Communications & Stakeholder Relations

Strategic Digital Communications Dashboard – Reach
Fiscal Year 2019/2020

How many people visited www.caipers.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?**

- Count
- 1.81%
- 3.60%
- 49.32%

- Sentiment: Negative | Neutral | Positive

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

- Count
- New Visitor: 64.75%
- Returning Visitor: 35.25%

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

- Jul: [Graph Data]
- Aug: [Graph Data]
- Sep: [Graph Data]
- Oct: [Graph Data]
- Nov: [Graph Data]
- Dec: [Graph Data]
- Jan: [Graph Data]
- Feb: [Graph Data]

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

- Employers Informed?
  - 83%
- Members Informed?
  - 85%
- Stakeholders Informed?
  - 71%
2019-20 Board Meeting Webcast Viewership

January 2020 Board Educational Day
No Board meeting webcast in October
2018-19 Board Meeting Webcast Viewership

No Board meeting webcast July
### Mentions by Fiscal Year 2019-20

<table>
<thead>
<tr>
<th>Year</th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
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<td>2004-05</td>
<td>542</td>
<td>862</td>
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<td>2005-06</td>
<td>1224</td>
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<td>1335</td>
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<td>14</td>
<td>897</td>
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<td>2019-20*</td>
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*Data through February 2020*