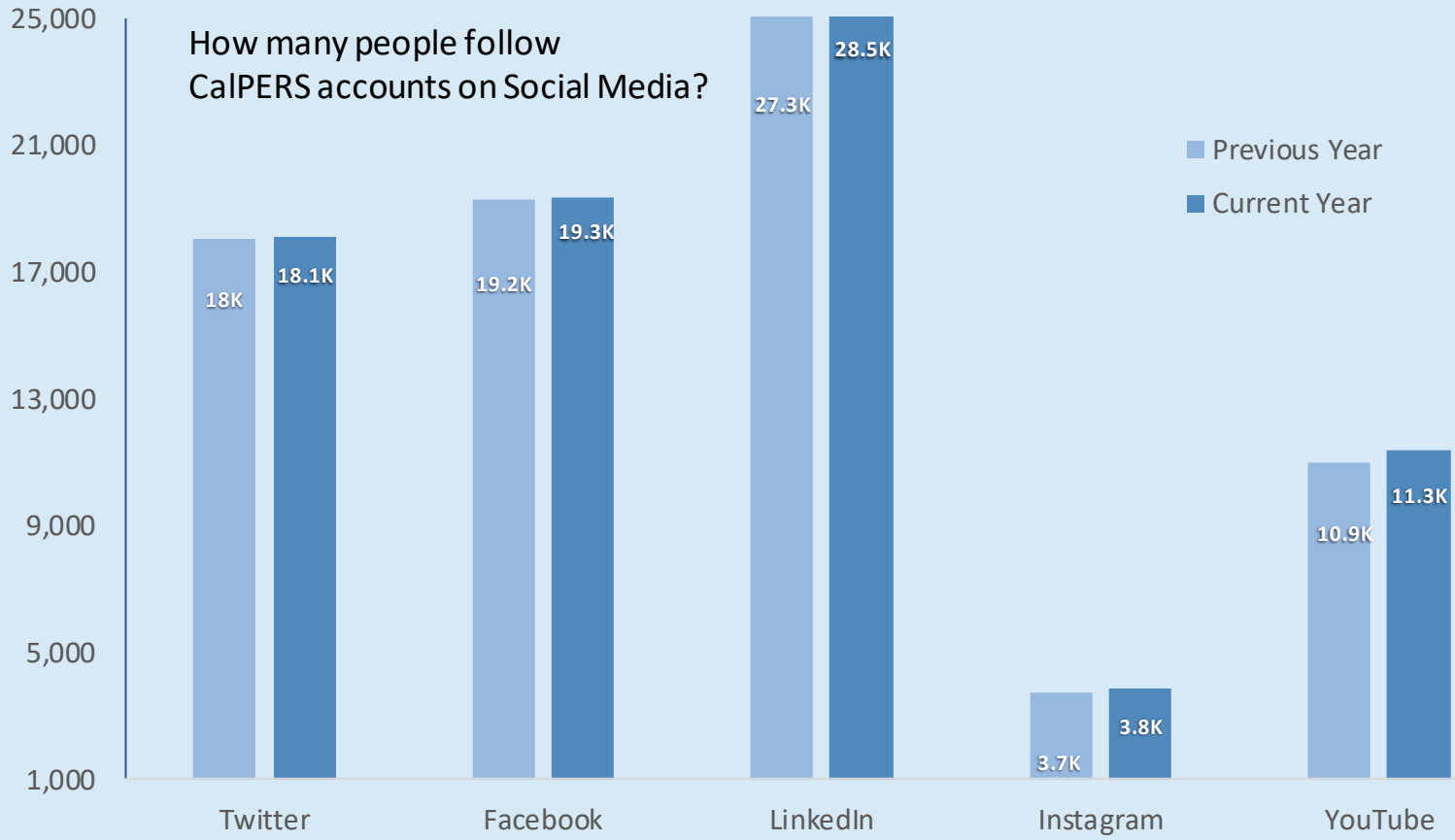


Communications & Stakeholder Relations

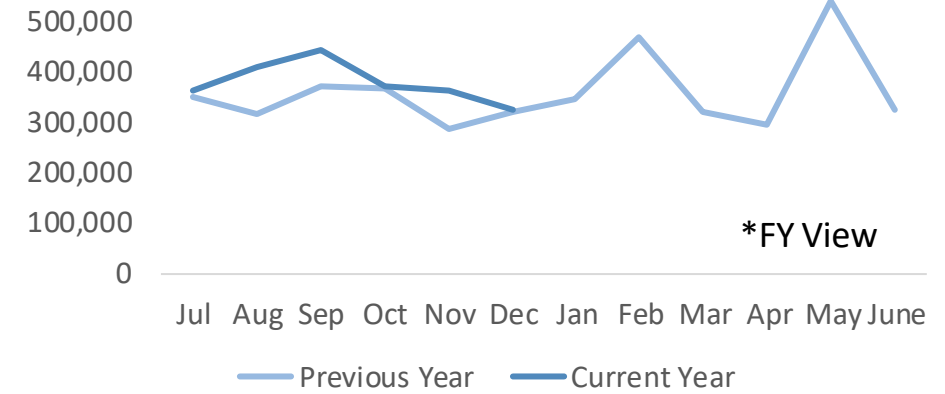
CalPERS Board of Administration Agenda Item 7d, Attachment 1

Strategic Digital
Communications
Dashboard

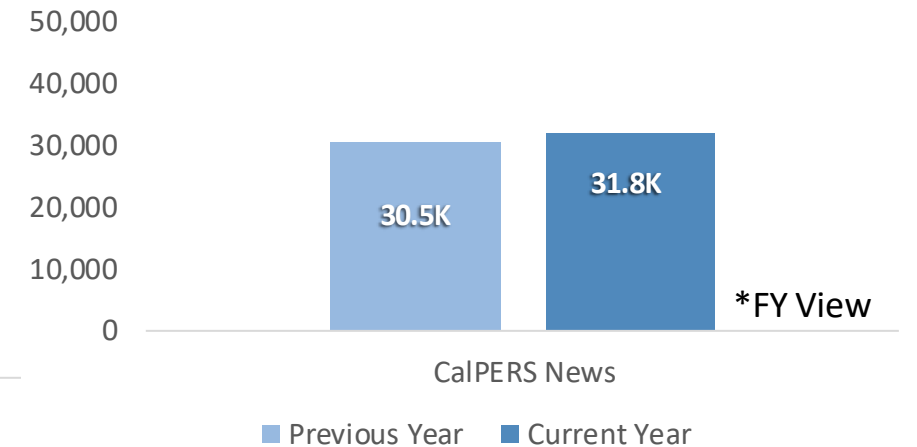
Reach



How many people visited CalPERS website?



How many people subscribed to CalPERS email subscriptions?

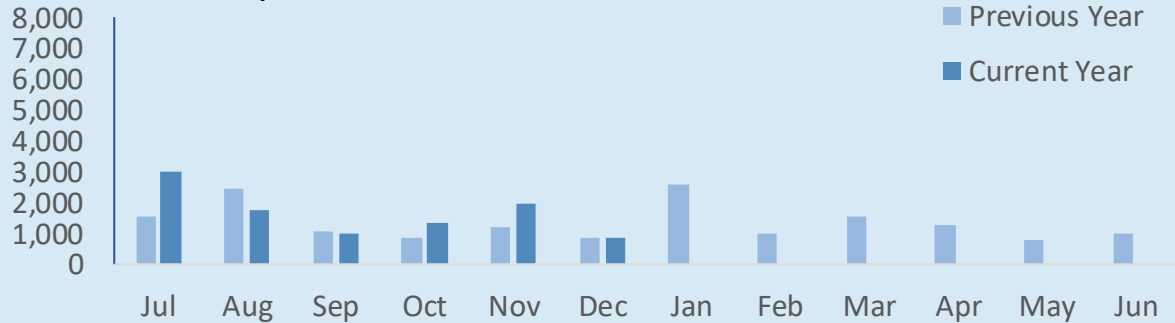


Communications & Stakeholder Relations

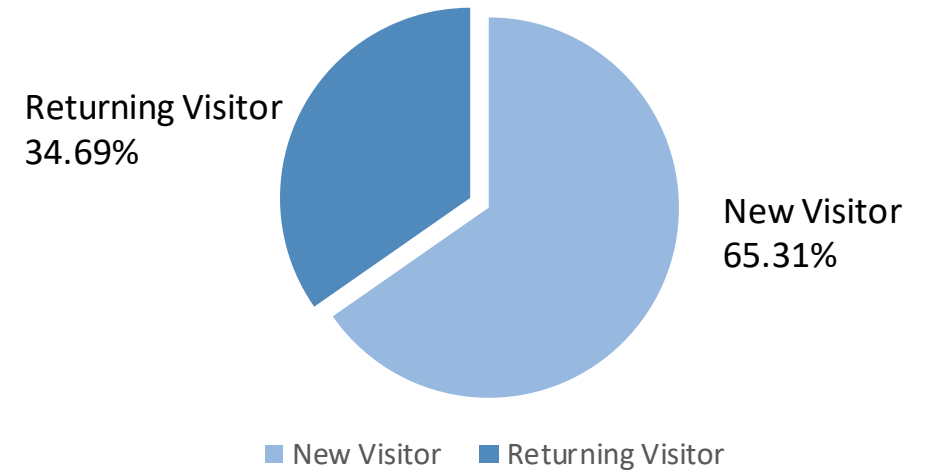
Strategic Digital Communications Dashboard

Response

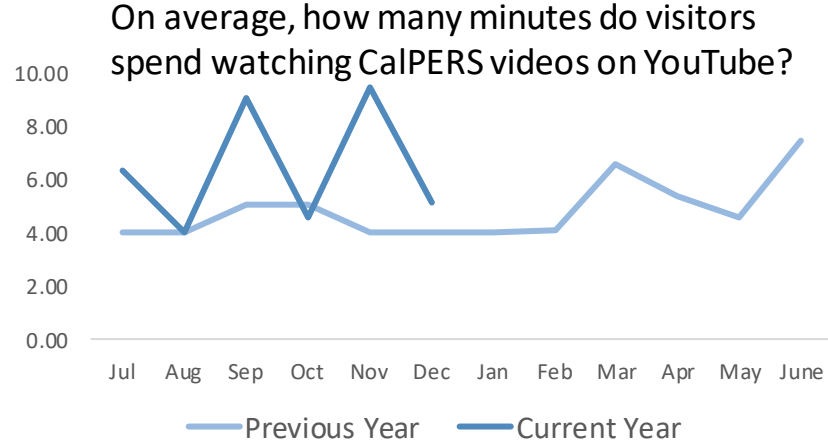
How many visitors come to CalPERS' website directly from social media websites?



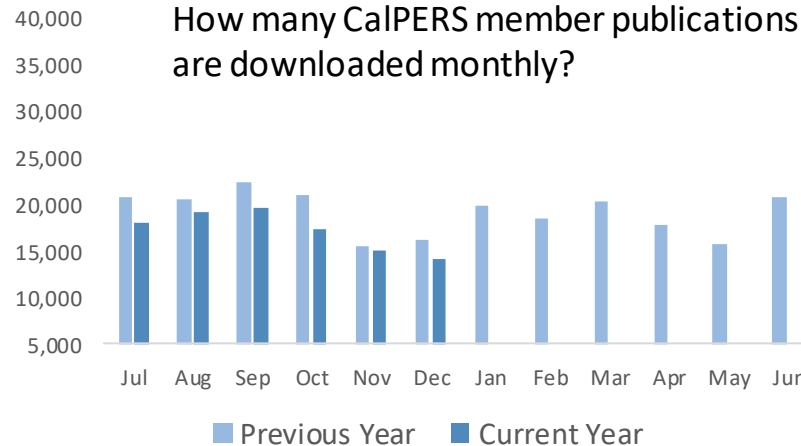
Do people visit CalPERS website more than once?



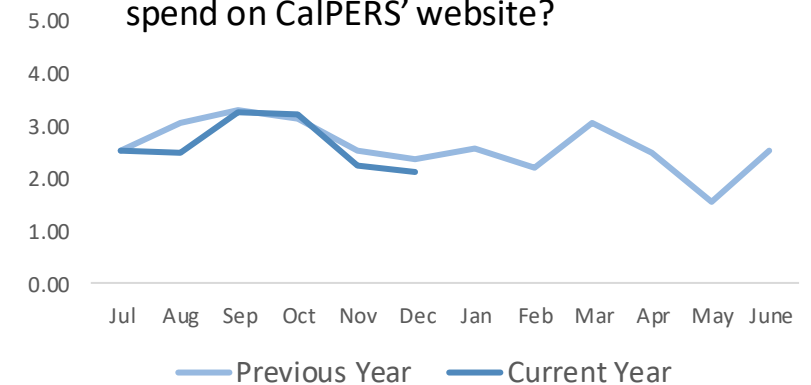
On average, how many minutes do visitors spend watching CalPERS videos on YouTube?



How many CalPERS member publications are downloaded monthly?



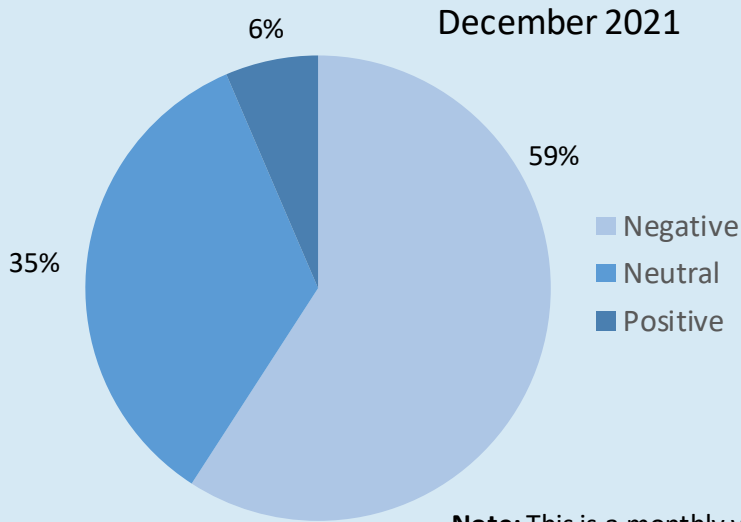
On average, how many minutes do visitors spend on CalPERS' website?



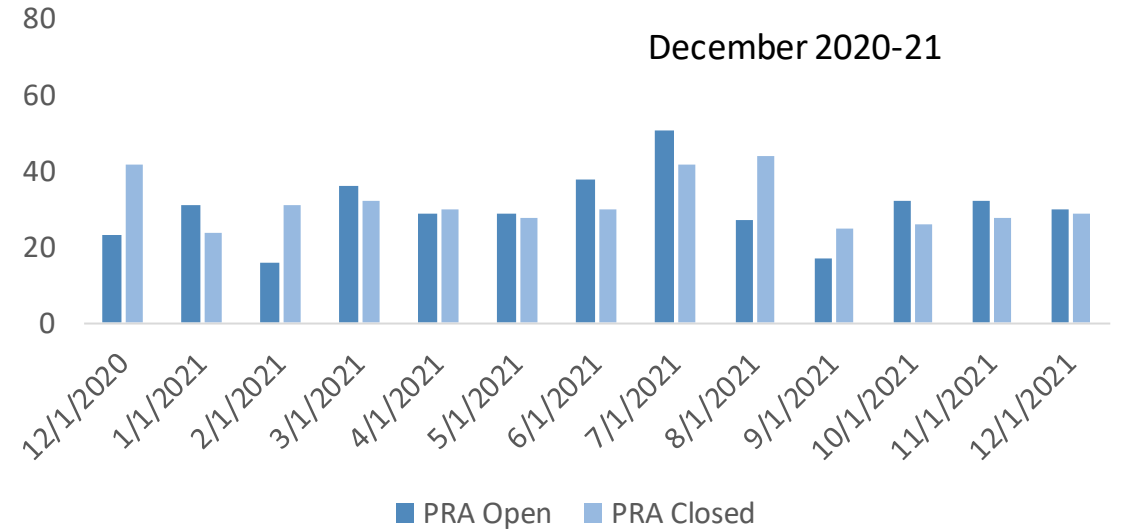
Strategic Digital
Communications
Dashboard

Reputation

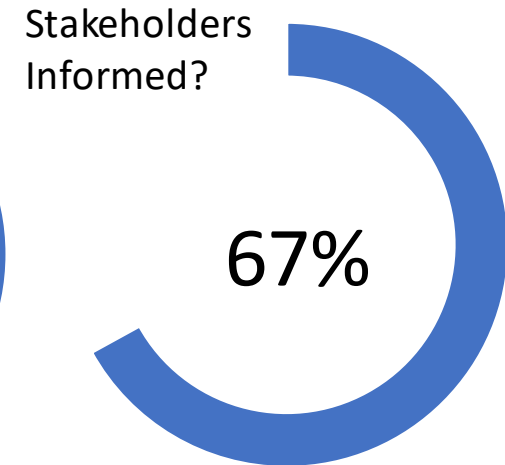
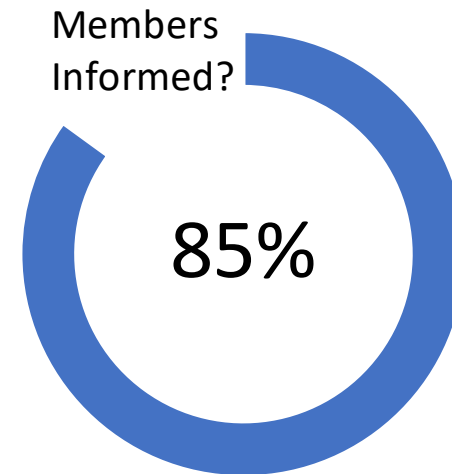
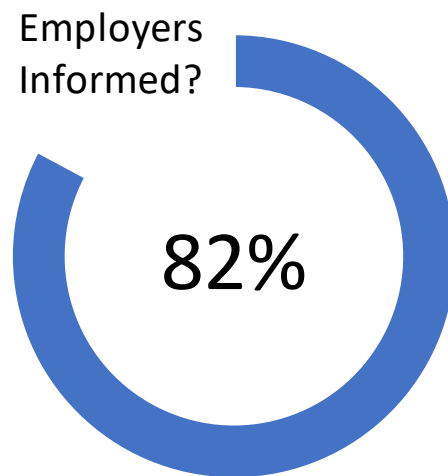
What is the sentiment of CalPERS' media coverage?



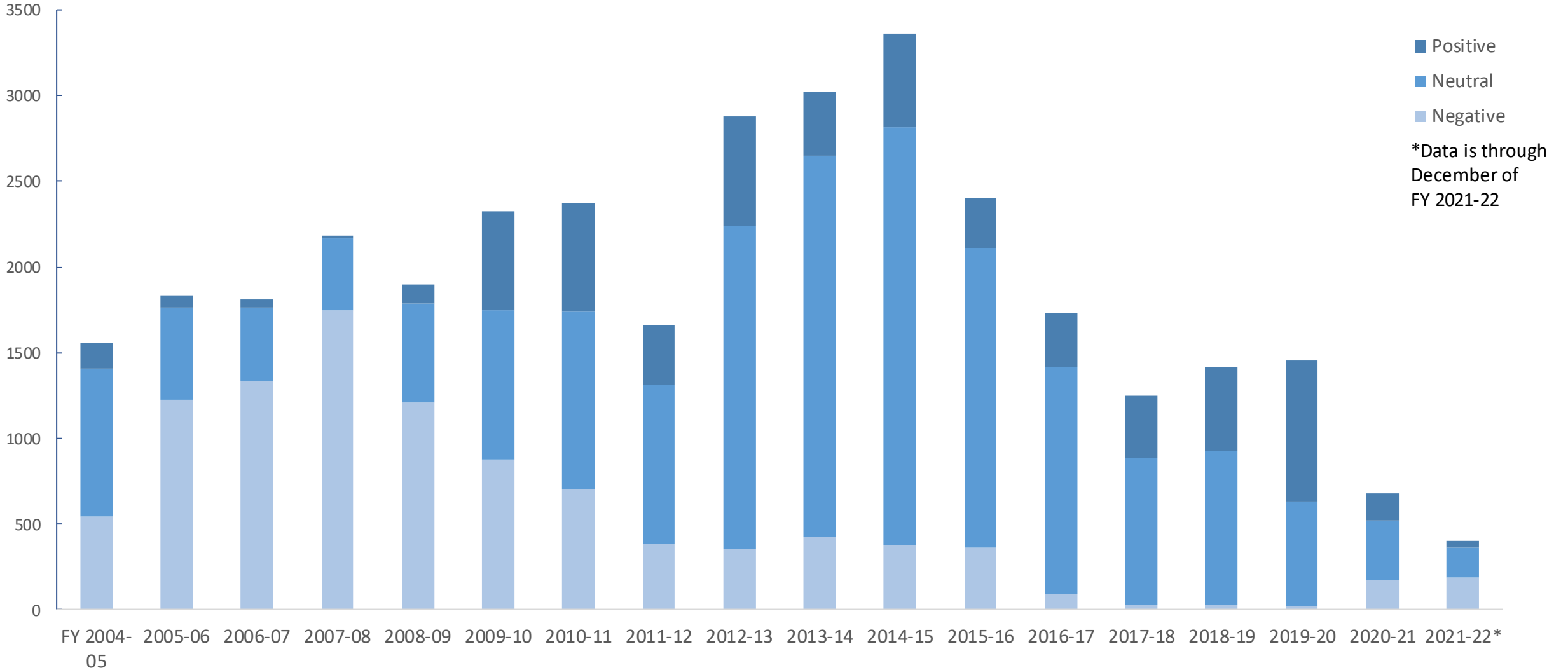
How many Public Records Act requests are received and processed monthly?



Annual Stakeholder Survey (2020-21):
Does CalPERS do a good job keeping...



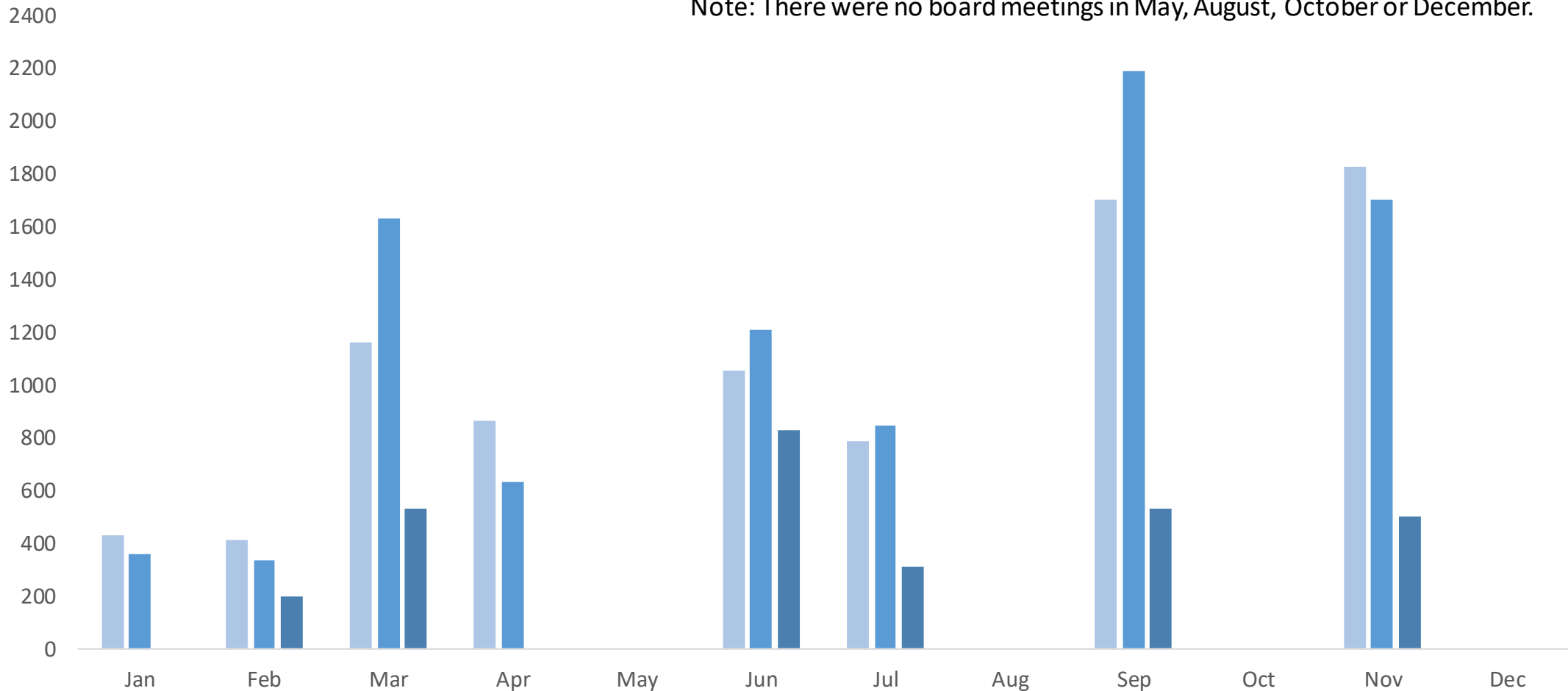
Mentions by Fiscal Year
Media Sentiment



2021 Board Meeting Webcast Viewership

- Day 1
- Day 2
- Day 3

Note: There were no board meetings in May, August, October or December.



2020 Board Meeting Webcast Viewership

