

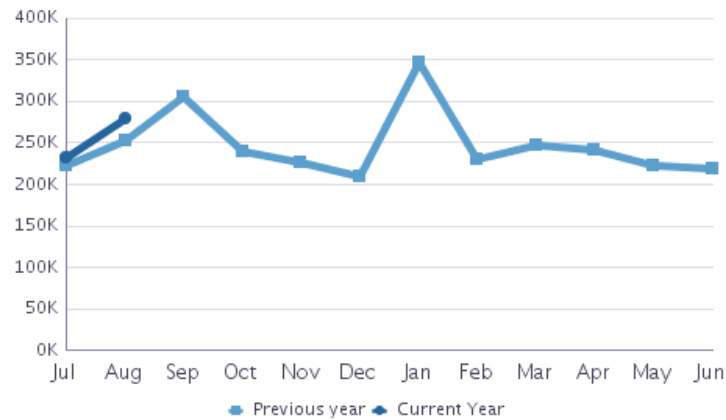


Communications & Stakeholder Relations

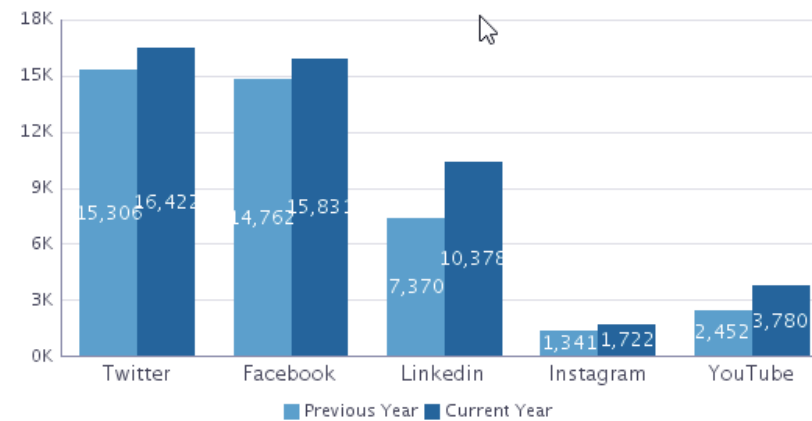
Strategic Digital Communications Dashboard - Reach

Fiscal Year 2018/2019

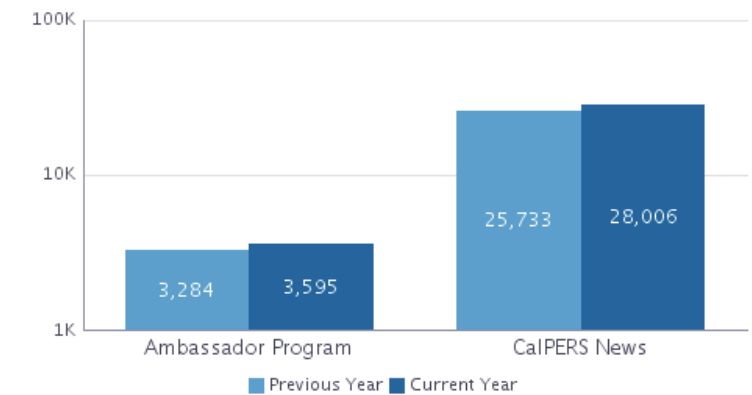
How many people visited www.calpers.ca.gov?



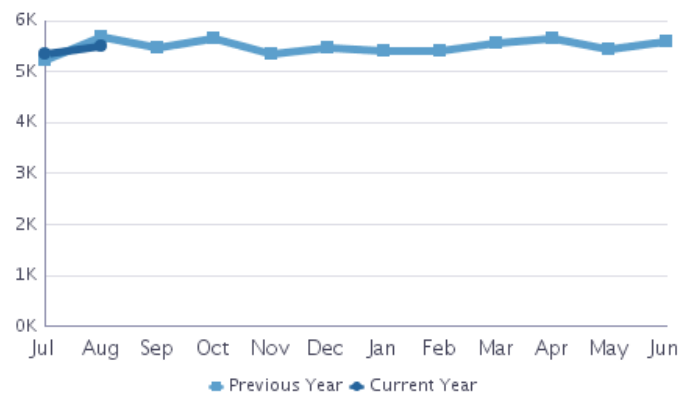
How many people follow CalPERS accounts on social media ?



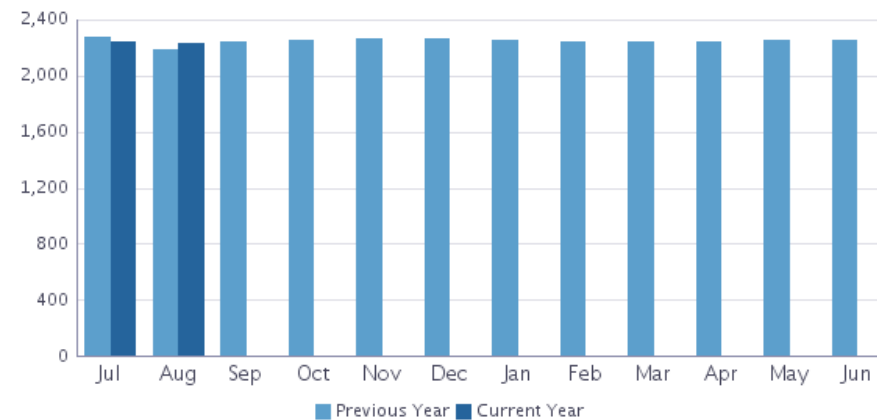
How many people subscribed to CalPERS email subscriptions?



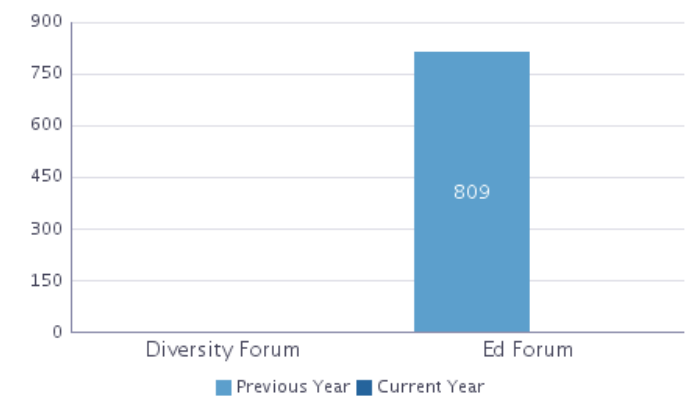
How many team members visited Inside CalPERS (Intranet)?



How many CalPERS team members use the Spark?



How many people use the CrowdCompass app at CalPERS events (Fiscal Year Total)?



Note: Former CalPERS employees who created Spark accounts are not included in this number.

Note: CrowdCompass app usage only includes user activity during the specific CalPERS event.

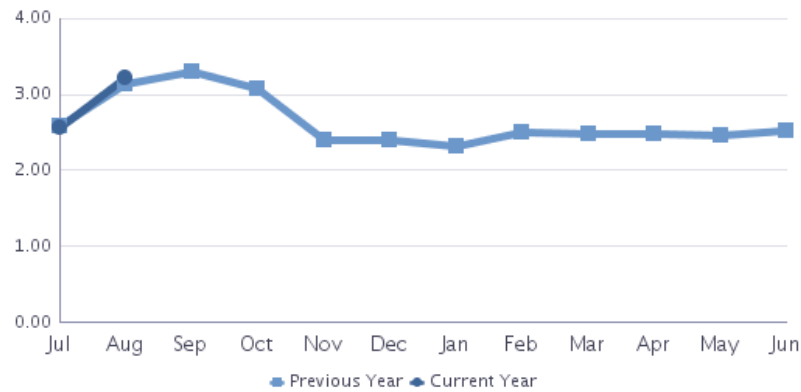


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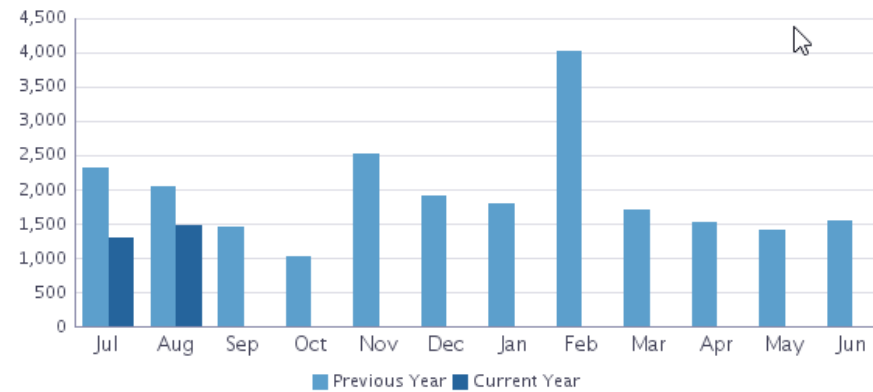
Strategic Digital Communications Dashboard - Response

Fiscal Year 2018/2019

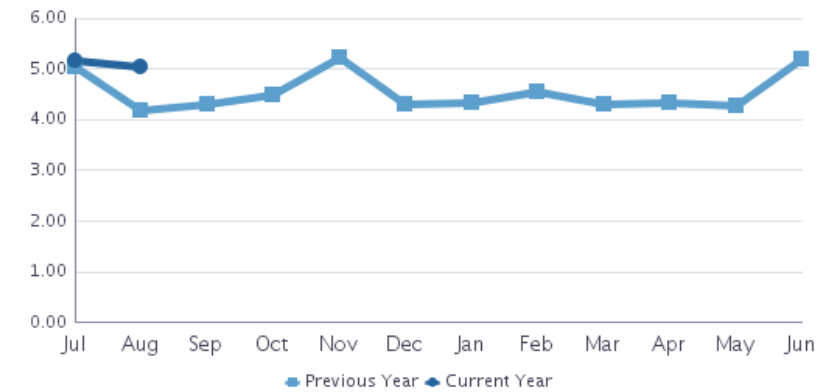
On average how many minutes do visitors spend on www.calpers.ca.gov ?



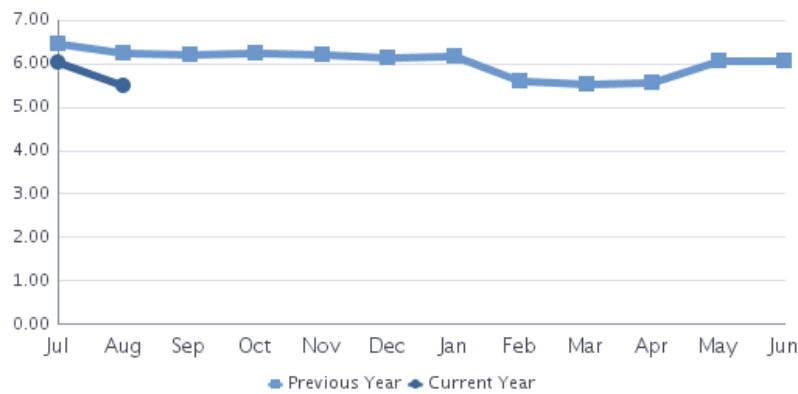
How many visitors come to www.calpers.ca.gov directly from social media websites ?



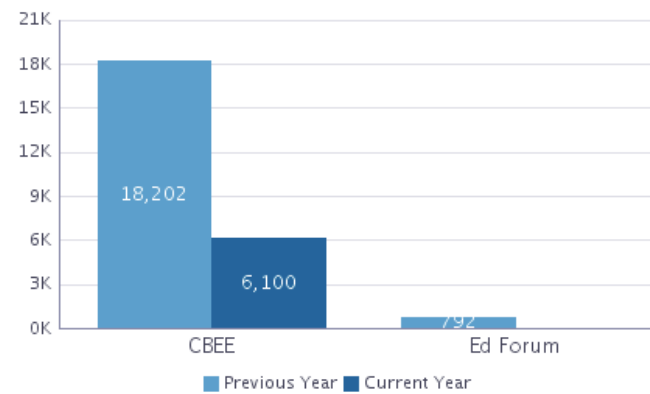
On average, how many minutes do people spend watching CalPERS videos on YouTube?



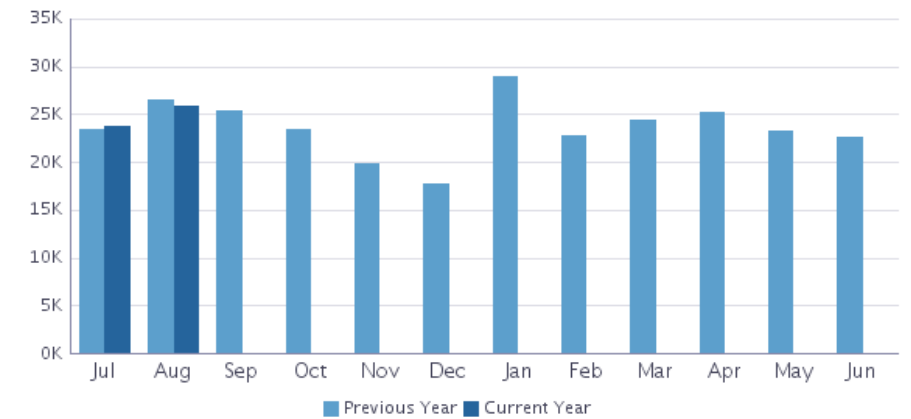
On average, how many minutes do team members spend on Inside CalPERS (Intranet) ?



How many people registered online to attend a CalPERS event?



How many CalPERS member publications are downloaded monthly?



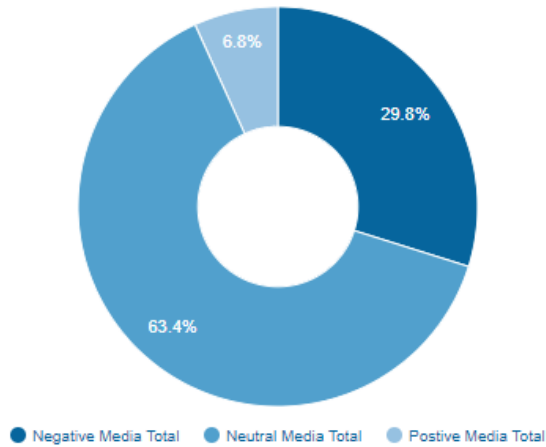


Communications & Stakeholder Relations

Strategic Digital Communications Dashboard - Reputation

Fiscal Year 2018/2019

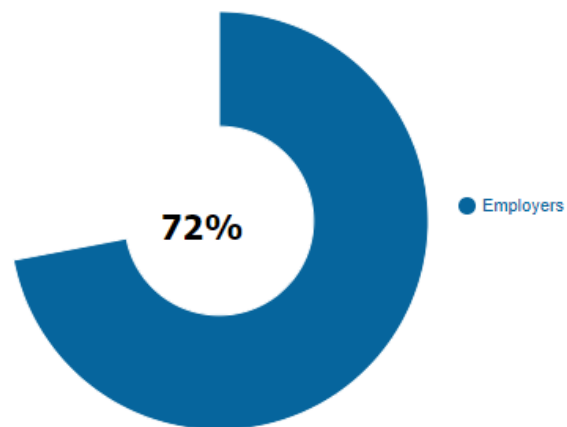
What is the sentiment of CalPERS media coverage?



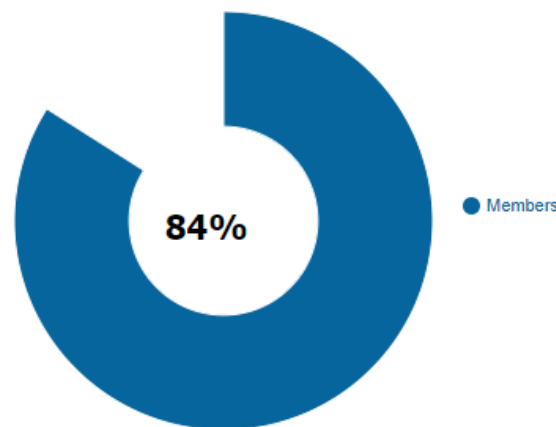
Note: This is a monthly view.

Annual Stakeholder Survey: Does CalPERS do a good job keeping ...

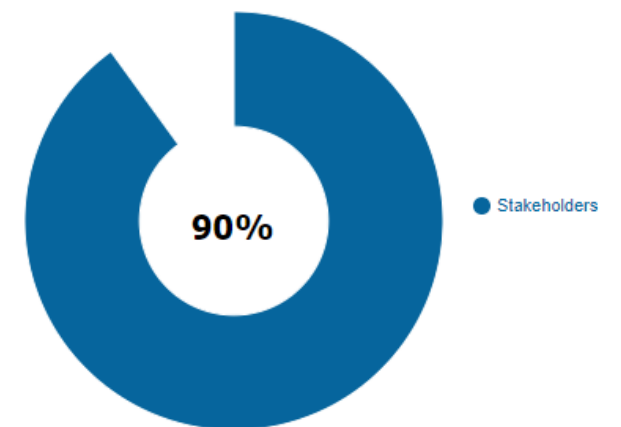
Employers Informed?



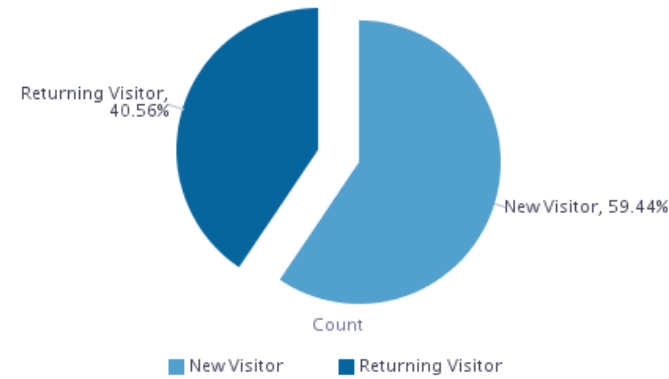
Members Informed?



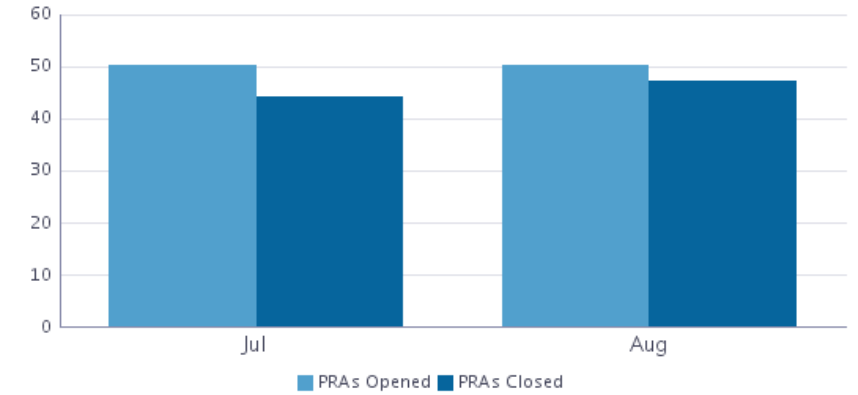
Stakeholders Informed?



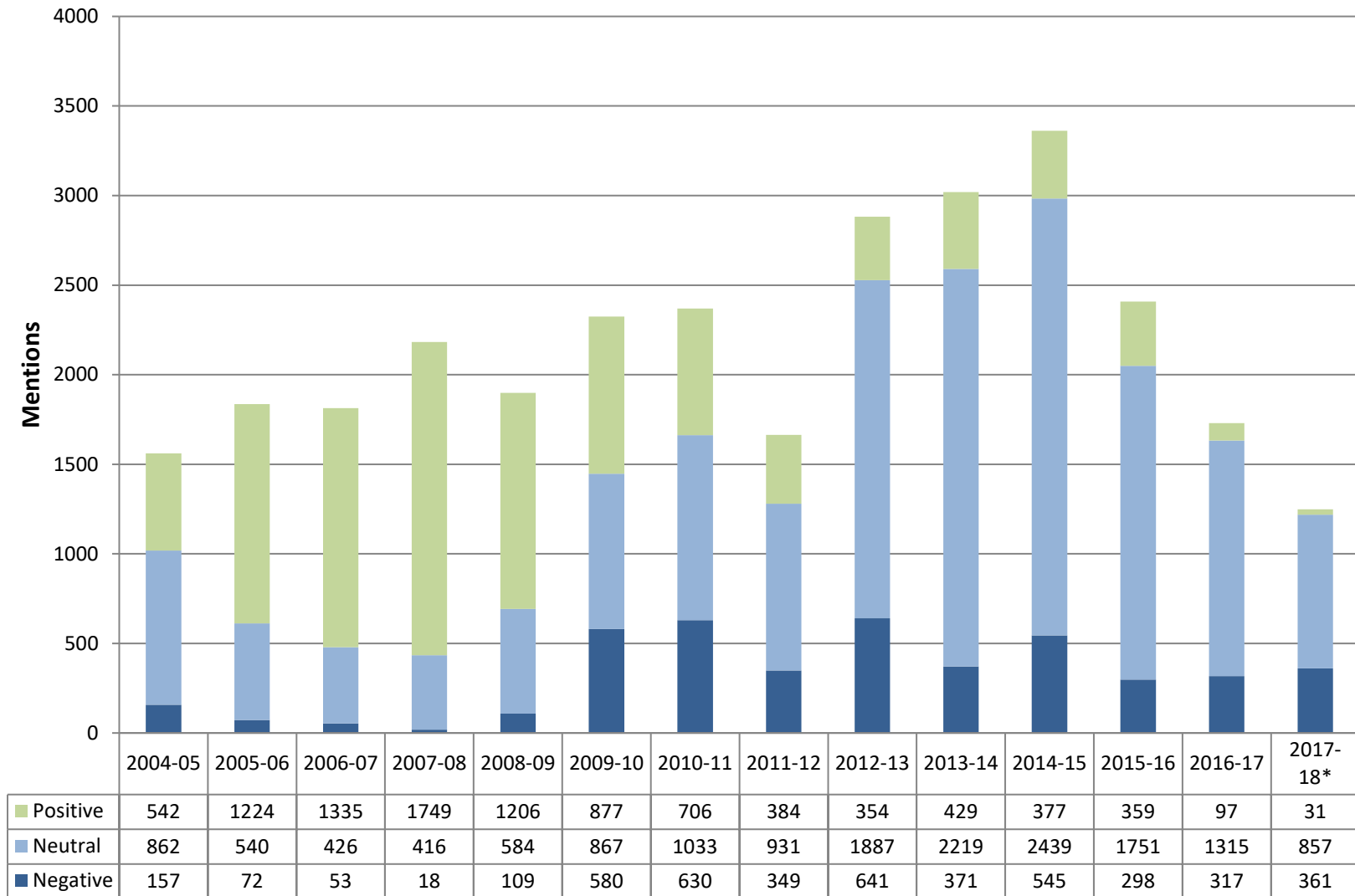
Do people visit www.calpers.ca.gov more than once?



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

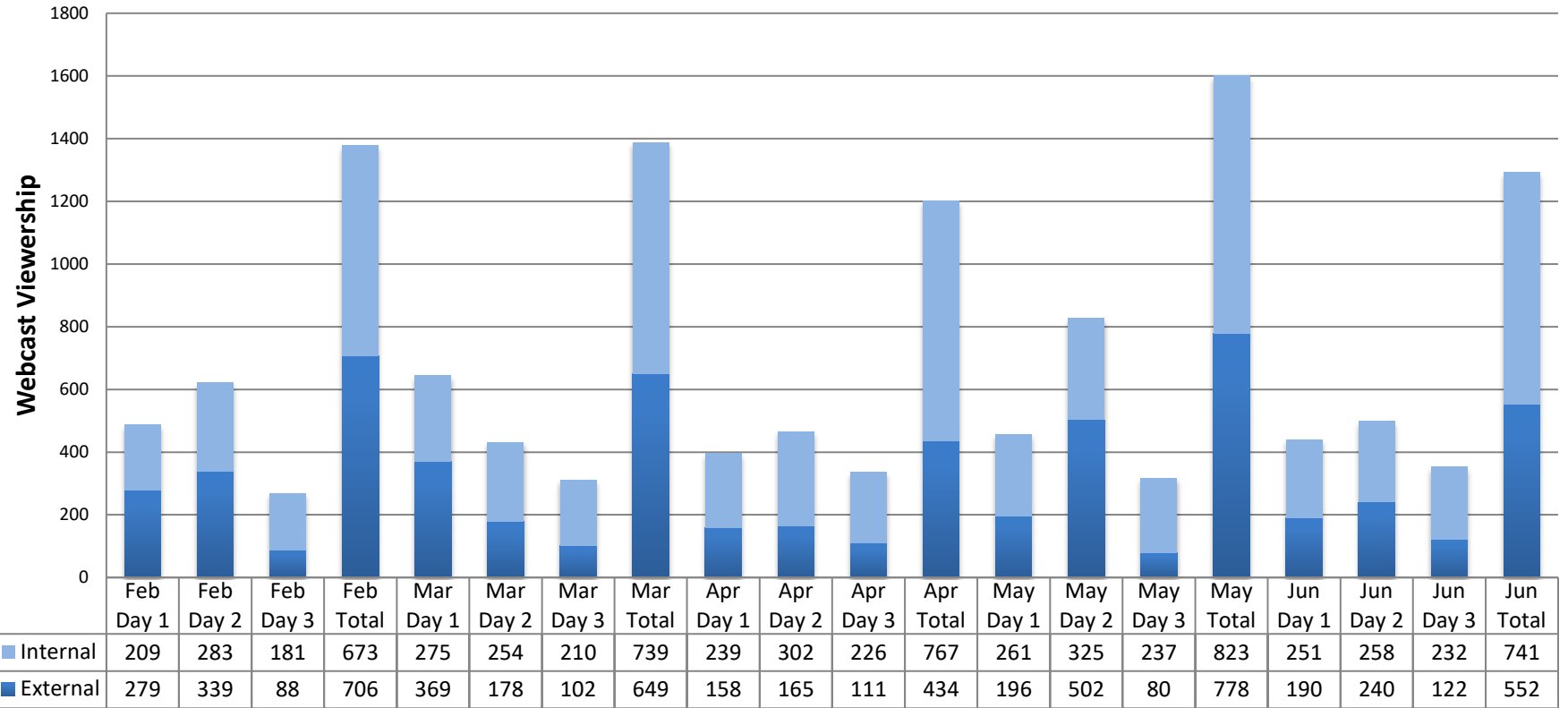


Mentions by Fiscal Year



*Data through August 2018

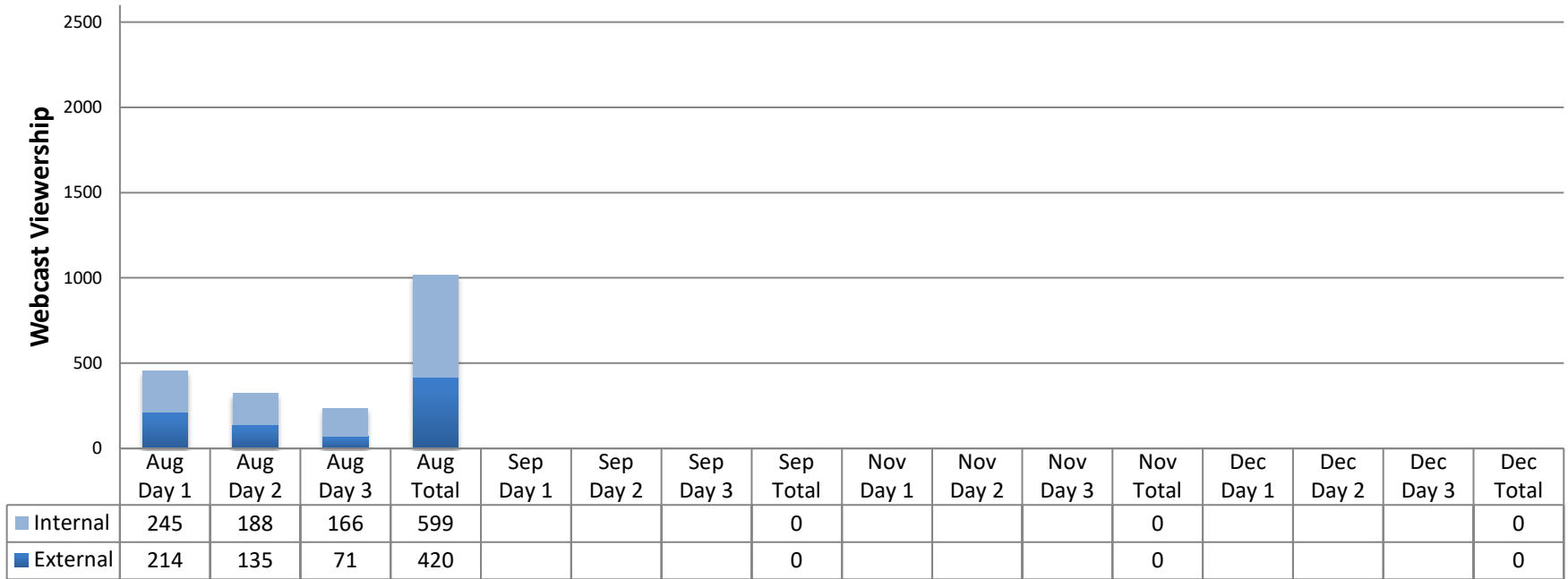
2018 Board Meeting Webcast Viewership



2018 Webcast Dates

No Board meeting webcast in January, July, and October

2018 Board Meeting Webcast Viewership



2017 Webcast Dates

No Board meeting webcast in January, July, and October