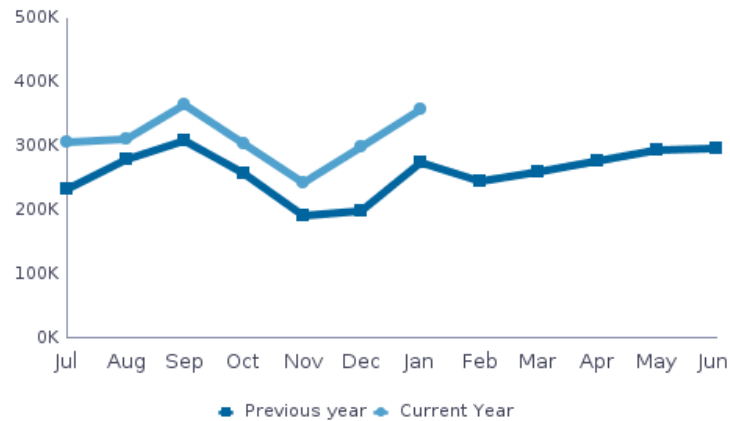


# Communications & Stakeholder Relations

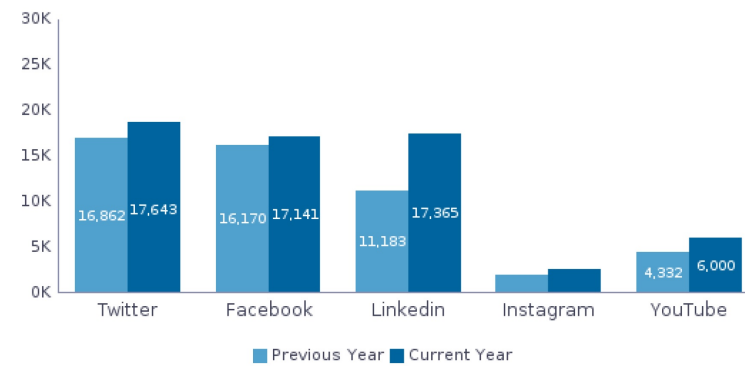
## Strategic Digital Communications Dashboard – Reach

Fiscal Year 2019/2020

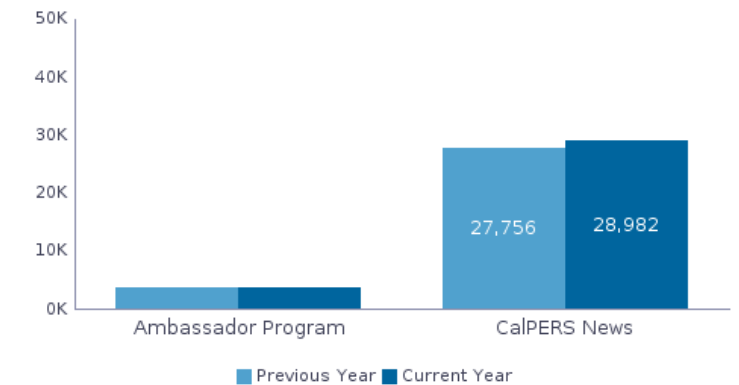
How many people visited www.calpers.ca.gov?



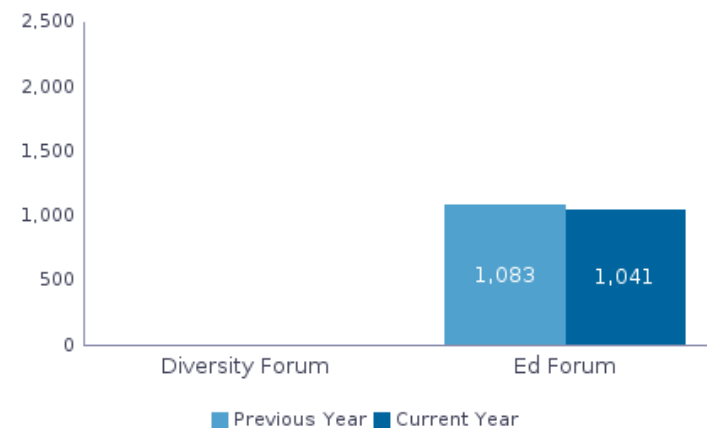
How many people follow CalPERS accounts on social media ?



How many people subscribed to CalPERS email subscriptions?



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

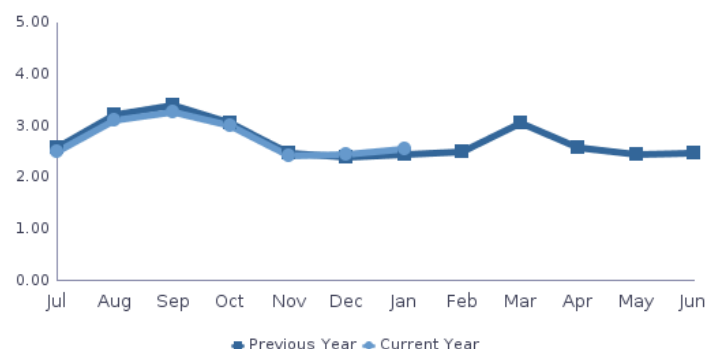


# Communications & Stakeholder Relations

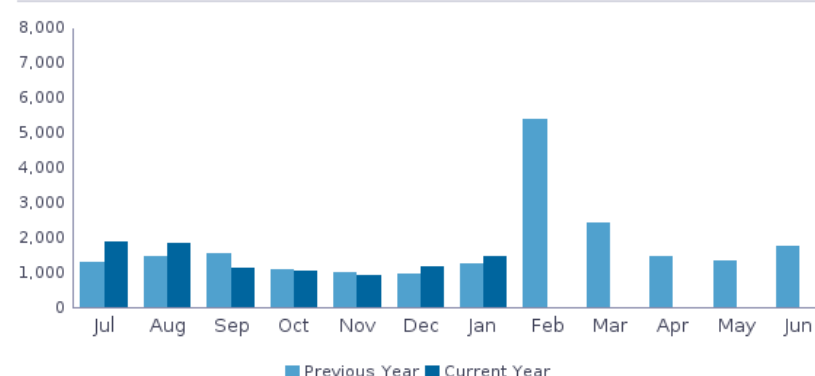
## Strategic Digital Communications Dashboard – Response

Fiscal Year 2019/2020

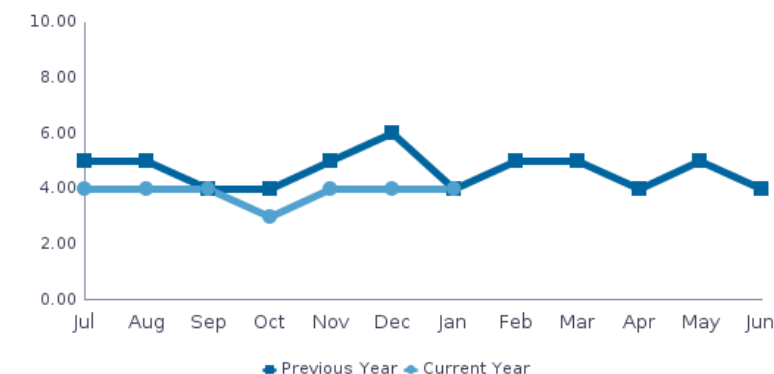
On average how many minutes do visitors spend on www.calpers.ca.gov ?



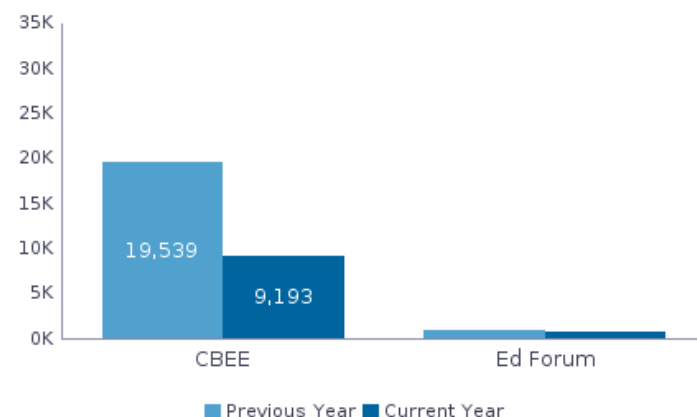
How many visitors come to www.calpers.ca.gov directly from social media websites ?



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?

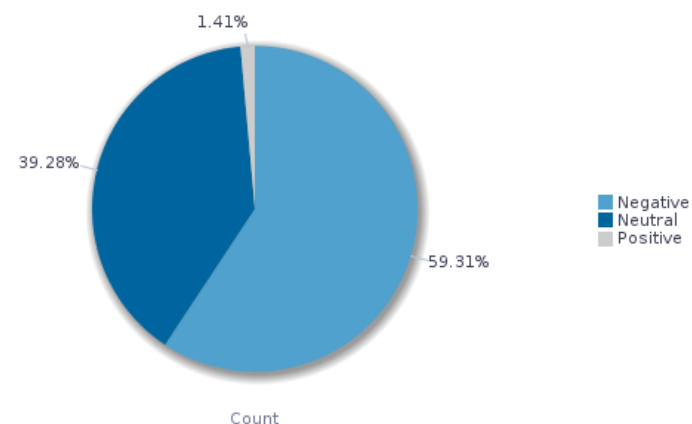


# Communications & Stakeholder Relations

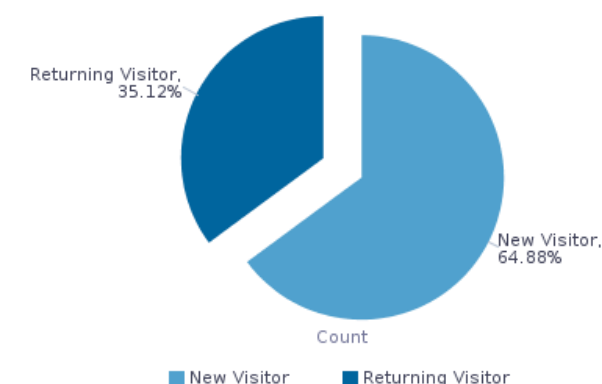
## Strategic Digital Communications Dashboard – Reputation

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?

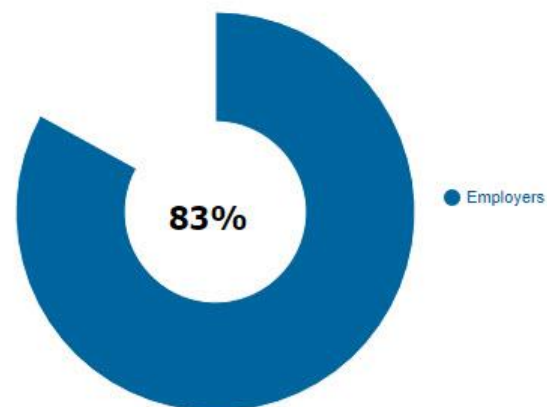


How many Public Records Act Requests are received and processed monthly?

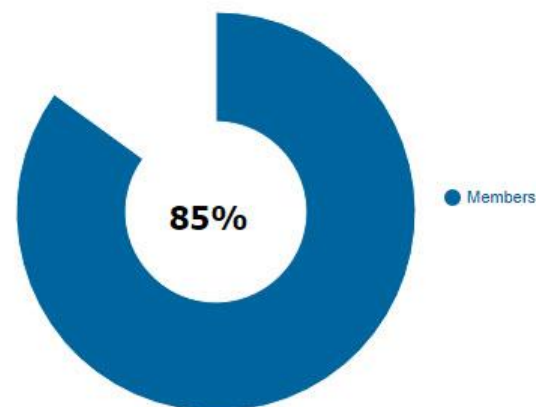


Annual Stakeholder Survey (2018-19): Does CalPERS do a good job keeping...

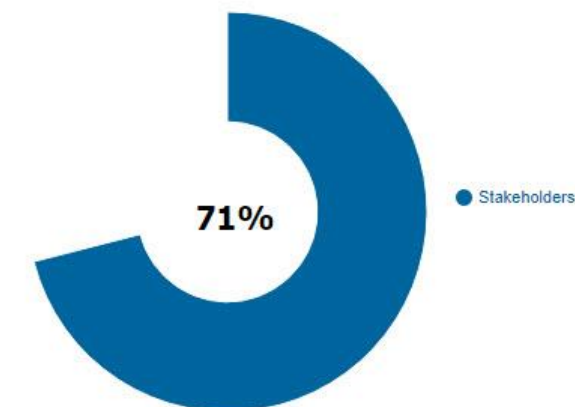
Employers Informed?



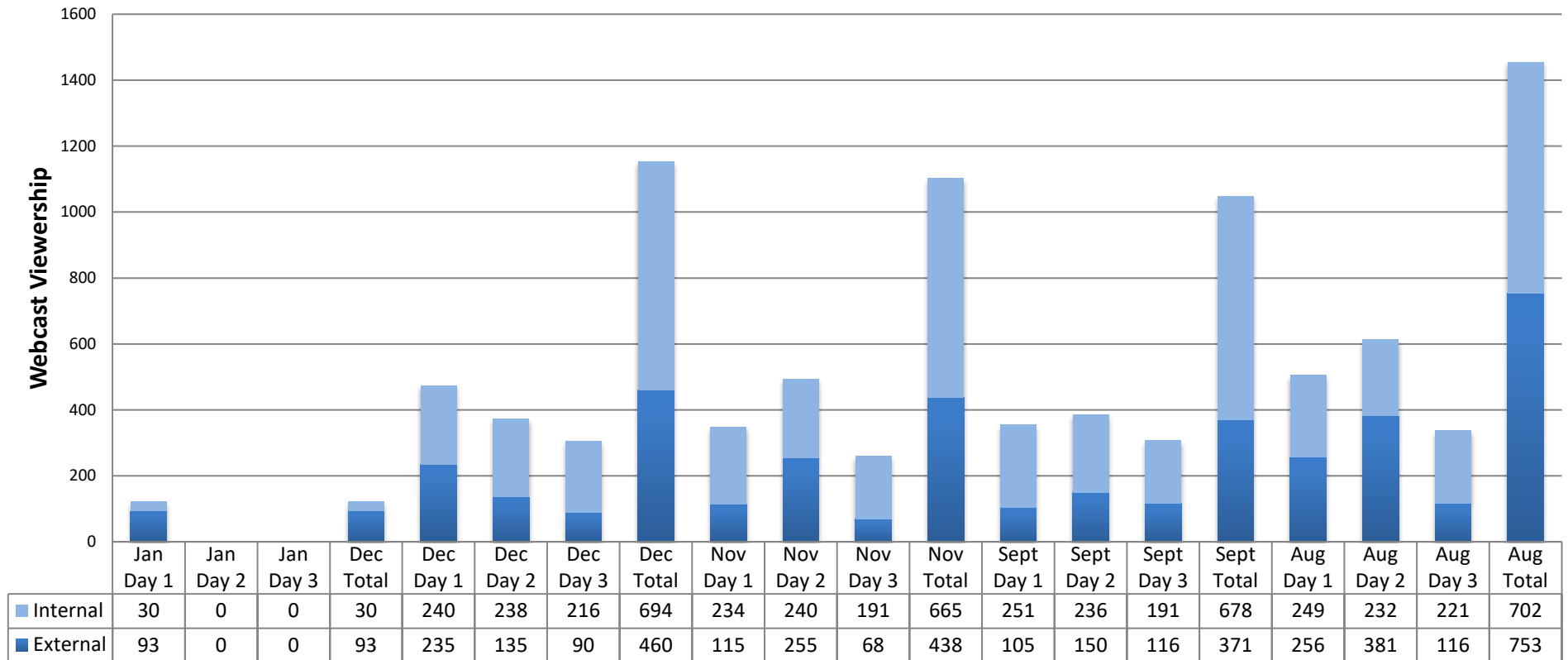
Members Informed?



Stakeholders Informed?

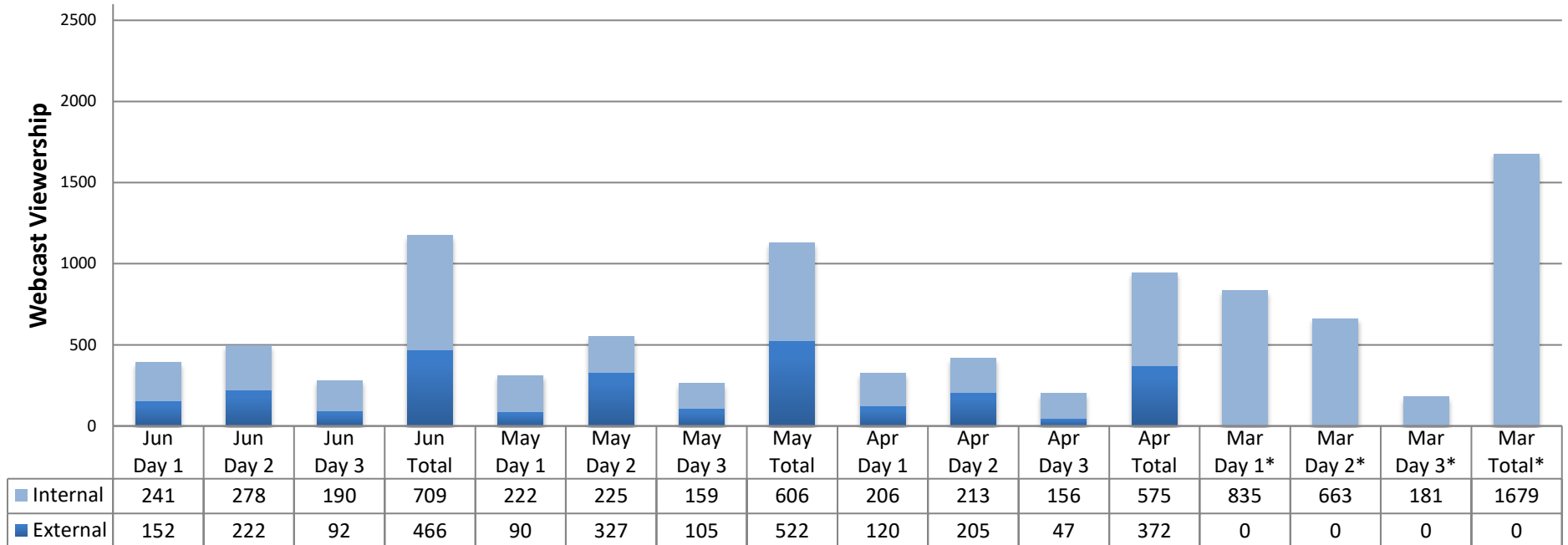


## 2019-20 Board Meeting Webcast Viewership



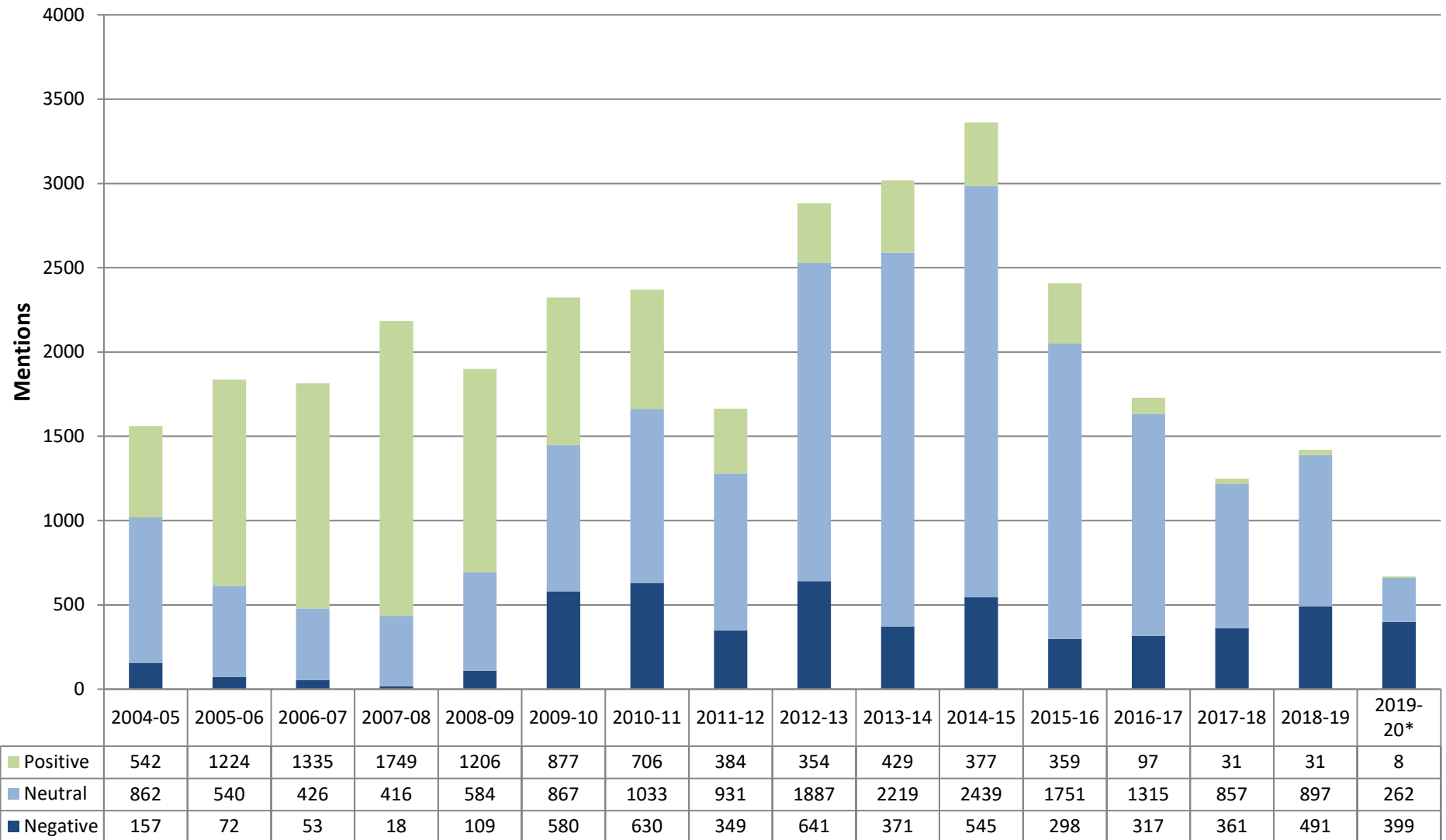
January-Day 1, 2020 Board Educational Day  
No Board meeting webcast in July, and October

## 2018/19 Board Meeting Webcast Viewership



\*March internal & external viewership combined due to technical issues with internal streaming and analytics.

## Mentions by Fiscal Year 2019-20



\*Data through January 2020