



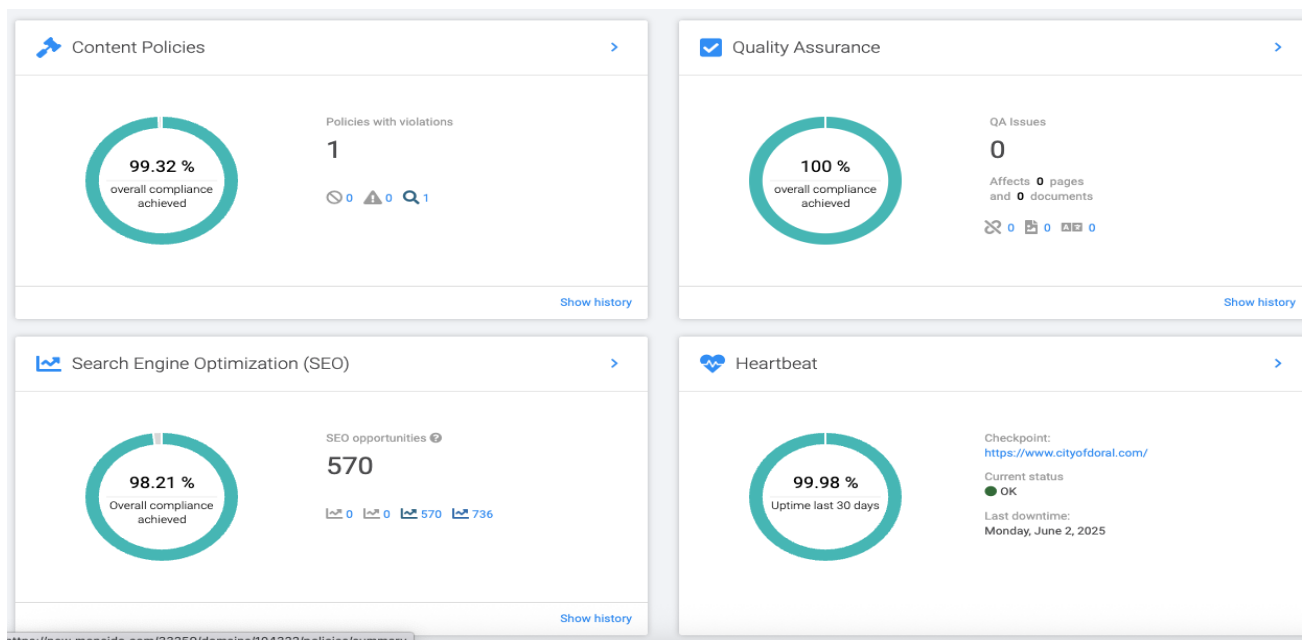
Monthly Department Report

PUBLIC AFFAIRS

May 2025

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

- Facebook – Views: 8,559 | Reach: 6,175
- Instagram – Views: 69,832 | Reach: 50,729 | Interactions: 4,356

Our social media following grew by 2,148 across all platforms since last month. Our Facebook page had 183,135 views and Instagram had 1,811,553 views — marking yet another month surpassing 1 million views, all from organic content.



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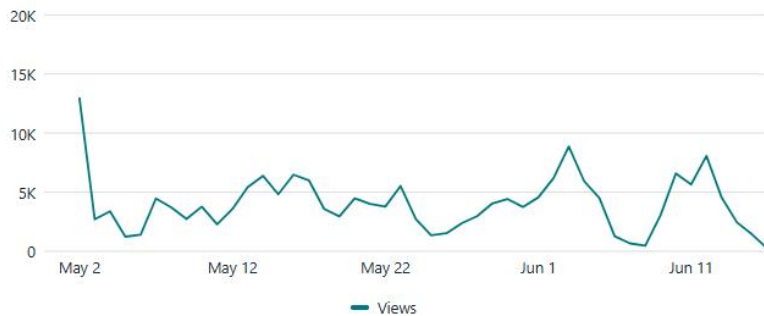
May	Facebook	85	1.19	16,504	0.38	183,135	36.37	47,365	6.64	Things to Do in Doral This Week (Weekly Posts/Stories), National Day of Prayer Events Recaps (post, reels, video), Bidding Safety Month Campaign, DCP Grand Opening Social Media Rollout (posts, reels, stories), Ribbon Cuttings Highlight Reels (Seabra Foods), National Public Works Appreciation Week, DCP Grand Opening Events Recaps (posts, reels, video), 2025 Hurricane Safety Fair Promo, Hurricane Comprehensive Tabletop Exercise, Las Paredes Oyen Promo (posts, stories), Best of the Best Announcements & Video with Mayor, Parks & Recreation Events & Programs promo.
	Instagram	85	0.00	62,900	3.31	1,811,553	60.53	159,400	76.84	
	Twitter			18,419						

Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 183.1K ↑ 0.4% **Reach** 47.4K ↓ 32.2% **3-second views** 3.8K ↑ 22.3% **1-minute views** 257 ↓ 25.9% **Content interactions** 2.2K ↑ 34.1% **Watch time** 2h 1m



Views breakdown

May 2 – Jun 16

Total 183,135 ↑ 0.4%
From organic 100% 0%
From ads 0% 0%

Top content by views

Boost content

See all content



We honor and recognize Ana Vega...

Fri May 30, 8:51am
8.6K 158
89 8



SUMMER IS CALLING, DORAL!...

Thu May 29, 8:41am
8.3K 15
0 6



What a weekend to remember, Doral!...

Tue May 20, 2:00pm
7.1K 29
3 23



The countdown is on! Our...

Wed Jun 11, 6:15am
5.7K 7
1 1



Doral Trolley Service Update: A.

Mon Jun 2, 11:56am
5.5K 5
1 2



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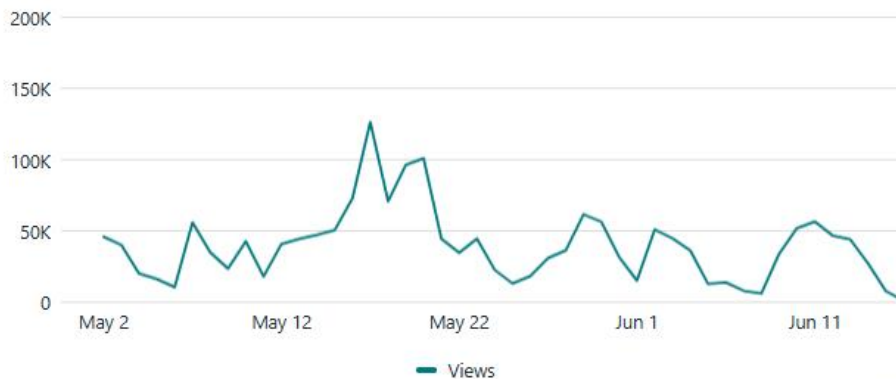


Content overview

Breakdown: Organic/ads ▾

All Posts Stories

Views 1.8M ↑ 26.9% **Reach** 159.4K ↑ 54.7% **Content interactions** 48.9K ↑ 24.8%



Views breakdown

May 2 – Jun 16

Total
1,811,553 ↑ 26.9%

From organic
100% 0%

From ads
0% 0%

Top content by views

Boost content

See all content



SUMMER IS CALLING, DORAL!...

Thu May 29, 8:19am

👁 69.8K ❤ 2.1K
👍 146 ➡ 1.7K



Know Before You Go: Doral Central...

Wed May 7, 3:17pm

👁 38.6K ❤ 937
👍 21 ➡ 641



Welcome to Doral, Seabra Foods! 🌿...

Fri May 16, 12:27pm

👁 34.5K ❤ 938
👍 16 ➡ 876



Grand Opening Promotion! 🎉 Co...

Mon May 19, 12:44pm

👁 30.2K ❤ 406
👍 10 ➡ 450



Doral, Swim Lessons are here!.

Mon May 19, 1:05pm

👁 27.8K ❤ 375
👍 10 ➡ 484



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VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s May Message ENG
 - Published – Mayor’s May Message SPA
 - Published – "Best of the Best" Winner is Planet Smoothies
 - Published – Doral Central Park Grand Opening Phase 2
 - Published – "Best of the Best" Winner is Cuento Sandwiches
 - Published – National Night of Prayer

Events

- Event Coverage:
 - ✓ National Day of Prayer
 - ✓ Doral Central Park Phase 2 opening
 - ✓ PW Luncheon



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Sponsorships/Grants

- Sponsorship Acquired:

MAY 2025 TOTALS			
DATE	EVENT	In-Kind	Cash
May 3rd	Mothers Day Artisan Market	\$3,200	\$0
May 4th	DCP Employee Soft Opening	\$3,500	
May 17th	DCP 2nd Grand Opening	\$49,350	\$15,000
May 29th	Elvis Tribute	\$400	
TOTAL		\$56,450	\$15,000

Administration

- Participated in Hurricane Tabletop Exercise
- Kickoff Communication Meeting for RedSpeed Launch
- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.



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Marketing

May had a total of 15 email communications, with an average open rate of 34%

Monitor performance

May 1, 2025 - May 31, 2025 • Compared to audience averages • **Includes** Apple MPP

 Total sends 136,265 --	 Open rate 34.1% ↑ 56.7%	 Click rate 0.56% ↓ 10.0%	 Unsubscribe rate 0.03% ↓ 15.4%
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Performance over time

May 1, 2025 - May 31, 2025 • Compared to audience averages

Click rate

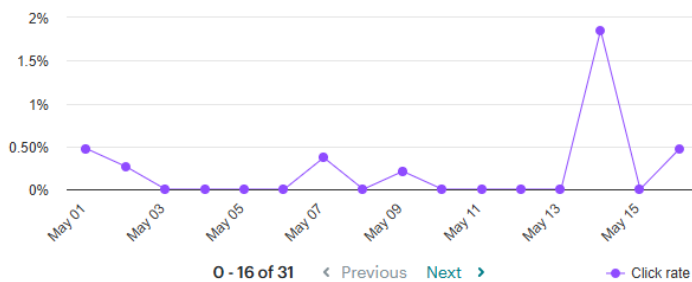
0.56% --

Metric:  **Click rate** ▾

Day

Week

Month



Total message count 15

Total messages sent 136,265