

2026 Broward League of Cities Dashboard

Broward League of Cities

Monthly Performance Summary-Compared Year-to-Year

Social media performance improved significantly year over year, with impressions up 80%, video views up 6,300%, and audience growth up 10%, despite publishing 13% fewer posts. This indicates stronger content efficiency and a clear opportunity to continue leveraging video to drive reach and growth.



Year-to-Date Digital Totals



Top 3 Performing Posts this Month

Scholarship and leadership video content drove the strongest performance. The Facebook scholarship post led with 735 views, followed by the Instagram leadership video (173 views) and the X scholarship post (484 impressions), confirming that recognition and video storytelling generate the highest visibility.

Broward League of Cities
Fri 2/6/2026 4:27 pm EST

The Broward League of Cities 2026 Scholarship Program is now live! Our annual scholarship program awards four \$2,500 scholarships to...

Views 735

browardleague
Fri 2/6/2026 12:06 pm EST

Another week, another Why I Ran video. Today we're featuring @cityoaklandpark Commissioner Letitia Newbold. With...

Views 173

@browardleague
Fri 2/6/2026 4:27 pm EST

The Broward League of Cities 2026 Scholarship Program is now open! Four \$2,500 scholarships are available for...

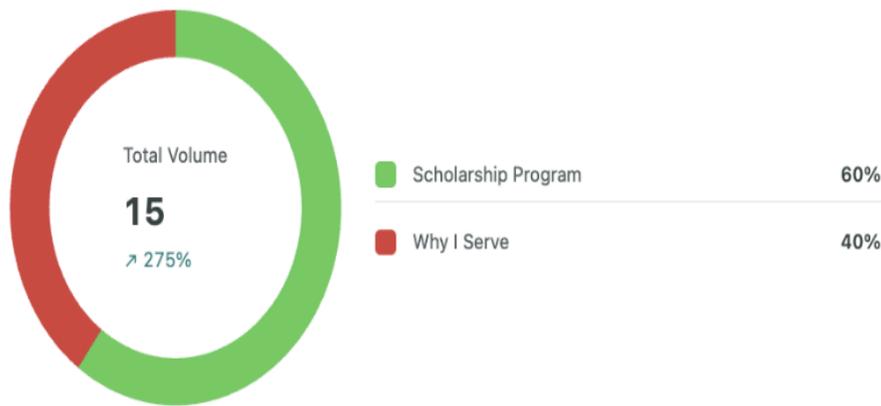
Impressions 484

Monthly Totals-February

Monthly social media performance showed strong growth in reach and audience despite fewer posts. Impressions increased 80% (5,000 vs. 2,775) and video views surged 6,310% (641 vs. 10), while the audience grew 10.4% to 3,324, even with 13% fewer posts, indicating improved content effectiveness and strong video-driven visibility.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Feb 1, 2026 – Feb 24, 2026	3,324 ↗ 10.4%	12 ↗ 9.1%	20 ↘ 13%	5,000 ↗ 80.2%	180 ↘ 10%	3.6% ↘ 50.1%	641 ↗ 6,310%
Compare To Feb 1, 2025 – Feb 24, 2025	3,010	11	23	2,775	200	7.2%	10
Instagram Broward League of Ci...	31	1	7	632	28	4.4%	307
X Broward League of Ci...	1,721	2	7	1,609	58	3.6%	78
Facebook Broward League of Ci...	1,572	9	6	2,759	94	3.4%	256

Tagged Published Post Volume



Video Views	641	Total Posts	20
Engagements	180	Audience	3,324
Impressions		5,000	

Instagram

Instagram is effectively expanding awareness among new audiences, with Reels serving as the primary growth engine and strongest opportunity to accelerate follower growth and engagement.

- **Reach and visibility:** 788 total views, reaching 445 accounts; 69.2% from non-followers, indicating strong discovery beyond the existing audience.
- **Engagement:** 36 total interactions, with Reels driving the majority (58.3%), confirming video as the most effective format.
- **Audience growth and interest:** 31 total followers, 25 profile visits, and 2 external link taps, reflecting early-stage audience development and emerging interest in deeper engagement.
- **Content performance:** Reels generated 59% of views and 58.3% of interactions, outperforming static posts and serving as the primary driver of engagement and visibility.

Content insights

All Views Highest



Interactions

36
Interactions

Followers	94.4%
Non-followers	5.6%

By content interactions



Profile

27
Profile activity

Profile visits	25
External link taps	2

Followers

31
Total followers

Account insights

Views

788
Views

Followers	30.8%
Non-followers	69.2%

Accounts reached **445**

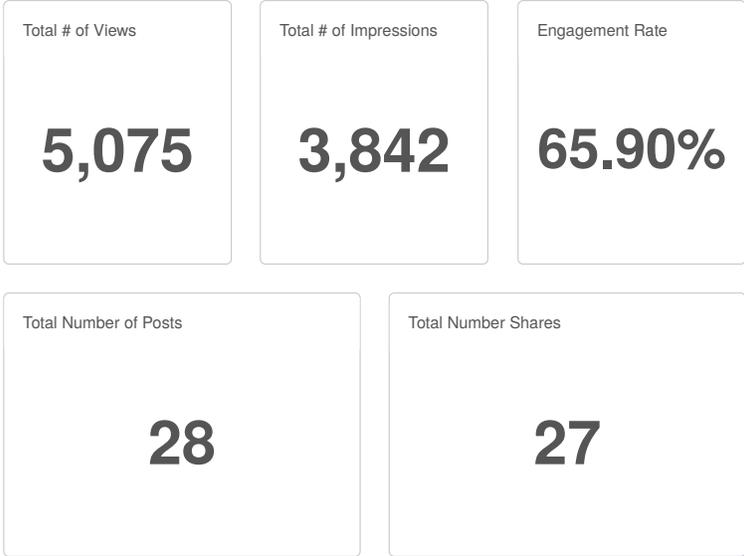
By content type



Why I Ran Video Series 2025-2026

The *Why I Ran* series proved highly effective at driving meaningful engagement and audience connection, demonstrating the strong value of video storytelling as a core communications strategy.

- **Strong engagement:** The series generated a 65.9% engagement rate, indicating exceptional audience interest and resonance.
- **Consistent content delivery:** A total of 28 videos were published, producing 5,075 views and 3,842 impressions.
- **Audience amplification:** The videos were shared 27 times, extending reach and increasing visibility organically.



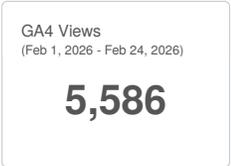
Showing 9 of 9 Rows

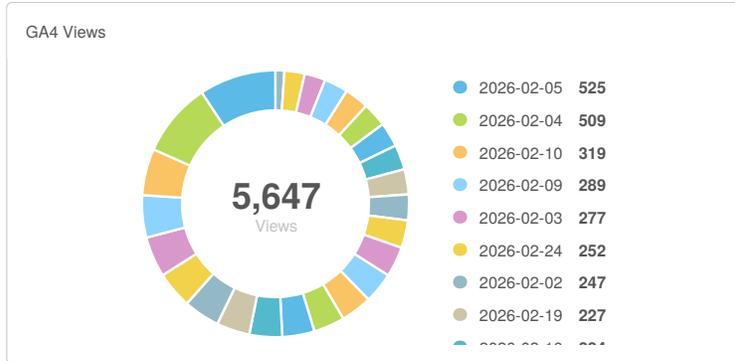
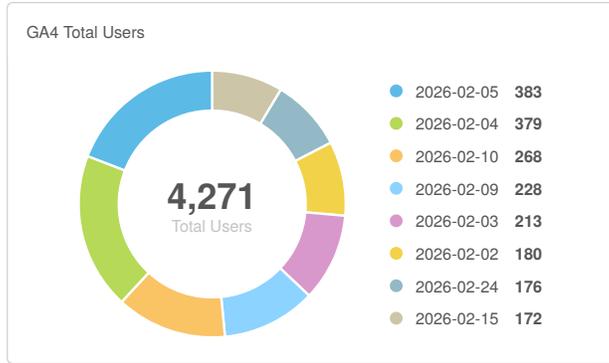
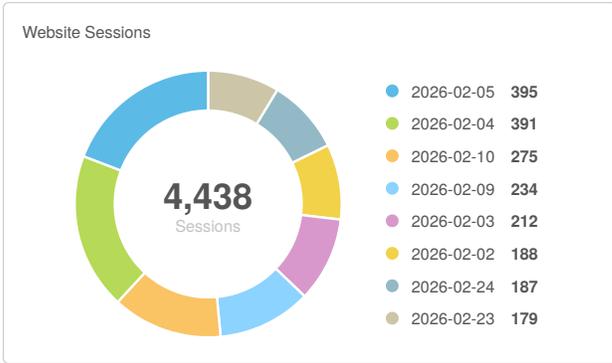
MEMBER	# OF POSTS	VEWS	IMPRESSIONS	SHARES	ENGAGEMENT RATE	TOTAL # OF POSTS	28
Mayor Steve Breitkreuz	4	190	229	1	5.10%	Total # of Views	5,075
Mayor Joyce L. Davis	3	368	460	1	12.20%	Total # of Impressions	3,842
Mayor Michelle J. Gomez	3	362	344	1	8.70%	Total Shares	27
Mayor Todd Drosky	3	490	383	1	10.90%	Total Engagement Rate	65.90%
Mayor Felicia Brunson	3	1,976	352	17	8.60%	—	—

Website

The website continues to serve as a reliable destination for information, with strong user activity and consistent traffic reinforcing its role as a key communications and engagement platform.

- **The Scholarship Program page drove 363 sessions and 489 views, with exceptionally high engagement of 2 hours, 48 minutes, demonstrating strong audience interest and content relevance.**
- **The website attracted 4,073 users, generating 4,207 sessions and 5,346 total page views, reflecting consistent audience engagement and repeat visits.**





February Website Updates:

- N/A

Showing 50 of 561 Rows

LANDING PAGE	SESSIONS	TOTAL USERS	USER ENGAGEMENT	VIEWS	EVENT COUNT
/page/19	802	803	3s	1,035	2,774
/students/scholarship-program	436	341	3h 16m 55s	589	1,854
/page/17	411	410	—	510	1,388
/	366	337	2h 44m 56s	600	2,020
/page/26	363	362	—	452	1,230

Public Relations

Number of Clips YTD

5

AVE (Online + Print) YTD

100,821

Online & Print Readers...

100,821

February 2026 PR Report: <https://app.criticalmention.com/app/#/report/8d68df30-0129-4d15-8aba-ea049ee247d2>

Broward League of Cities Offers Government Studies Scholarships to Broward County High School Students; Deadline to apply is Wednesday, February 25, 2026

Do you have an event coming up? **click here** to add your event for free!

CLICK HERE FOR LEGAL ADS

HEY, NEIGHBOR! You could save money at your local GEICO office in Miami.

AZIARI IN STOCK CARDS, BIRD FEEDERS, WIGS, SLEDS, SHOP ON PINESS OUTLET ALTERATIONS ARE WELCOME

Broward League of Cities Offers Government Studies Scholarships to Broward County High School Students

Celebrating academic excellence and civic engagement, the **Broward League of Cities** invites eligible Broward County high school seniors to apply for its scholarship program. Students pursuing college studies that benefit municipal government professionalism are eligible to apply for one of four \$2,500 scholarships. **The deadline to apply is Wednesday, February 25, 2026.**

Felicia Brannon, Mariana Roberts, Alan Narasim, Nicole Hanners, Alana

Broward League of Cities Offers \$2,500 Government Studies Scholarships to High School Seniors

The Broward League of Cities is looking for high school seniors to apply for its \$2,500 Government Studies program. The deadline to apply is Wednesday, February 25, 2026.

Showing 9 of 9 Rows										
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT
# of Clips	0	5	—	—	—	—	—	—	—	—
Est. Audience (Print + Online)	0	100,821	—	—	—	—	—	—	—	—
Pub. Value (Print + Online)	\$0.00	\$1,313.00	—	—	—	—	—	—	—	—
TV Audience	0	0	—	—	—	—	—	—	—	—
Pub Value (TV)	\$0	0	—	—	—	—	—	—	—	—
Radio Audience	0	0	—	—	—	—	—	—	—	—
Pub Value (Radio)	\$0	0	—	—	—	—	—	—	—	—
Sentiment	N/A	Positive	—	—	—	—	—	—	—	—
Notable Mentions	N/A	Scholarship Applica	—	—	—	—	—	—	—	—