



# Monthly Department Report

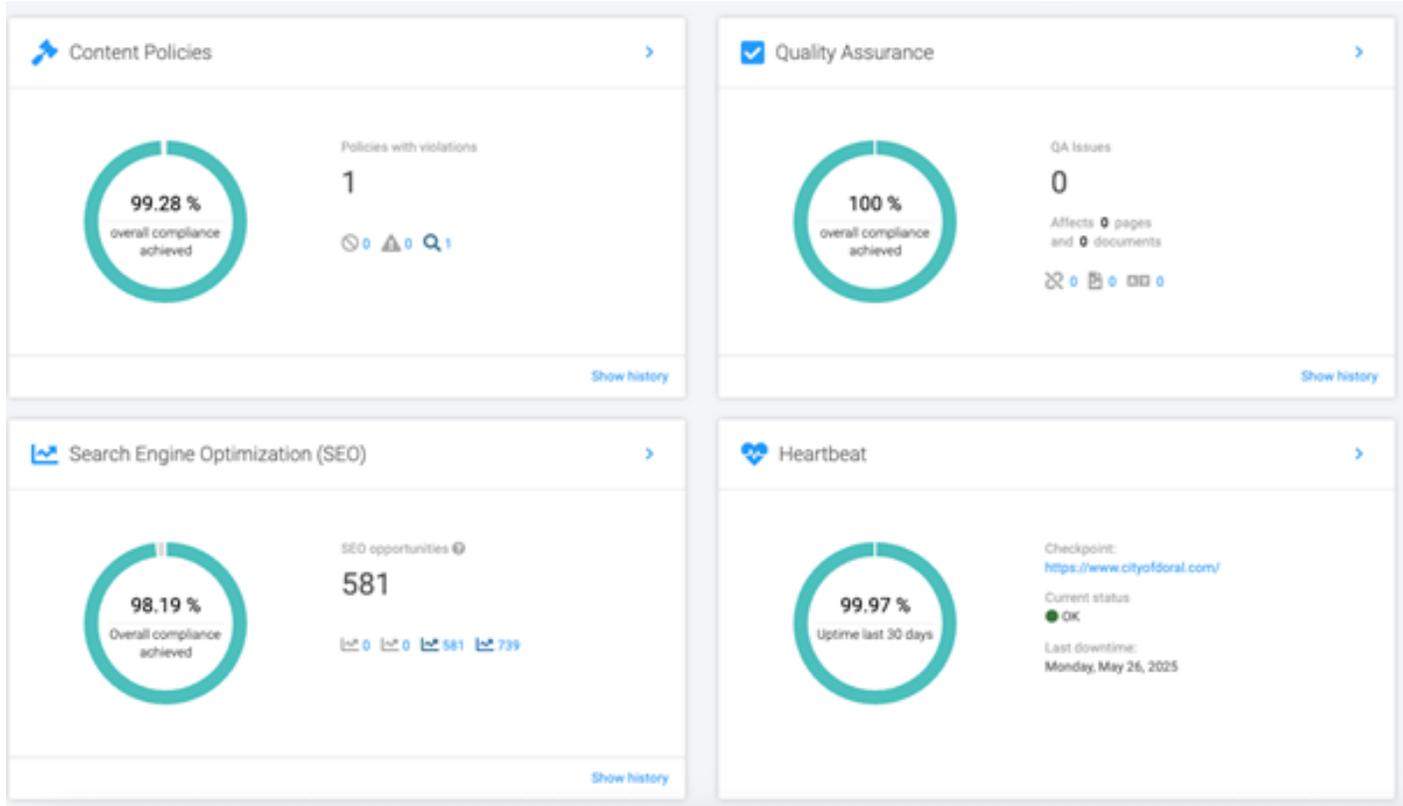
PUBLIC AFFAIRS



**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



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**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.**

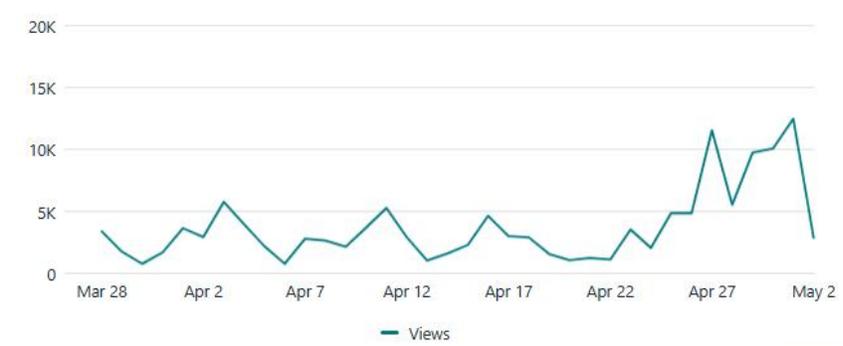
April	Facebook	84	3.45	16,442	0.25	134,288	0.53	50,732	15.96	Things to Do in Doral This Week (Weekly Posts/Stories), Paws & Claws of the Week (Videos), Ribbon Cuttings Highlight Reels, Eggstravaganza Recaps (Photos + Video), Façade Improvement Grant Program Promo, Earth Month in Doral Events Promo, Spend 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

<p><b>Lifeguard Training in Full...</b> Fri Apr 25, 3:10pm 34.4K views    82 likes    3 shares    14 comments</p>	<p><b>City of Doral Cultural Nights...</b> Fri Apr 25, 1:22pm 6.8K views    14 likes    0 shares    12 comments</p>	<p><b>Doral, expect traffic delays!</b> Thu Apr 3, 12:22pm 3.2K views    8 likes    15 shares    3 comments</p>	<p><b>City of Doral added 143 new photos to...</b> Mon Apr 7, 10:19am 2.6K views    18 likes    0 shares    26 comments</p>	<p><b>Plant &amp; Sip Workshop</b> Tue Apr 1, 1:21pm 2K views    9 likes    0 shares    9 comments</p>
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## PUBLIC AFFAIRS

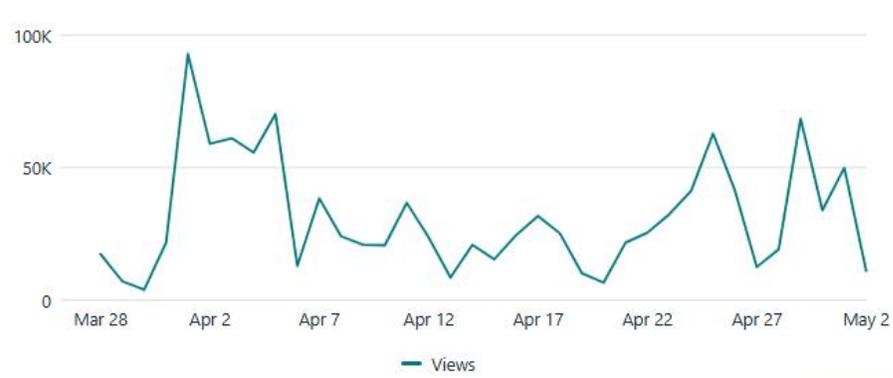


### Content overview

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

<p><b>Welcome to Doral Central Park</b> 🥰🌳...</p> <p>Fri Apr 25, 7:11am</p> <p>👁️ 40.3K ❤️ 1.4K        🗳️ 42 ➡️ 868</p>	<p><b>The Wait is Over, Doral!</b> 🎉 We're...</p> <p>Tue Apr 29, 9:18am</p> <p>👁️ 39.8K ❤️ 1.3K        🗳️ 59 ➡️ 1.3K</p>	<p>Enjoy this special April message from your...</p> <p>Tue Apr 1, 1:32pm</p> <p>👁️ 35.3K ❤️ 1.1K        🗳️ 32 ➡️ 579</p>	<p><b>Lifeguard Training in Full...</b></p> <p>Fri Apr 25, 3:08pm</p> <p>👁️ 32.8K ❤️ 1.2K        🗳️ 32 ➡️ 381</p>	<p><b>Welcome to Doral, Negroni!</b> ...</p> <p>Fri Apr 4, 1:38pm</p> <p>👁️ 22K ❤️ 576        🗳️ 15 ➡️ 225</p>
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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



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## **Sponsorships/Grants**

- Sponsorship Acquired:

<b>APRIL 2025 TOTALS</b>			
<b>DATE</b>	<b>EVENT</b>	<b>In-Kind</b>	<b>Cash</b>
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	
<b>TOTAL</b>		<b>\$39,685</b>	<b>\$5,800</b>

## **Administration**

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



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## 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**  
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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

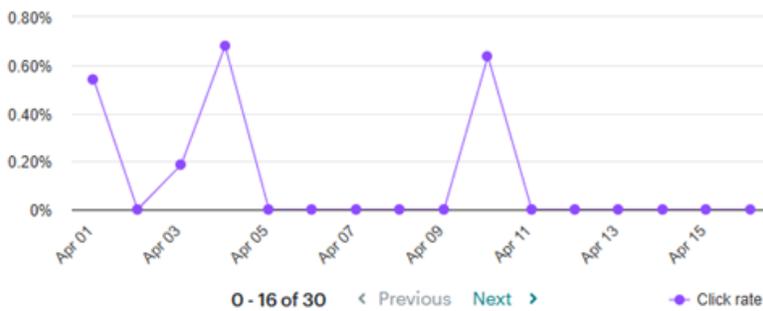
**0.52%** --

Metric: Click rate

Day

Week

Month



Total message count	10
Total messages sent	91,336