



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

Total number of articles referencing TDHCA: 35

Breakdown by Medium:¹

- Print: 5 (Editorials/Columnists = 0)
- Broadcast: 16
- Trade, Government or Internet-Based Publications: 14

Figure 1 News Tone

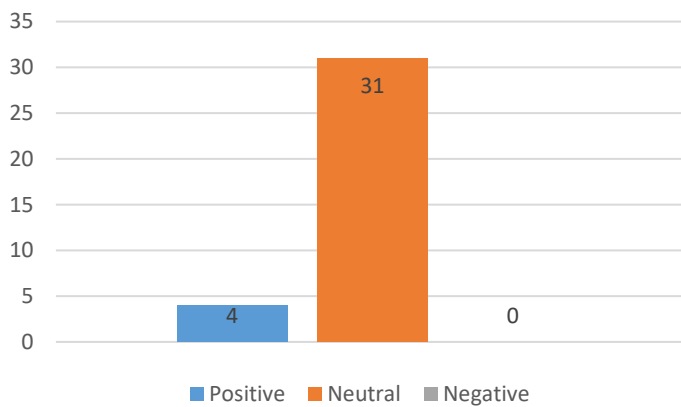
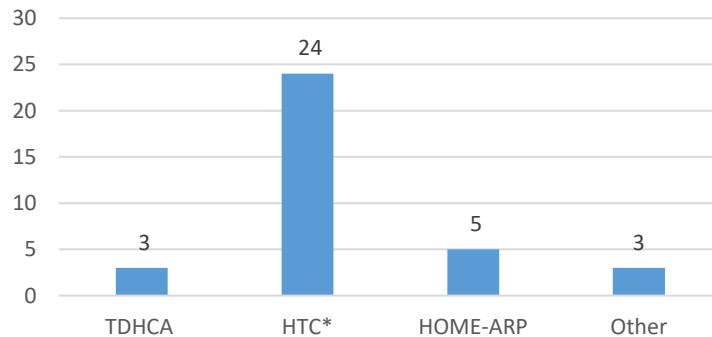
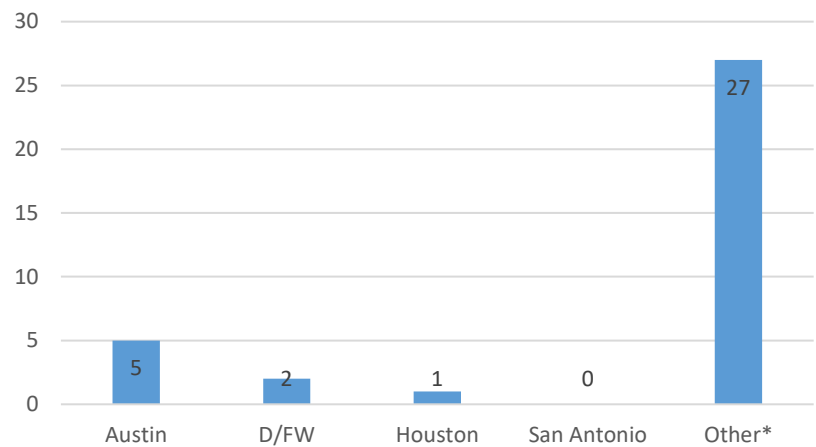


Figure 2 News Topic²



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.

Figure 3 Media Market



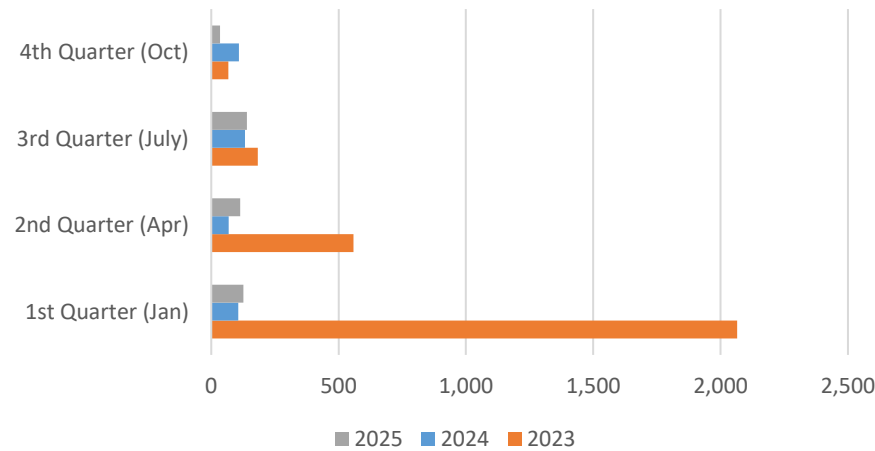
Summary:

Reporting on TDHCA activities by the news media totaled 35 references in October 2025. There were numerous news stories regarding grand openings and groundbreaking ceremonies for Housing Tax Credit developments around the state.

News mentions during the month were lower than October 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 first month of the fourth quarter of 2025 (October through December), total news mentions tracked higher (414 total) compared to the number of mentions during the same timeframe of 2024 (352 total), but lower than 2023 (2,821 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 175 articles through the same timeframe.

TDHCA News Trends




Social media:

Through October 2025, TDHCA has 3,744 followers to its X account and 7,755 fans to its Facebook/Meta page. TDHCA's Facebook/Meta page also had 32 views on a Compliance training alert video (Scary, Spooky Fees in MF Compliance). TDHCA's YouTube channel had 3,672 views in October. 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

* 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

* 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

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 October 2025

Duration	Publish date	(+)	Views ↓	Watch time (hours)	Average view duration	centage viewed	Unique viewers
 3:24	Help For Texans		2,065 56.2%	52.8 10.3%	1:32	45.1%	1,924 68.2%
 0:52	Texas Homebuyer Program introduction		226 6.2%	2.8 0.5%	0:44	85.2%	224 7.9%
 5:12:47	2025 Income Determination Training		67 1.8%	24.2 4.7%	21:41	6.9%	41 1.5%
 4:48:58	Income Determination Training		58 1.6%	33.2 6.5%	34:19	11.9%	31 1.1%
 1:42:33	Fair Housing 101: An Overview of Fair Housing in Texa...		57 1.6%	5.6 1.1%	5:54	5.8%	43 1.5%
 3:27:48	TDHCA Governing Board meeting - October 9, 2025		51 1.4%	5.2 1.0%	6:08	3.0%	40 1.4%
 1:38:54	Office Hours - NSPIRE		48 1.3%	9.6 1.9%	12:02	12.2%	31 1.1%
 1:47:05	Assets and the Changes from HOTMA		44 1.2%	19.3 3.8%	26:20	24.6%	29 1.0%
 2:43:06	811 PRA Certifications Training		43 1.2%	12.2 2.4%	16:59	10.4%	21 0.7%
 5:43:58	Income Determination Training Webinar - Jan. 4, 2024		41 1.1%	59.5 11.6%	1:27:00	25.3%	20 0.7%
 1:25:32	811 PRA: Maintaining Compliance with Unit Vacancy a...		31 0.8%	21.5 4.2%	41:41	48.7%	19 0.7%
 1:39:07	Utility Allowance Training - July 6, 2023		29 0.8%	14.1 2.8%	29:12	29.5%	22 0.8%
 1:28:35	The Complaint Process for Multifamily Compliance		27 0.7%	2.5 0.5%	5:34	6.3%	17 0.6%
 4:09	Reasonable Accommodations in Texas		24 0.7%	0.8 0.2%	1:54	46.1%	21 0.7%
 1:58:46	Multifamily Compliance: Online Reporting, USR and AO...		24 0.7%	16.3 3.2%	40:52	34.4%	14 0.5%
 1:21:07	Service Animals, Emotional Support Animals and the F...		23 0.6%	2.6 0.5%	6:52	8.5%	19 0.7%
 1:35:29	Housing Opportunity Through Modernization Act of 20...		23 0.6%	8.0 1.6%	20:55	21.9%	17 0.6%
 1:25:24	Adjusted Income Webinar - Jan. 12, 2024		23 0.6%	20.8 4.0%	54:13	63.5%	13 0.5%
 5:18:57	TDHCA Training: Section 811 Project Rental Assistanc...		22 0.6%	12.9 2.5%	35:14	11.1%	17 0.6%
 2:00:06	811 PRA: Written Policies and Procedures training		22 0.6%	15.7 3.1%	42:47	35.6%	13 0.5%
 1:32:18	Let's Talk About Forms		21 0.6%	11.4 2.2%	32:27	35.2%	15 0.5%
 2:49:57	Students: Eligibility and Income		21 0.6%	16.2 3.2%	46:19	27.3%	15 0.5%
 26:14	HOME-ARP Overview Webinar		20 0.5%	2.2 0.4%	6:28	24.7%	15 0.5%
 1:19:05	Transfers and Household Additions Training		20 0.5%	2.3 0.4%	6:45	8.5%	16 0.6%
 1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas		20 0.5%	0.2 0.1%	0:44	0.7%	10 0.4%

TDHCA Outreach October 2025

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	Oct. 2-3	Costello Compliance Summit	130
Community Affairs/CEAP	Oct. 14	Virtual Training Session/ Multiple Subs	11
Texas Homeownership Program	Oct. 22	TDHCA Real Estate Specialist Training	47
Compliance	Oct. 28	Office Hours and Scary, Spooky Fees Webinar	83
Compliance	Oct. 29	Section 811 PRA and HOTMA Training	124
Texas Homeownership Program	Oct. 30	TDHCA Lender Lunch and Learn	82