

The City of Pembroke Pines

# Communications Department



# 2025



# Social Media



Instagram, Facebook, X, Nextdoor  
(July 2024 - July 2025)

## 1. Followers

Instagram - 34,106 (+29.9%)  
Facebook - 16,025 (+6.5%)  
Twitter (X) - 4,625 (+4.6%)  
NextDoor - 56,806

**Total Followers: 111,562**

(+144% increase since June 2024)

Over the past year, Pembroke Pines social media outpaced government benchmarks: Instagram grew 29.9% compared to the 2.17% industry average, Facebook grew 6.5% compared to the 1.38% industry average, and Twitter (X) grew 4.6% compared to the 0% sector average.

## 2. Total Reach

Instagram - 3,072,265 (+26.7%)  
Facebook - 906,238 (+13.6%)  
Twitter (X) - 54,771 (-61.8%)  
NextDoor - 141,893

**Total Reach: 4,175,167**

From June 2024 to July 2025, Pembroke Pines' reach (the number of accounts/profiles our page reached) far exceeded government benchmarks: Instagram grew 26.7% vs. the 3.3% average and Facebook grew 13.6% vs. the 0.8% average. While Twitter fell 61.8% (aligning with an overall decline)

## 3. Content Interactions

Instagram - 115,676 (+17.3%)  
Facebook - 81,681 (+43.8%)  
Twitter (X) - 2,662 (-43%)

**Total Interactions: 200,758**

(+25.4% increase since June 2024)

Pembroke Pines engagement rates are above industry benchmarks across all platforms. On Instagram the industry avg. engagement rate is 2.8% and we rank a 3.8% engagement rate and more than 3x higher on Facebook and Twitter.

Overall, our combined cross-platform engagement rate is 7.3%, compared to the industry range of 1.7%-3.5%, showing our content is driving significantly stronger community interaction than the norm.

## 4. Views

Instagram - 3,924,142 (+70.4%)  
Facebook - 286,615 (+140.4%)

**Total Views: 4,210,757**

(+25.4% increase since June 2024)

## 5. Total Posts

Instagram - 1,317  
Facebook - 704  
Twitter (X) - 272  
NextDoor - 157

**Total Posts: 2,293**

We posted 11% fewer posts than the previous period but have increased engagement, increased reach and increased follower growth rate which tells us the content we are putting out is resonating and meeting our audience, demonstrates the importance of quality of posts over quantity of posts.



## 6. Comparison (Followers)



### Facebook

Cooper City	6.7k
Davie	11k
Sunrise	13k
<b>Pembroke Pines</b>	<b>16k</b>
Miramar	17k
Coral Springs	23k
Hollywood	33k
Ft. Lauderdale	49k



### Instagram

Cooper City	6k
Davie	11.3k
Sunrise	24.1k
Miramar	26k
Hollywood	26.3k
Coral Springs	27.9k
<b>Pembroke Pines</b>	<b>34.3k</b>
Ft. Lauderdale	59.2k



# YouTube



Pembroke Pines Media  
(Created in 2016)

1.

## Subscribers

**Total: 3,670**

(non-subscribers 79.9%)  
(subscribers) 20.1%

2024-2025: Over 370 new subscribers  
with nearly 65k views

2023-2024: 275 new subscribers  
with over 45k views

2.

## Comparison (Subscribers)

Davie: 206

Sunrise: 405

Cooper City: 474

Coral Springs: 1,450

Miramar: 2,450

Fort Lauderdale: 3,300

**Pembroke Pines 3,670**

Hollywood: 42,800\*

\*(considered a destination due to Beach)

3.

## Demographic By Age

18-24 years: 1.6%

25-34 years: 7.4%

**35-44 years: 37.6%**

45-54 years: 29.4%

55-64 years: 13.2%

65+ years: 10.8%

4.

## Growth Plan

Variety of Videos

-Informational

-Shorts

-City Ammenities

Address Subscribing

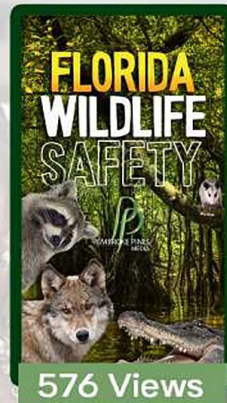
Community Post Usage

5.

## Top Videos 24/25



25,488 Views



576 Views

6.

## Upcoming Videos

Code Compliance

Budget

Water Meters

Property Tax



# Website



A very cursory look  
(website scheduled for refresh in 2026)

## 1. Top 5 User Locations

### Miami

Pembroke Pines  
Miramar  
Fort Lauderdale  
Hollywood

## 2. Ages In Order of Use

### 45-54

25-34  
35-44  
55-64  
18-24  
65+

## 3. Top 10 Pages Visited

### Homepage

Jobs  
Utilities Dept  
Search  
Permit-Information  
Online Payments/Payment Locations  
New Utilities Billing System  
Pines Web Services  
Building Department  
Calendar

## 4. Most Used Web Browsers

### Google Chrome

Safari





# City Connect



A Bi-Monthly Digital Newspaper  
(Interactive & Bilingual)

## Overview

City Connect began in 2011 as a printed 24-page 6x a year bilingual (English and Spanish) newspaper which was mailed to approximately 68k residents and businesses throughout Pembroke Pines. In 2023 the city went out to bid for the printing contract – the Miami Herald, the printer, was bought by McClatchy and prices were significantly increased.

Due to the rise of digital news consumption and the decline of newspapers (and printing presses), our bids went out twice but with no printing companies willing to print our newspaper as it was not cost effective for them.

City Connect became an interactive digital newspaper with separate English and Spanish issues, found on the city's website at [www.ppines.com/cityconnect](http://www.ppines.com/cityconnect) beginning with the December/January issue. Ads were no longer being sold to local businesses as we could not determine readership needed to determine what to charge for ad space.

Approximately 72% of readers do so on their computers for nearly an hour at a time, with 26% on their phone and the remaining on tablets.

Approximately 26% of readers do so between 11 am and noon. Readership seems to vary with the lowest readership showing only 500 an issue to more active reading with approximately 3k readership per issue.







# Newsflash



A Monthly Digital Newsletter  
(Sent Directly to Email)

## Overview

Newflash, a monthly digital newsletter emailed to approximately 35k and also found on the city website, began in June 2023. On average for the one-year period 2024-2025, the newsletter's opening rate is 52%-55% which is 10% higher than industry average.

Viewing is 98% via desktop computer with 65% of viewers clicking on hyperlinks found in the newsletters. Approximately 2% of users view via mobile devices, however, those that do, 35% of them click on hyperlinks. With each monthly distribution, approximately 1% unsubscribe. Best practices show that readers prefer photos vs flyers and ads when creating newsletters. Sign up is at [www.ppin.es.com/newsflash](http://www.ppin.es.com/newsflash).



## CITY CONNECT NEWSFLASH





## Overview

The City of Pembroke Pines provides television programming via it's PEG TV station (Public Educational and Governmental Access Television) or CTM (Community Television and Media) which can be found on Comcast and Blue Sky cable.

The station broadcasts a variety of programming and informational and educational videos dealing with hurricanes, health, arts, workshops, public affairs, community events, exercising, all city YouTube videos, etc. Commission meetings are live streamed and then uploaded to the station after each meeting. Board of Adjustment Meetings and Planning & Zoning Board Meetings are livestreamed and broadcast on our TV Station.

Analytics are not available for this platform or provided by the cable companies. Anecdotally, viewers predominately watch exercise classes such as Zumba, Yoga, and Chair Exercises that are created from the Carl Shechter South-west Focal Point Community Center classes and viewers are of a more mature age. This platform is an area that needs to be reviewed to determine viability, accessibility, expansion cost and its future. It has in the past included such content as a cooking show, book reviews, local leader interviews, etc. and other cities have included church services, documentaries, talk shows and programming created by members of the public and community organizations – this direction will need a dedicated staff, policy and procedure guidelines and a standardized provider agreement for submitted programming.







1.

### Followers

Facebook – 3.7k, +101.2%

Instagram – 6.8k, +39.8%

**99.5k Total Followers**

2.

### Reach

Facebook – 2m -26.6%

Instagram – 20.1m +643%

**22.1m Total**

3.

### Content Interactions

Facebook – 169.2k +3.7%

Instagram – 344.6k +100%

**513.8k Total Content Interactions**

4.

### Views

Facebook – 4.7m, January 2025 – July 2025

Instagram – 9.6m, January 2025 – July 2025

**14.3m Total Views**

5.

### Total Posts

Facebook – 202 +4%

Instagram – 663 -1%

**865 Total Posts**



# Fire



## Social Media Metrics

(July 2024 - July 2025)

1.

### Followers

Facebook – 3.7k, +101.2%

Instagram – 6.8k, +39.8%

**10.5k Total Followers**

2.

### Reach

Facebook – 491.7k +538%

Instagram – 178.8k +182.4%

**671k Total**

3.

### Content Interactions

Facebook – 22.5k +57.3%

Instagram – 27.2k +100%

**50k Total Content Interactions**

4.

### Views

Facebook – 197k, January 2025 – July 2025

Instagram – 833k, January 2025 – July 2025

**1m Total Views**

5.

### Total Posts

**382 Total Posts**