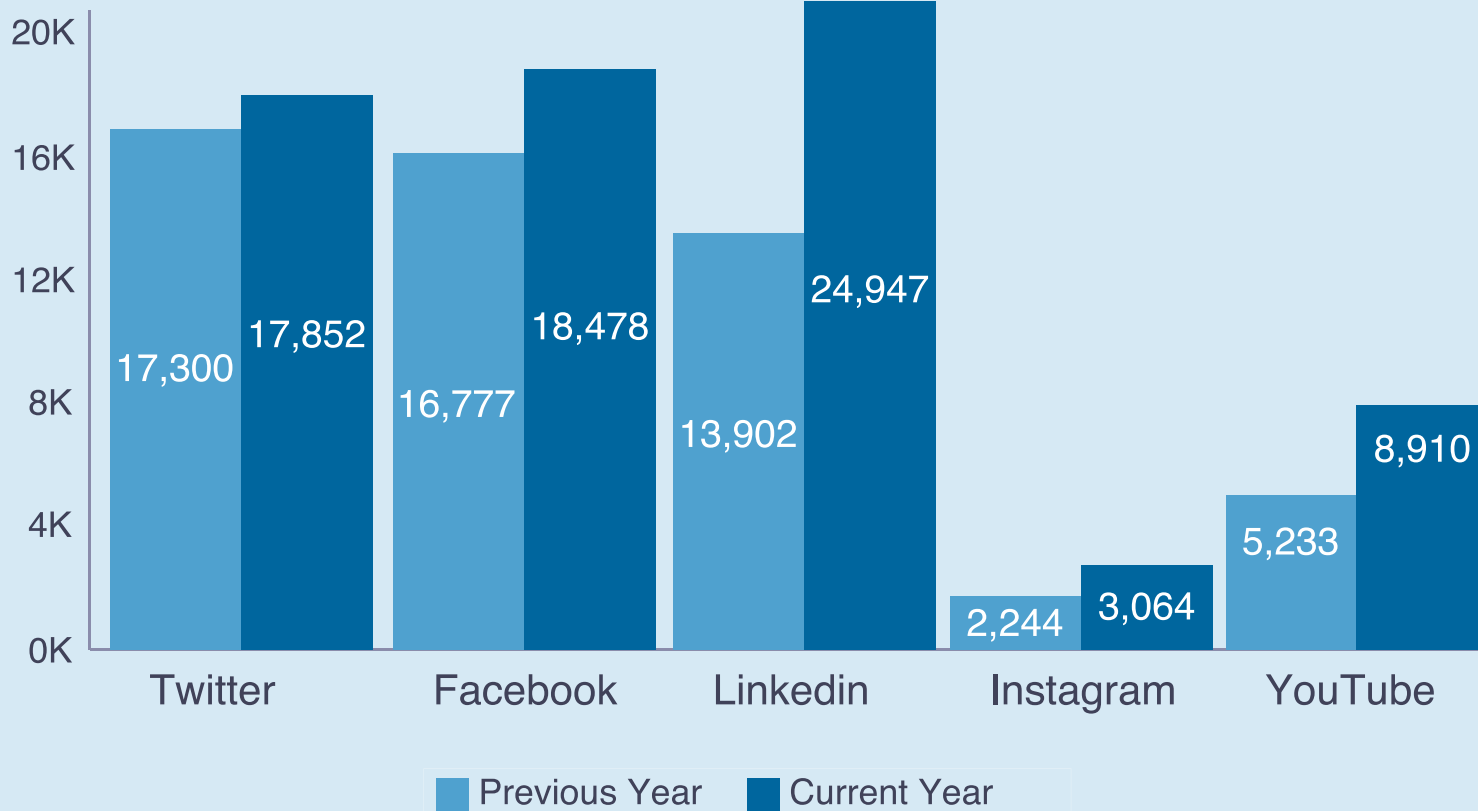


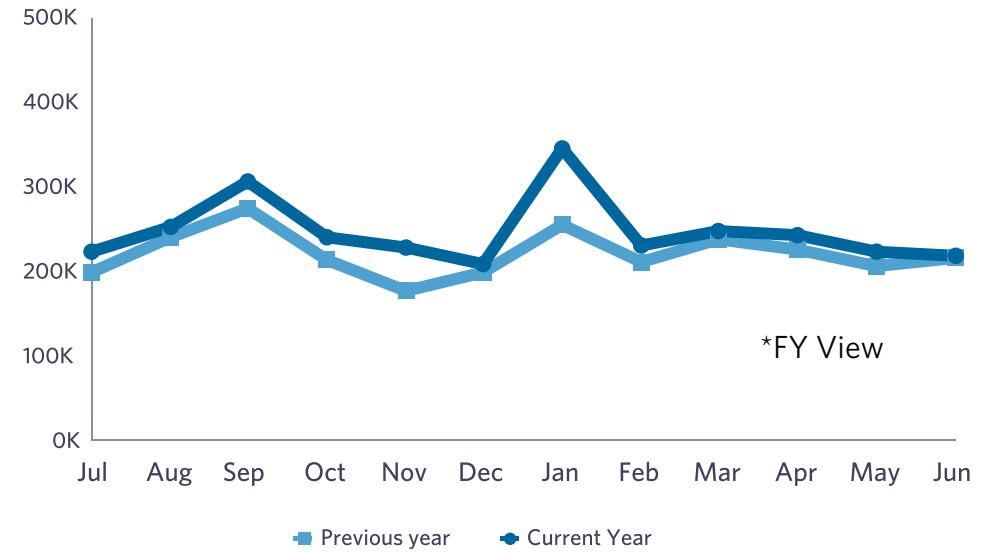
Strategic Digital
Communications
Dashboard

Reach

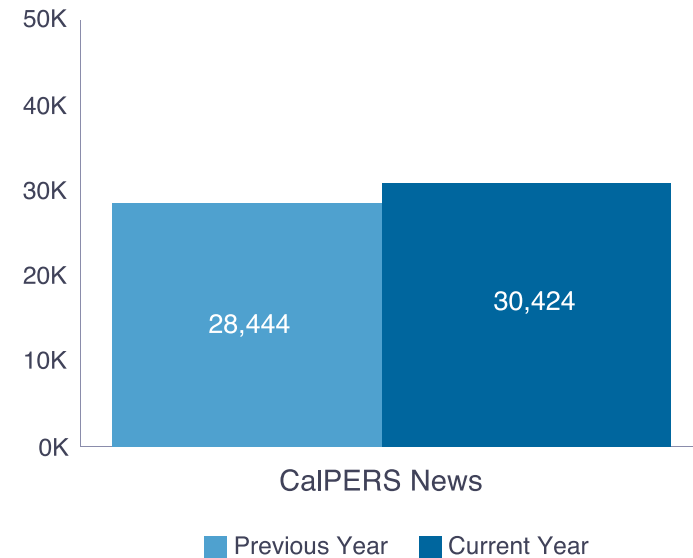
How many people follow
CalPERS accounts on Social Media?



How many people visited CalPERS website?



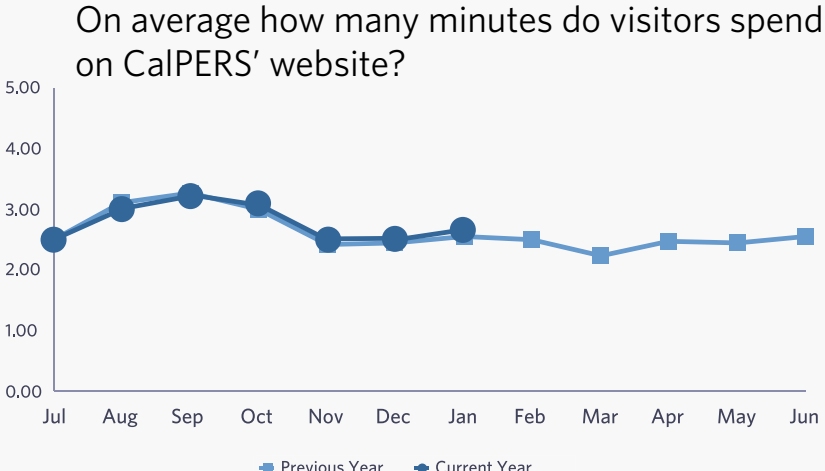
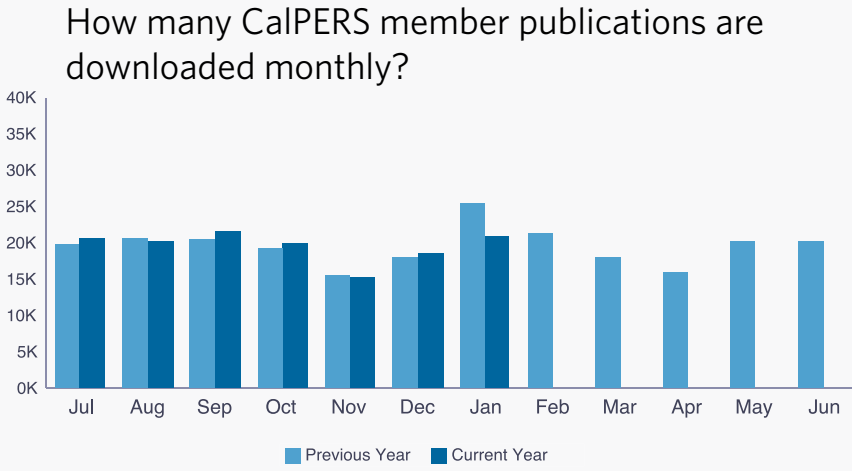
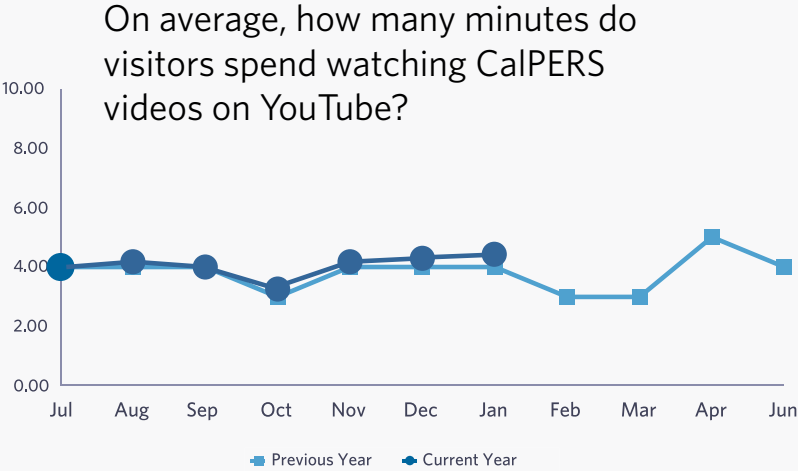
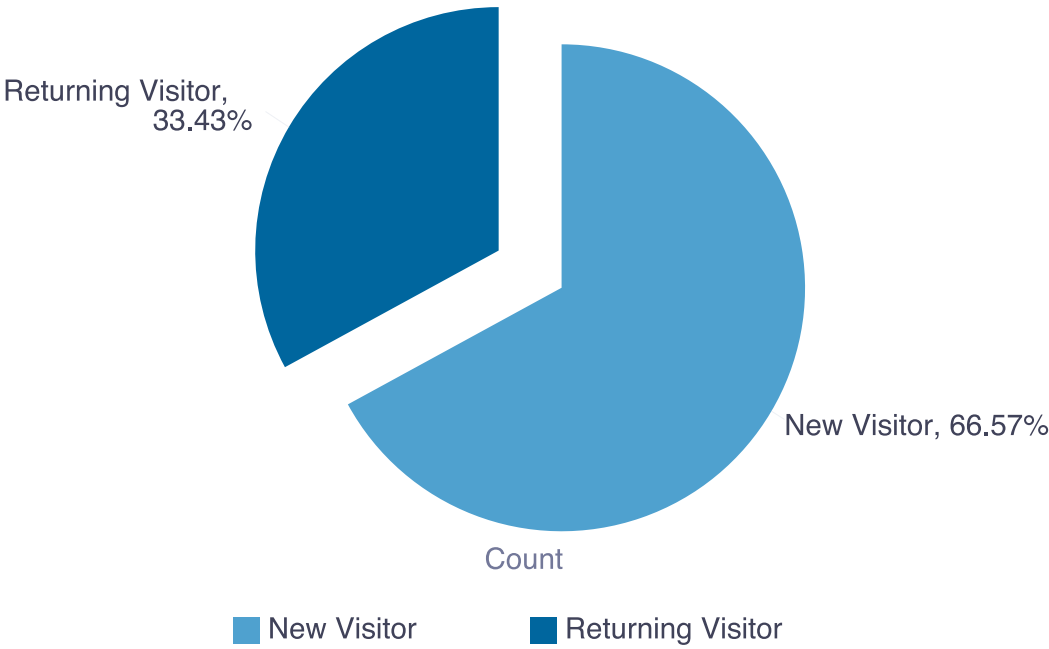
How many people subscribed to CalPERS email subscriptions?



Strategic Digital Communications Dashboard **Response**



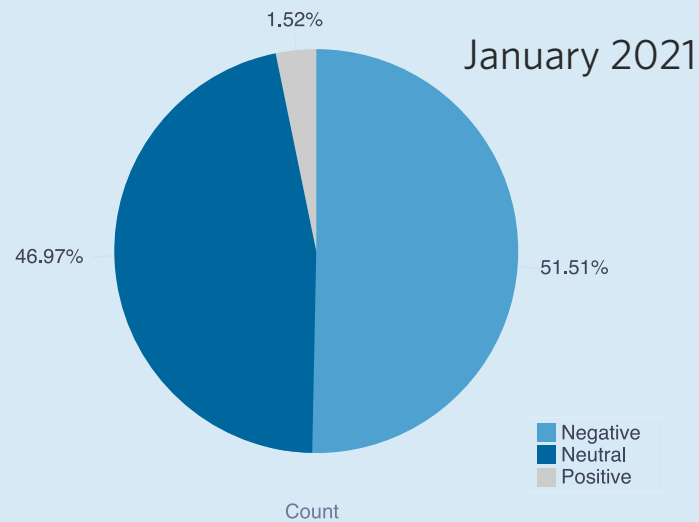
Do people visit CalPERS' website more than once?



Strategic Digital
Communications
Dashboard

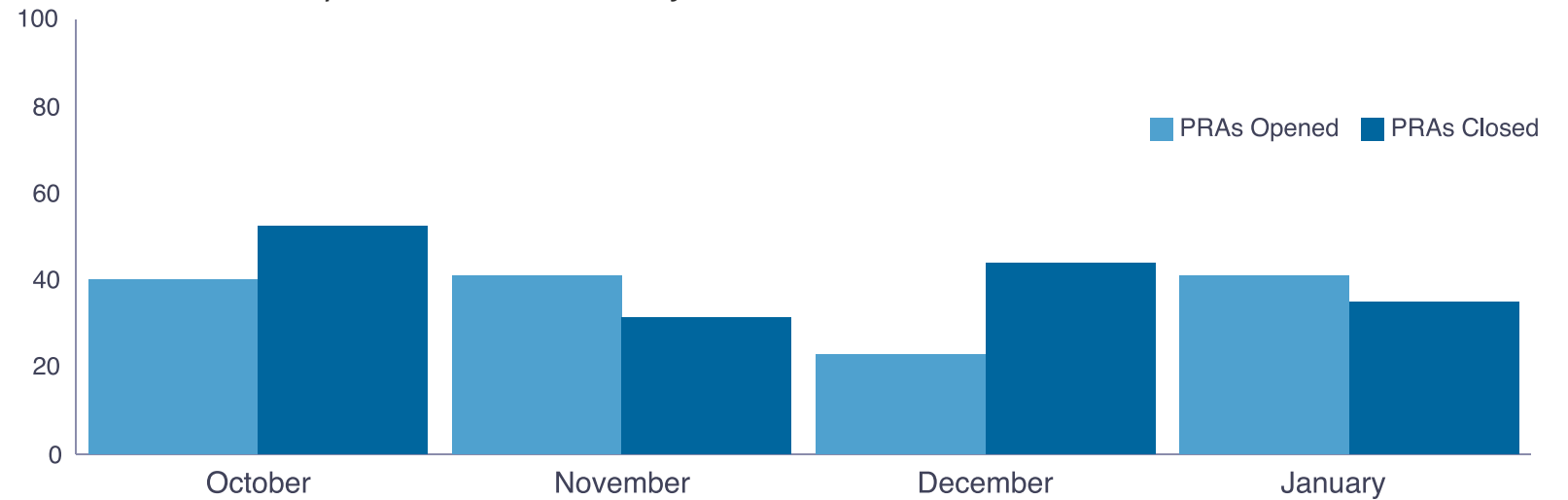
Reputation

What is the sentiment of CalPERS' media coverage?

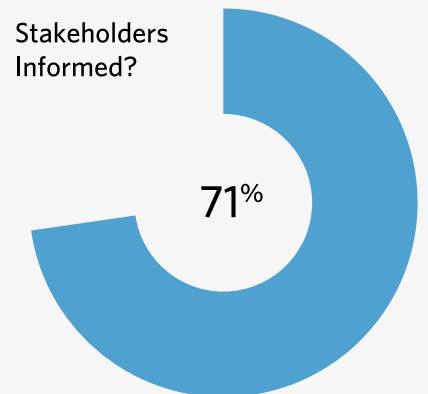
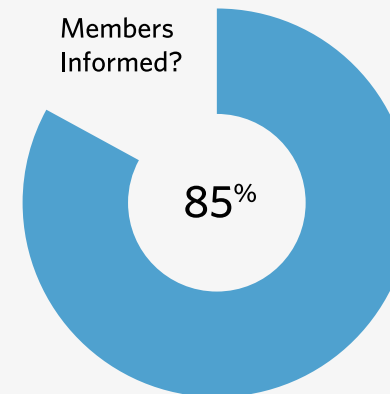
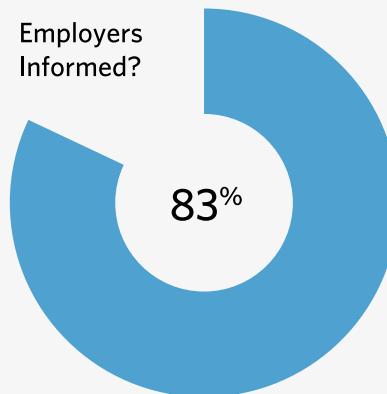


Note: This is a monthly view.

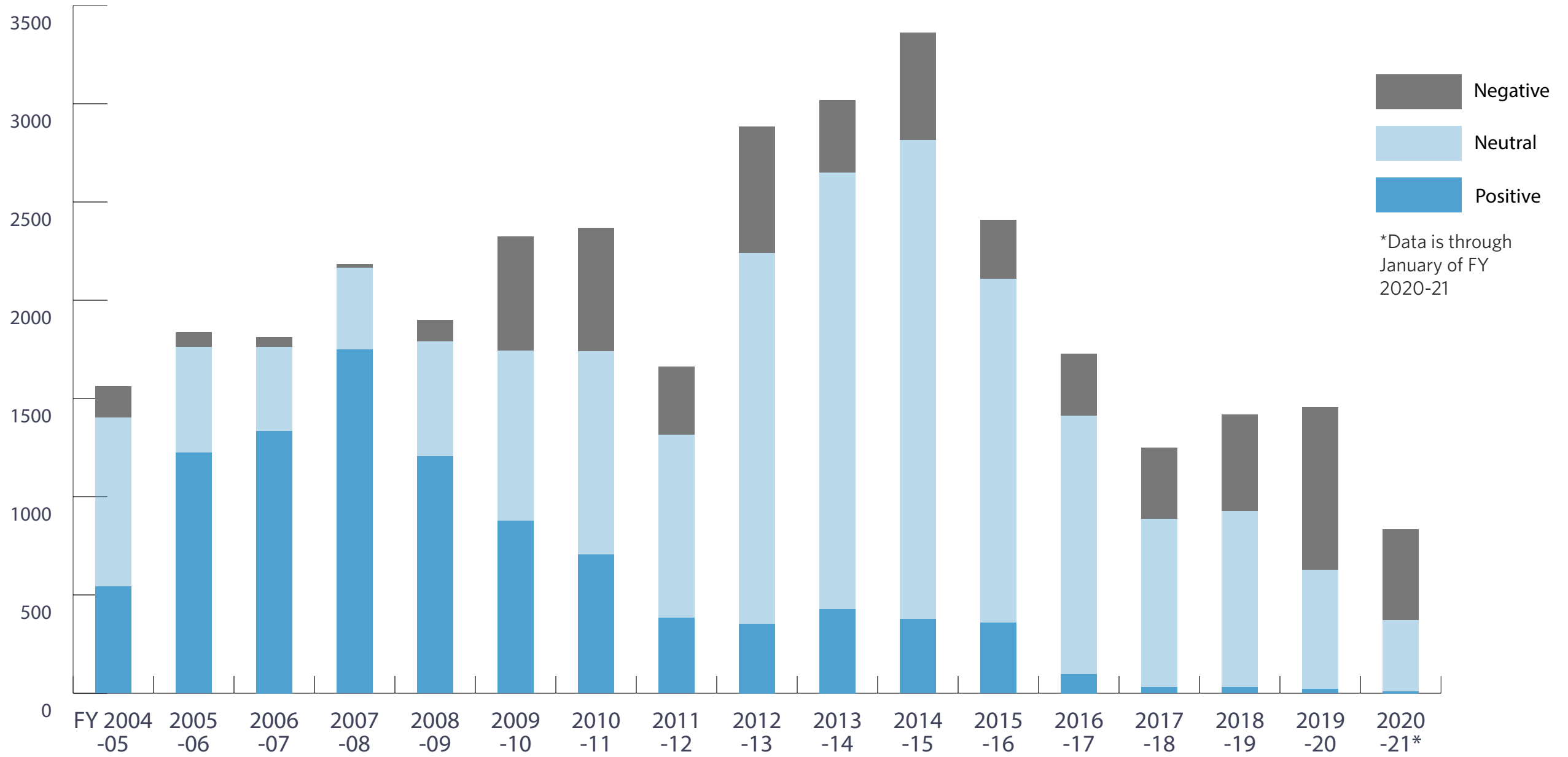
How many Public Records Act requests are received and processed monthly?



Annual Stakeholder Survey (2019-20):
Does CalPERS do a good job keeping...



Mentions by Fiscal Year **Media Sentiment**



*Data is through January of FY 2020-21

2021 Board Meeting Webcast Viewership



2020 Board Meeting Webcast Viewership

