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

How many people subscribed to CalPERS email subscriptions?
Communications & Stakeholder Relations
Strategic Digital Communications Dashboard – Response
Fiscal Year 2018/2019
Communications & Stakeholder Relations
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?

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

Employers informed?

Members informed?

Stakeholders informed?

*(2017-18; 18-19 to be reported in May 2019)
March internal & external viewership combined because of technical issues with internal streaming and analytics.

No Board meeting webcast in January, July, and October
No Board meeting webcast in January, July, and October
Mentions by Fiscal Year 2018-19

Neutral: 862, 540, 426, 416, 584, 867, 1033, 931, 1887, 2219, 2439, 1751, 1315, 857, 628
Negative: 157, 72, 53, 18, 109, 580, 630, 349, 641, 371, 545, 298, 317, 361, 334

*Data through March 2019