



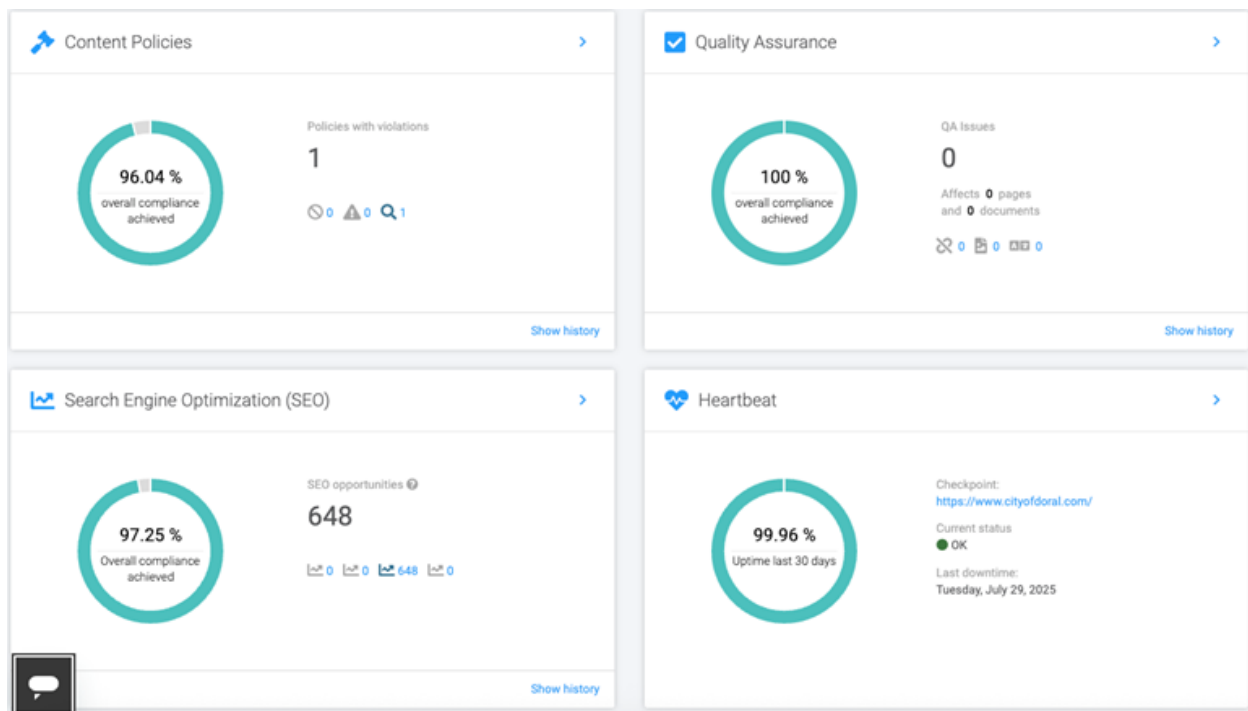
Monthly Department Report

PUBLIC AFFAIRS

July 2025

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

Our top performing post on Facebook and Instagram were the National Night Out & Back to School Night Registration Announcement (7/21) and the New Speed Detection Program in School Zones Announcement (8/5) post. See below:

- Facebook – Views: 5,118 | Reach: 3,365
- Instagram – Views: 113,350 | Reach: 52,865 | Interactions: 7,992



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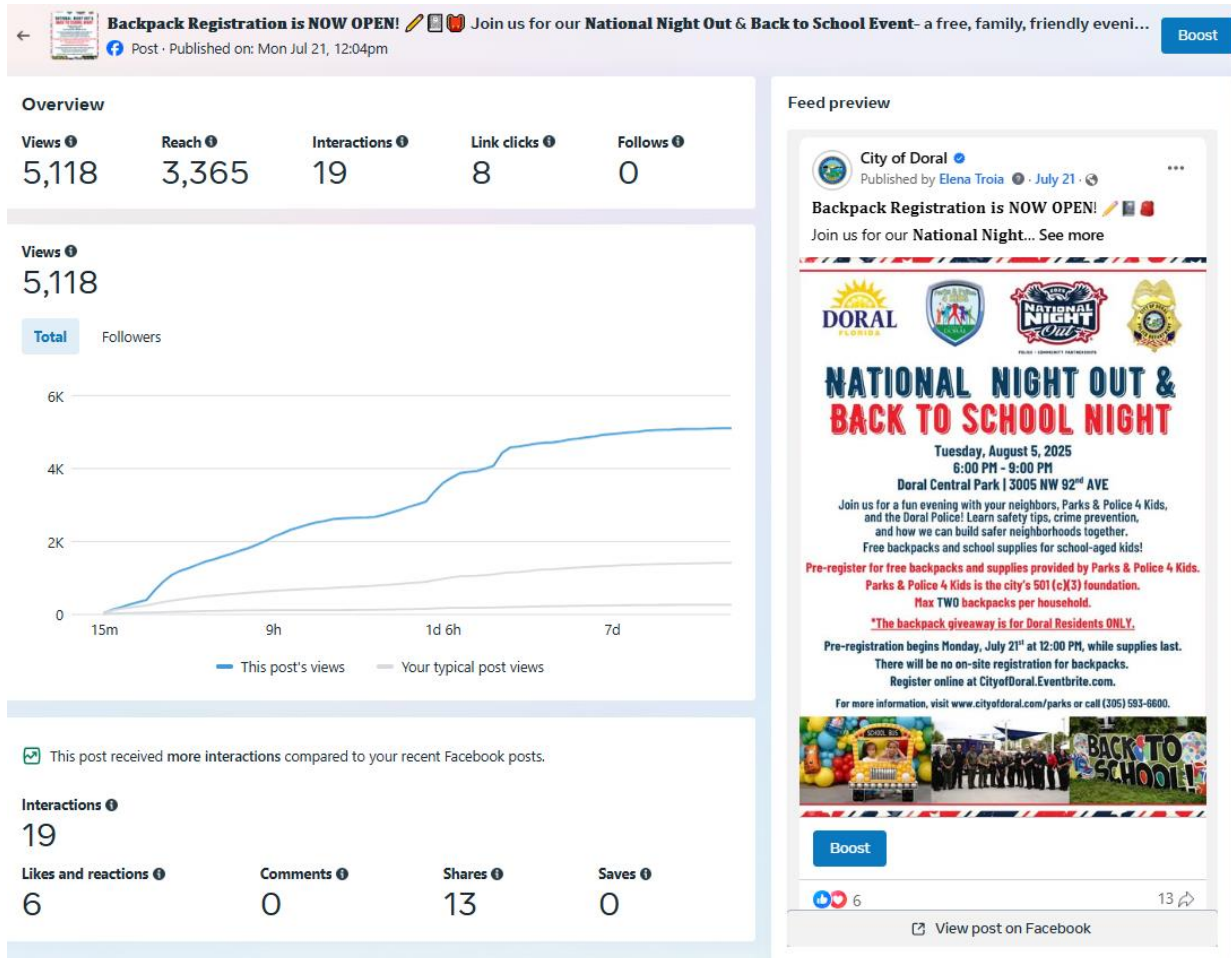
Our social media following grew by 1,066 across all platforms since last month. Our Facebook page had 100,521 views and Instagram had 1,865,031 views — marking yet another month surpassing 1 million views, all from organic content.

July	Facebook	50	4.17	16,754	0.20	100,521	68.98	18,834	88.23	Mayor's August Message, Things to Do in Doral This Week (Weekly Posts/Stories), Back to School & National Night Out Promo, Spend Local, Save Local: Suviche, Spend Local, Save Local: La Tremenda, New Speed Detection Program in School Zones, Your Guide to All the Fun at Doral Central Park, Doral Employee Appreciation Breakfast, National Intern Day, Doral 5K Promo, 2025 Florida Disaster Preparedness Sales Tax Holiday, Back to School Message: Mayor, Chief of Police, School Board Member, Miami Spice in Doral, Mayor's Be Part of the Budget Process Video, Best of the Best August Category: Best Tequenos, Police Training Exercise Video, National Night Out & Back to School Night Video, First Day of School with Doral PD, Free Little Library Unveiling, August Protocol Hour, Approved by Mayor & Council August Meeting, Best of the Best Sports Grill Video, Parks & Rec Fall Programs Promo
	Instagram	50	4.17	64,612	1.56	1,865,031	2.60	129,325	3.33	
	Twitter			18,380						



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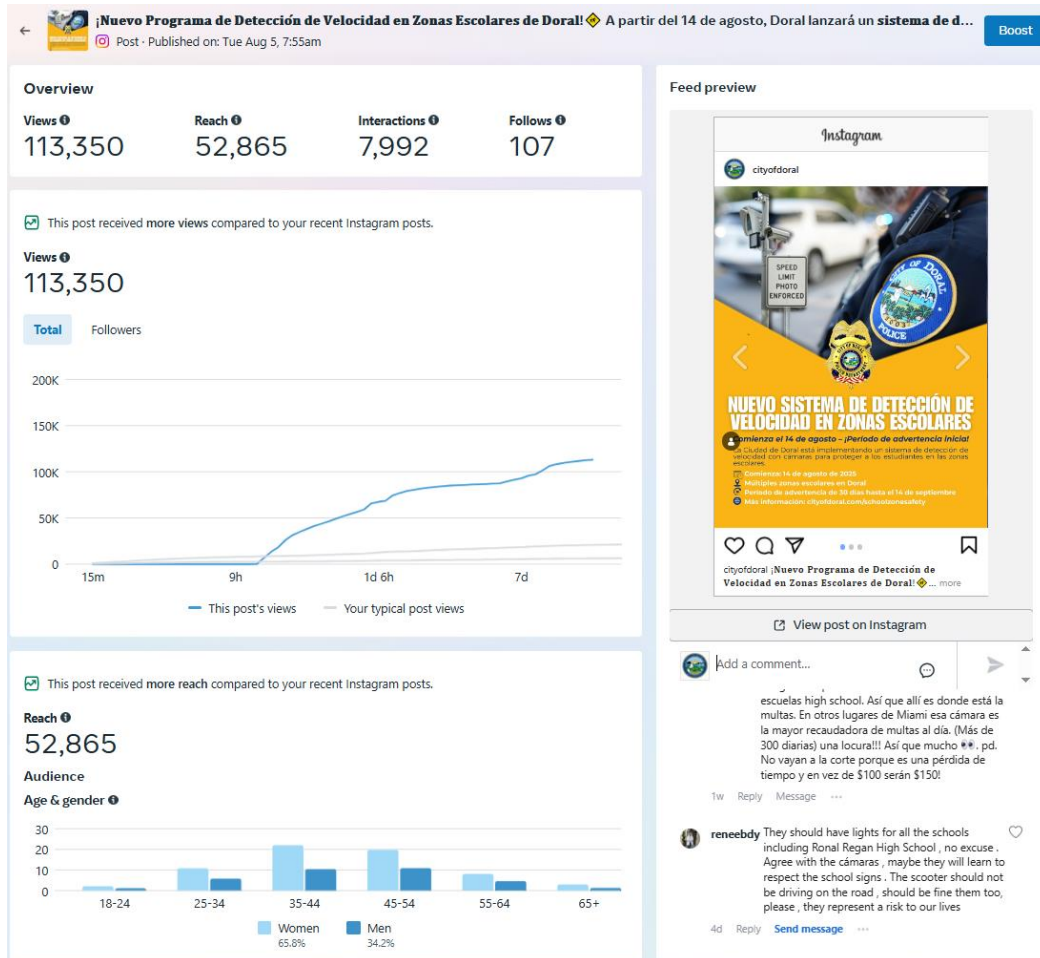
PUBLIC AFFAIRS





Monthly Department Report

PUBLIC AFFAIRS



VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s July Message ENG
 - Published – Mayor’s July Message SPA
 - Published – Mayor’s 4th of July event Message
 - Published – Spend Local- La Tremenda
 - Published – Spend Local- Suviche



Monthly Department Report

PUBLIC AFFAIRS



- Published – Independence Day Highlight
- Published – Spend Local- La Crema Food
- Published – Spend Local- Spry Society

Events

- Event Coverage:
 - ✓ Independence Day Event
 - ✓ Public Transit Workshop

Sponsorships/Grants

- Sponsorship Acquired:

JULY 2025 TOTALS			
DATE	EVENT	In-Kind	Cash
July 4th	Independence Day	\$60,390	\$7,500
July 17th	Capture Doral Opening Reception	\$700	
July 31st	Sinatra Tribute Night	\$200	
TOTAL		\$61,290	\$7,500

Major Project Updates

Meetings/Coordination for new Amphitheater Branding (L&L)

Meetings and work on competitive bid for webchat and texting (optional) services



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PUBLIC AFFAIRS



Administration

- Participated in communication support training
- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.

Email Marketing Campaigns

In July 2025, we sent a total of 127,560 emails across 12 active campaign days, maintaining excellent delivery and engagement metrics that reflect strong subscriber interest. Our campaigns achieved a 99.84% delivery rate, with 118,495 successfully delivered emails.

- **Open rate:** 55.94%, totaling **64,888 opens** — a significant increase over previous averages, indicating highly engaged recipients.
- **Click rate:** 1.69%, with **2,154 total clicks**, reflecting meaningful interaction with our content.
- **Engagement quality:** 1.7% clicks per unique open, suggesting that users who opened the emails were genuinely interested in the information presented.
- **List health:** Remained strong, with a low **bounce rate of 0.11%** (208 bounces), a minimal **unsubscribe rate of 0.05%** (64 unsubscribes), and just **4 abuse reports** (0.003%).