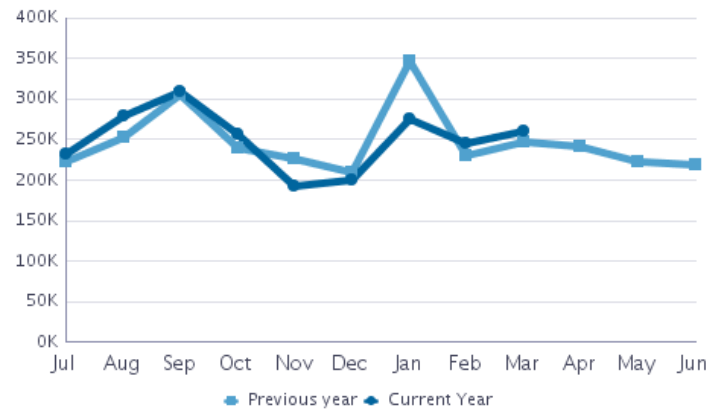


Communications & Stakeholder Relations

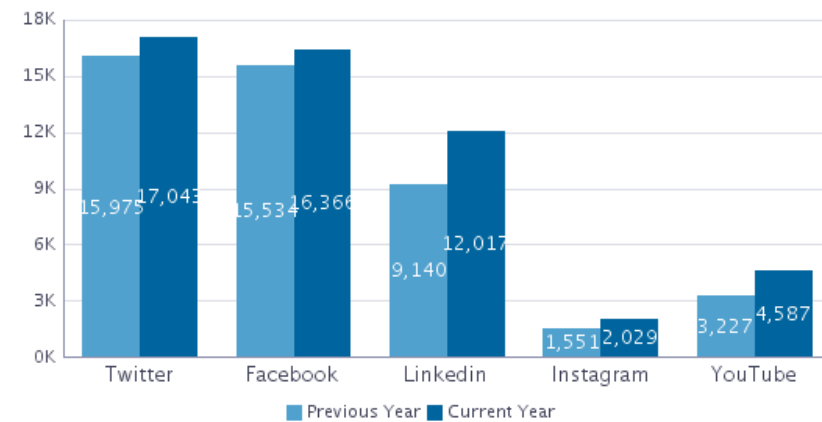
Strategic Digital Communications Dashboard – Reach

Fiscal Year 2018/2019

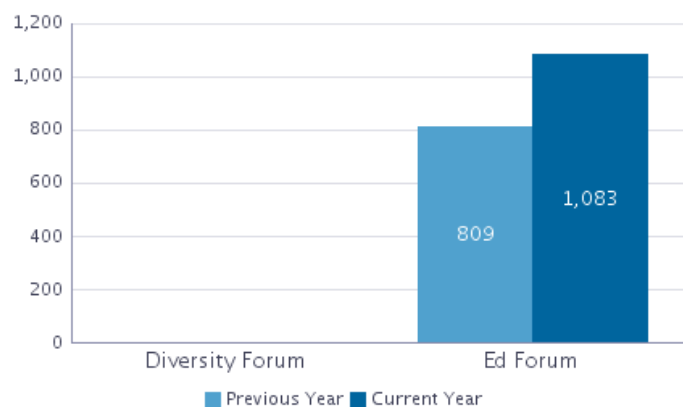
How many people visited www.calpers.ca.gov?



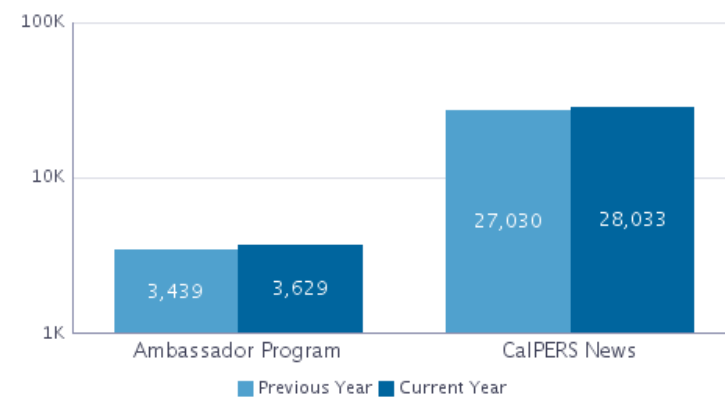
How many people follow CalPERS accounts on social media ?



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



How many people subscribed to CalPERS email subscriptions?

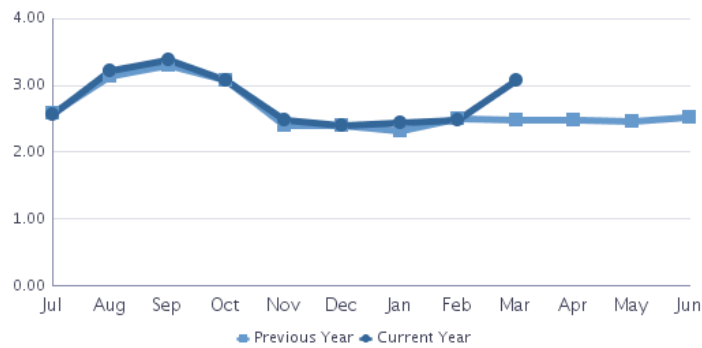


Communications & Stakeholder Relations

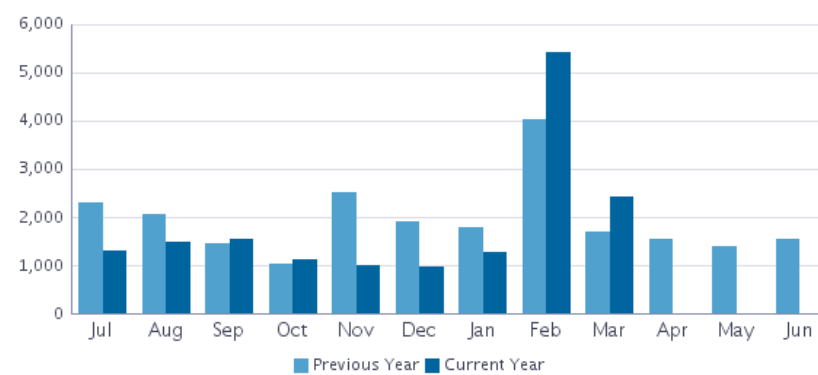
Strategic Digital Communications Dashboard – Response

Fiscal Year 2018/2019

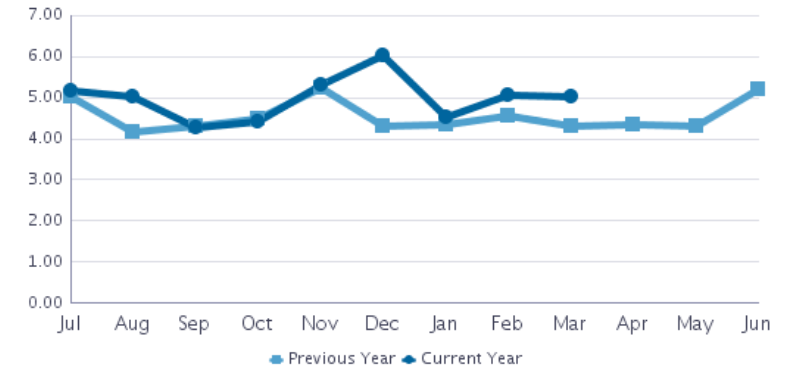
On average how many minutes do visitors spend on www.calpers.ca.gov ?



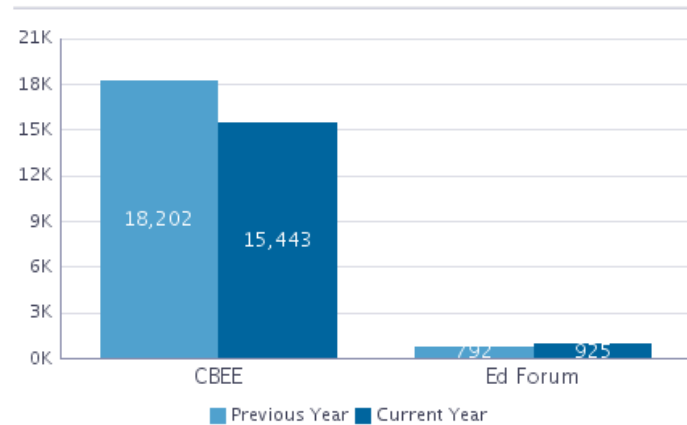
How many visitors come to www.calpers.ca.gov directly from social media websites ?



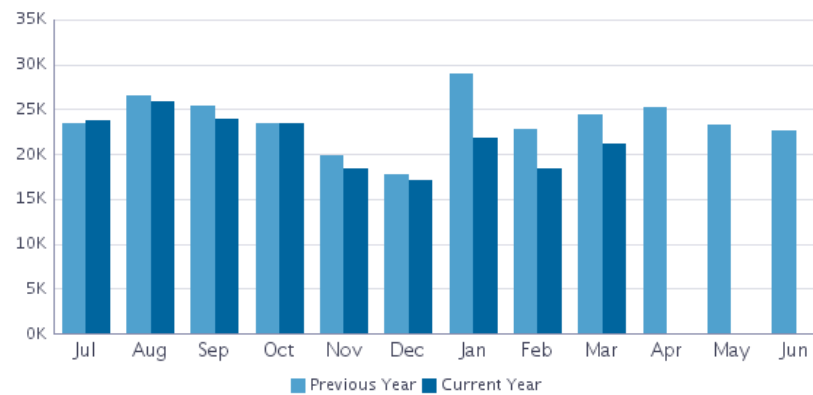
On average, how many minutes do people spend watching CalPERS videos on YouTube?



How many people registered online to attend a CalPERS event?



How many CalPERS member publications are downloaded monthly?

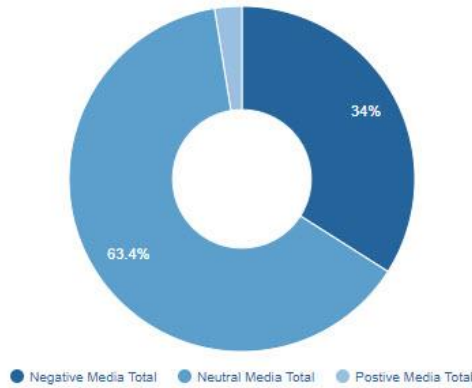


Communications & Stakeholder Relations

Strategic Digital Communications Dashboard – Reputation

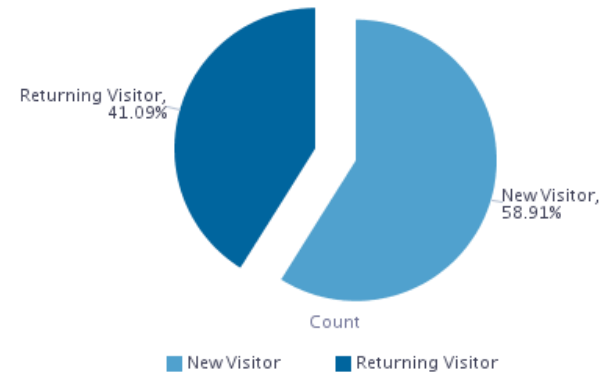
Fiscal Year 2018/2019

What is the sentiment of CalPERS media coverage?

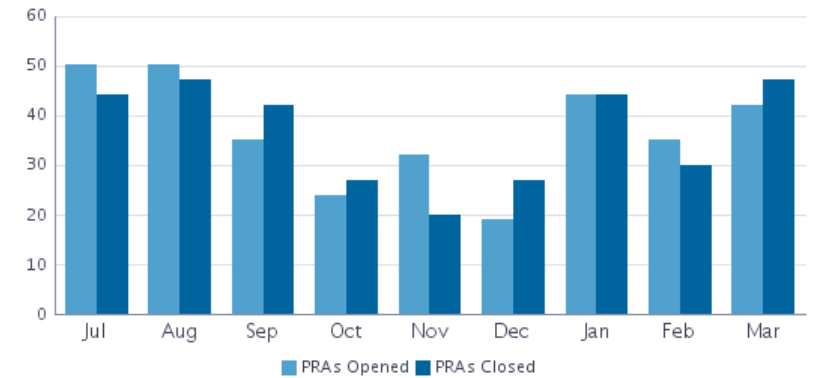


Note: This is a monthly view.

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

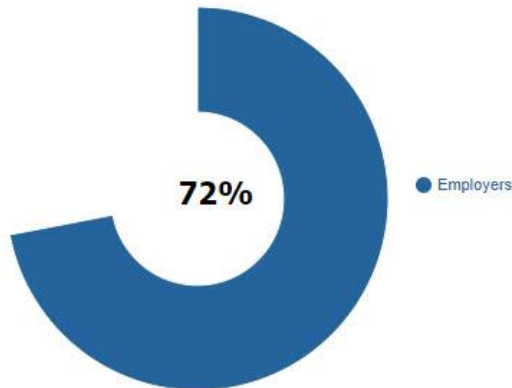


How many Public Records Act Requests are received and processed monthly?

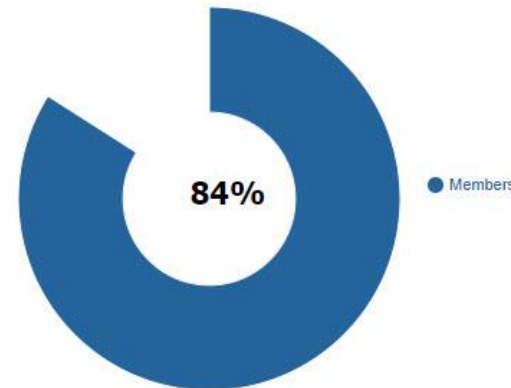


Annual Stakeholder Survey: Does CalPERS do a good job keeping*...

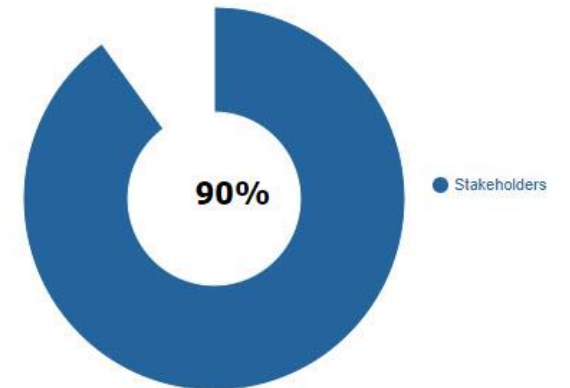
Employers Informed?



Members Informed?

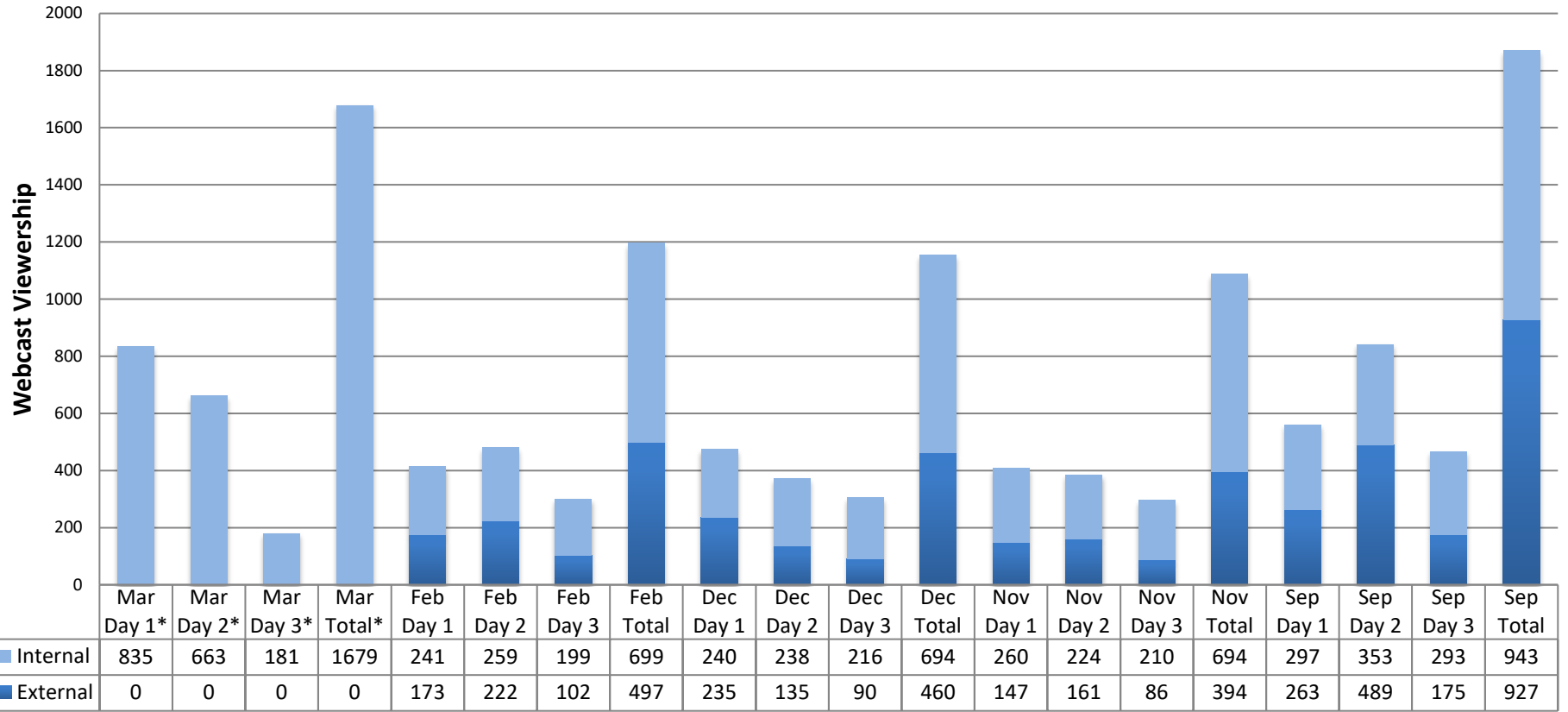


Stakeholders Informed?



*(2017-18; 18-19 to be reported in May 2019)

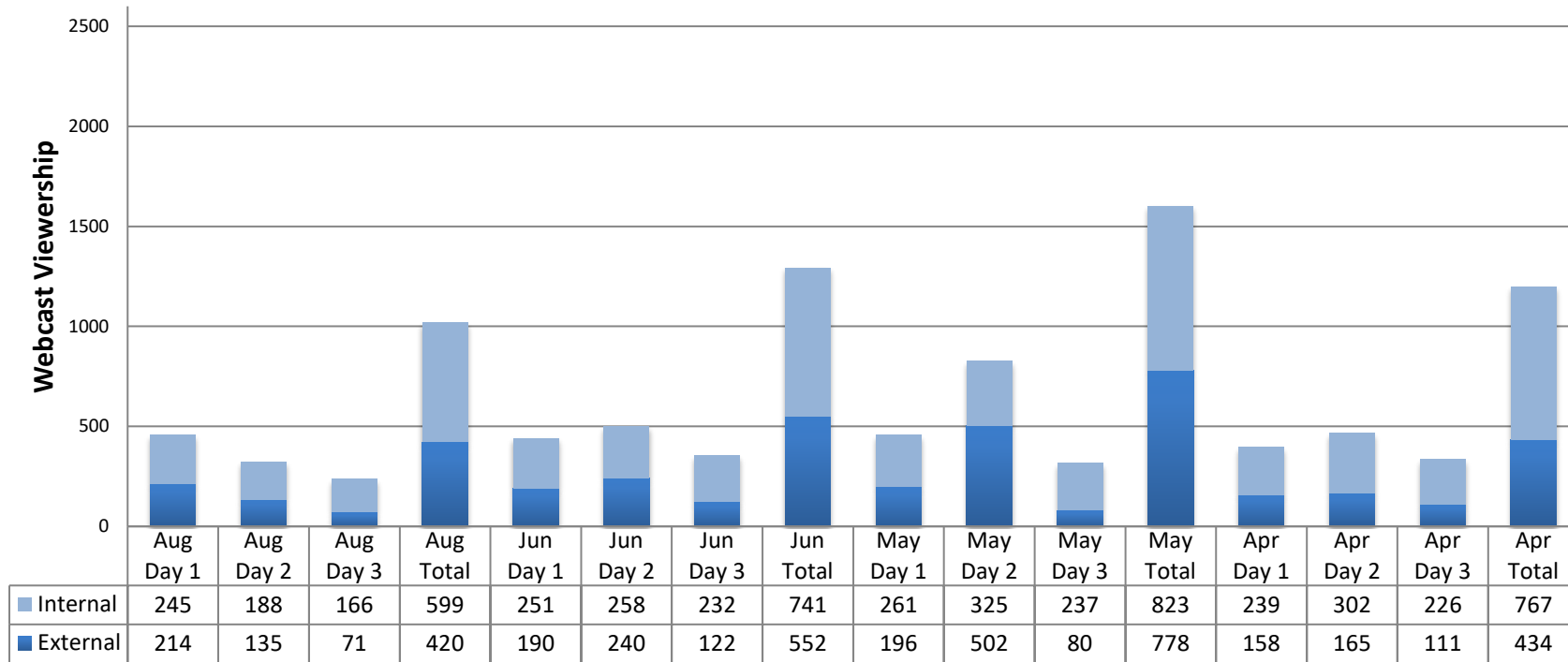
2018/19 Board Meeting Webcast Viewership



2018/19 Webcast Dates

* March internal & external viewership combined because of technical issues with internal streaming and analytics.
No Board meeting webcast in January, July, and October

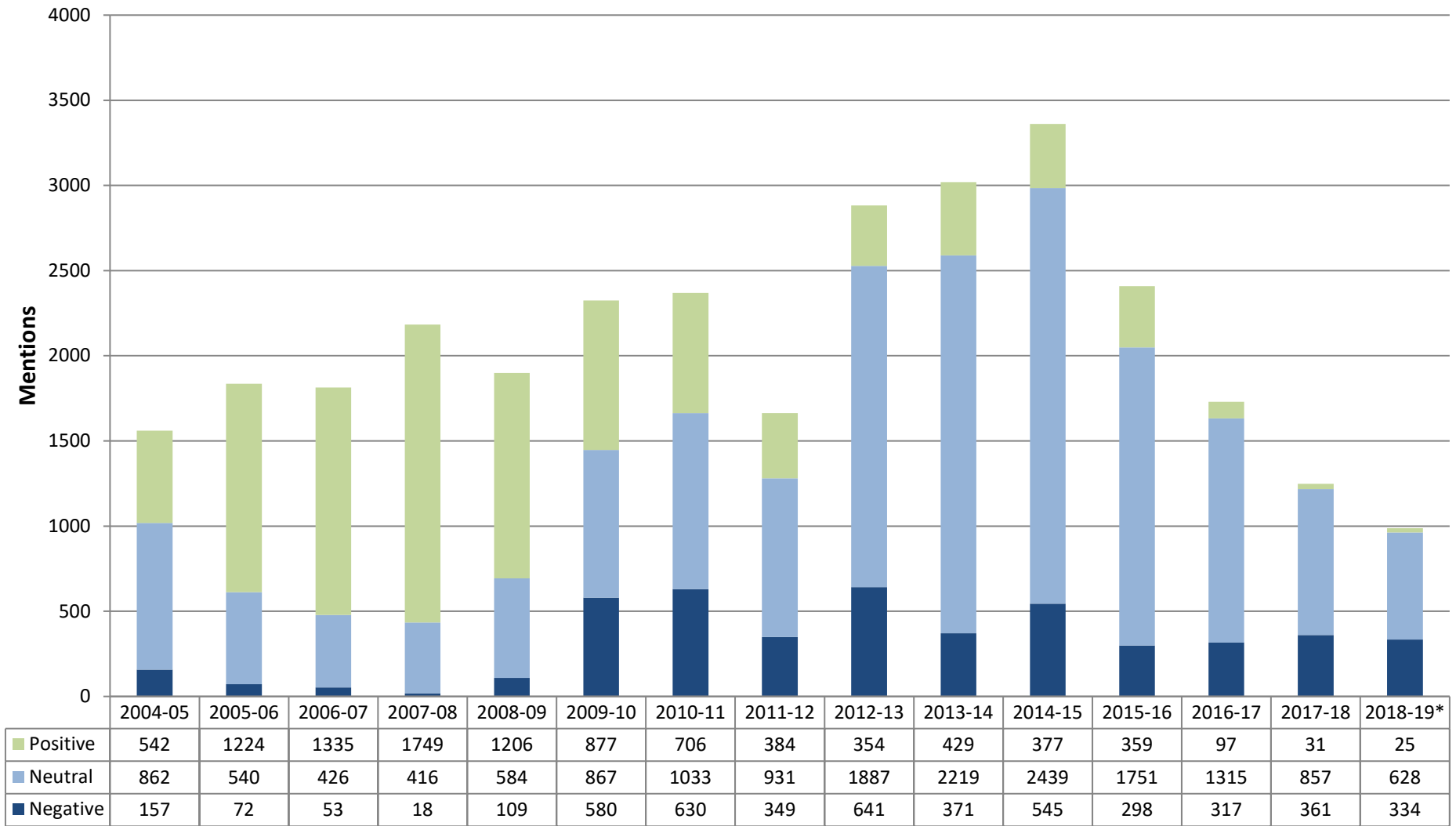
2018 Board Meeting Webcast Viewership



2018 Webcast Dates

No Board meeting webcast in January, July, and October

Mentions by Fiscal Year 2018-19



*Data through March 2019