



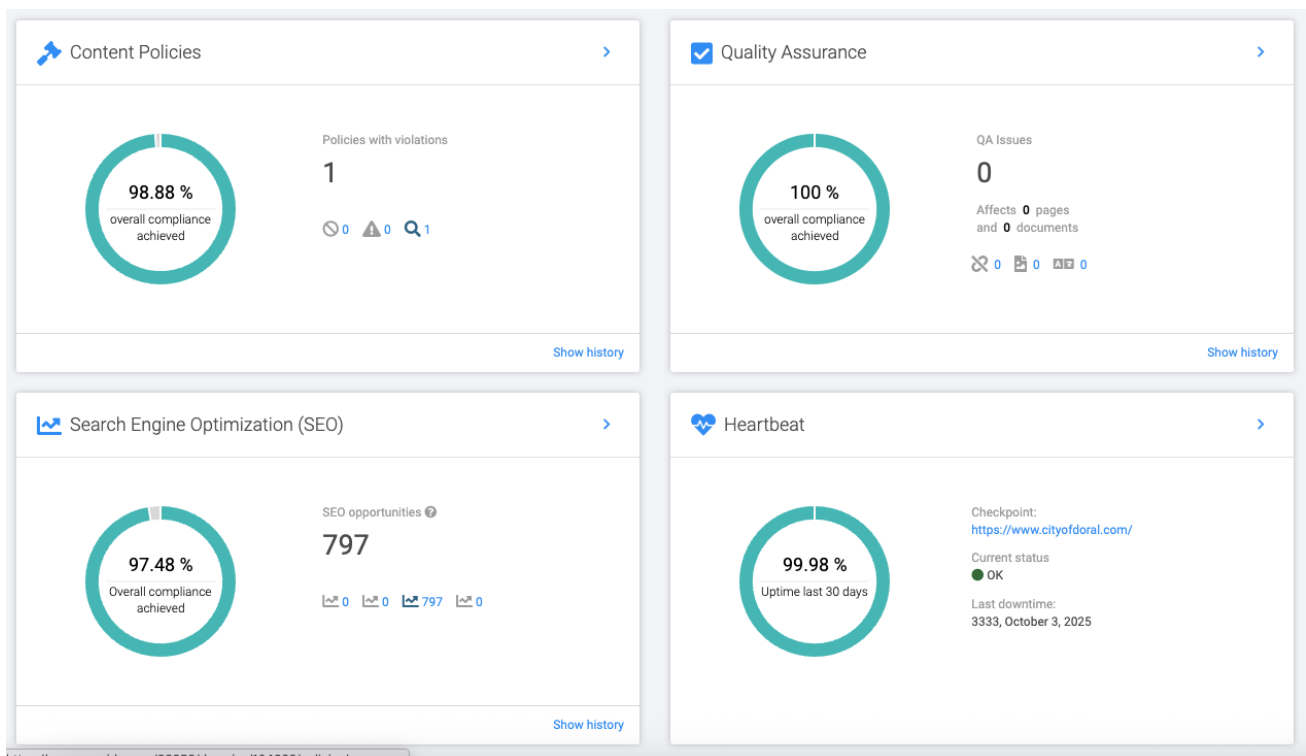
Monthly Department Report

PUBLIC AFFAIRS

September 2025

Department Stats/ Key Performance Indicators

WEBSITE



<https://new.monsido.com/33259/domains/104322/policies/summary>

SOCIAL MEDIA

We reached 66K followers on Instagram. Our Facebook page had 87,715 views and Instagram had 1,607,741 views — marking yet another month surpassing 1 million views, all from organic content.



Monthly Department Report

PUBLIC AFFAIRS

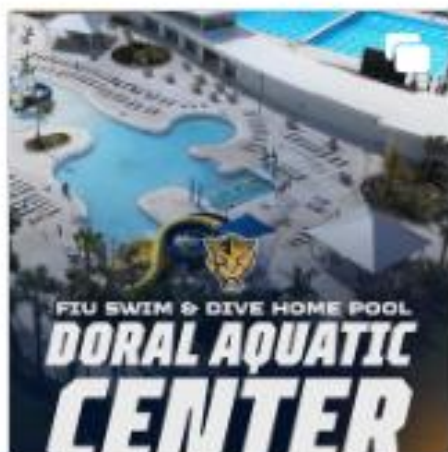


Our top performing post on Facebook and Instagram were the Silver Club Hispanic Heritage Dinner (9/22) and the FIU & DCP Announcement (9/30) post. See below:

- Facebook – Views: 5,428 | Reach: 3,679
- Instagram – Views: 155,628 | Shares: 805 | Interactions: 3,569

September	Facebook	56	0.00	16,947	1.05	87,715	15.26	21,498	26.39	Mayor's September Message & Events Promotion, Weekly 'Things to Do in Doral this Week' post, State of the City Promotion, Mayor & Chief's Golf Tournament & Gala Promotion (Flyers & Videos), DIAF Promotion, FY2025-26 Budget Approved, Your Tax Dollars at Work, Hispanic Heritage in Doral (Event promotion, coverage, recaps), October (Halloween) Events promotion, Doral Aquatic Center & FIU partnership announcement
	Instagram	56	0.00	66,254	1.88	1,607,741	29.62	107,880	40.43	
				18,358						
	Twitter									

Top content by views



Excited to have
@fiuswimdive home...

Tue Sep 30, 2:57pm

👁 155.6K ❤ 2.7K
💬 39 🔥 805



**Oktoberfest is
coming to Doral! ...**

Fri Sep 19, 3:20pm

👁 59.9K ❤ 1.5K
💬 33 🔥 2.3K



Monthly Department Report

PUBLIC AFFAIRS



Top content by views



A Night of Culture & Community! ❤️ ...

Mon Sep 22, 1:18pm

👁 5.4K ❤️ 14
💬 2 🔥 1



Join us tonight for an unforgettable...

Thu Sep 25, 8:06am

👁 5.2K ❤️ 10
💬 1 🔥 0

VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s September Message ENG
 - Published – Mayor’s September Message SPA
 - Published – Veterans Program promo
 - Published – Spend Local- Moss Medical



Monthly Department Report

PUBLIC AFFAIRS



- Published – Mayor and Chief Golf/Gala Promo
- Published – DIAF Promo

Events

- Event Coverage:
 - ✓ MDC Day
 - ✓ Hispanic Heritage Events

Press Releases

- ✓ City of Doral Celebrates I AM MDC Day with Parade at Doral Central Park
- ✓ La Ciudad de Doral Celebra el Día I AM MDC con Desfile en Doral Central Park
- ✓ Doral Launches Inaugural Golf Tournament and Gala
- ✓ Doral Lanza su Torneo de Golf y Gala Inaugurales
- ✓ City of Doral Passes Resident-Focused Budget
- ✓ Ciudad de Doral Aprueba un Presupuesto Enfocado en los Residentes
- ✓ City of Doral to Host First-Ever Oktoberfest Celebration at Downtown Doral Park
- ✓ La Ciudad de Doral Presentará la Primera Celebración de Oktoberfest

Sponsorships/Grants

- Sponsorship Acquired:

SEPTEMBER 2025 TOTALS			
DATE	EVENT	In-Kind	Cash
September 6th, 2025	Silver Club -Gparents Day	\$1,250	
September 11th, 2025	HH Doral Art Ehxibit	\$1,950	
September 19th, 2025	Silver Club - HH Dinner & Social	\$350	
September 25th, 2025	HH Celebration at the Park	\$1,300	
September 27th, 2025	Doral 5k Run/Walk	\$44,526	\$20,190
TOTAL		\$49,376	\$20,190



Monthly Department Report

PUBLIC AFFAIRS



Major Project Updates

- Collaborated with Procurement and other depts in preparation of ITN for website chat bot
- Undergoing planning for State of the City Event
- Supporting Mayors and Chiefs Gala with promotional and sponsorship support

Administration

- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.
- Recognitions produced
 - 6 proclamations
 - 31 certificates

Email Marketing Campaigns

In September 2025, we sent a total of 139,882 emails across 5 active campaign days, maintaining excellent deliverability and continued audience engagement. Our campaigns achieved a 99.51% delivery rate, with 139,200 successfully delivered emails.

Key Performance Highlights:

- Open rate: 34.49%, totaling 48,009 unique opens and 72,747 total opens.
- Click rate: 4.10%, with 5,704 total clicks, marking a noticeable increase in interaction compared to August.



Monthly Department Report

PUBLIC AFFAIRS



- Engagement quality: 11.88% clicks per unique open, showing that readers who opened the emails were highly interactive.
- List health: Overall strong, with a 0.49% bounce rate (682 bounces), a 0.06% unsubscribe rate (80 unsubscribes), and only 3 abuse reports (0.002%).

Notable Performance Variations:

The week of September 14–20 drove the highest engagement, with 1,567 total clicks and a 36% open rate, supported by the month's largest send volume. The final week of September 28–30 also performed well with a 1.2% click rate and 3.7% clicks per unique open, signaling strong audience resonance.