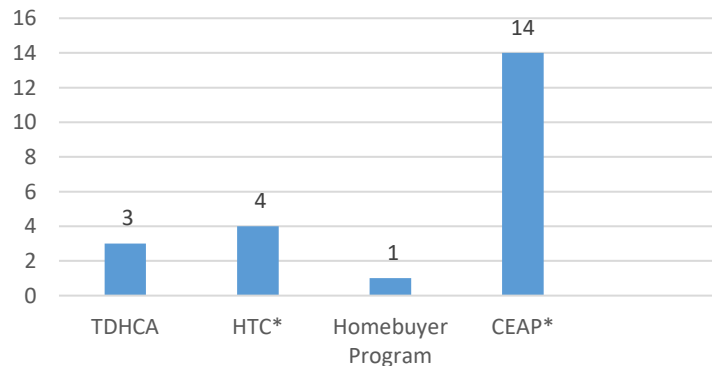
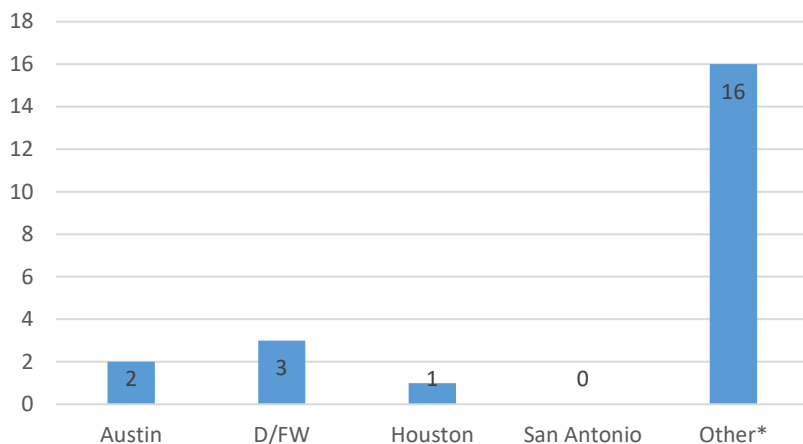


Figure 2 News Topic²



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, Comprehensive Energy Assistance Program.

Figure 3 Media Market



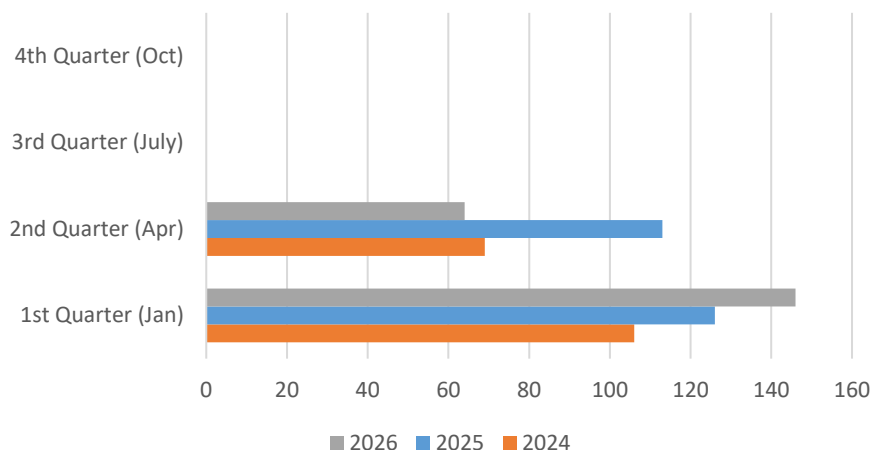
Summary:

Reporting on TDHCA activities by the news media totaled 22 references in June 2026. A press release issued through Governor Greg Abbott's office related to the 2027 CEAP awards garnered the most media attention.

News mentions during the month were lower than June 2025 (48 total).

The following table illustrates the number of news mentions during each month or quarter of 2026 compared to 2025 and 2024. Through the second quarter of 2026 (January through June; 210 total), total news mentions tracked slightly lower than 2025 (239 total) and higher than 2024 (175 total).

TDHCA News Trends



Social media:

Through June 2026, TDHCA has 3,743 followers to its X account (level from May 2026), and 8,366 followers to its Facebook page (a slight uptick from May 2026). TDHCA Instagram account (@txdhca) has garnered 72 followers since its debut (April 22). TDHCA's YouTube channel had 8,610 views in June. 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
May 2026	106	25	68 (includes Comments)	16	47
June 2026	109	35	141 (includes Comments)	15	28

* 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
May 2026	50	0	11 (No Comments)	3	8
May 2026	50	0	11 (includes Comments)	2	8
June 2026	51	24	33 (includes comments)	1	4

* 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
May 2026	5	0	0	0	12
June 2026	4	0	3	0	3



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
May 2026	7,757	765.8	5:40	20.8%	6,152
June 2026	8,610	794.5	5:22	20.1%	6,519

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 June 2026

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
☐ Total		8,610	794.5	5:22	20.1%	6,519
☐  3:24	Help For Texans	4,018 46.7%	106.9 13.5%	1:35	47.0%	3,725 57.1%
☐  4:09	Reasonable Accommodations in Texas	1,372 15.9%	74.0 9.3%	3:14	78.0%	1,298 19.9%
☐  6:18	Assistance Animals in Texas	1,293 15.0%	97.1 12.2%	4:30	71.5%	1,198 18.4%
☐  0:52	Texas Homebuyer Program introduction	244 2.8%	2.7 0.3%	0:40	77.4%	234 3.6%
☐  1:53	First Time Homebuyers...Save Money on your Inco...	208 2.4%	5.1 0.6%	1:27	77.4%	194 3.0%
☐  5:38:57	Income Determination Training	123 1.4%	56.5 7.1%	27:32	8.1%	64 1.0%
☐  6:04:10	Housing Tax Credit Training	114 1.3%	99.0 12.5%	52:07	14.3%	48 0.7%
☐  1:30:39	Fair Housing Month 2026: Overview of Fair Housing	99 1.2%	52.0 6.5%	31:29	34.7%	56 0.9%
☐  1:30:29	2026 Emergency Solutions Grants (ESG) Applicati...	83 1.0%	12.4 1.6%	8:55	9.9%	67 1.0%
☐  1:48:46	Fair Housing Month 2026: Reasonable Accommod...	39 0.5%	9.5 1.2%	14:41	13.5%	26 0.4%
☐  37:47	May Coffee Chat - May 19, 2026	39 0.5%	12.5 1.6%	19:11	50.8%	33 0.5%
☐  1:03:50	HFC Lunch and Learn Session 4 - Income and Rent...	35 0.4%	5.3 0.7%	9:08	14.3%	29 0.4%
☐  1:42:33	Fair Housing 101: An Overview of Fair Housing in T...	34 0.4%	6.2 0.8%	10:57	10.7%	30 0.5%
☐  1:45:18	Fair Housing 101: The Basics of Fair Housing in Te...	30 0.4%	3.1 0.4%	6:09	5.9%	12 0.2%
☐  43:06	June 2026 Coffee Chat	27 0.3%	4.4 0.6%	9:44	22.6%	25 0.4%
☐  1:28:53	Office Hours: HOME-ARP and the USR	27 0.3%	5.0 0.6%	11:11	12.6%	21 0.3%
☐  1:15:42	HFC Lunch and Learn Session 1: Definitions and R...	25 0.3%	8.9 1.1%	21:22	28.2%	22 0.3%
☐  5:43:58	Income Determination Training Webinar - Jan. 4, 2...	25 0.3%	55.7 7.0%	2:13:43	38.9%	9 0.1%
☐  1:31:25	Supportive Services, LURA discussion webinar	22 0.3%	6.1 0.8%	16:35	18.2%	15 0.2%
☐  1:32:18	Let's Talk About Forms	22 0.3%	7.7 1.0%	20:54	22.7%	15 0.2%
☐  4:48:58	Income Determination Training	21 0.2%	3.0 0.4%	8:39	3.0%	10 0.2%
☐  1:29:45	Office Hours - Housing Finance Corporation (HFC) ...	20 0.2%	3.7 0.5%	11:06	12.4%	18 0.3%
☐  2:46:29	Tax Exempt Bond Program (BOND) Training	18 0.2%	15.9 2.0%	52:58	31.8%	3 0.1%
☐  1:31:22	Fair Housing Special Topics: Assistance Animals, ...	18 0.2%	1.0 0.1%	3:16	3.6%	17 0.3%
☐  1:36:22	Students: A Recap for all Programs	18 0.2%	6.1 0.8%	20:11	21.0%	15 0.2%

TDHCA Outreach June 2026

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	June 12	Office Hours: HOME-ARP and the Unit Status Report (USR)	82
Community Affairs/WAP	June 23	Virtual Training Session/Network	80
Compliance	June 23	Coffee Chat posted to YouTube: HOME ARP	97
Community Affairs/CEAP/WAP	June 24	Network Quarterly Call	100
Multifamily Programs	June 25	Tenant-focused virtual workgroup (gotowebinar)	58
Community Affairs/CSBG	June 30	Virtual Training Session/Multiple Subs	10