



## TDHCA Outreach and Media Analysis, March 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 March 1-31, 2025 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 17

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

- Print: 0 (Editorials/Columnists = 0)
- Broadcast: 7
- Trade, Government or Internet-Based Publications: 10

Figure 1 News Tone

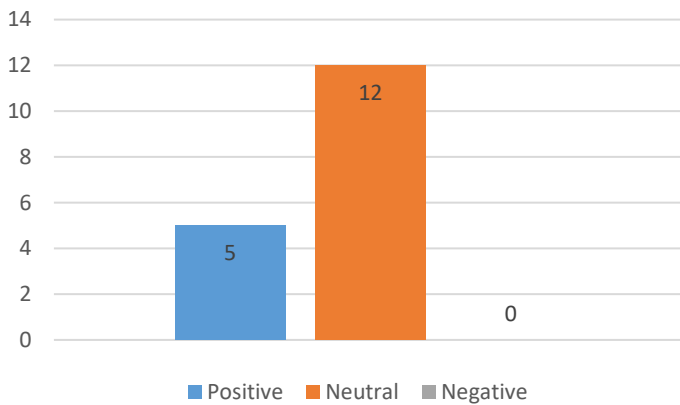
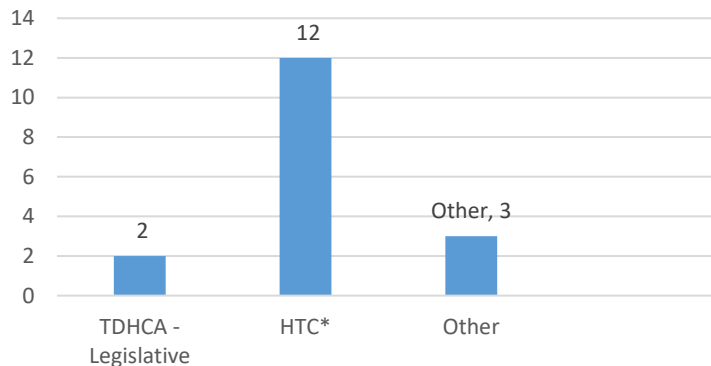
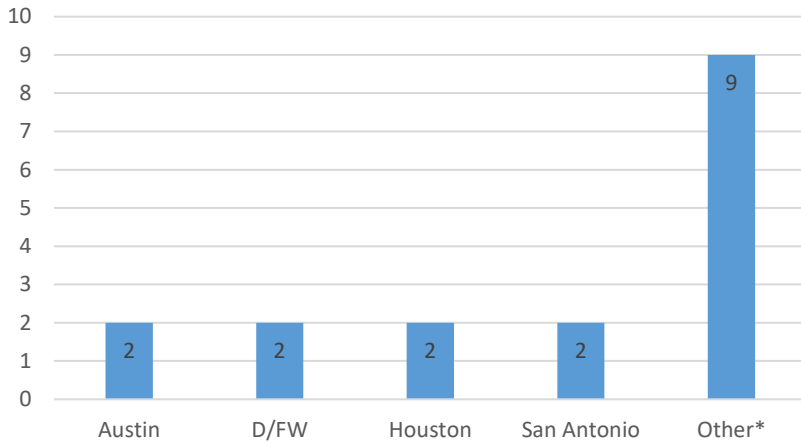


Figure 2 News Topic<sup>2</sup>



<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.

Figure 3 Media Market



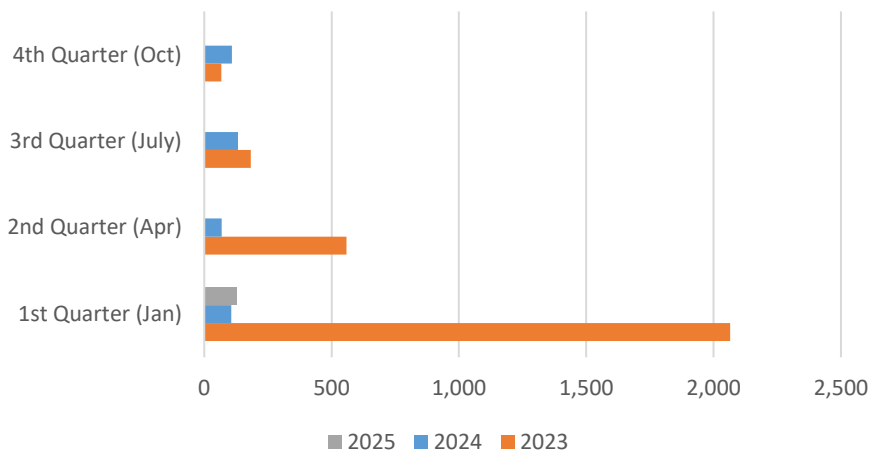
**Summary:**

Reporting on TDHCA activities by the news media totaled 17 references in March 2025. TDHCA’s Housing Tax Credit programs dominated the news cycle with most related to ribbon-cutting ceremonies held throughout Texas.

News mentions during the month were lower than March 2024 (25 total).


The following table illustrates the number of news mentions during each month or quarter of 2025 compared to 2024 and 2023. For the first quarter of 2025 (January - March), total news mentions tracked slightly higher (126 total) compared to the number of mentions during the same timeframe of 2024 (106 total), but lower than 2023 (2,065 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating and accepting applications in 2023.

TDHCA News Trends




**Social media:**

Through March 2025, TDHCA has 3,684 followers to its X account and 7,667 fans to its Facebook page. TDHCA’s YouTube channel had 5,471 views in March. 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

\* 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

\* 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

**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 March 2025

Content		Views ↓ ▲	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/>	<b>Total</b>	<b>5,471</b>	<b>405.6</b>	<b>4:26</b>	<b>15.1%</b>	<b>4,553</b>
<input type="checkbox"/>	 3:24 Help for Texans (English)	3,668 67.0%	100.2 24.7%	1:38	48.2%	3,366 73.9%
<input type="checkbox"/>	 0:52 Texas Homebuyer Program introduction	486 8.9%	6.1 1.5%	0:45	86.7%	473 10.4%
<input type="checkbox"/>	 4:48:58 Income Determination Training	91 1.7%	38.5 9.5%	25:24	8.8%	52 1.1%
<input type="checkbox"/>	 5:43:58 Income Determination Training Webinar - Jan. 4, 2024	76 1.4%	64.6 15.9%	50:58	14.8%	42 0.9%
<input type="checkbox"/>	 1:32:36 PFC webinar and Office Hours	71 1.3%	14.4 3.5%	12:08	13.1%	52 1.1%
<input type="checkbox"/>	 1:47:05 Assets and the Changes from HOTMA	47 0.9%	11.3 2.8%	14:27	13.5%	38 0.8%
<input type="checkbox"/>	 1:45:18 Fair Housing 101: The Basics of Fair Housing in Texas	47 0.9%	8.1 2.0%	10:21	9.8%	34 0.8%
<input type="checkbox"/>	 45:26 TEMAP Implementation Workshop - June 8, 2021	45 0.8%	0.4 0.1%	0:29	1.1%	41 0.9%
<input type="checkbox"/>	 19:17 TEMAP Monthly Reporting Webinar for Part C Program...	42 0.8%	0.5 0.1%	0:43	3.8%	37 0.8%
<input type="checkbox"/>	 1:36:03 New Owner Training	34 0.6%	4.8 1.2%	8:27	8.8%	30 0.7%
<input type="checkbox"/>	 1:35:29 Housing Opportunity Through Modernization Act of 20...	32 0.6%	9.4 2.3%	17:37	18.5%	27 0.6%
<input type="checkbox"/>	 7:07 Accessing Texas Department of Aging and Disability S...	29 0.5%	1.3 0.3%	2:40	37.5%	23 0.5%
<input type="checkbox"/>	 1:38:54 Office Hours - NSPIRE	27 0.5%	8.2 2.0%	18:07	18.3%	14 0.3%
<input type="checkbox"/>	 1:45:17 Utility Allowance Webinar/Office Hours	26 0.5%	5.1 1.3%	11:43	11.1%	10 0.2%
<input type="checkbox"/>	 1:32:18 Let's Talk About Forms	25 0.5%	6.9 1.7%	16:39	18.1%	19 0.4%
<input type="checkbox"/>	 3:06 Fair Housing in Texas	24 0.4%	0.5 0.1%	1:13	39.4%	23 0.5%
<input type="checkbox"/>	 3:07 Fair Housing in Texas	21 0.4%	0.5 0.1%	1:33	50.1%	19 0.4%
<input type="checkbox"/>	 15:21 Texas Eviction Diversion Program Overview – Septemb...	21 0.4%	1.1 0.3%	3:10	20.7%	8 0.2%
<input type="checkbox"/>	 5:52:05 Multifamily Income Determination Training	20 0.4%	7.5 1.9%	22:32	6.4%	16 0.4%
<input type="checkbox"/>	 1:37:27 Fair Housing Special Topics: Reasonable Accommodat...	19 0.4%	5.0 1.2%	15:50	16.3%	14 0.3%
<input type="checkbox"/>	 51:36 2024 Emergency Solutions Grants (ESG) Implementati...	19 0.4%	3.4 0.8%	10:42	20.8%	17 0.4%
<input type="checkbox"/>	 1:04:27 Frequently Asked Questions about Utility Allowances	19 0.4%	1.4 0.4%	4:31	7.0%	17 0.4%
<input type="checkbox"/>	 1:07:13 2024 Emergency Solutions Grants (ESG) Application S...	19 0.4%	0.3 0.1%	0:55	1.4%	16 0.4%
<input type="checkbox"/>	 1:13:44 Average Income webinar/Office Hours	17 0.3%	4.8 1.2%	17:06	23.2%	6 0.1%
<input type="checkbox"/>	 4:09 Reasonable Accommodations in Texas	17 0.3%	0.5 0.1%	1:51	44.6%	16 0.4%

### TDHCA Outreach March 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	March 3	AYBRP Training Stages 1-4/Alamo Area Council of Govt	13
Compliance	March 6	Income Determination Training	13
Community Affairs/Comprehensive Energy Assistance Program (CEAP)	March 6	Virtual Workgroup/5 subs	14
Compliance	March 14	Virtual Office Hours and PFC Training	258
Community Affairs/Community Service Block Grant (CSBG)	March 24	Virtual Training Session/4 subs	21
Community Affairs/WAP	March 25	Network Conference/Network	75
Community Affairs/CEAP/CSBG	March 26	Network Conference/Network	90