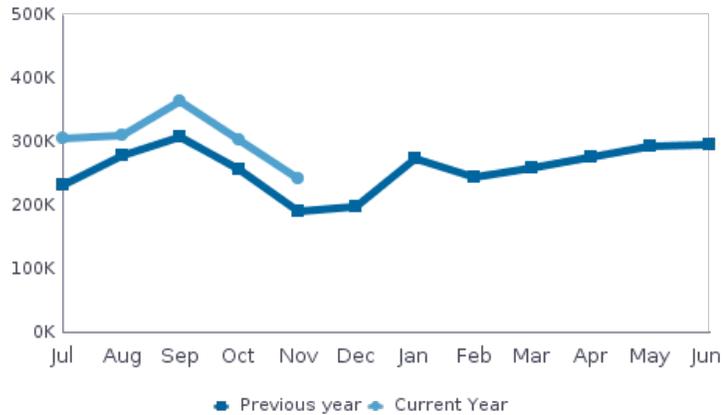


# Communications & Stakeholder Relations

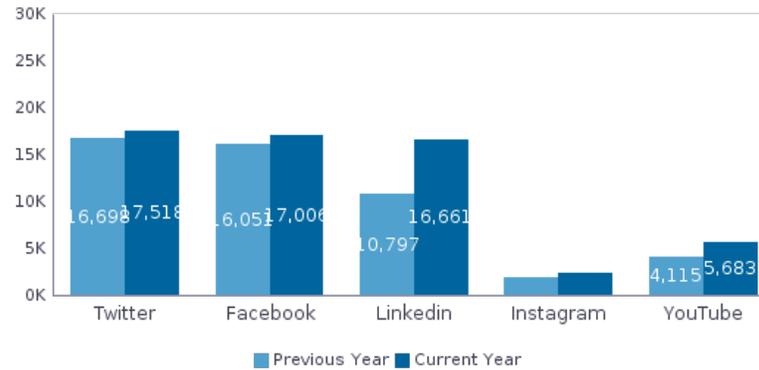
## Strategic Digital Communications Dashboard – Reach

Fiscal Year 2019/2020

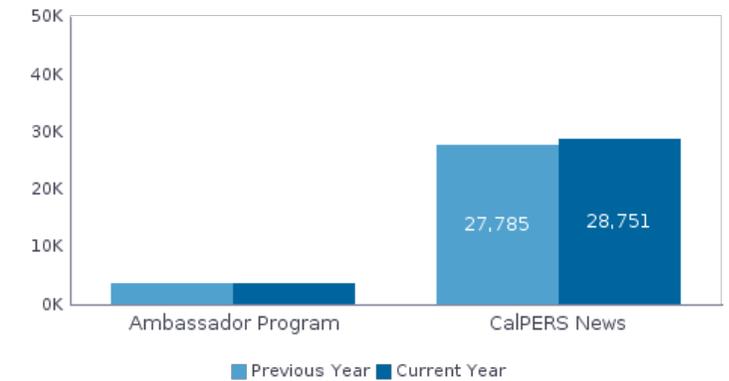
How many people visited www.calpers.ca.gov?



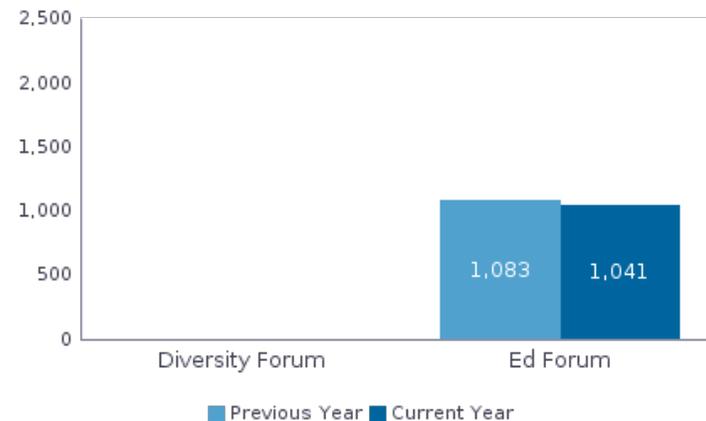
How many people follow CalPERS accounts on social media ?



How many people subscribed to CalPERS email subscriptions?



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



# Communications & Stakeholder Relations

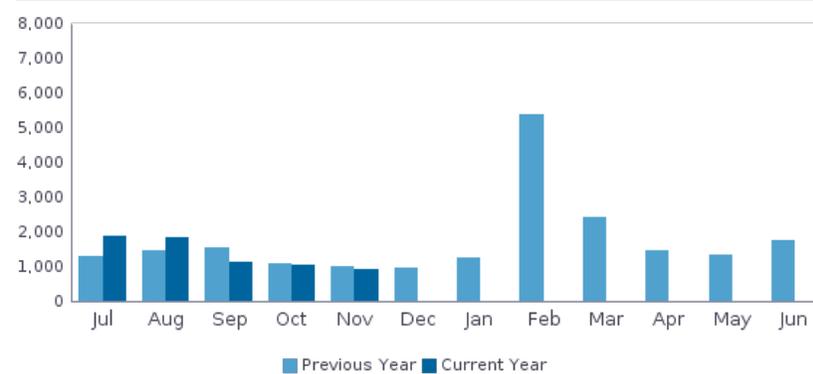
## Strategic Digital Communications Dashboard – Response

Fiscal Year 2019/2020

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



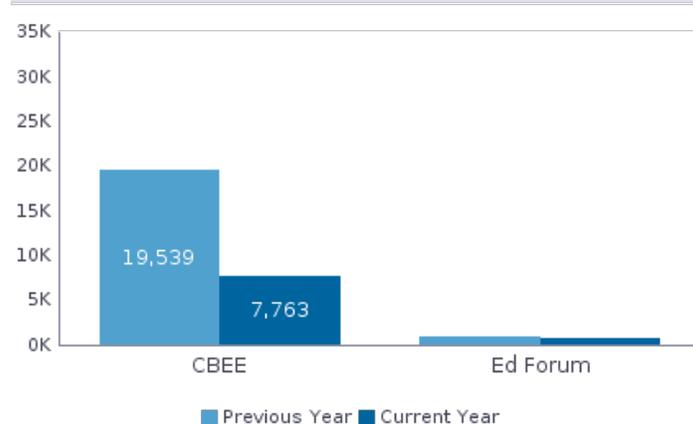
How many visitors come to www.calpers.ca.gov directly from social media websites ?



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?

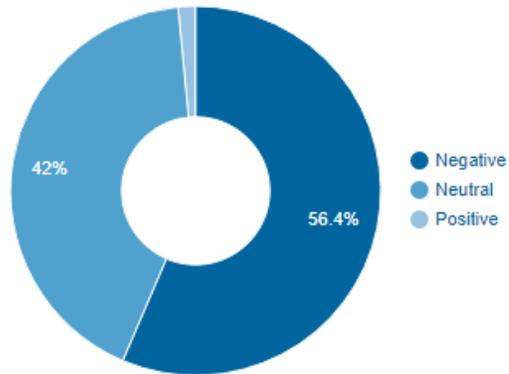


# Communications & Stakeholder Relations

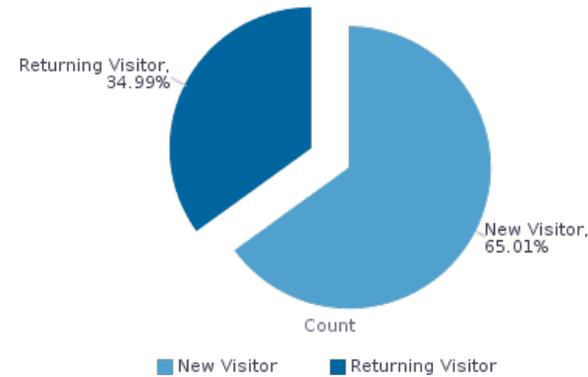
## Strategic Digital Communications Dashboard – Reputation

Fiscal Year 2019/2020

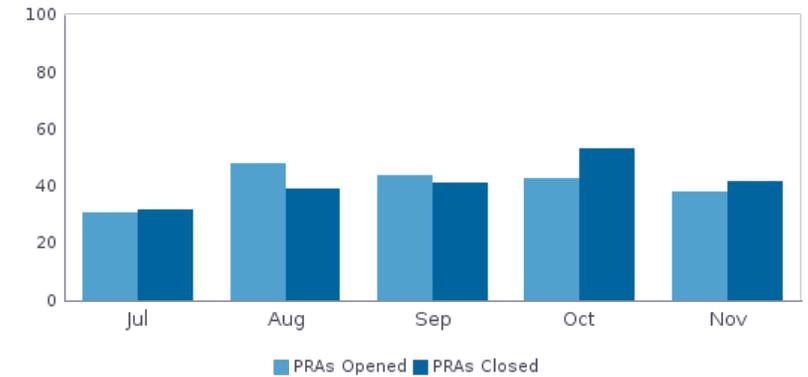
**What is the sentiment of CalPERS media coverage?**



**Do people visit [www.calpers.ca.gov](http://www.calpers.ca.gov) more than once?**

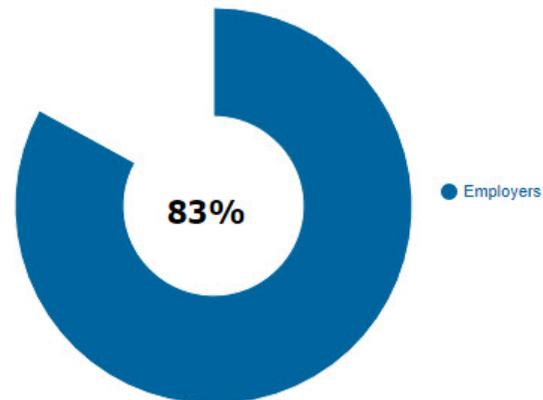


**How many Public Records Act Requests are received and processed monthly?**

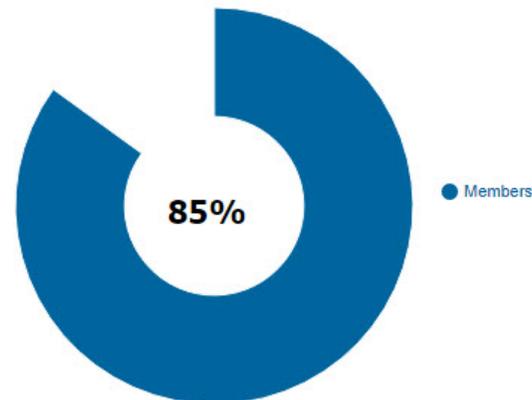


**Annual Stakeholder Survey (2018-19): Does CalPERS do a good job keeping...**

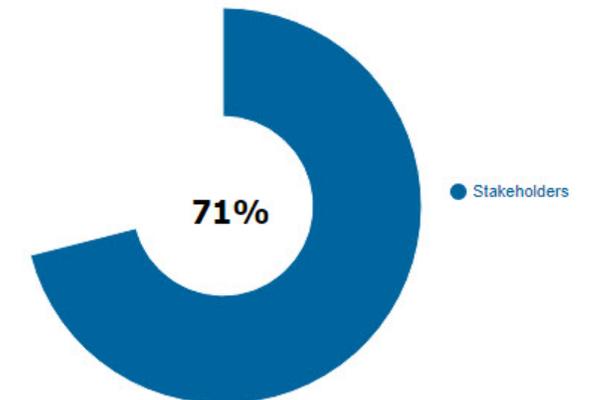
Employers Informed?



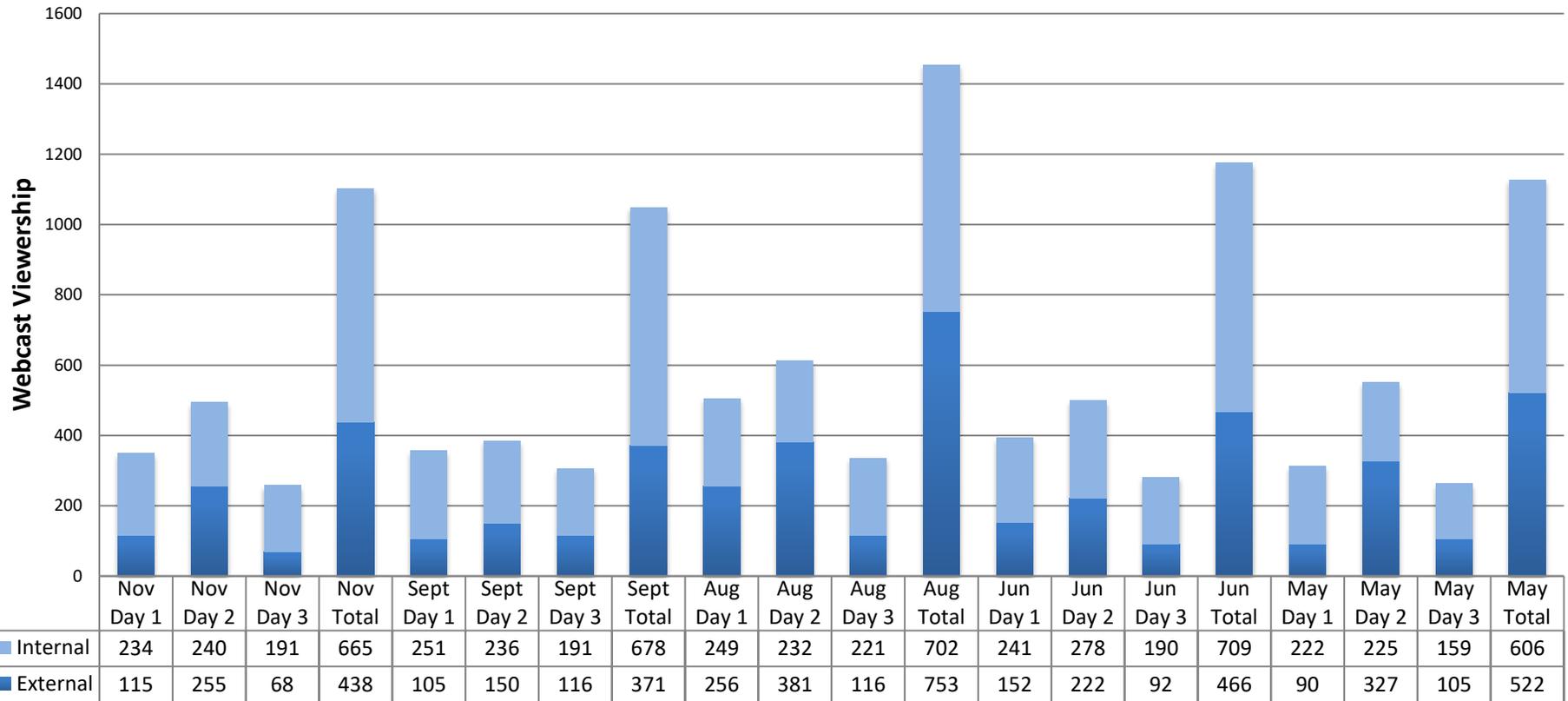
Members Informed?



Stakeholders Informed?

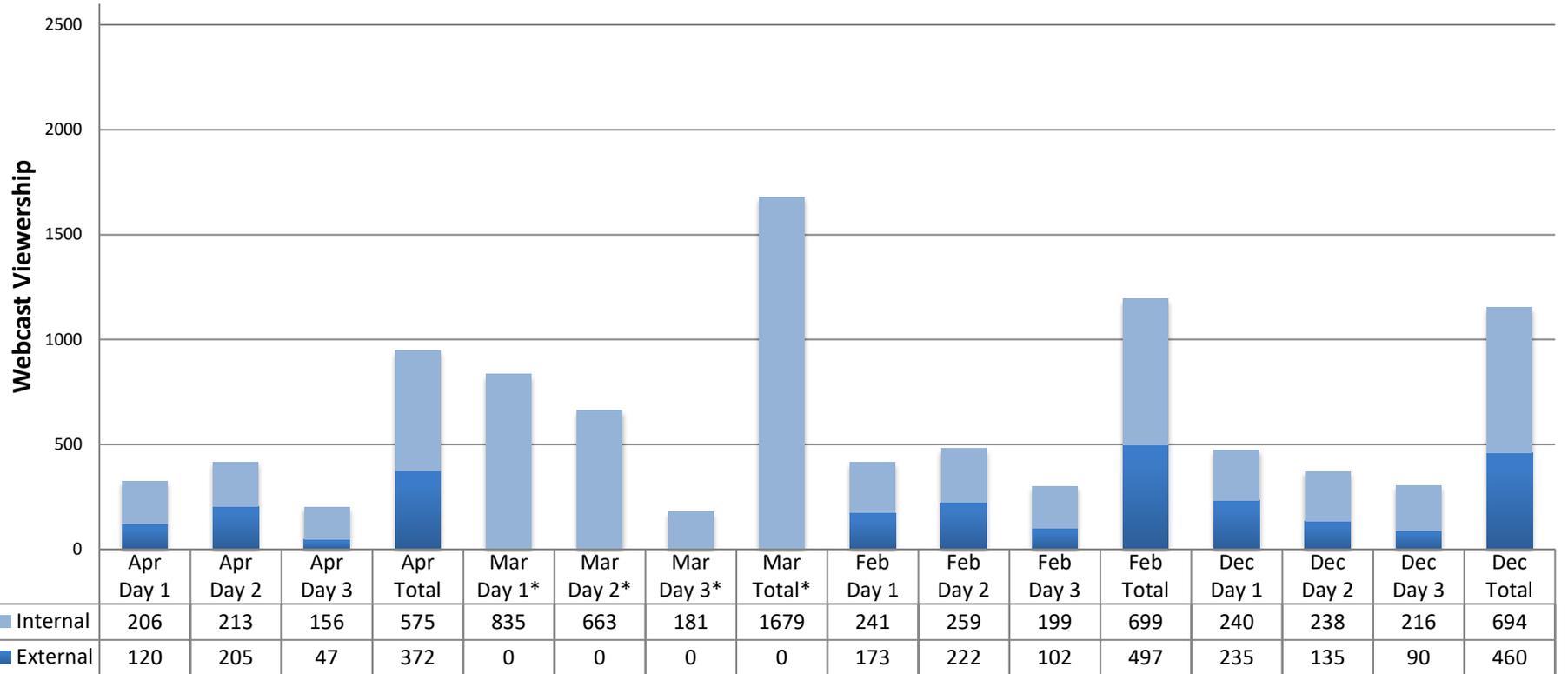


## 2019 Board Meeting Webcast Viewership



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

## 2018/19 Board Meeting Webcast Viewership



No Board meeting webcast in January, July, and October

## Mentions by Fiscal Year 2019-20

