



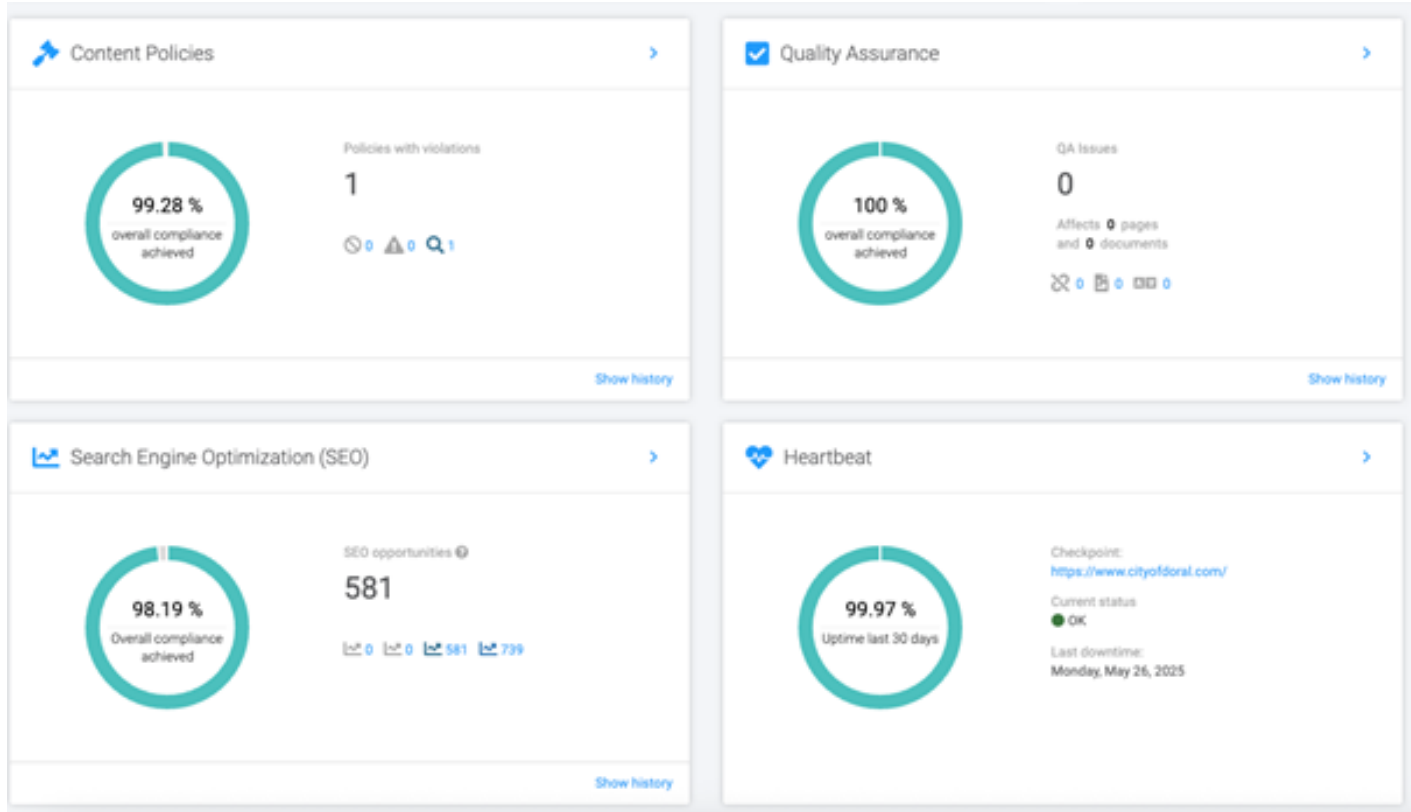
# Monthly Department Report

PUBLIC AFFAIRS

**April 2025**

## **Department Stats/ Key Performance Indicators**

### **WEBSITE**



### **SOCIAL MEDIA**

- Facebook – Views: 34,479 | Reach: 25,965
- Instagram – Views: 40,300 | Likes: 1,350 | Shares: 868



# Monthly Department Report

## PUBLIC AFFAIRS



**Our social media following grew by 2,544 across all platforms since last month. Our Facebook page had 134,300 views and Instagram had 1,128,487 views — marking yet another month surpassing 1 million views, all from organic content.**

April	Facebook	84	3.45	16,442	0.25	134,288	0.53	50,732	15.96	Things to Do in Doral This Week (Weekly Posts/Stories), Paws & Claws of the Week (Videos), Ribbon Cuttings Highlight Reels, Eggstravaganza Recaps (Photos + Video), Façade Improvement Grant Program Promo, Earth Month in Doral Events Promo, Spend Local Save Local Videos, Cultural Events/Workshops Highlights, National Day of Prayer Promotion, Mayor's Citizens Gov Academy Promo, Doral Central Park Grand Opening Teasers, Mother's Day Artisan Market Promotion (Posts + Stories)
	Instagram	85	1.19	60,886	2.41	1,128,487	6.70	90,140	3.99	
	Twitter			18,348						

### Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 134.3K ↓ 13.2% Reach 50.7K ↑ 4.1% 3-second views 2.8K ↑ 94.5% 1-minute views 326 ↑ 148.9% Content interactions 1.3K ↓ 13.2%



### Views breakdown

Mar 28 – May 2

Total 134,288 ↓ 13.2%

From organic 100% 0%

From ads 0% 0%

### Top content by views

Boost content

See all content



#### Lifeguard Training in Full...

Fri Apr 25, 3:10pm

34.4K 82 3 14



#### City of Doral Cultural Nights ...

Fri Apr 25, 1:22pm

6.8K 14 0 12



#### Doral, expect traffic delays! ...

Thu Apr 3, 12:22pm

3.2K 8 15 3



#### City of Doral added 143 new photos to t...

Mon Apr 7, 10:19am

2.6K 18 0 26



#### Plant & Sip Workshop

Tue Apr 1, 1:21pm

2K 9 0 9



# Monthly Department Report

## PUBLIC AFFAIRS



### Content overview

Breakdown: Organic/ads ▾

All Posts Stories

**Views** 1.1M ↑ 1%  
**Reach** 90.1K ↑ 0.1%  
**Content interactions** 24.2K ↑ 7.6%



### Views breakdown

Mar 28 – May 2

**Total**  
1,128,487 ↑ 1%

**From organic**  
100% 0%

**From ads**  
0% 0%

### Top content by views

Boost content

See all content



Welcome to Doral Central Park 🌳🌳...

Fri Apr 25, 7:11am

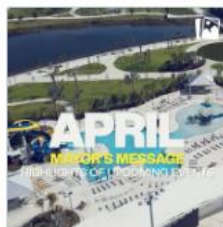
👁 40.3K ❤ 1.4K  
👍 42 ➦ 868



The Wait is Over, Doral! 🎉 We're...

Tue Apr 29, 9:18am

👁 39.8K ❤ 1.3K  
👍 59 ➦ 1.3K



Enjoy this special April message from your...

Tue Apr 1, 1:32pm

👁 35.3K ❤ 1.1K  
👍 32 ➦ 579



Lifeguard Training in Full...

Fri Apr 25, 3:08pm

👁 32.8K ❤ 1.2K  
👍 32 ➦ 381



Welcome to Doral, Negroni! ...

Fri Apr 4, 1:38pm

👁 22K ❤ 576  
👍 15 ➦ 225





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## VIDEO PRODUCTION

- **Published**

- Published – Mayor’s April Message ENG
- Published – Mayor’s April Message SPA
- Published – Spend Local, Save Local – Kid’s Corner
- Published – March's "Best of the Best" Winner is Image & Style Salon
- Published – Spend Local, Save Local – Hyatt Place Airport-West/Doral
- Published – Paws & Claws Pet of the Week: Roy & Hunny
- Published – Paws & Claws Pet of the Week: Bobby & Christina
- Published – EGGStragavanza 2025

## Events

- Filming Mayor, Council, City Manager and Directors for International Women’s Day Reel
- Covered multiple Eggstravaganza event



# Monthly Department Report

PUBLIC AFFAIRS



## Sponsorships/Grants

- Sponsorship Acquired:

APRIL 2025 TOTALS			
DATE	EVENT	In-Kind	Cash
April 5th	Eggstravaganza	\$35,000	\$5,000
April 11th	Senior Bingo Night	\$1,000	
April 29th	Citizens academy	\$1,785	
April 22nd	Earth Day	\$1,400	\$800
April 24th	Cumbia Night	\$500	
TOTAL		\$39,685	\$5,800

## Administration

- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.



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PUBLIC AFFAIRS





## Marketing


**March had a total of 10 email communications, with an average open rate of 35%, which is an increase from last month. Our click rate decreased, consistent with our total amount of sends for the month which were 91,336 as compared to last month.**


### Monitor performance

Apr 1, 2025 - Apr 30, 2025 • Compared to audience averages • Includes Apple MPP

 Total sends  
**91,336**  
--

 Open rate  
**35.0%**  
↑ 64.7%

 Click rate  
**0.52%**  
↓ 18.0%

 Unsubscribe rate  
**0.04%**  
↑ 5.5%

### Performance over time

Apr 1, 2025 - Apr 30, 2025 • Compared to audience averages

#### Click rate

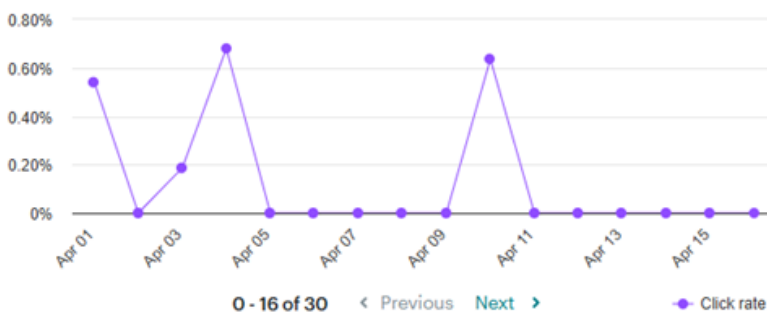
**0.52%** --

Metric:  Click rate ▾

Day

Week

Month



Total message count 10

Total messages sent 91,336