



Monthly Department Report

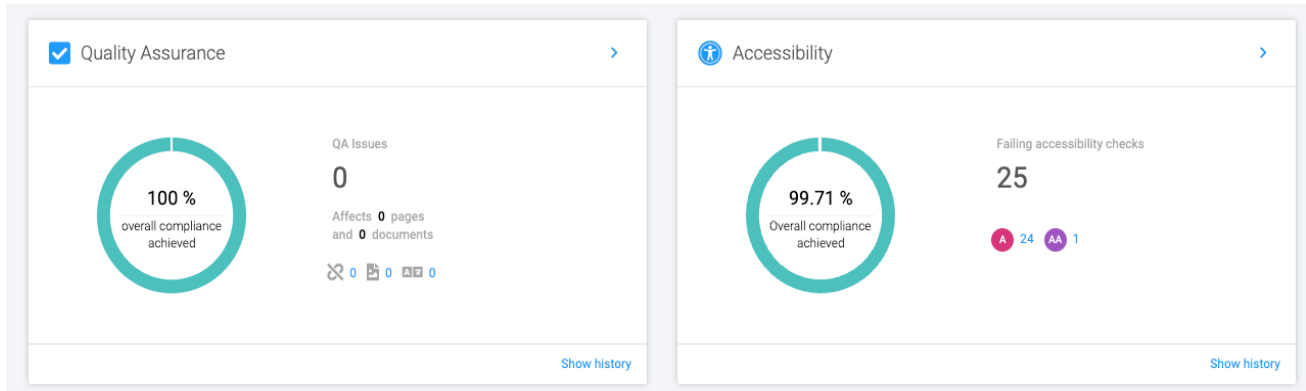
PUBLIC AFFAIRS



March 2025

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

- Facebook – Views: 24,502 | Reach: 14,825
- Instagram – Views: 56,150 | Reach: 32,404 | Likes: 746 | Shares: 1,932 | Saves: 90

Our Facebook page had 135,006 views and Instagram had over 1 million views

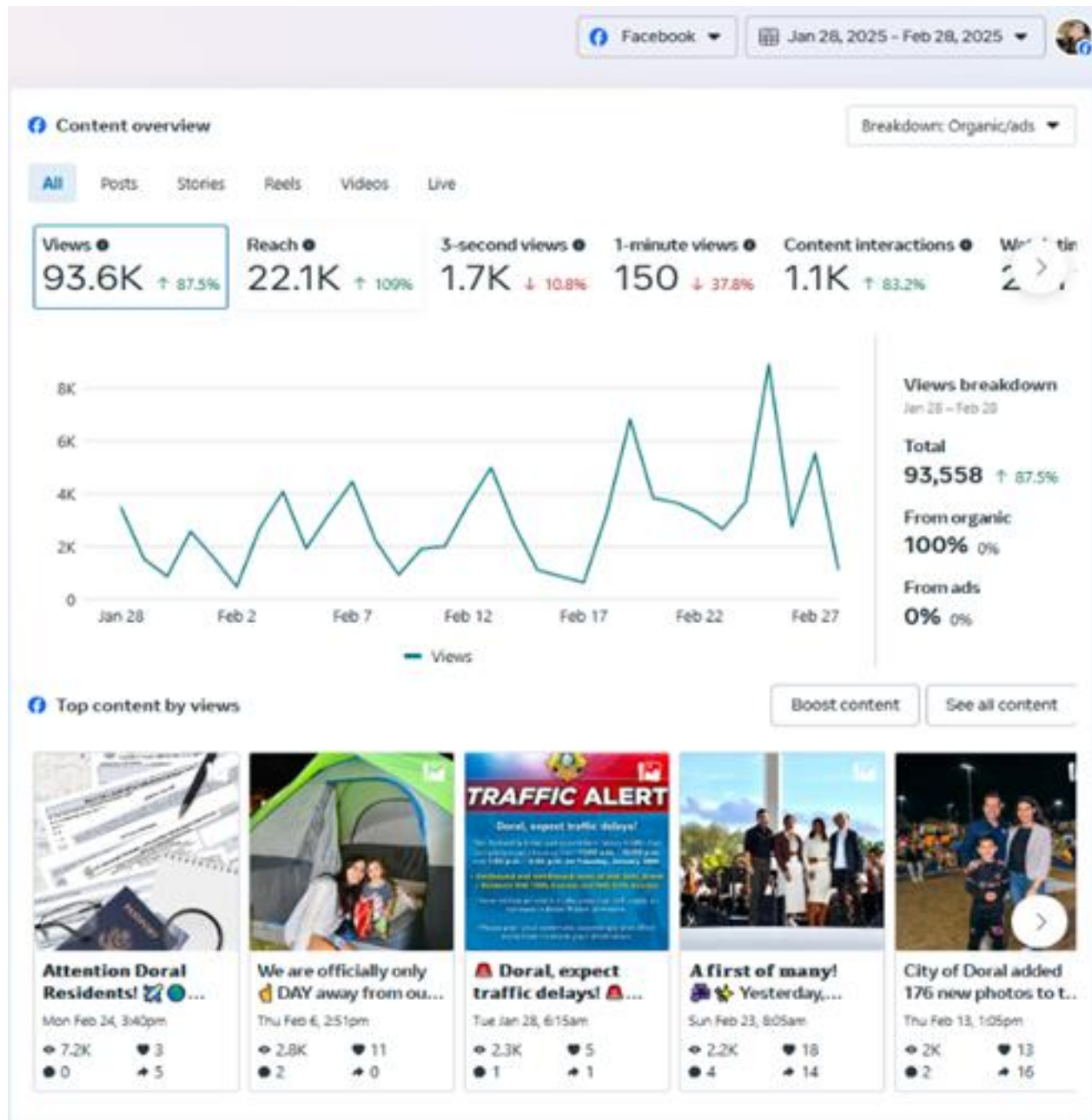
March's social media following grew by 458 across all platforms since last month

February	Facebook	86	3.61	16,295	0.22	93,558	89.82	22,081	108.63	Mayor's Message, Doral Police ADU Announcement, Council Meeting Presentations, Items Approved by Mayor & Council, Vendor & Business Fair Promotion & Recap (Post + Video), Camping Under the Stars Event Promotion, Camping Under the Stars Event Recap (Photos + Video), Doral Business Forum, Doral Cultural Arts Center Workshops (4 in Feb), MISO at the Park Promotion & Recap, InfoDoral Video Series, Park Rangers Campaign (3 videos), MDCCM Call to Residents, MDCCM Incinerator Update Recap (Post + Collaboration w/ Mayor), Dr Seuss Promotion, Sponsorship Opportunities Promo Video.
	Instagram	84	1.20	58,238	1.55	1,002,225	66.48	76,243	18.45	
	Twitter			18,140						



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VIDEO PRODUCTION

- **Published**

- Published – Mayor’s March Message ENG
- Published – Mayor’s March Message SPA
- Published – Spotlight Special Needs Program
- Published – Inside Doral Facade Grant
- Published – Police Promotional Ceremony
- Published – Best of the Best Image and Style
- Published – Mayor’s Movies at the Park Message
- Published – Spend Local, Save Local – Kid’s Corner
- Published – Paws and Claws – Animal Adoption

Major Project Updates

- Meeting with City Manager Office to discuss the new implementation of LinkedIn on our social media platform.
- Meeting with City Manager Office and Mayor’s Office to discuss Doral Central Park Phase II Grand Opening
- Meeting with the City Manager Office to discuss the Superlative Group
- Meeting with Mayor’s Office to discuss Mayor’s National Day of Prayer

Events

- Filming Mayor, Council, City Manager and Directors for International Women’s Day Reel
- Covered multiple Parks and Recreation Cultural Arts Center Events



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Sponsorships/Grants

- Sponsorship Acquired:

MARCH 2025 TOTALS			
DATE	EVENT	In-Kind	Cash
March 6th	Carnival Night	\$800	
March 15th	Downtown Doral Art Walk	\$2,500	\$2,000
March 18th	World Down Syndrome Day	\$300	
March 21st	Movies at the Park	\$2,000	
March 27th	Noche de Rancheras	\$800	
TOTAL		\$6,400	\$2,000

Administration

- Produced **133** Certificates as approved.
- Produced **5** Proclamations as approved.
- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.

Marketing



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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

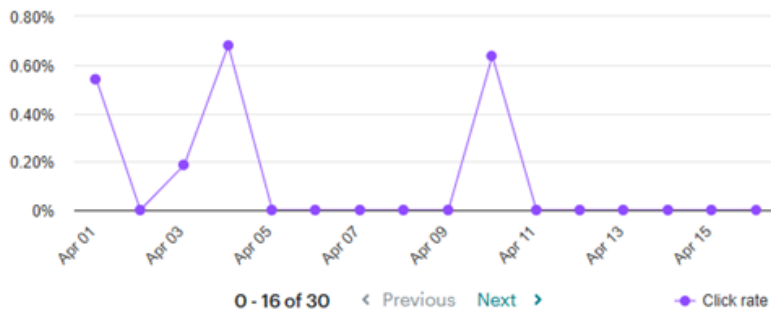
0.52% --

Metric:  Click rate ▾

Day

Week

Month



Total message count 10

Total messages sent 91,336