



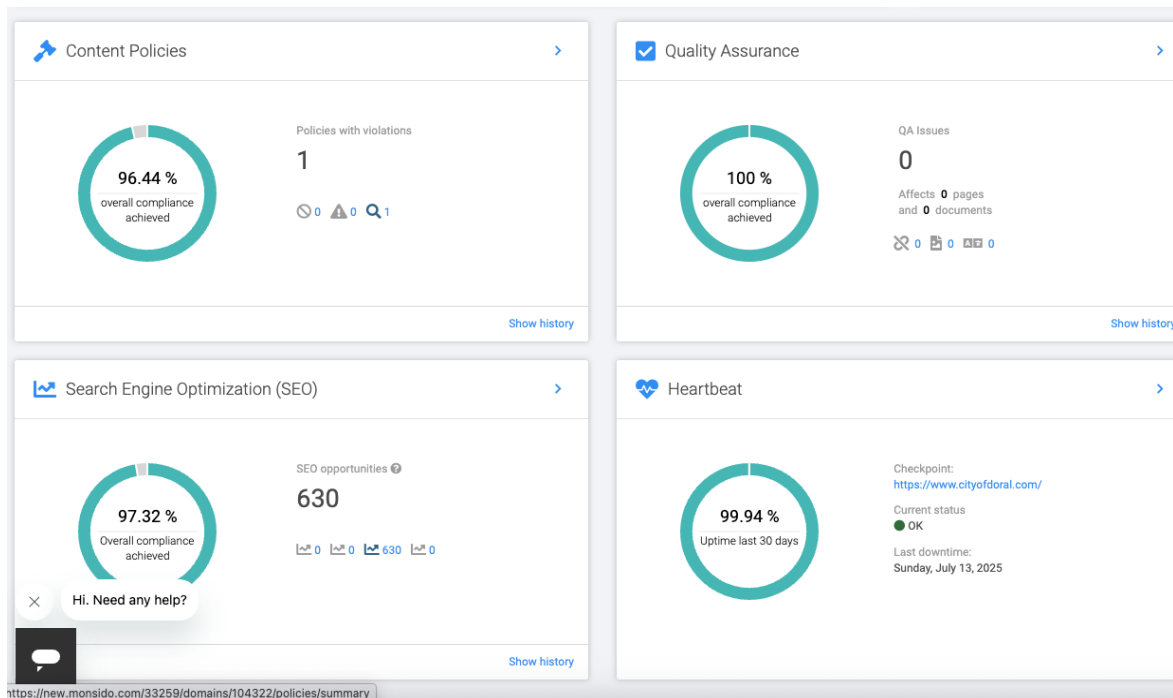
Monthly Department Report

PUBLIC AFFAIRS

June 2025

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

- Facebook – Views: 145,550 | Reach: 109,853
- Instagram – Views: 54,932 | Reach: 17,788 | Interactions: 570

Our social media following grew by 857 across all platforms since last month. Our Facebook page had 324,000 views and Instagram had 1,817,837 views — marking yet another month surpassing 1 million views, all from organic content.



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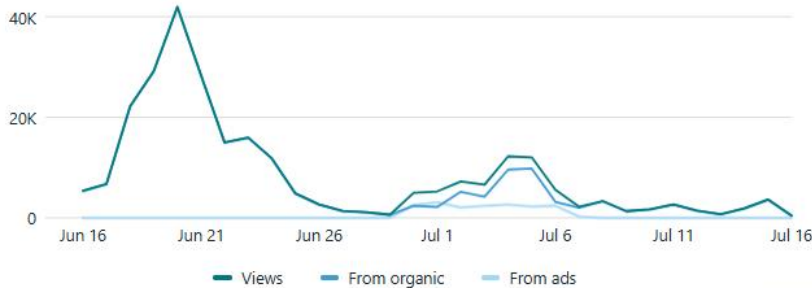
June	Facebook	48	43.53	16,720	1.31	324,020	76.93	160,063	237.94	July Mayor's Message, Doral Life Summer Newsletter, Things to Do in Doral This Week (Weekly Posts/Stories), Parks & Recreation Month, Fourth of July Promotion Campaign & Event Countdown, Hurricane Safety Tips, Doral Transit Plan Public Workshop Promotion, Spend Local, Save Local: Spry Society & La Crema), Las Paredes Oyen Extended, Independence Day Celebration Recap Posts & Video, Back to School & National Night Out Promo
	Instagram	48	43.53	63,618	1.14	1,817,837	0.35	125,156	21.48	
	Twitter			18,342						

Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views	Reach	3-second views	1-minute views	Content interaction
259.9K ↑ 109.4%	146.2K ↑ 298.2%	14.4K ↑ 417.7%	484 ↑ 220.5%	1.2K ↓



Top content by views

Boost content

See all content



Skip the weekend crowds and splas...

Tue Jun 17, 12:26pm

145.6K 254
16 30



Las Paredes Oyen Comes to the Doral...

Tue Jun 24, 1:37pm

16.3K 14
0 3



Back where the magic happens...

Sat Jul 5, 9:05am

9.1K 48
0 21



Summer just got better in Doral! We a...

Wed Jul 2, 10:36am

6.3K 21
1 1



Thank you for rocking with us last Friday at.

Mon Jun 16, 2:14pm

6K 29
2 9



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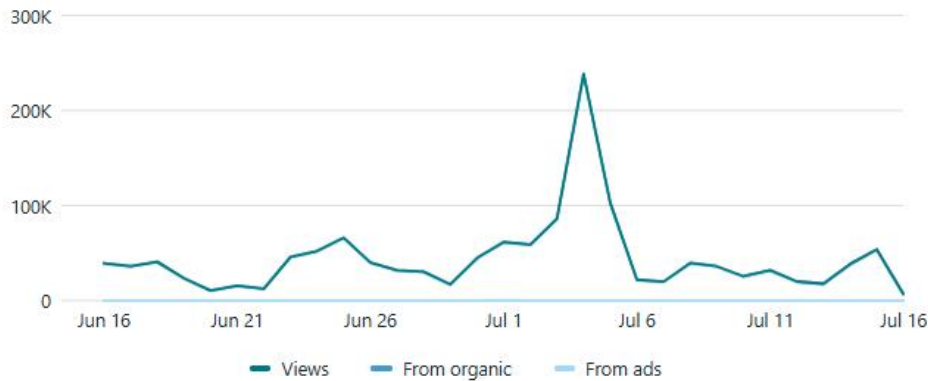


Content overview

Breakdown: Organic/ads ▼

All Posts Stories

Views 1.4M ↑ 3.2%
Reach 74.1K ↓ 43.6%
Content interactions 15.5K ↓ 58.1%



Views breakdown

Jun 16 – Jul 16

Total
1,361,035 ↑ 3.2%

From organic
1,360,584 ↑ 3.1%

From ads
464 ↑ 100%

Top content by views

Boost content

See all content



JUST ONE MORE DAY! ❤️🌟 It's...

Thu Jul 3, 9:39am

👁 54.9K ❤️ 432
👍 13 ➡ 116



Enjoy this special July
message from your...

Tue Jul 1, 12:13pm

👁 42.1K ❤️ 468
👍 11 ➡ 285



Back where the
magic happens:...

Sat Jul 5, 9:02am

👁 38.8K ❤️ 957
👍 17 ➡ 50



Summer B - Swim
Lessons are here!...

Wed Jun 25, 8:54am

👁 27.2K ❤️ 231
👍 4 ➡ 233



Save the Date,
Doral! 📅📍🌟 Get.

Tue Jul 15, 8:06am

👁 24.8K ❤️ 223
👍 8 ➡ 196



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VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s June Message ENG
 - Published – Mayor’s June Message SPA
 - Published – March's "Best of the Best" Winner is Cuento Sandwiches
 - Published – National Day of Prayer a Night of Hope & Unity Concert
 - Published – Doral Central Park Phase II Grand Opening
 - Published – April's "Best of the Best" Winner is Planet Smoothie
 - Published – Hurricane Safety Fair 2025

Sponsorships/Grants

- Sponsorship Acquired:

JUNE 2025 TOTALS			
DATE	EVENT	In-Kind	Cash
June 7th	Fathers Day	\$700	\$300
June 3rd	Citizens Academy	\$500	
June 10th	Citizens Academy	\$500	
June 13th	Spanish Rock Night	\$400	
June 17th	Citizens Academy	\$500	
TOTAL		\$2,600	\$300

Administration

- Presented in Citizens Academy
- Participated in multiple demos to assess new chat bot services for website
- Ad and Flyer designs for multiple projects.



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
- Routine updates to the city website as needed by departments.



Marketing



June had a total of 13 email communications, with an average open rate of 35% and Click Rate of 0.37%

Monitor performance

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

 Total sends
117,431


 Open rate
35.0%
 59.0%

 Click rate
0.37%
 40.2%

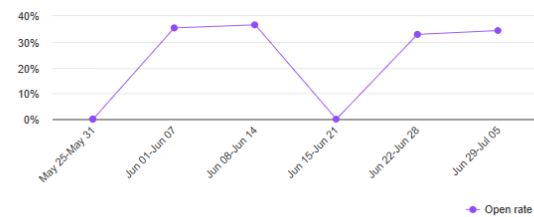
 Unsubscribe rate
0.03%
 18.5%

Performance over time

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

Open rate

35.0% 



Metric:  Open rate

Day Week Month

Total message count 13
Total messages sent 117,431