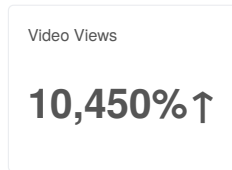


# 2026 Broward League of Cities Dashboard

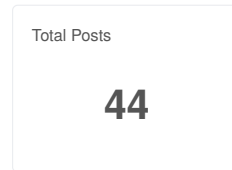
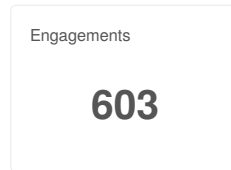
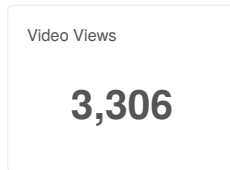
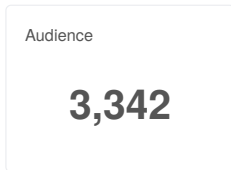
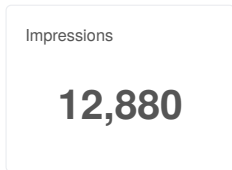
## Broward League of Cities

### Key Insight: Year-over-Year Growth

- Video performance has increased significantly compared to the same period last year, driven primarily by Facebook, indicating a substantial expansion in video visibility and distribution.
- Video content is gaining momentum as a viable channel for audience reach and engagement.



### Year-to-Date Digital Totals



### Cross-Channel Insight

- Audience Growth: Increased from ~1,700 to 3,342 → audience nearly doubled, signaling expanded reach and awareness
- Video Performance: Jumped from 429 to 3,306 views → video is emerging as a primary driver of visibility
- Impressions: Increased overall but show month-to-month variability, Opportunity to include Callt to Actions
- Website Traffic: Maintains historic patterns of spike surrounding scholarship program and annual dinner

### Top 3 Performing Posts-March

**Broward League of Cities**  
Wed 3/18/2026 11:10 am EDT

For this week's Why I Ran, meet Commissioner Melissa Dunn of City of Lauderhill. Inspired by creating meaningful change in her city,...



**Views** 296

**browardleague**  
Tue 3/10/2026 11:58 am EDT

For this week's Why I Ran, meet Vice Mayor Henry Mead of @cityofwestonfl. He shares why being an engaged member of your...



**Views** 61

**@browardleague**  
Thu 3/26/2026 9:09 am EDT

For this week's Why I Ran, meet Mayor Rich Walker of @CityParklandFL. He ran for office after recognizing an opportunity to move the...



**Impressions** 38

## Monthly Totals for Social-March

- **Followers increased to 3,342** (continued growth)
- **12 posts** (down from 20 in February)
- **3,438 impressions** (↓ from 5,000 in February)
- **70 engagements** (↓ from 180 in February)
- **633 video views** (slight decrease from 641 in February)



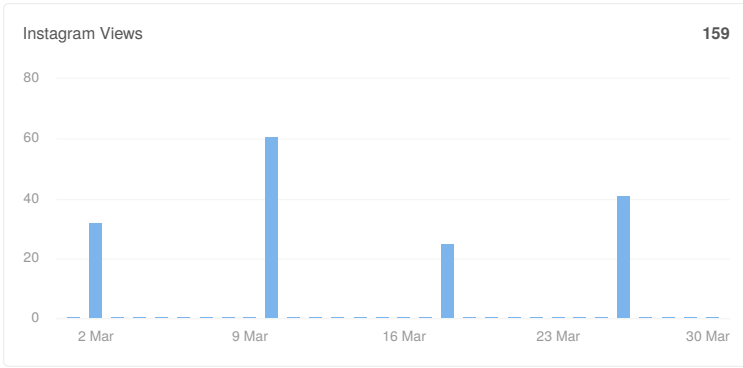
Video Views  
**633**

Engagements  
**70**

Total Posts  
**12**

Audience  
**3,342**

Impressions  
**3,438**



## Instagram

- **Content is reaching new audiences beyond the existing base.**
- **Reels drove 82.1% of all views**

## Why I Ran Video Series 2025-2026

# Top content based on views



Mar 10



Mar 26



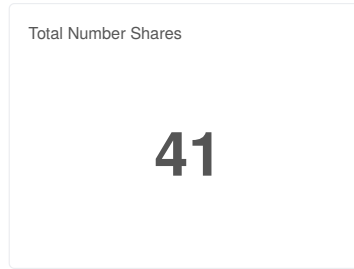
Mar 2



Mar 18

Featuring local leadership on video strengthens community connections and drives higher engagement across BLOC's digital platforms. Strong engagement rates across multiple officials (peaking at 17.6%) and consistent share activity (41 total shares) indicate an excellent mix of digital messages through the platform.

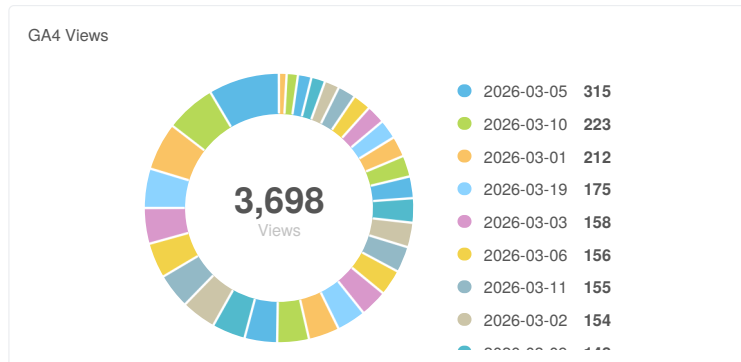
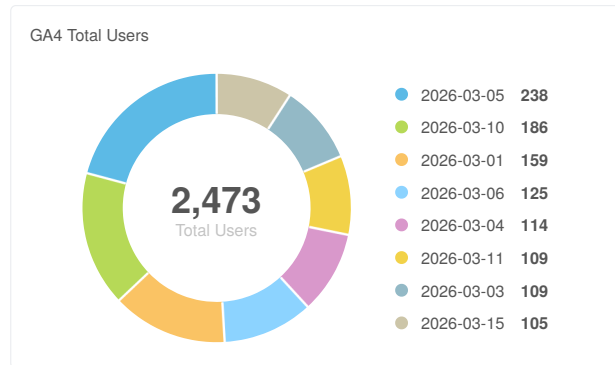
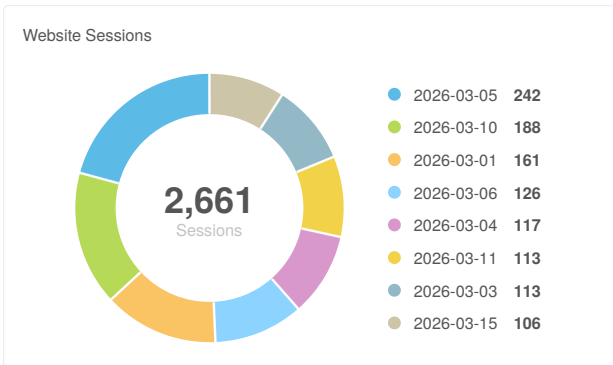
Total # of Views	Total # of Impressions	Engagement Rate
6,303	5,070	1445.50%



Showing 10 of 13 Rows

MEMBER	# OF POSTS	VIEWS	IMPRESSIONS	SHARES	ENGAGEMENT RATE	TOTAL # OF POSTS	40
Mayor Steve Breitkreuz	4	190	229	1	5.10%	Total # of Views	6,303
Mayor Joyce L. Davis	3	368	460	1	12.20%	Total # of Impressions	5,070
Mayor Michelle J. Gomez	3	362	344	1	8.70%	Total Shares	41
Mayor Todd Drosky	3	490	383	1	10.90%	Total Engagement Rate	1445.50%
Mayor Felicia Brunson	3	1,976	352	17	8.60%	—	—

## Website



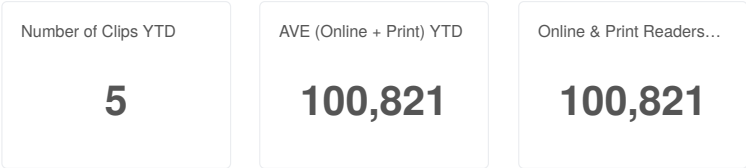
Showing 50 of 603 Rows

PAGE	SESSIONS	TOTAL USERS	USER ENGAGEM...	VIEWS	KEY EVENTS	EVENT COUNT	TOTAL PURCHAS...
/	569	490	2h 12m 21s	603	0.00	2,329	0.00
/page/19/	319	320	1s	413	0.00	1,093	0.00
/students/scholarship-program/	114	93	53m 49s	136	0.00	427	0.00
/comprehensive-solid-waste-system-	102	96	17m 16s	125	0.00	402	0.00
/page/26/	89	89	—	108	0.00	294	0.00
/municipal-members/	77	49	1h 11m 56s	89	0.00	423	0.00
/page/17/	72	72	—	91	0.00	241	0.00
/page/21/	72	72	—	88	0.00	237	0.00

**March Website Updates:**

- N/A

## Public Relations



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

**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 CARS! AND FORMAL WEAR! MAKE HIGH ON! PREMIERS OUTSIDE! INTERIORS! JOB 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 Brown, Mariana Roberts, Alan Naranjo, Nicole Herrera, Maria*

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

The Broward League of Cities is looking for eligible Broward County high school seniors to apply for its Scholarship for Government Studies program. Offering four \$2,500 scholarships to students pursuing careers in public service.

The application deadline is **Wednesday, Feb. 25, 2026, at 6:00 a.m.**

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