



Monthly Department Report

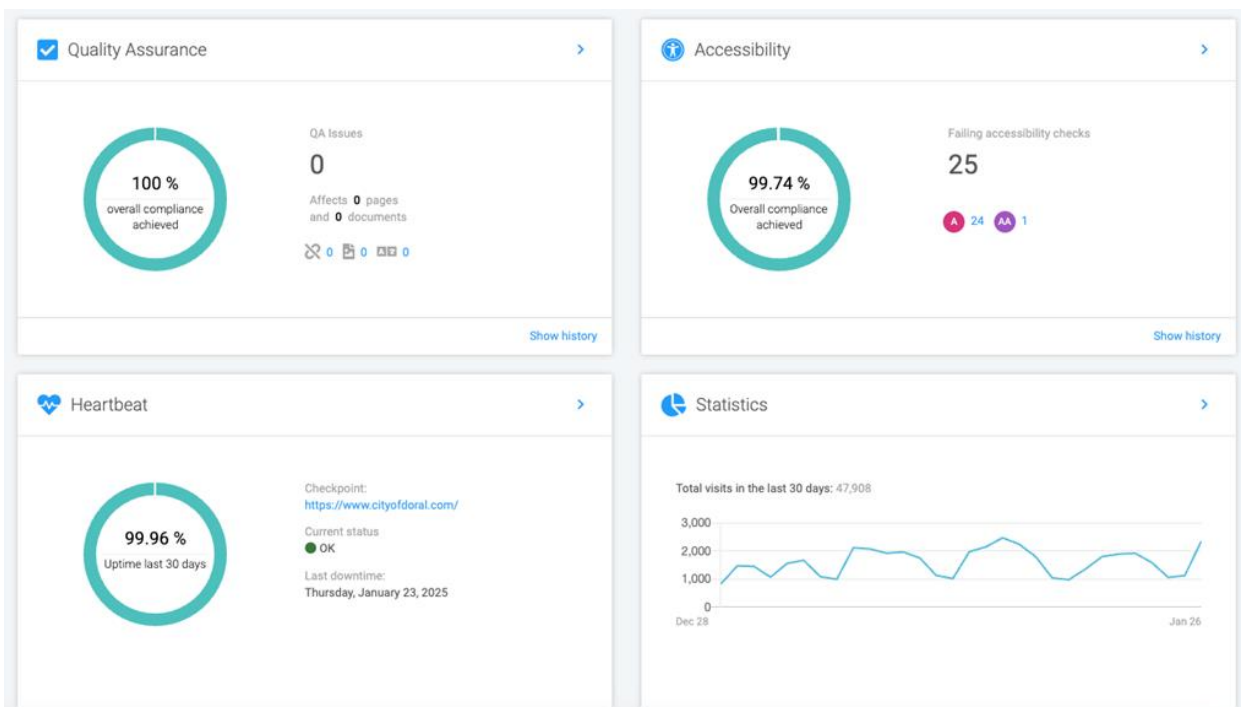
PUBLIC AFFAIRS



January 2025

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

Month	Platform	Posts	% Change	Followers	% Change	Reach	% Change	Engagement	% Change	Campaigns
January	Facebook	83	4.60	16,260	0.04	49,288	43.94	10,584	38.27	Migrante Monument Unveiling, Law Enforcement Appreciation Day, January Council Meeting, Camping Under the Stars, Doral Vendor & Business Fair, Mayor's Bulletin, Incinerator Updates (ENG + SPA), #PutItDown Campaign, CM's Swearing-In, Traffic Alerts, Movies at the Park
	Instagram	83	1.22	57,348	0.71	602,008	29.86	64,368	2.97	
	Twitter			17,905						



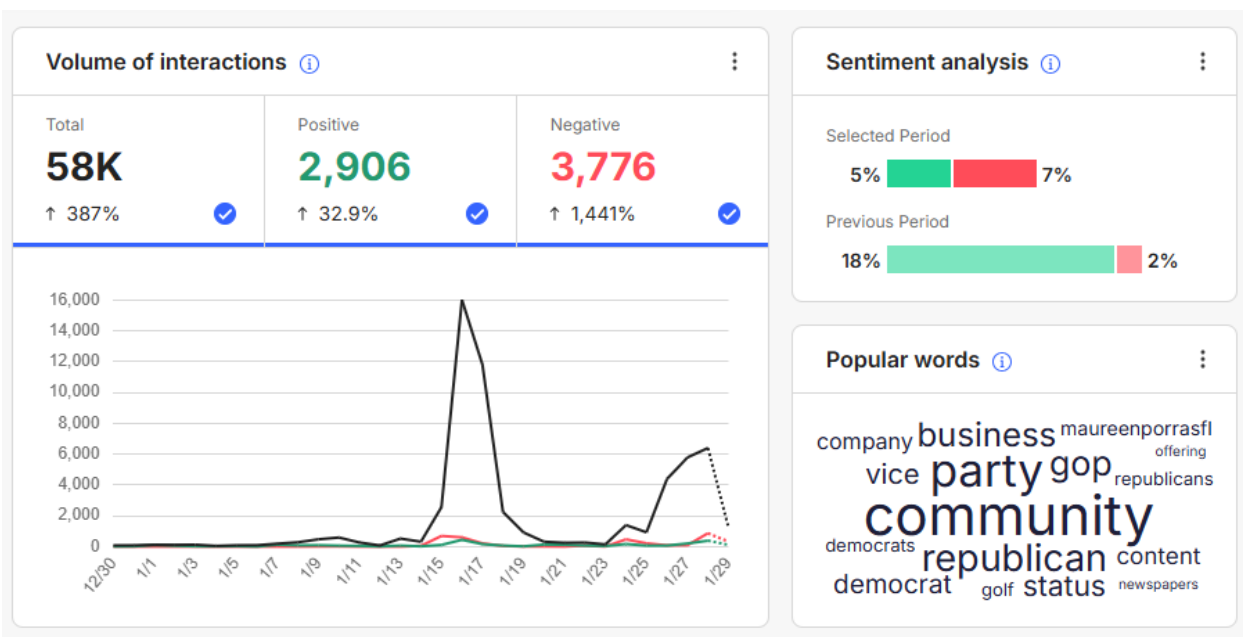
Monthly Department Report

PUBLIC AFFAIRS



- Followers across our social media platforms (Facebook, Instagram) have now reached 91,513 this month. (increase of 586)
- TOP POST FOR THE MONTH: Instagram post counting announcing Camping Under the Stars- Reach 23.2k, 282 interactions, 519 shares

ZENCITY – A platform that aggregates social media discourse surrounding the City to provide sentiment and insight into what the community is saying and what they are interested in. This allows governments to understand citizen concerns, preferences, and priorities in a comprehensive and representative way.





Monthly Department Report

PUBLIC AFFAIRS



VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s January Message ENG
 - Published – Mayor’s January Message SPA
 - Published – January Calendar of Events
 - Published – Inside Doral: City Manager’s Swearing-in
 - Published – December's "Best of the Best" Winner is Cuento Sandwiches
 - Published – InfoDoral How-to: How to Respond to Notice Violation
 - Published – Special Bulletin: Waste-to-Energy Facility - January 22, 2025
 - Published – Boletín Especial: Planta de Conversión de Residuos en Energía (22 de enero de 2025)
 - Published – Spend Local, Save Local - Buns & Bites
 - Published – Paws & Claws Pet of the Week: Alvarez & Raqu
 - Published – Paws & Claws Pet of the Week: Ivy & Ocean

Major Project Updates

- Meeting with City Manager Office and Mayor’s Office to discuss improvements to policies, per council Resolution 24-5961.
- Doral Central Park visit for marketing content capturing
- Collaborated with Police Department on process and communications to alert public on traffic regarding ongoing dignitary visits.
- Interdepartmental kickoff Meeting with Vendor for public information campaign on school speed cameras program

Events

- Execution and Coverage of City Manager Swearing-in Ceremony



Monthly Department Report

PUBLIC AFFAIRS



Sponsorships/Grants

- Sponsorship Acquired:

January 15th	Painting on Canvas	\$150	
January 16th	Charcuterie Board Workshop	\$200	
January 23rd	Magic Show	\$200	
January 30th	Latin Jazz	\$350	
January 31st	Movie Night: Kung Fu Panda 4	\$2,300	
JANUARY 2025		In-Kind \$3,200	Cash \$0

- Processing of vendor registration and check processing for 2 Councilmember sponsorships – Venezuela Awareness & Ocoenos Foundation

Administration

- Produced 53 Certificates as approved.
- Produced 3 Proclamations as approved.
- Disseminated 4 press releases:
 - ❖ City of Doral Swears in New City Manager
 - ❖ Ciudad de Doral Juramenta a Nueva Gerente Municipal Ceremonia de Juramentación del Concejo y Estado de la Ciudad 2024 Comunicado de Prensa
 - ❖ Doral Police Department Launches New Aggressive Driving Unit Media Alert
 - ❖ El Departamento de Policía de Doral lanza una nueva unidad Aviso a los Medios



Monthly Department Report

PUBLIC AFFAIRS



- Sent 14 email campaigns to City database that consisted of Weekly Digest and special communication.
- Ad and Flyer designs for: Planning & Zoning workshops, Community Conversation, Human Trafficking
- Routine updates to the City website as needed by departments.