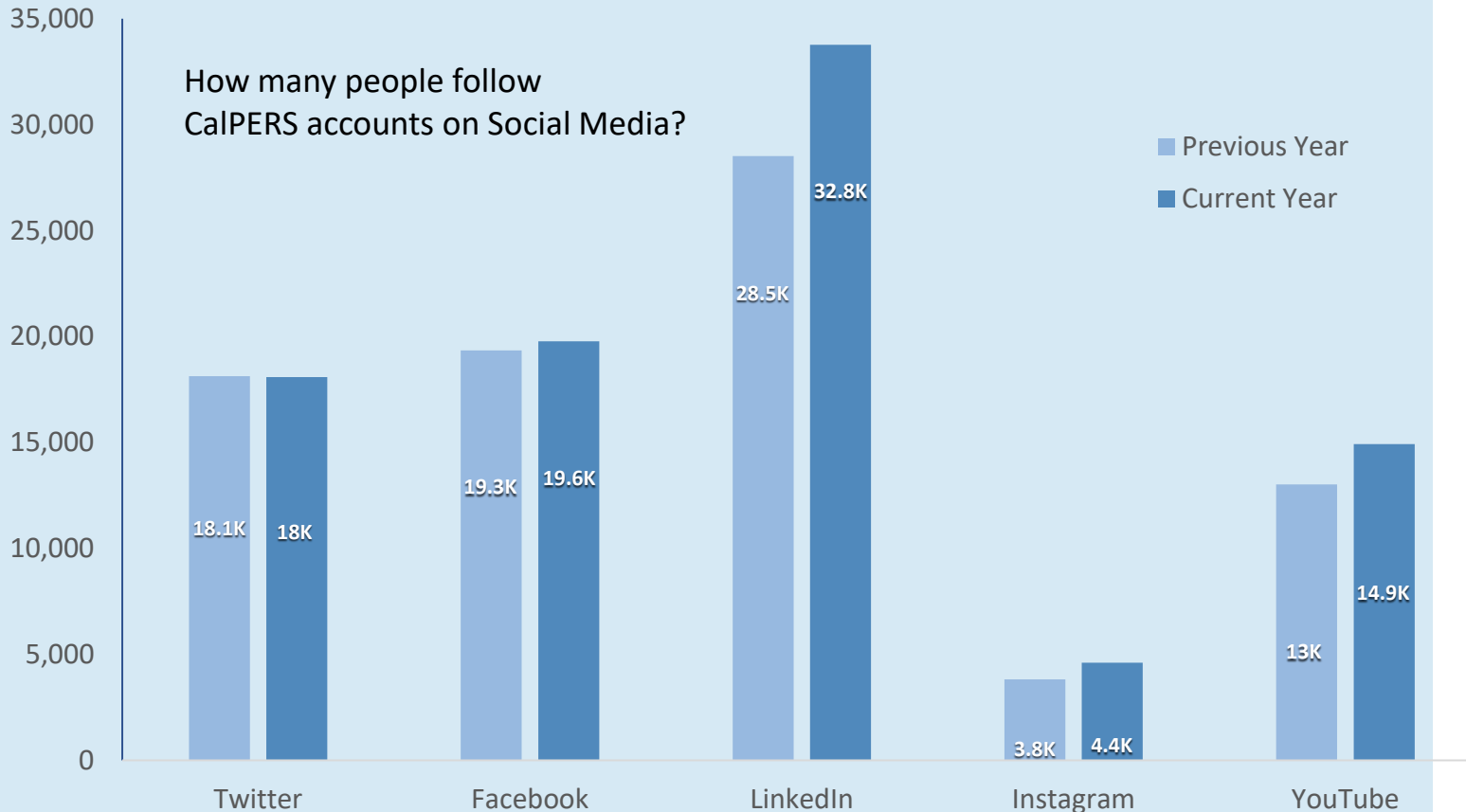


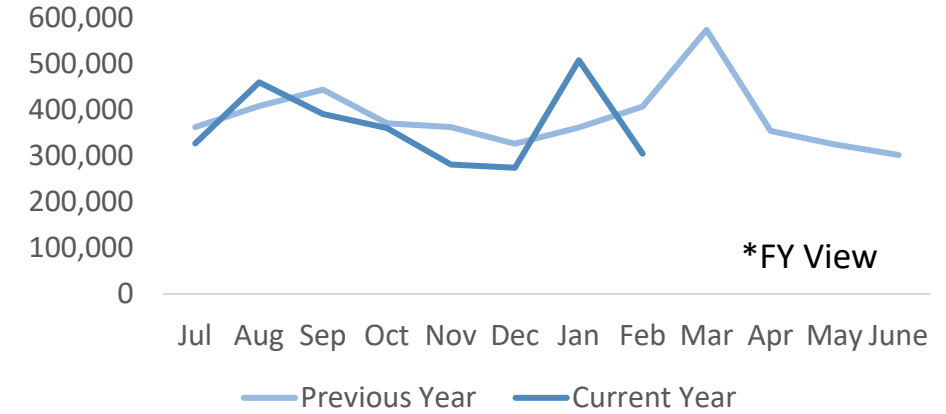
Communications & Stakeholder Relations

Strategic Digital
Communications
Dashboard

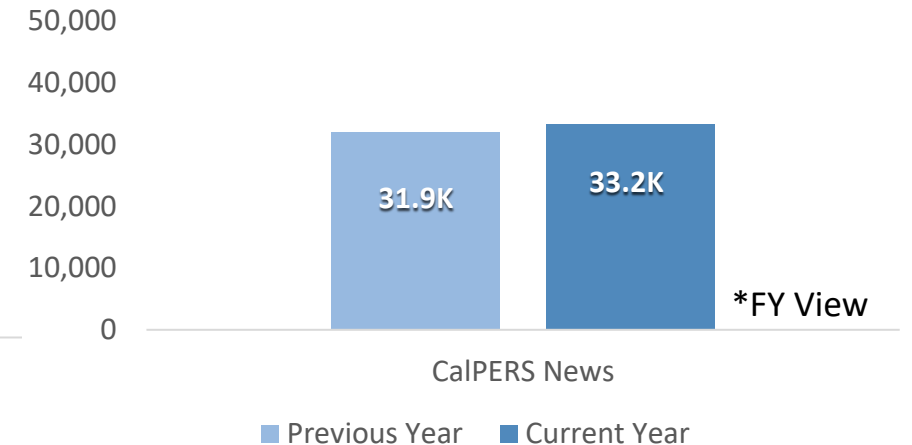
Reach



How many people visited CalPERS website?



How many people subscribed to CalPERS email subscriptions?



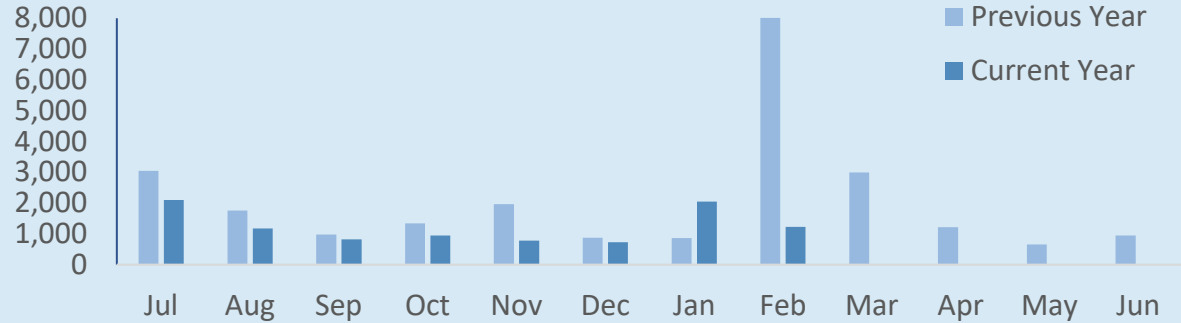
Communications & Stakeholder Relations

CalPERS Board of Administration Agenda Item 6d, Attachment 1

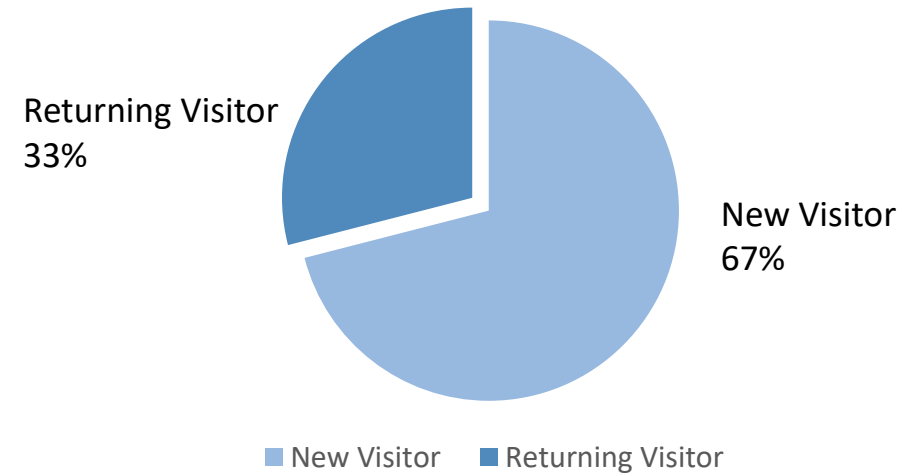
Strategic Digital Communications Dashboard

Response

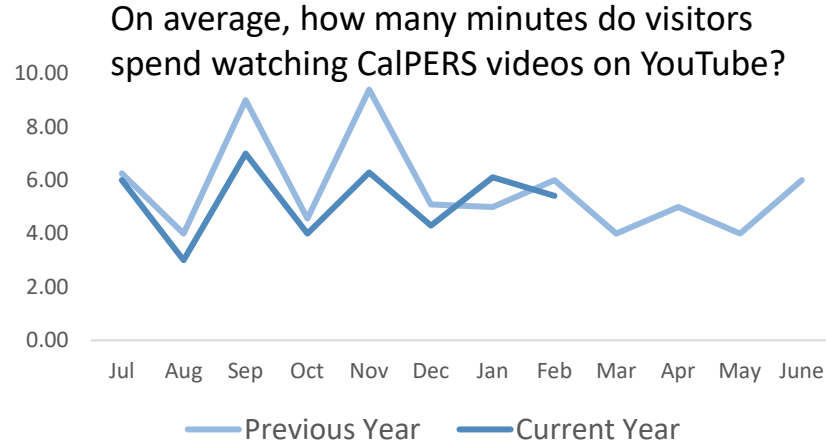
How many visitors come to CalPERS' website directly from social media websites?



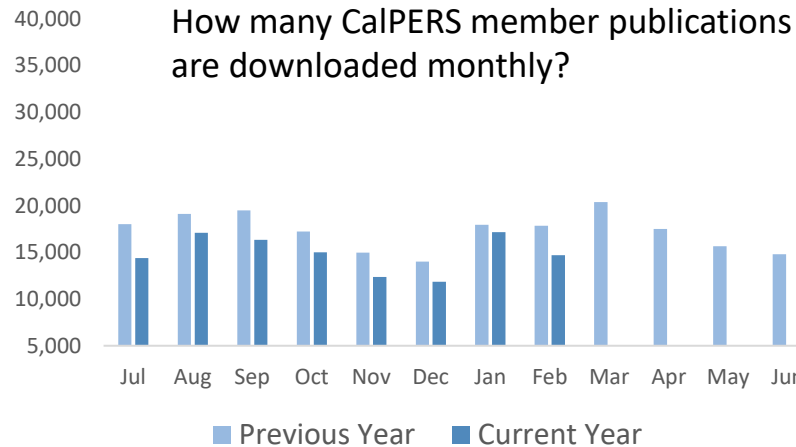
Do people visit CalPERS website more than once?



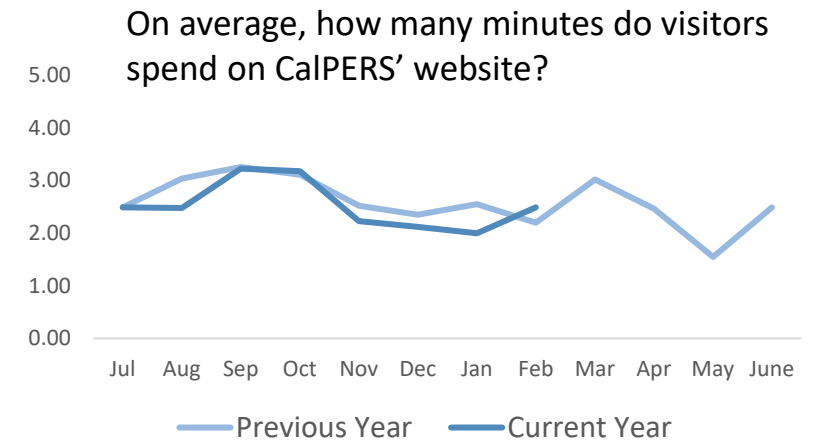
On average, how many minutes do visitors spend watching CalPERS videos on YouTube?



How many CalPERS member publications are downloaded monthly?



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

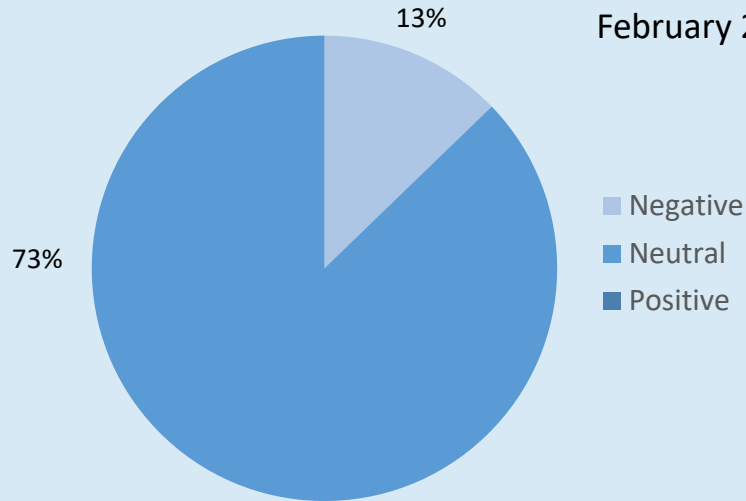


Strategic Digital
Communications
Dashboard

Reputation

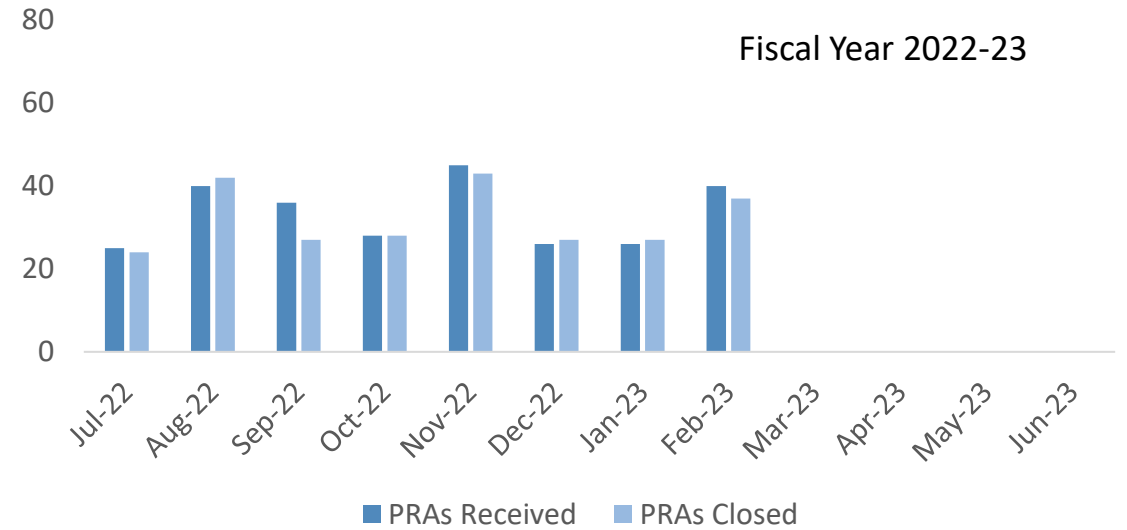
What is the sentiment of
CalPERS' media coverage?

February 2023



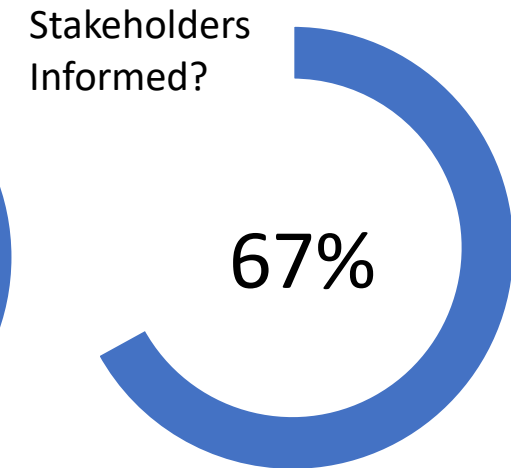
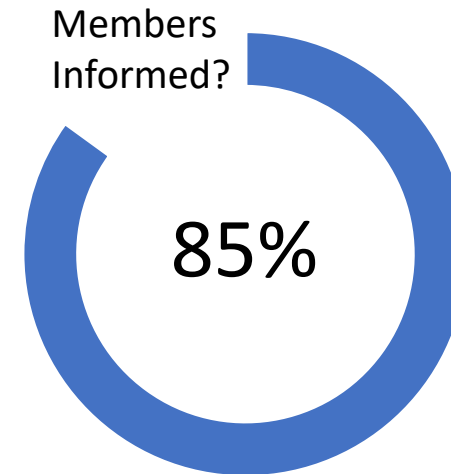
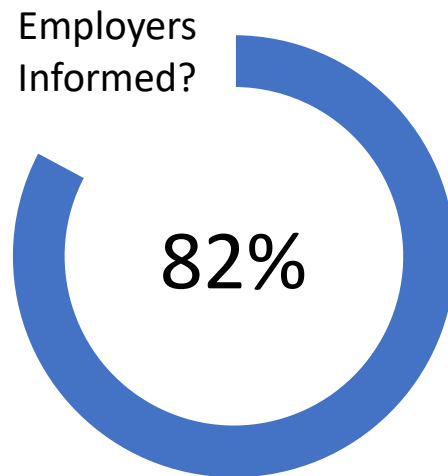
Note: This is a monthly view

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



Fiscal Year 2022-23

PRAs Received PRAs Closed

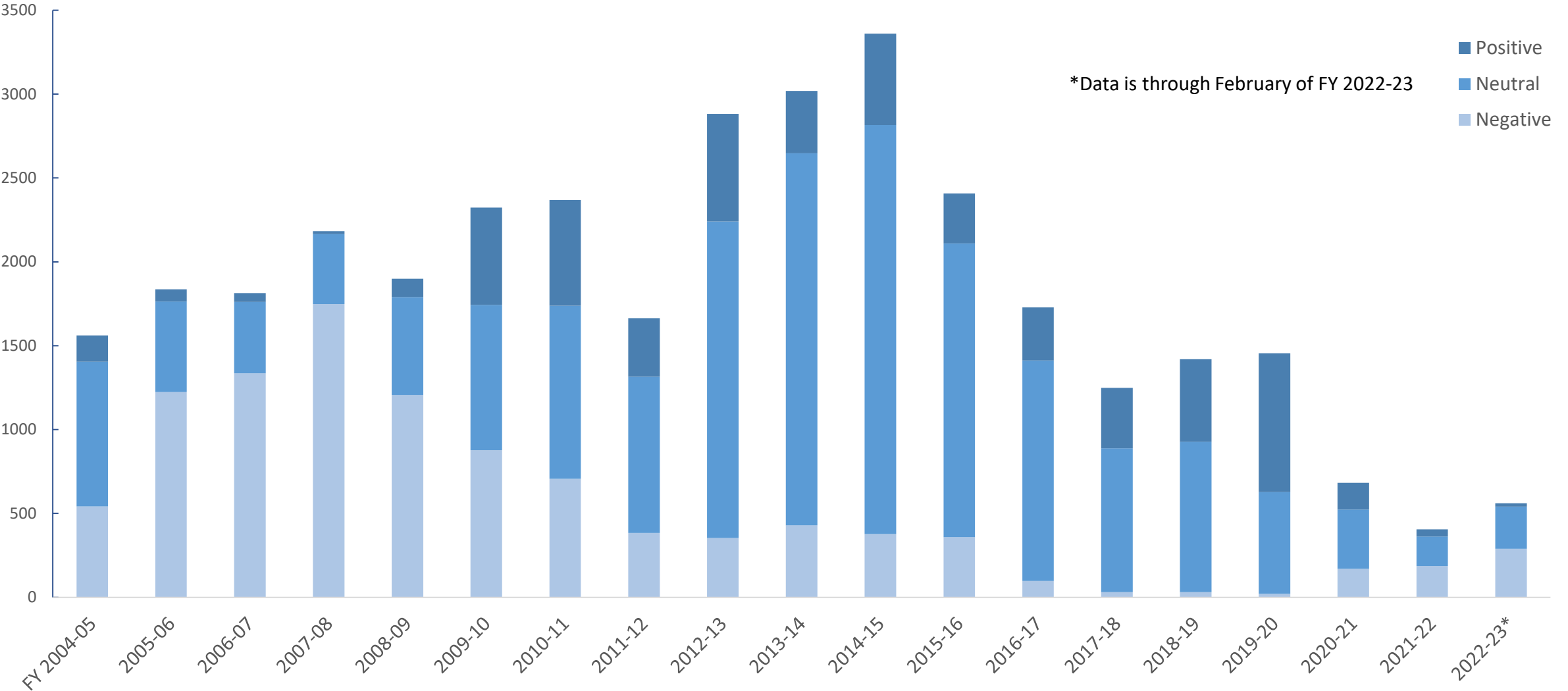


Annual Stakeholder Survey (2021-22):
Does CalPERS do a good job keeping...

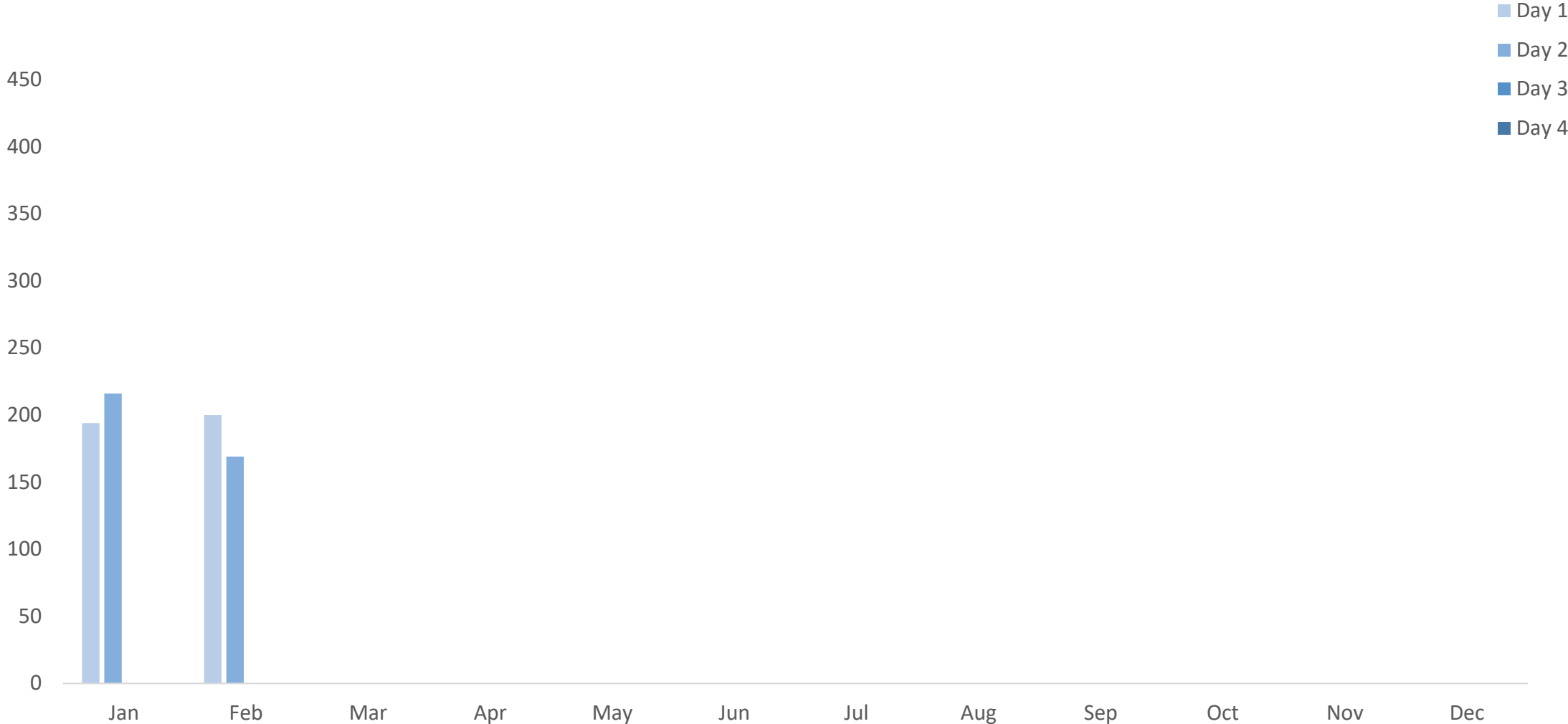
Mentions by Fiscal Year
Media Sentiment

- Positive
- Neutral
- Negative

*Data is through February of FY 2022-23



2023 Board Meeting Webcast Viewership



2022 Board Meeting Webcast Viewership

