



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

Total number of articles referencing TDHCA: 64

Breakdown by Medium:¹

- Print: 12 (Editorials/Columnists = 0)
- Broadcast: 30
- Trade, Government or Internet-Based Publications: 22

Figure 1 News Tone

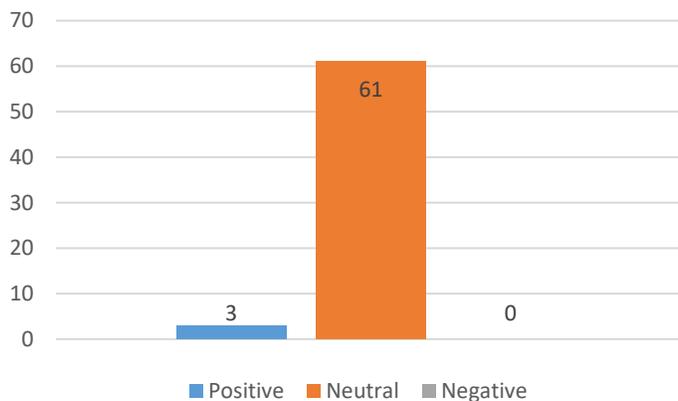
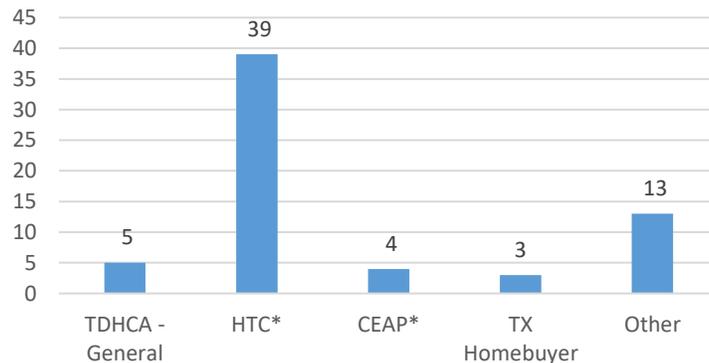
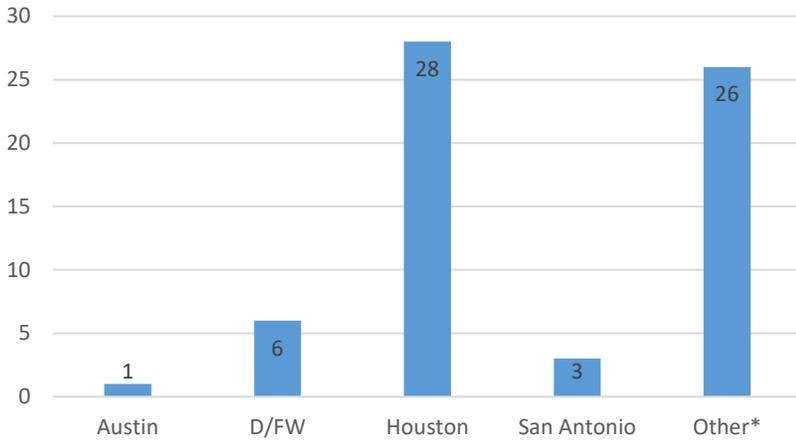


Figure 2 News Topic²



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



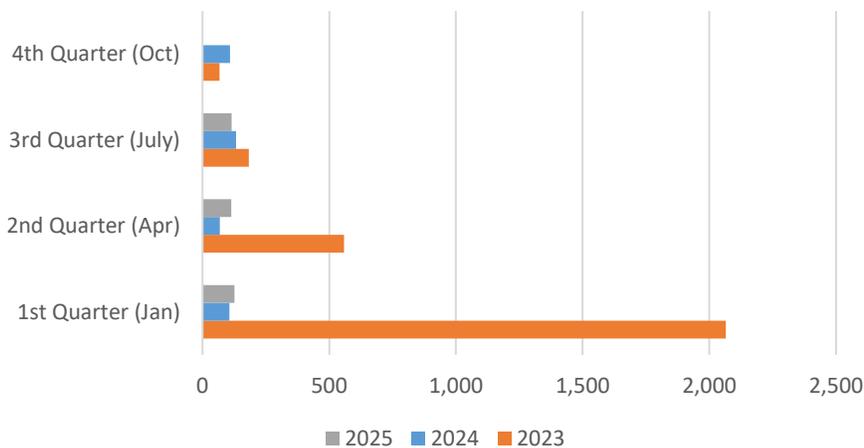
Summary:

Reporting on TDHCA activities by the news media totaled 64 references in August 2025. There were numerous articles related to 2025 9% HTC awards for developments in specific areas of the state, and a Houston-area HTC property that was undergoing significant health and safety issues.

News mentions during the month were higher than August 2024 (48 total).

The following table illustrates the number of news mentions during each month or quarter of 2025 compared to 2024 and 2023. Through the second month of the third quarter of 2025 (July-September), total news mentions tracked higher (354 total) compared to the number of mentions during the same timeframe of 2024 (286 total), but lower than 2023 (2,765 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 150 articles through the same timeframe.

TDHCA News Trends



Social media:

Through August 2025, TDHCA has 3,735 followers to its X account and 7,743 fans to its Facebook page. TDHCA’s YouTube channel had 5,618 views in August. 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

* 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

* 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

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 August 2025

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/> Total		5,618	614.8	6:33	21.3%	4,509
<input type="checkbox"/> 3:24	Help For Texans	3,853 68.6%	100.5 16.4%	1:33	46.0%	3,591 79.6%
<input type="checkbox"/> 0:52	Texas Homebuyer Program introduction	344 6.1%	4.3 0.7%	0:45	87.4%	342 7.6%
<input type="checkbox"/> 5:43:58	Income Determination Training Webinar - Jan. 4, 2024	62 1.1%	69.8 11.4%	1:07:30	19.6%	35 0.8%
<input type="checkbox"/> 1:31:25	Supportive Services, LURA discussion webinar	55 1.0%	26.7 4.4%	29:10	31.9%	31 0.7%
<input type="checkbox"/> 4:48:58	Income Determination Training	42 0.8%	19.3 3.1%	27:37	9.6%	34 0.8%
<input type="checkbox"/> 1:19:05	Transfers and Household Additions Training	42 0.8%	9.3 1.5%	13:19	16.9%	31 0.7%
<input type="checkbox"/> 1:32:18	Let's Talk About Forms	36 0.6%	24.2 3.9%	40:24	43.8%	29 0.6%
<input type="checkbox"/> 1:47:05	Assets and the Changes from HOTMA	36 0.6%	21.0 3.4%	35:03	32.8%	27 0.6%
<input type="checkbox"/> 1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas	36 0.6%	2.6 0.4%	4:16	4.1%	17 0.4%

<input type="checkbox"/>	 1:19:11	Monitoring Reviews: Beginning to End	35	0.6%	16.0	2.6%	27:29	34.7%	29	0.6%
<input type="checkbox"/>	 1:26:00	2025 Income Determination Training Lunch & Learn: C...	34	0.6%	5.0	0.8%	8:51	10.3%	23	0.5%
<input type="checkbox"/>	 1:35:29	Housing Opportunity Through Modernization Act of 20...	33	0.6%	7.4	1.2%	13:23	14.0%	25	0.6%
<input type="checkbox"/>	 5:18:57	TDHCA Training: Section 811 Project Rental Assistanc...	33	0.6%	13.9	2.3%	25:13	7.9%	18	0.4%
<input type="checkbox"/>	 1:42:33	Fair Housing 101: An Overview of Fair Housing in Texa...	33	0.6%	12.3	2.0%	22:22	21.8%	31	0.7%
<input type="checkbox"/>	 1:42:33	Common Issues of Noncompliance Training	32	0.6%	14.5	2.4%	27:11	26.5%	25	0.6%
<input type="checkbox"/>	 1:38:54	Office Hours - NSPIRE	30	0.5%	9.0	1.5%	18:02	18.3%	24	0.5%
<input type="checkbox"/>	 1:04:27	Frequently Asked Questions about Utility Allowances	28	0.5%	2.4	0.4%	5:07	7.9%	26	0.6%
<input type="checkbox"/>	 1:39:07	Utility Allowance Training - July 6, 2023	27	0.5%	4.6	0.7%	10:10	10.3%	15	0.3%
<input type="checkbox"/>	 1:29:12	Monitoring Reviews: Notification to Closed!	27	0.5%	19.5	3.2%	43:22	48.6%	21	0.5%
<input type="checkbox"/>	 1:13:46	2025 Income Determination Training Lunch & Learn: Th...	26	0.5%	7.6	1.2%	17:36	23.9%	17	0.4%
<input type="checkbox"/>	 2:43:06	811 PRA Certifications Training	24	0.4%	8.1	1.3%	20:09	12.4%	15	0.3%
<input type="checkbox"/>	 1:14:55	2025 Income Determination Training "Lunch and Learn:...	24	0.4%	1.9	0.3%	4:46	6.4%	14	0.3%
<input type="checkbox"/>	 1:21:07	Service Animals, Emotional Support Animals and the F...	22	0.4%	1.9	0.3%	5:11	6.4%	19	0.4%
<input type="checkbox"/>	 2:49:57	Students: Eligibility and Income	21	0.4%	16.4	2.7%	46:59	27.7%	15	0.3%
<input type="checkbox"/>	 1:19:21	IDT Lunch & Learn: Putting it all Together - The Income ...	21	0.4%	2.7	0.4%	7:42	9.7%	17	0.4%

TDHCA Outreach August 2025

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	August 7	Lunch and Learn Session 9: Adjusted Income with a Case Study	171
Texas Home Ownership Program	August 14	TDHCA Lender Lunch and Learn	58
Community Affairs/WAP	August 19	Virtual Training Session/Multiple subs	21
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Compliance	August 21	Income Determination Training for Hamilton Valley Group	86