



## TDHCA Outreach and Media Analysis, December 2025

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 December 1-31, 2025 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 13

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

- Print: 1 (Editorials/Columnists = 0)
- Broadcast: 5
- Trade, Government or Internet-Based Publications: 7

Figure 1 News Tone

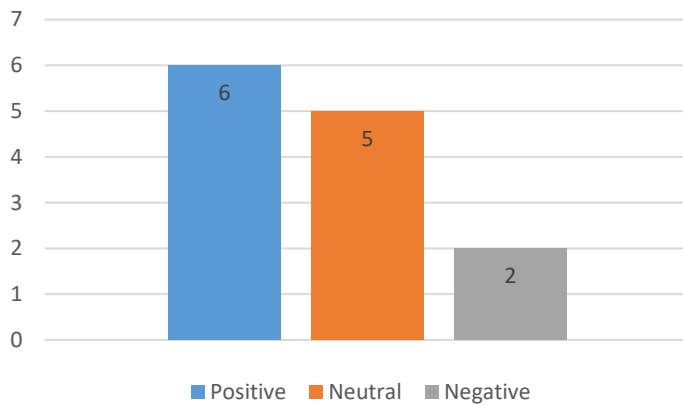
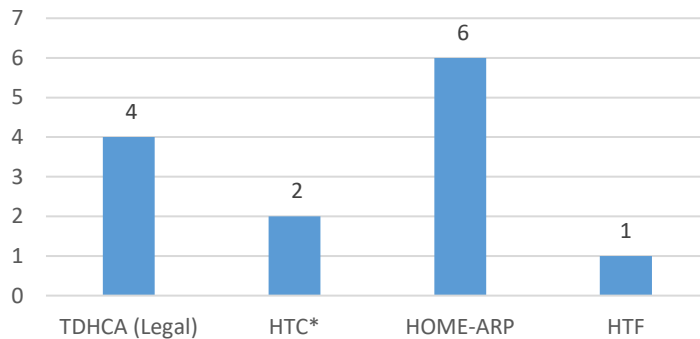
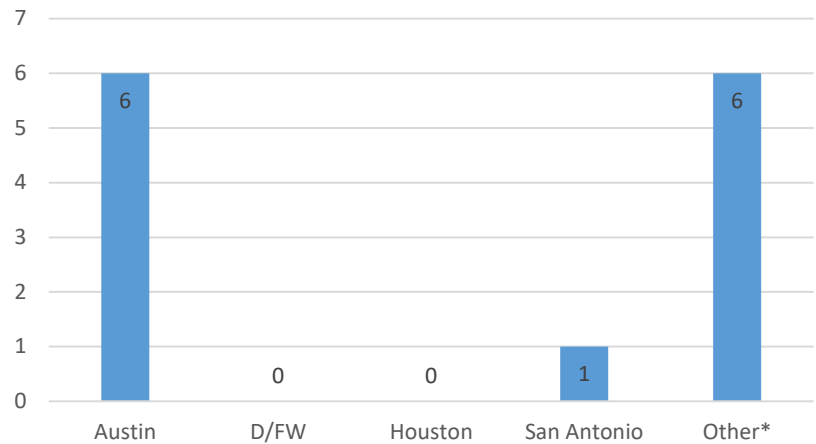


Figure 2 News Topic<sup>2</sup>



<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, Housing Trust Fund.

Figure 3 Media Market



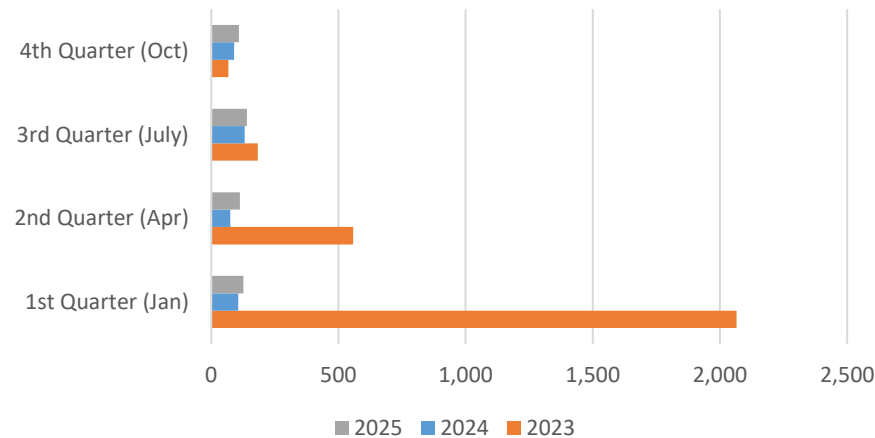
**Summary:**

Reporting on TDHCA activities by the news media totaled 13 references in December 2025. Only two articles were noted related to a Texas Attorney General press release, issued in late November, announcing a lawsuit against TDHCA for having rules requiring that religious organizations providing services under particular TDHCA housing programs cannot use these program funds to pay for religious worship or recruitment (proselytizing). A news story related to TDHCA’s Governing Board approving an award to The Other Ones Foundation ran multiple times on a local television news outlet.

News mentions during the month were lower than December 2024 (44 total).


The following table illustrates the number of news mentions during each month or quarter of 2025 compared to 2024 and 2023. Through the fourth quarter of 2025 (October through December), total news mentions tracked higher (488 total) compared to the number of mentions during the same timeframe of 2024 (403 total), but lower than 2023 (2,873 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating in 2023; however, news mentions in 2025 are tracking much higher than 2019 (pre-pandemic), which totaled 210 articles through the same timeframe.

TDHCA News Trends




### Social media:

Through December 2025, TDHCA has 3,742 followers to its X account, and 8,231 followers to its Facebook page. TDHCA's YouTube channel had 4,039 views in December. 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 2025	48	0	57 (includes Comments)	4	50
February 2025	39	0	18 (includes Comments)	3	12
March 2025	59	0	60 (includes Comments)	1	53
April 2025	47	0	46 (includes Comments)	2	40
May 2025	45	0	12 (includes Comments)	1	8
June 2025	72	0	27 (includes Comments)	4	19
July 2025	99	17	54 (includes Comments)	5	44
August 2025	14	11	35 (includes Comments)	3	23
September 2025	67	27	18 (includes Comments)	1	16
October 2025	65	2	18 (includes Comments)	1	16
November 2025	71	0	27 (includes Comments)	5	19
December 2025	56	0	55 (includes Comments)	4	48

\* 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 2025	45	0	10	2	6
February 2025	42	11	9	1	3
March 2025	57	0	7	2	5
April 2025	47	0	3	1	2
May 2025	45	0	2	0	2

June 2025	72	0	3	0	2
July 2025	100	29	9 (includes Replies)	1	6
August 2025	10	28	2	1	1
September 2025	65	27	11	0	0
October 2025	65	22	7	1	4
November 2025	69	12	13	1	11
December 2025	51	12	25 (Includes Replies)	1	3

\* 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	Avg. % viewed	Unique viewers
January 2025	6,118	521.9	5:07	17.6%	5,158
February 2025	4,979	471.4	5:40	15.8%	4,066
March 2025	5,471	405.6	4:26	15.1%	4,553
April 2025	5,867	563.5	5:45	18.1%	4,715
May 2025	4,886	487.3	5:59	21.2%	3,897
June 2025	6,345	496.2	4:41	20.4%	5,355
July 2025	5,541	539.5	5:50	21.0%	4,630
August 2025	5,618	614.8	6:33	21.3%	4,509
September 2025	5,528	566.3	6:08	19.7%	4,475
October 2025	3,672	514.0	8:23	17.2%	2,822
November 2025	4,235	404.5	5:43	15.8%	3,438
December 2025	4,039	352.5	5:24	19.4%	3,325

### 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 December 2025

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/> Total		4,039	352.5	5:24	19.4%	3,325
<input type="checkbox"/>  3:24	Help For Texans	2,992 74.1%	79.5 22.6%	1:35	46.9%	2,746 82.6%
<input type="checkbox"/>  0:52	Texas Homebuyer Program introduction	123 3.1%	1.5 0.4%	0:45	86.9%	119 3.6%
<input type="checkbox"/>  5:12:47	2025 Income Determination Training	48 1.2%	18.4 5.2%	22:56	7.3%	32 1.0%
<input type="checkbox"/>  1:53:27	December Office Hours – 2025 Year End Recap	44 1.1%	19.5 5.5%	26:38	23.5%	32 1.0%
<input type="checkbox"/>  4:09	Reasonable Accommodations in Texas	37 0.9%	0.7 0.2%	1:11	28.7%	25 0.8%
<input type="checkbox"/>  1:42:33	Fair Housing 101: An Overview of Fair Housing in Texa...	36 0.9%	12.5 3.5%	20:49	20.3%	28 0.8%
<input type="checkbox"/>  1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas	31 0.8%	2.7 0.8%	5:19	5.1%	18 0.5%
<input type="checkbox"/>  6:18	Assistance Animals in Texas	30 0.7%	0.6 0.2%	1:10	18.6%	24 0.7%
<input type="checkbox"/>  5:43:58	Income Determination Training Webinar - Jan. 4, 2024	24 0.6%	41.9 11.9%	1:58:28	34.4%	15 0.5%
<input type="checkbox"/>  1:25:24	Adjusted Income Webinar - Jan. 12, 2024	21 0.5%	26.5 7.5%	1:15:50	88.8%	5 0.2%
<input type="checkbox"/>  1:38:54	Office Hours - NSPIRE	20 0.5%	2.7 0.8%	8:00	8.1%	14 0.4%
<input type="checkbox"/>  1:32:18	Let's Talk About Forms	18 0.5%	9.0 2.6%	29:59	32.5%	14 0.4%
<input type="checkbox"/>  1:47:05	Assets and the Changes from HOTMA	18 0.5%	1.9 0.5%	6:12	5.8%	16 0.5%
<input type="checkbox"/>  4:48:58	Income Determination Training	17 0.4%	4.4 1.2%	15:23	5.3%	16 0.5%
<input type="checkbox"/>  1:35:29	Housing Opportunity Through Modernization Act of 20...	16 0.4%	6.0 1.7%	22:35	23.7%	9 0.3%
<input type="checkbox"/>  1:23:16	November Office Hours - Unit Status Report & Income/...	16 0.4%	2.0 0.6%	7:31	9.0%	14 0.4%
<input type="checkbox"/>  1:25:32	811 PRA: Maintaining Compliance with Unit Vacancy a...	15 0.4%	14.8 4.2%	59:12	69.2%	6 0.2%
<input type="checkbox"/>  50:22	Written Policies and Procedures in TDHCA Monitored ...	15 0.4%	1.6 0.5%	6:28	12.9%	14 0.4%
<input type="checkbox"/>  1:36:03	New Owner Training	14 0.4%	0.9 0.2%	3:39	3.8%	9 0.3%
<input type="checkbox"/>  1:26:00	2025 Income Determination Training Lunch & Learn: C...	13 0.3%	4.2 1.2%	19:10	22.3%	11 0.3%
<input type="checkbox"/>  1:19:05	Transfers and Household Additions Training	13 0.3%	1.4 0.4%	6:27	8.2%	12 0.4%
<input type="checkbox"/>  21:39	Improving your CEAP Process	12 0.3%	1.0 0.3%	4:56	22.8%	11 0.3%
<input type="checkbox"/>  1:17:06	Fair Housing Special Topics: The Violence Against Wo...	12 0.3%	0.8 0.2%	4:03	5.3%	11 0.3%
<input type="checkbox"/>  1:53:34	Utility Allowance Training - Jan. 24, 2023	12 0.3%	1.4 0.4%	6:54	6.1%	12 0.4%
<input type="checkbox"/>  1:42:33	Common Issues of Noncompliance Training	12 0.3%	4.3 1.2%	21:23	20.9%	9 0.3%

### TDHCA Outreach December 2025

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>
SF and Homeless Programs/ESG	Dec. 2	Implementation Webinar/TDHCA	75
SF and Homeless Programs/ESG	Dec. 4	Implementation Webinar/TDHCA	75
Housing Resource Center	Dec. 9	Written Policies and Procedures in TDHCA Monitored Properties	156
Compliance	Dec. 12	December Office Hours and Year End Recap	124
Compliance	Dec. 16	HFC Workbook and Rule Roundtable	97
Community Affairs/WAP	Dec. 16	Network Conference Call	82
Community Affairs/CEAP/CSBG	Dec. 17	Network Conference Call	101