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.
Communications & Stakeholder Relations

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?
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Strategic Digital Communications Dashboard - Reputation
Fiscal Year 2018/2019

What is the sentiment of CalPERS media coverage?

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

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

Note: This is a monthly view.

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

Employers Informed?

72%

Members Informed?

84%

Stakeholders Informed?

90%
Mentions by Fiscal Year

*Data through August 2018*
No Board meeting webcast in January, July, and October
No Board meeting webcast in January, July, and October