

Communications & Stakeholder Relations

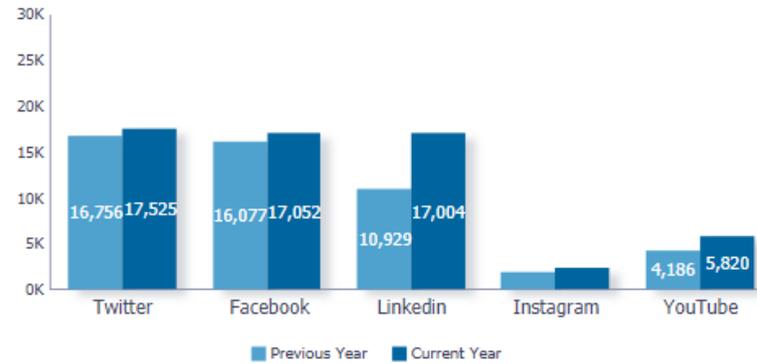
Strategic Digital Communications Dashboard – Reach

Fiscal Year 2019/2020

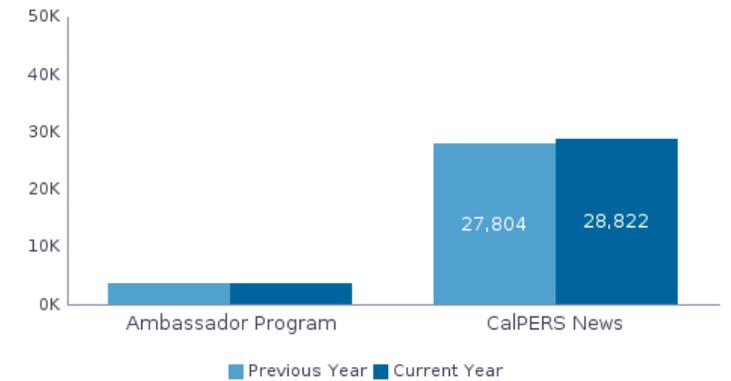
How many people visited www.calpers.ca.gov?



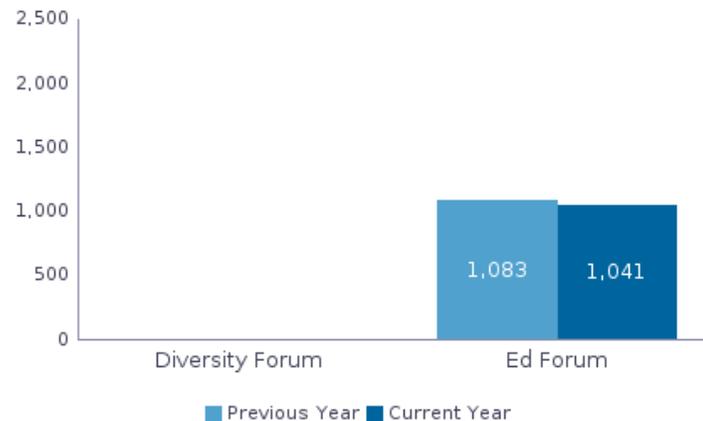
How many people follow CalPERS accounts on social media?



How many people subscribed to CalPERS email subscriptions?



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

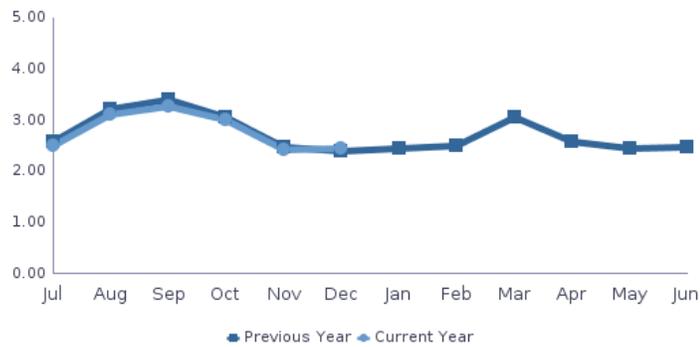


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Strategic Digital Communications Dashboard – Response

Fiscal Year 2019/2020

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



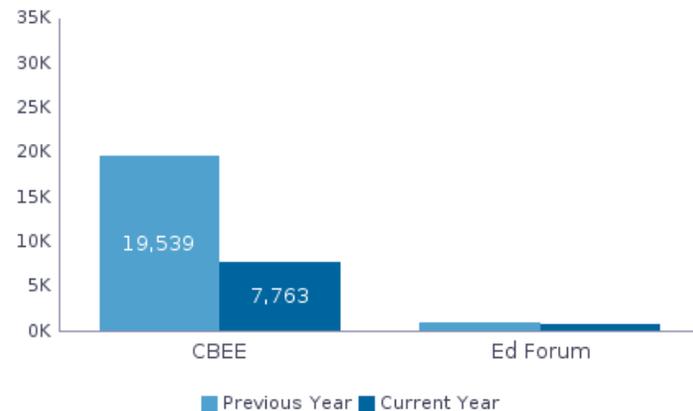
How many visitors come to www.calpers.ca.gov directly from social media websites ?



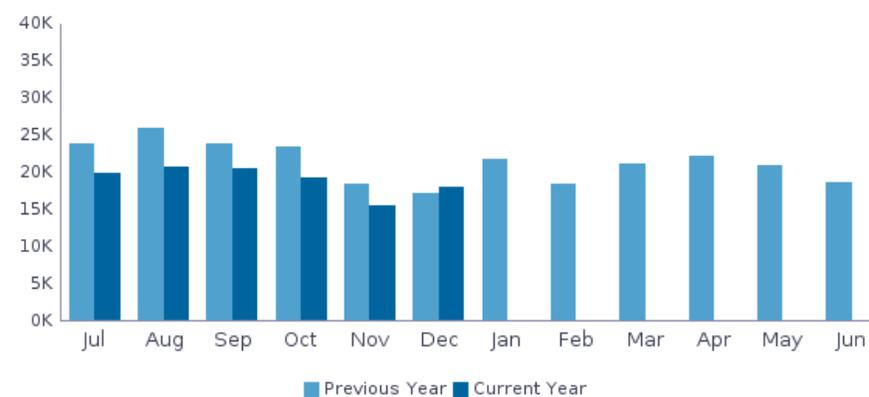
On average, how many minutes do people spend watching CalPERS videos on YouTube?



How many people registered online to attend a CalPERS event?



How many CalPERS member publications are downloaded monthly?

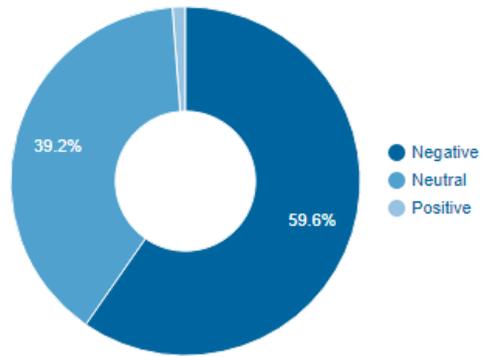


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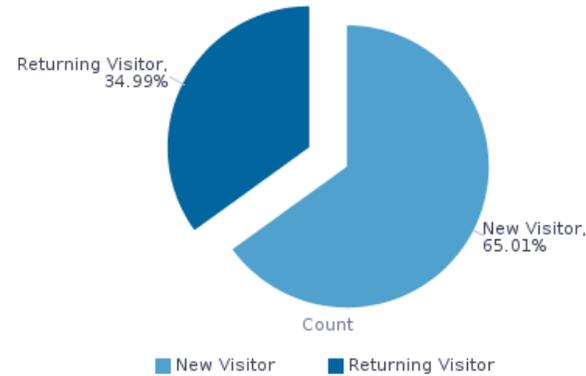
Strategic Digital Communications Dashboard – Reputation

Fiscal Year 2019/2020

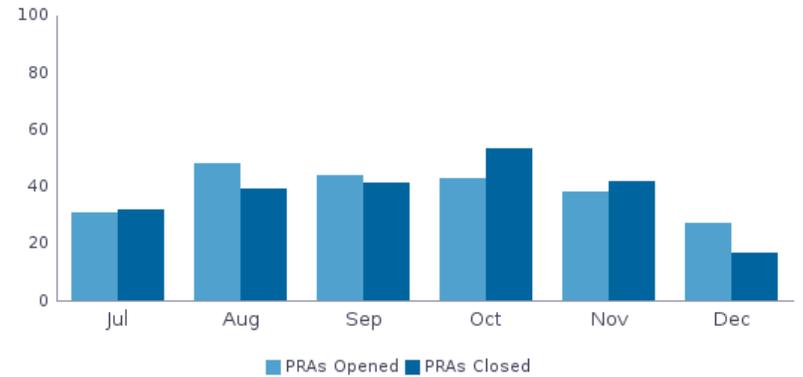
What is the sentiment of CalPERS media coverage?



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

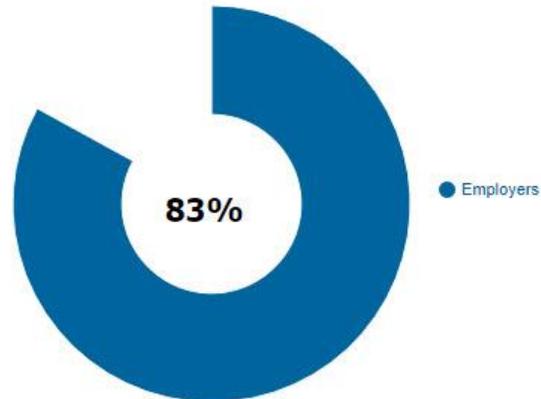


How many Public Records Act Requests are received and processed monthly?

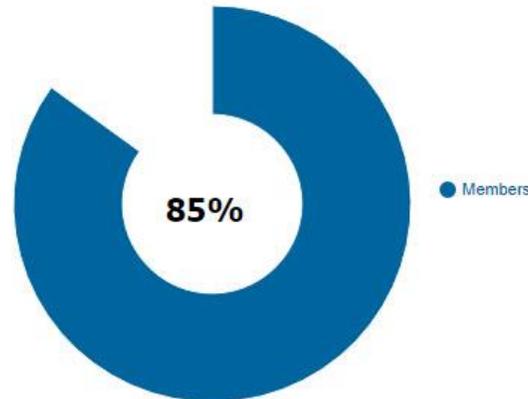


Annual Stakeholder Survey (2018-19): Does CalPERS do a good job keeping...

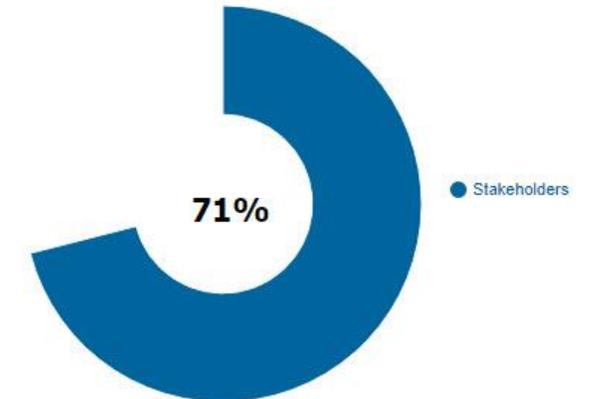
Employers Informed?



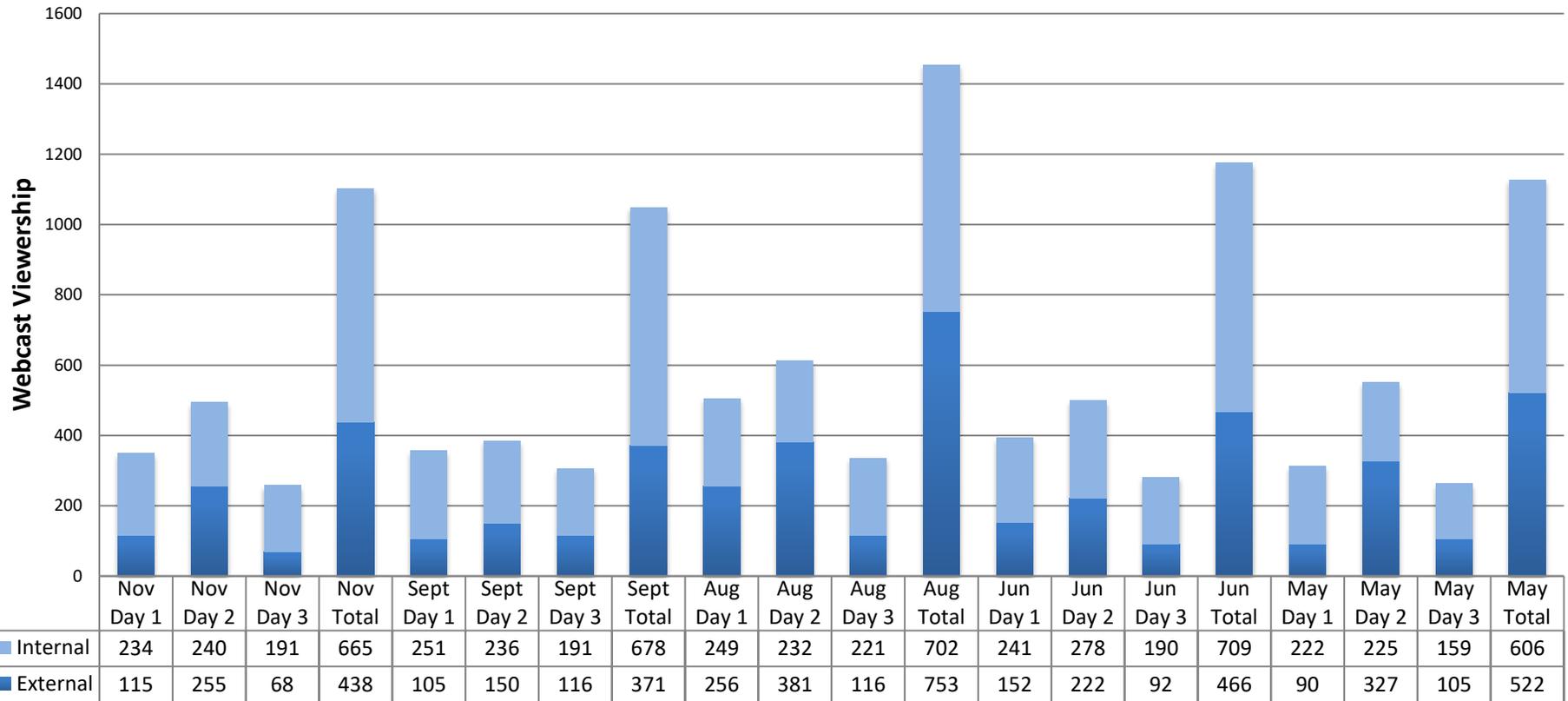
Members Informed?



Stakeholders Informed?

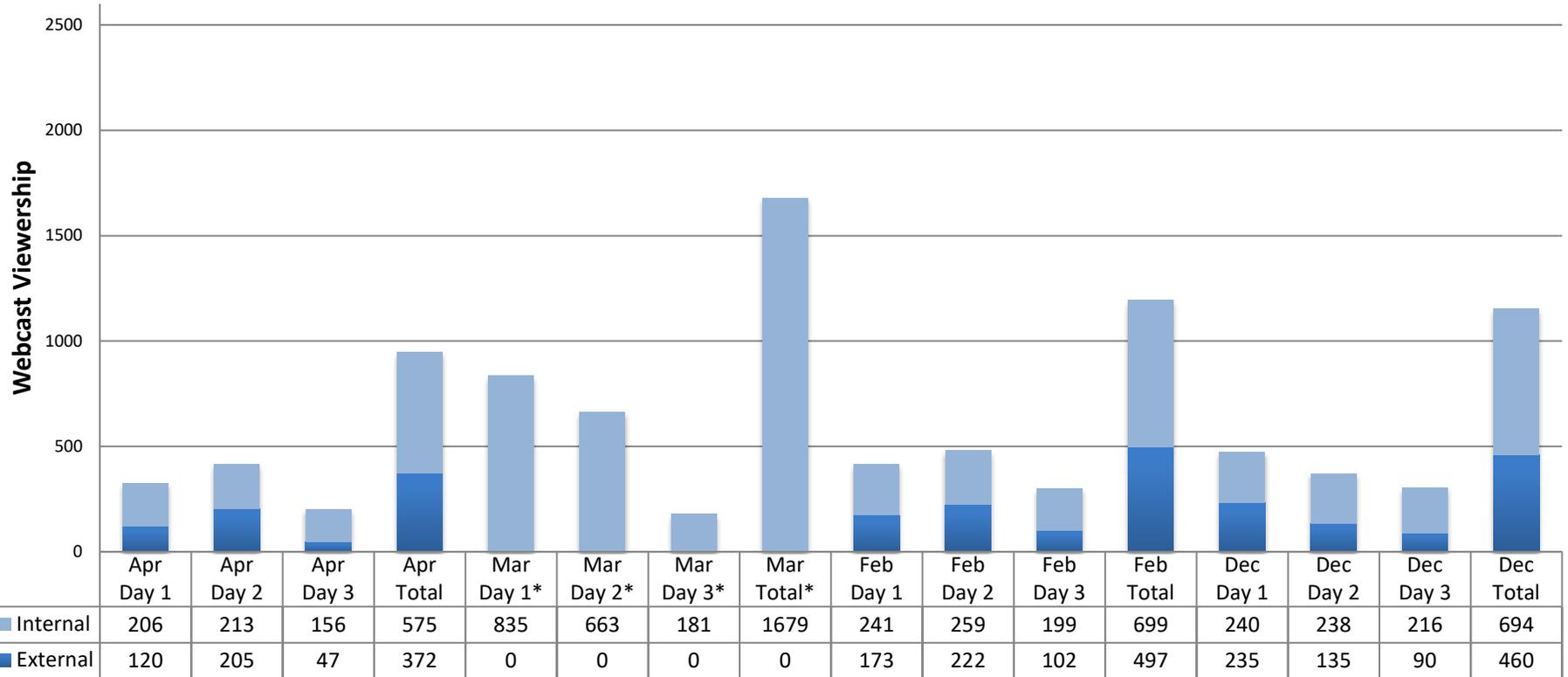


2019 Board Meeting Webcast Viewership



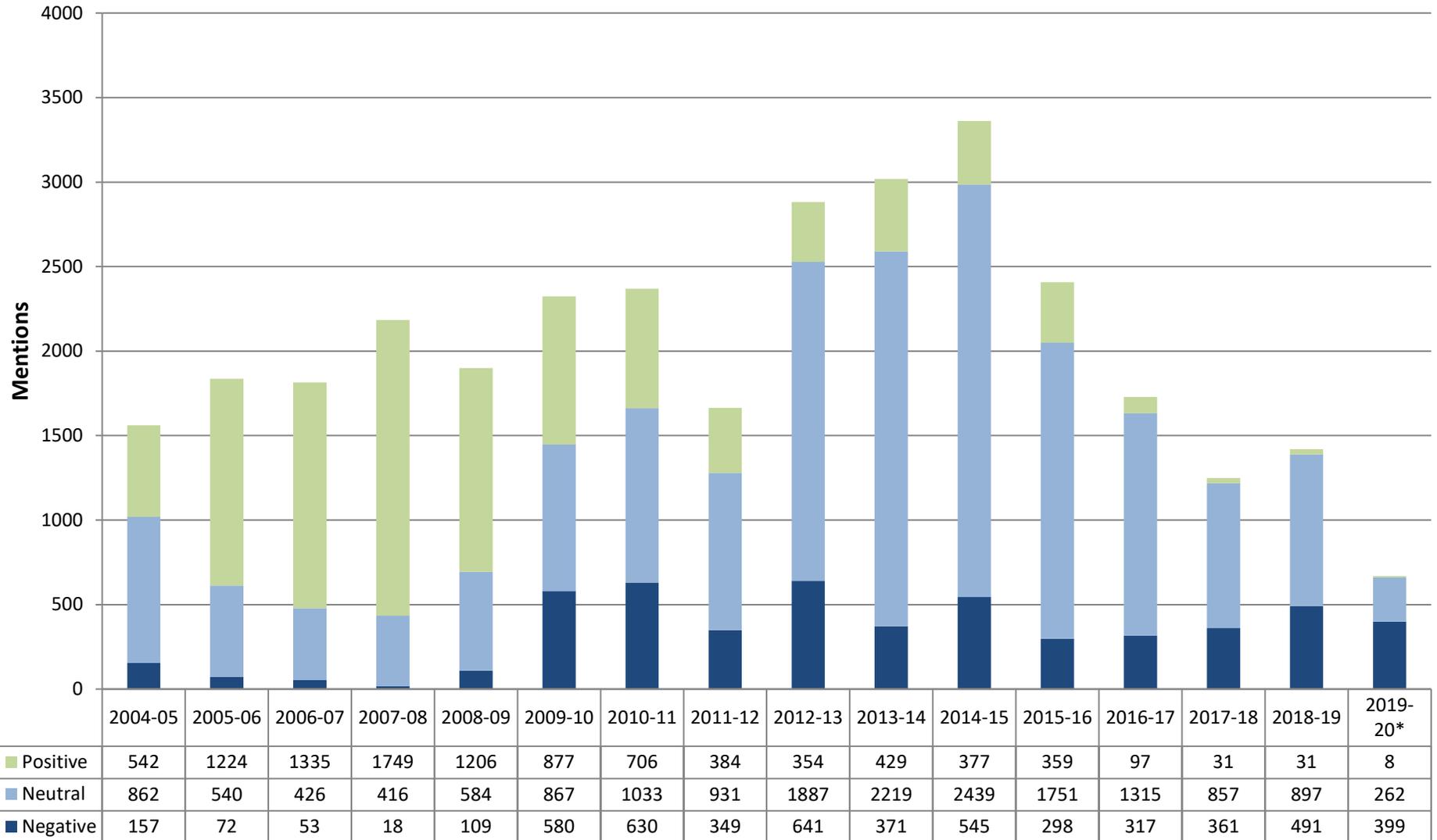
* March internal & external viewership combined because of technical issues with internal streaming and analytics.
No Board meeting webcast in January, July, and October

2019 Board Meeting Webcast Viewership



No Board meeting webcast in January, July, and October

Mentions by Fiscal Year 2019-20



*FY July 1-December 2019