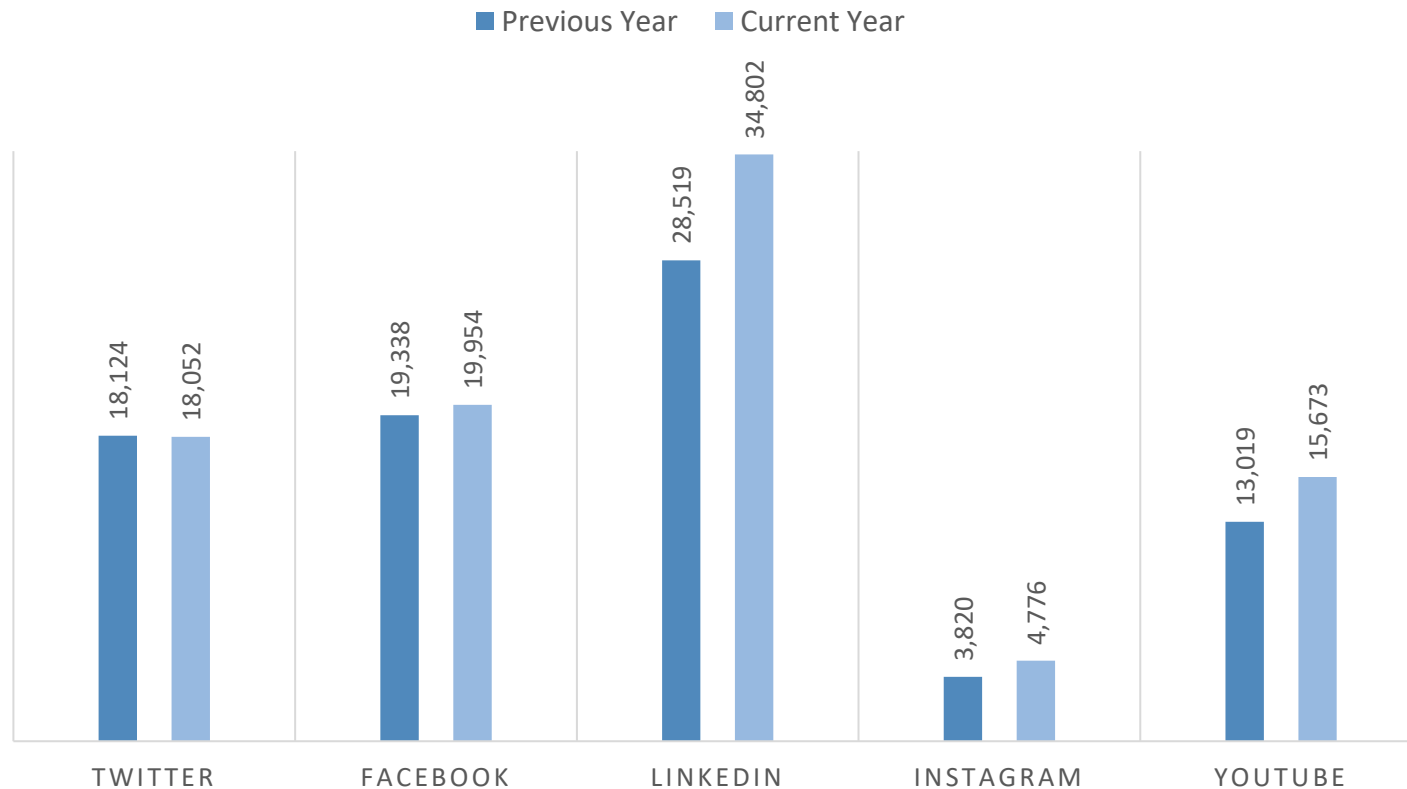


# Communications & Stakeholder Relations

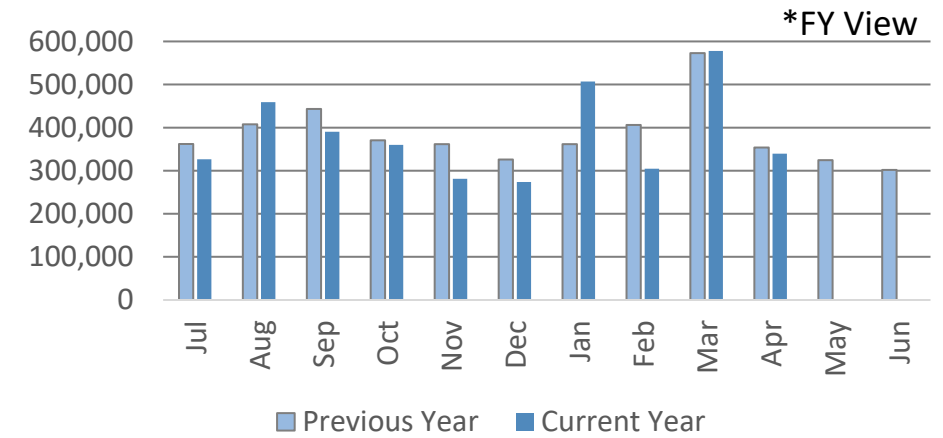
Strategic Digital  
Communications  
Dashboard

# Reach

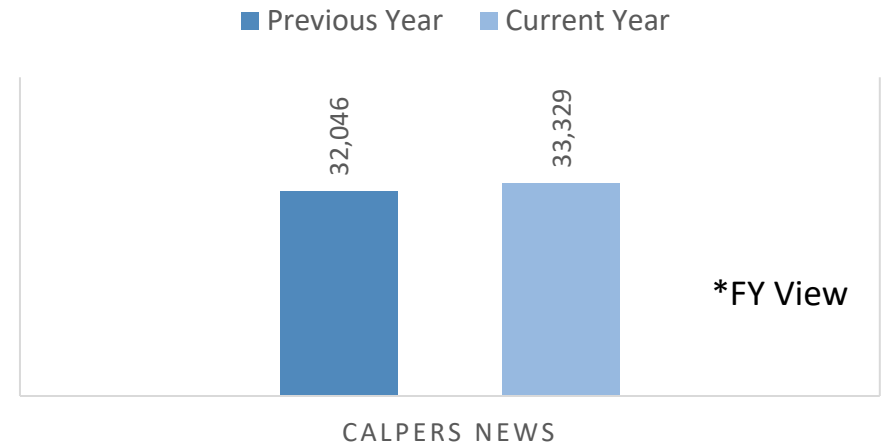
How many people follow CalPERS' accounts on Social Media?



How many people visited CalPERS' website?



How many people subscribed to CalPERS' email subscriptions?



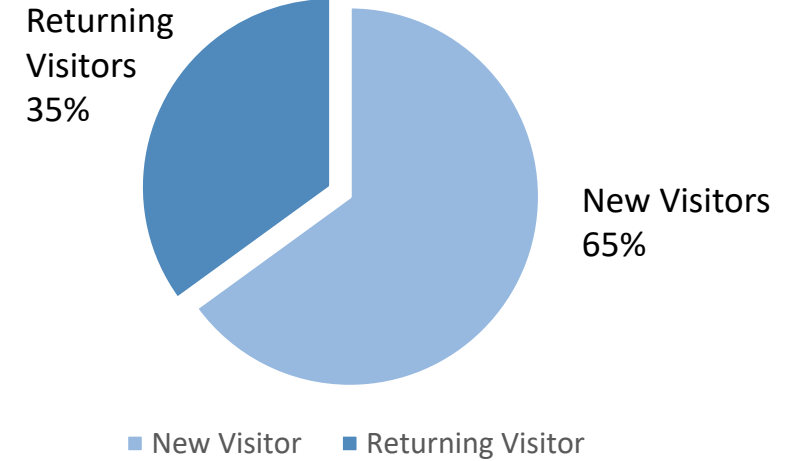
# Communications & Stakeholder Relations

Strategic Digital  
Communications  
Dashboard

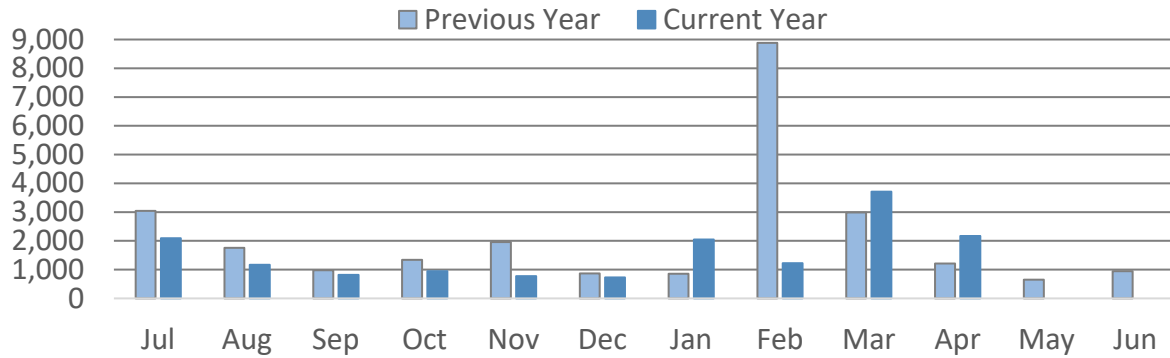
# Response

## CalPERS Board of Administration Agenda Item 6d, Attachment 1

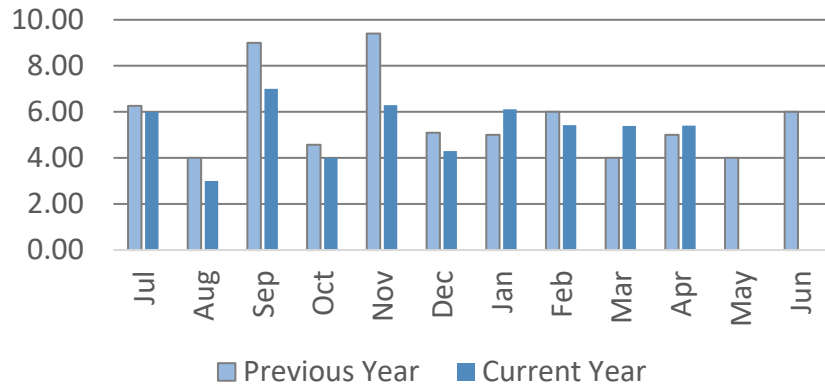
Do people visit CalPERS' website more than once?



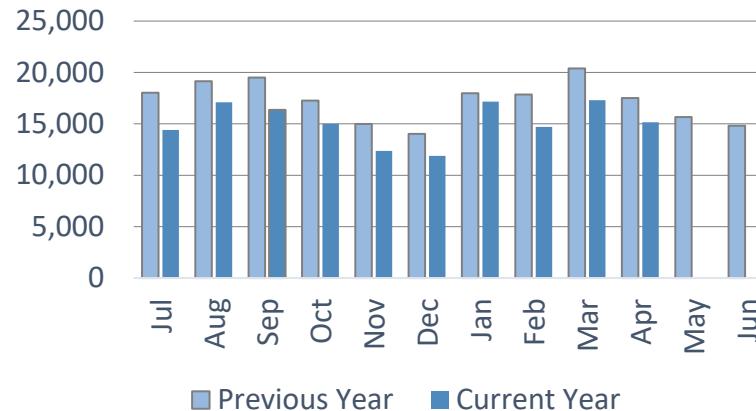
How many visitors come to CalPERS' website directly from social media websites?



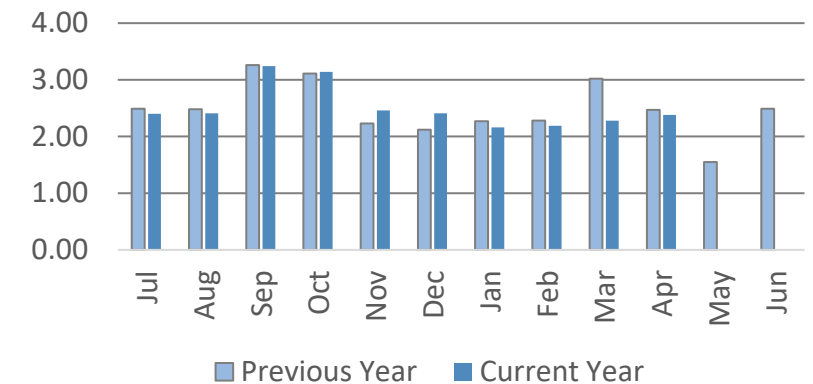
On average, how many minutes do visitors spend watching CalPERS' videos on YouTube?



How many CalPERS' member publications are downloaded monthly?



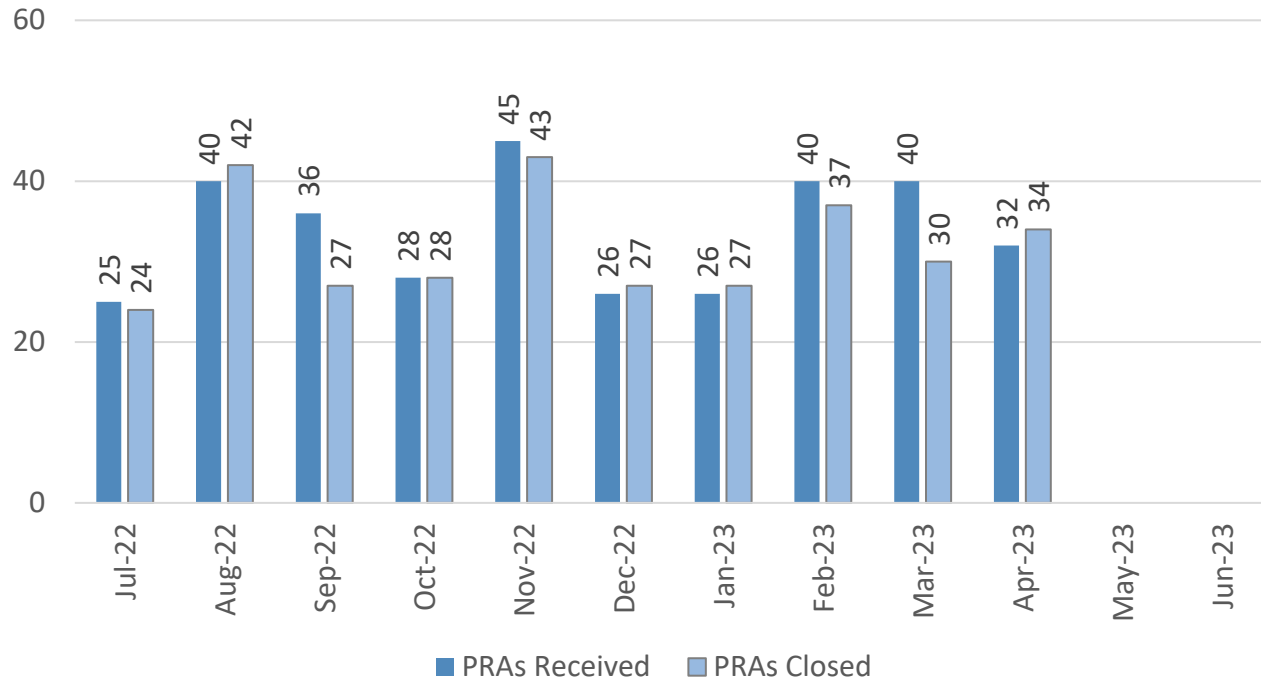
On average, how many minutes do visitors spend on CalPERS' website?



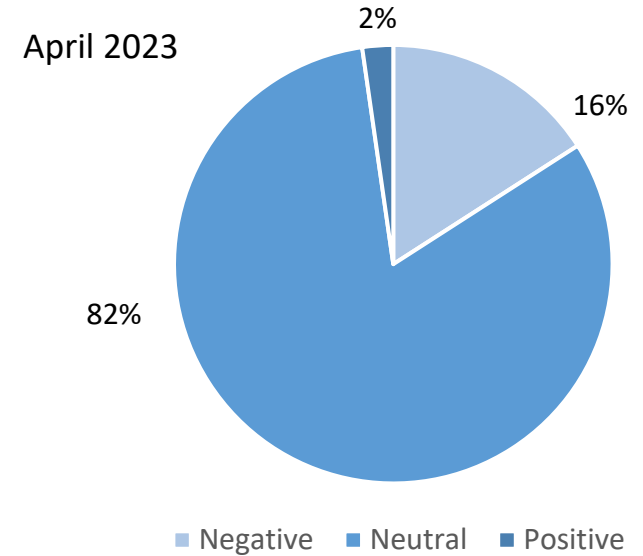
Strategic Digital  
Communications  
Dashboard

# Reputation

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

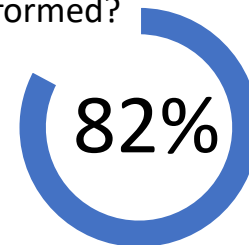


What is the sentiment of CalPERS' media coverage?

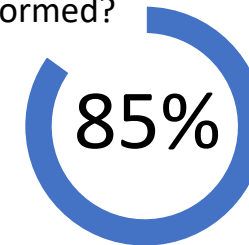


Annual Stakeholder Survey (2021-22):  
Does CalPERS do a good job keeping...

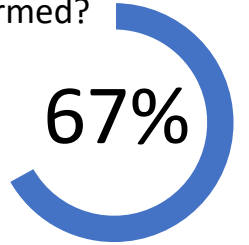
Employers  
Informed?



Members  
Informed?



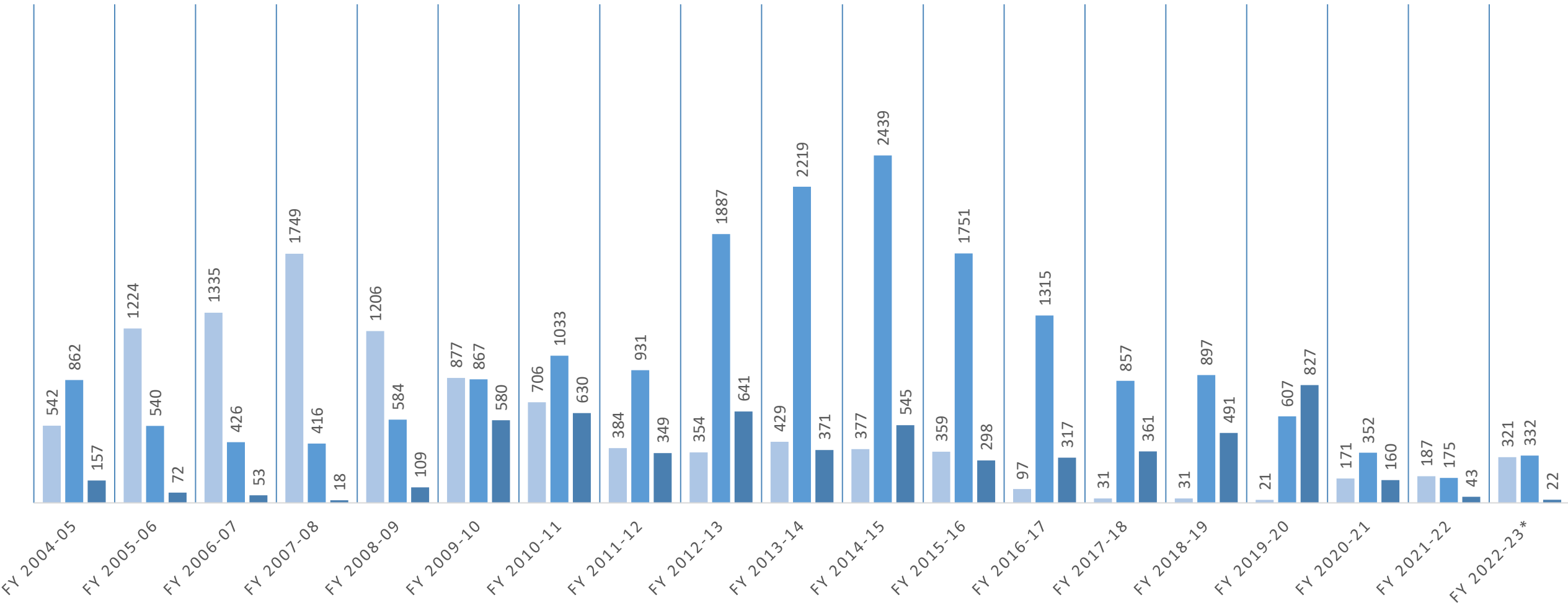
Stakeholders  
Informed?



Mentions by Fiscal Year  
**Media Sentiment**

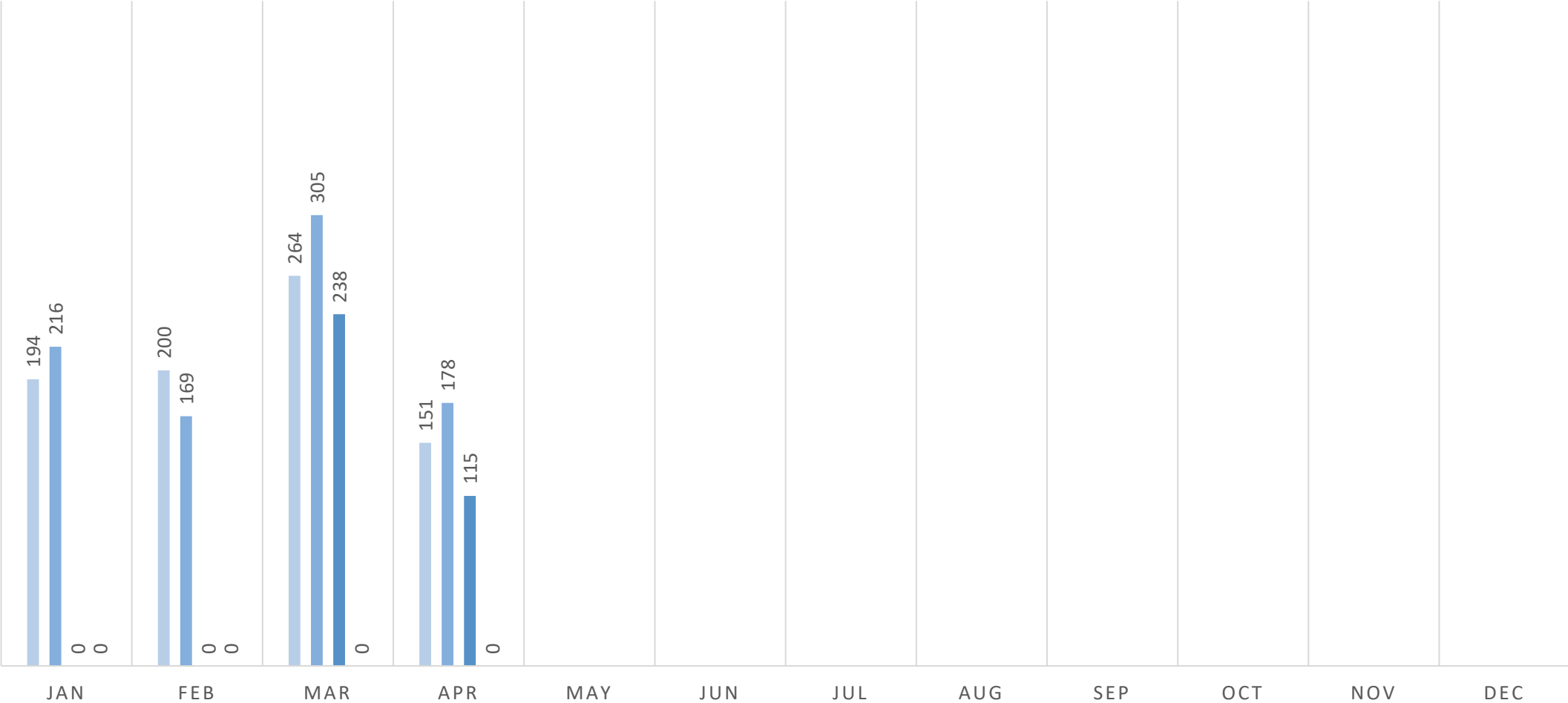
■ Negative ■ Neutral ■ Positive

\*Data is through April 2023



# 2023 Board Meeting Webcast Viewership

Day 1 Day 2 Day 3 Day 4



2022 Board Meeting Webcast Viewership

Day 1 Day 2 Day 3 Day 4

**Note:** No board meetings occurred in May, August, October or December 2022.

