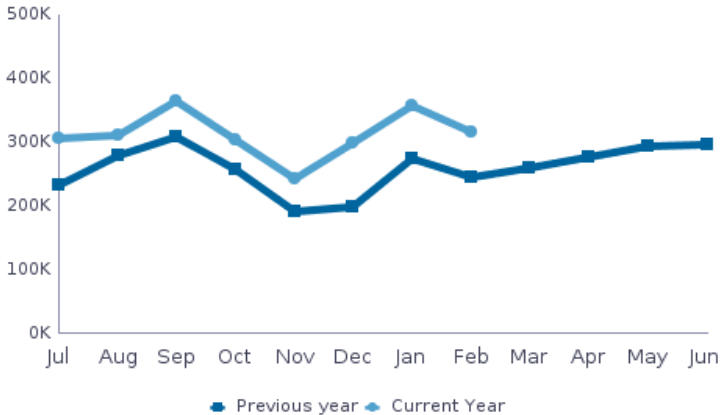


Communications & Stakeholder Relations

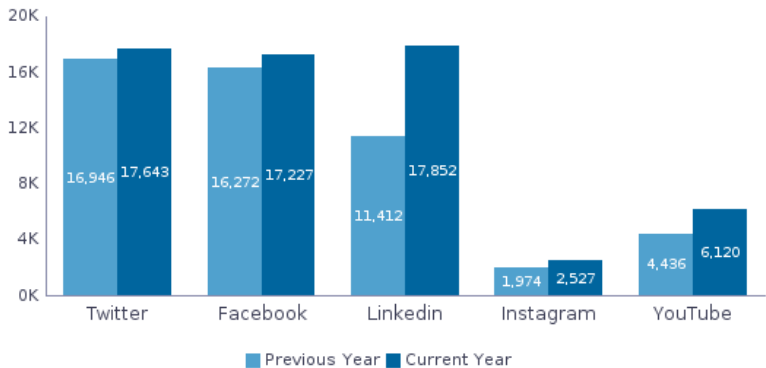
Strategic Digital Communications Dashboard – Reach

Fiscal Year 2019/2020

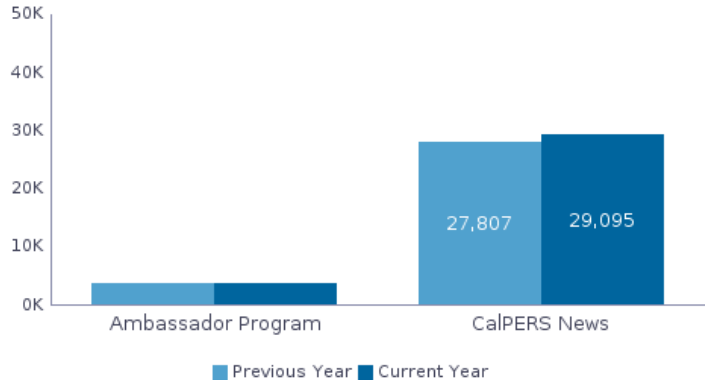
How many people visited www.calpers.ca.gov?



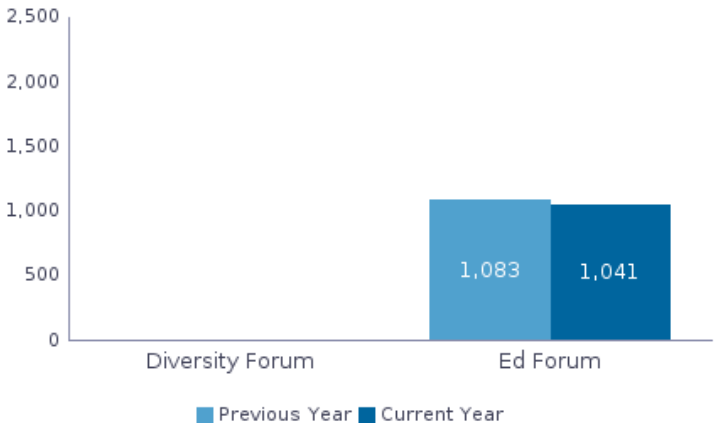
How many people follow CalPERS accounts on social media ?



How many people subscribed to CalPERS email subscriptions?



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

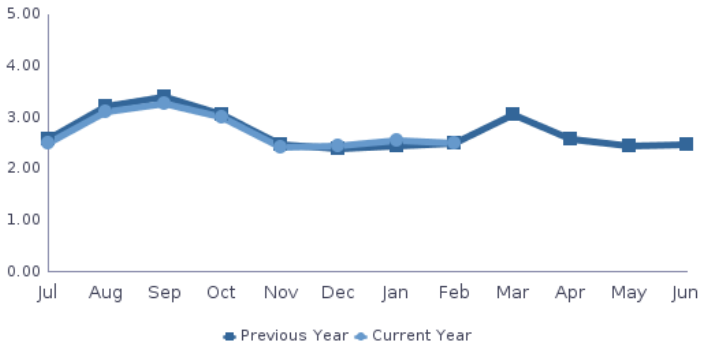


Communications & Stakeholder Relations

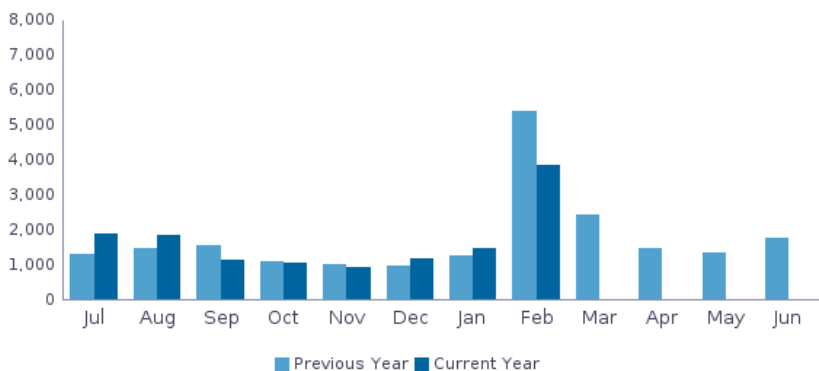
Strategic Digital Communications Dashboard – Response

Fiscal Year 2019/2020

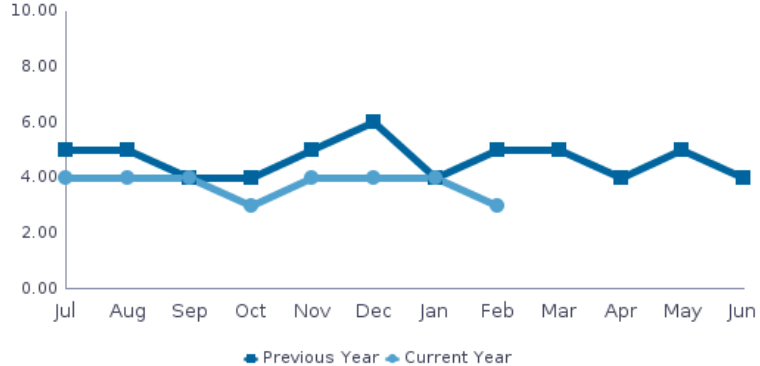
On average how many minutes do visitors spend on www.calpers.ca.gov ?



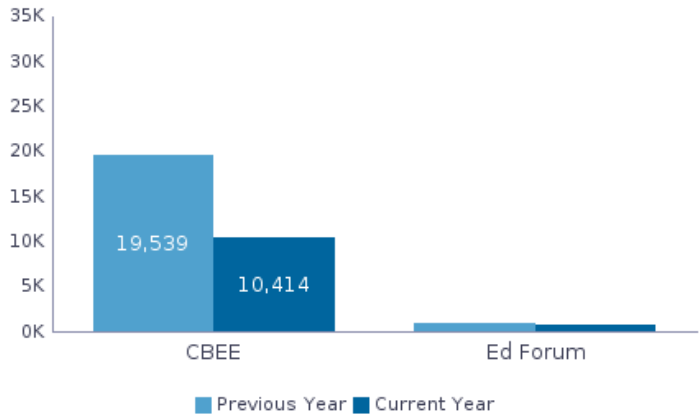
How many visitors come to www.calpers.ca.gov directly from social media websites ?



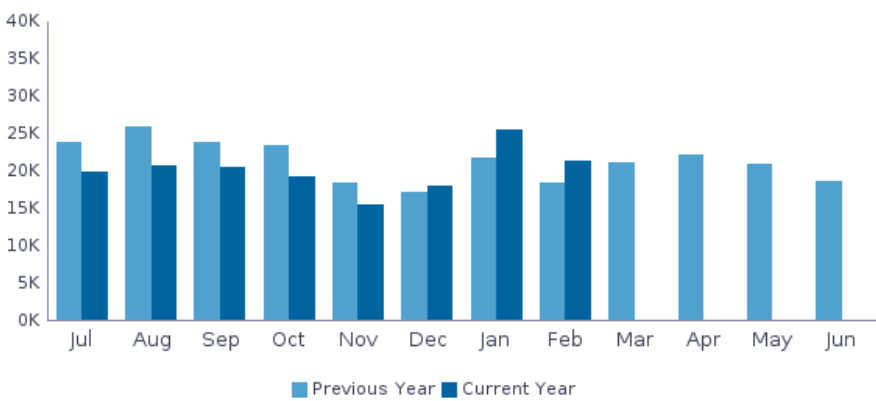
On average, how many minutes do people spend watching CalPERS videos on YouTube?



How many people registered online to attend a CalPERS event?



How many CalPERS member publications are downloaded monthly?

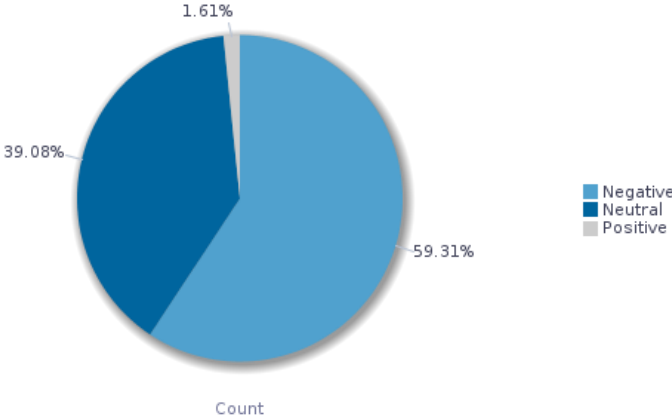


Communications & Stakeholder Relations

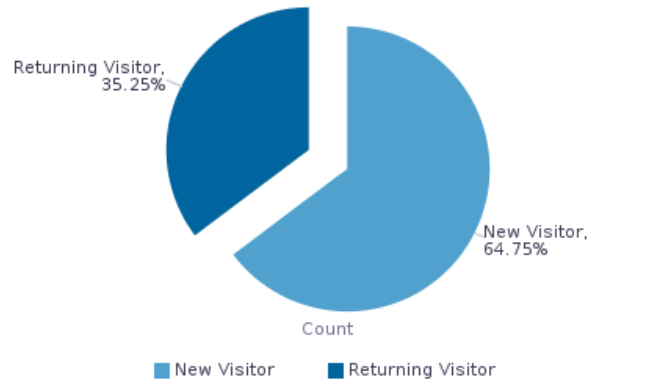
Strategic Digital Communications Dashboard – Reputation

Fiscal Year 2019/2020

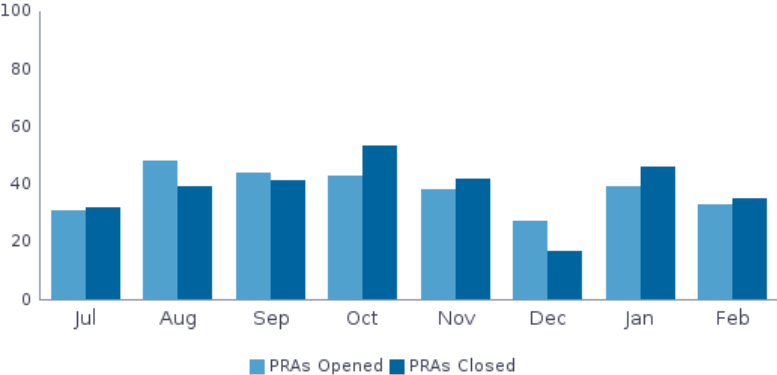
What is the sentiment of CalPERS media coverage?



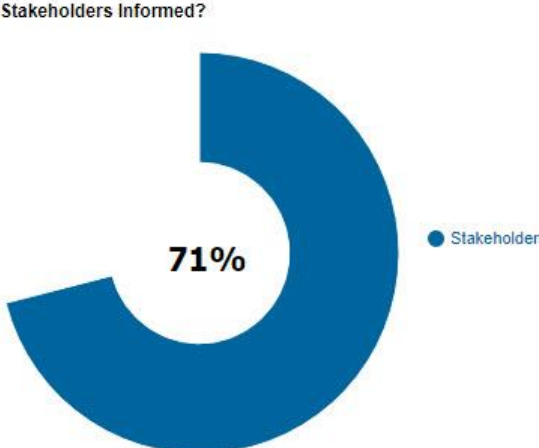
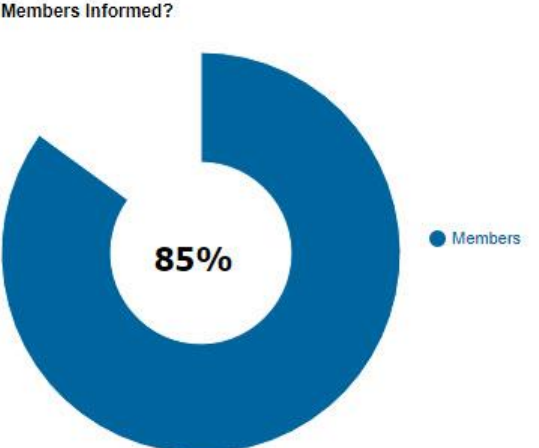
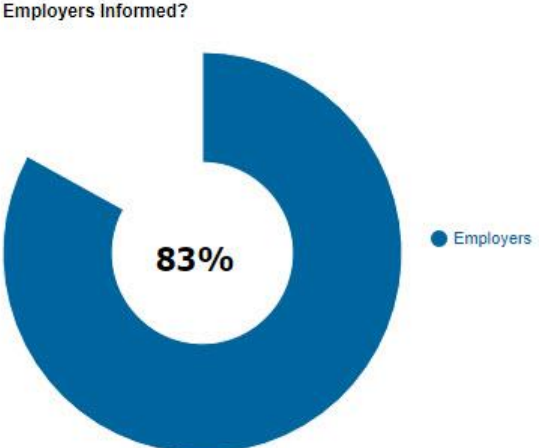
Do people visit www.calpers.ca.gov more than once?



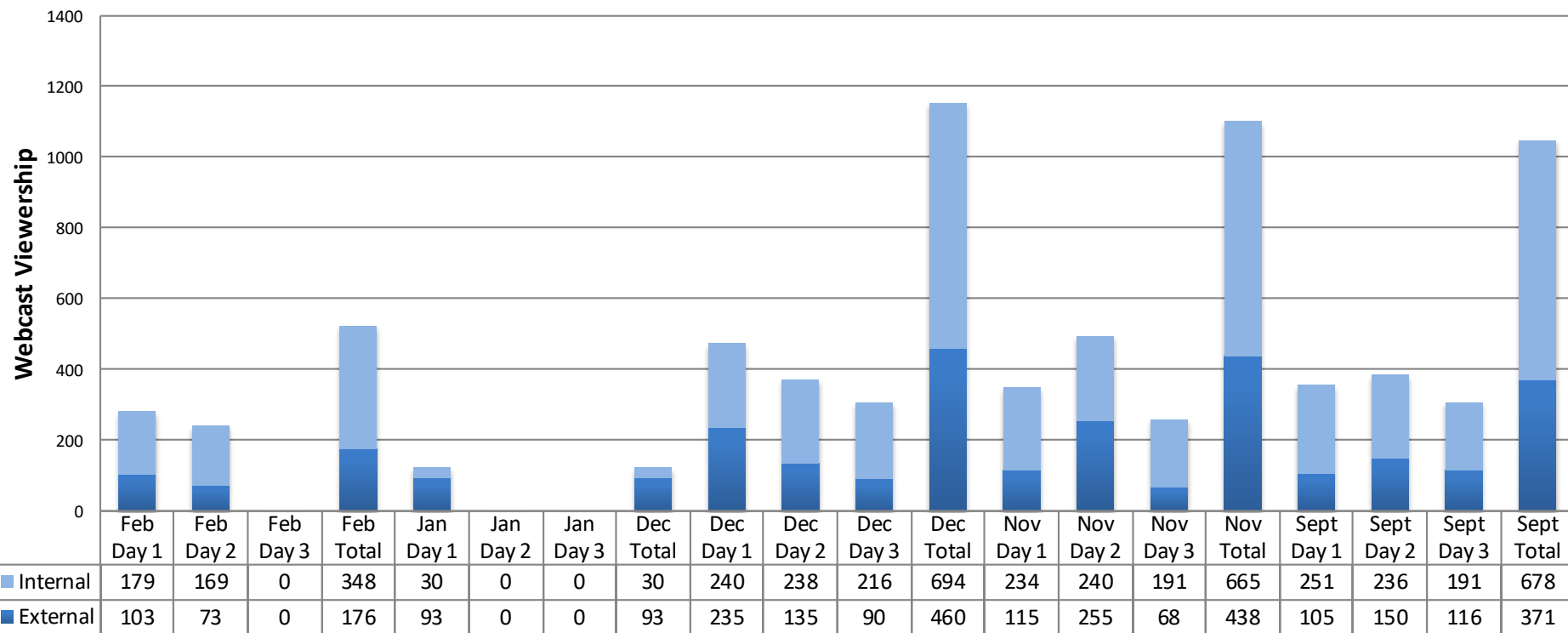
How many Public Records Act Requests are received and processed monthly?



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

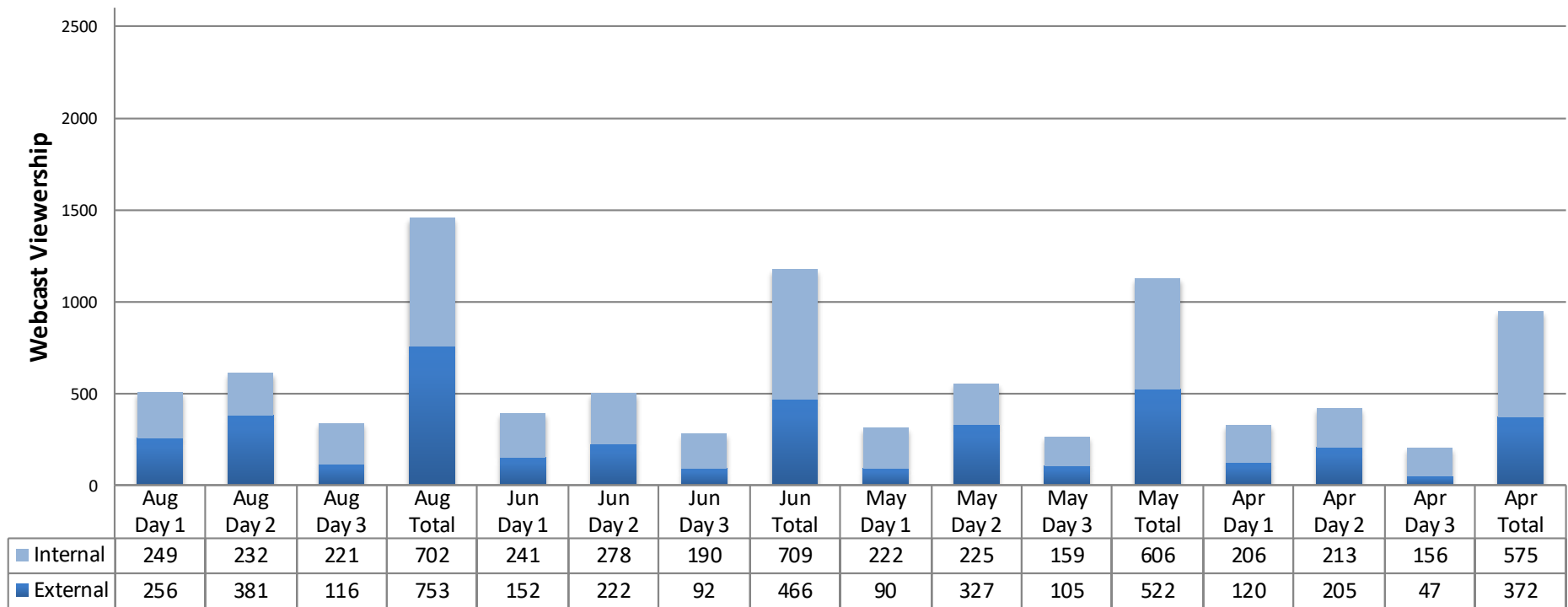


2019-20 Board Meeting Webcast Viewership



January-2020 Board Educational Day
No Board meeting webcast in October

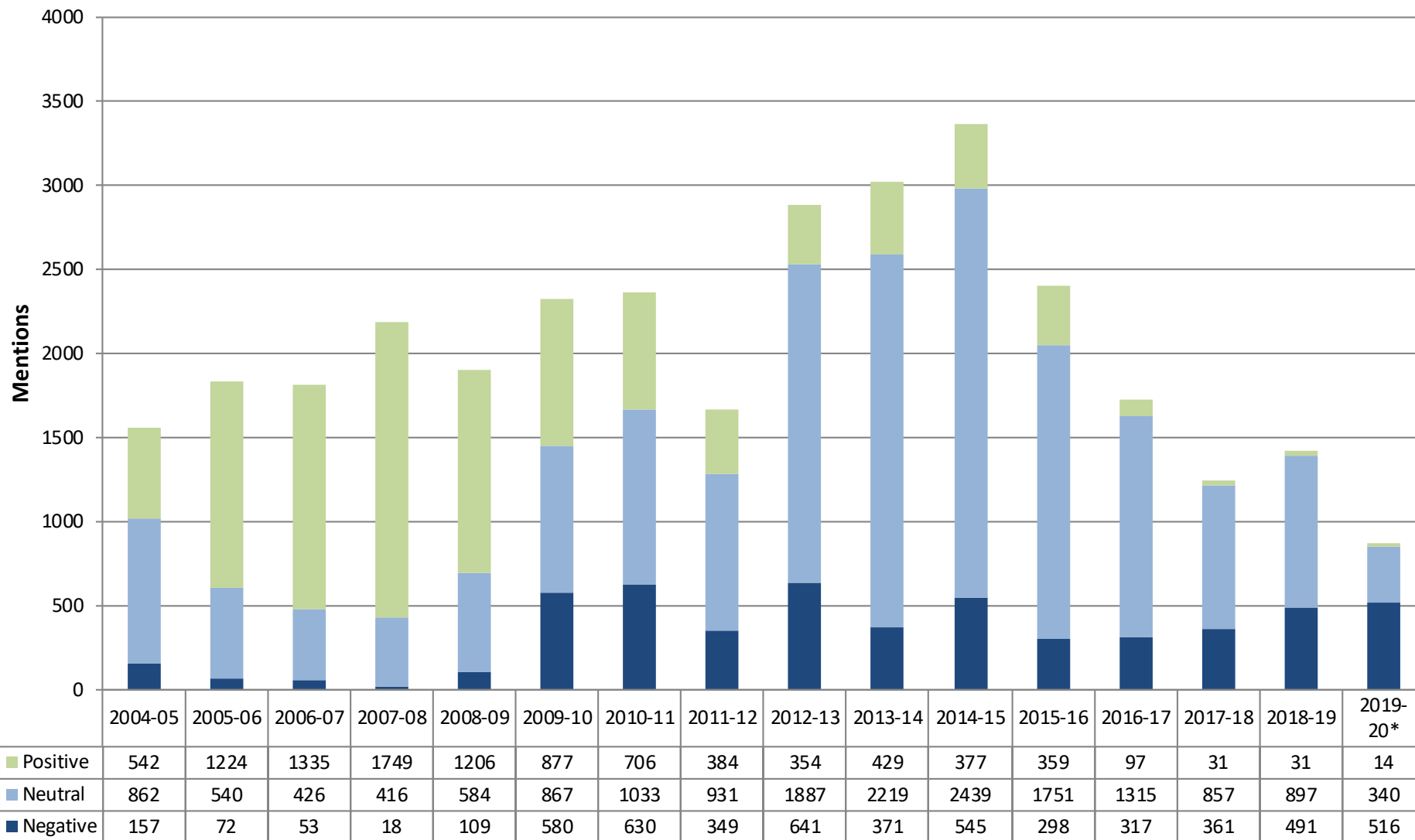
2018-19 Board Meeting Webcast Viewership



2018 Webcast Dates

No Board meeting webcast July

Mentions by Fiscal Year 2019-20



*Data through February 2020