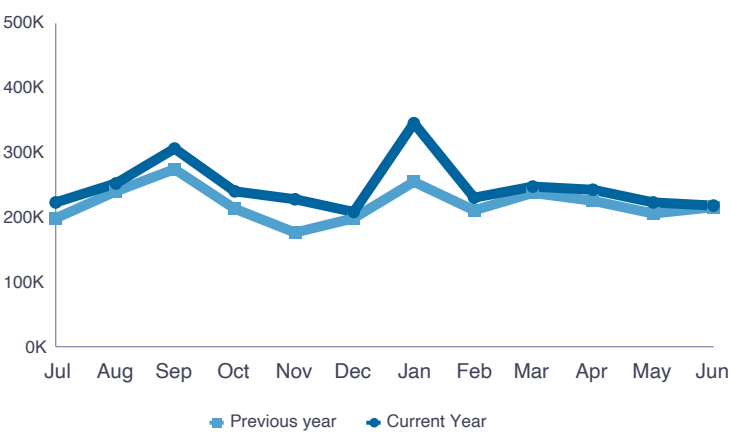


Communications & Stakeholder Relations

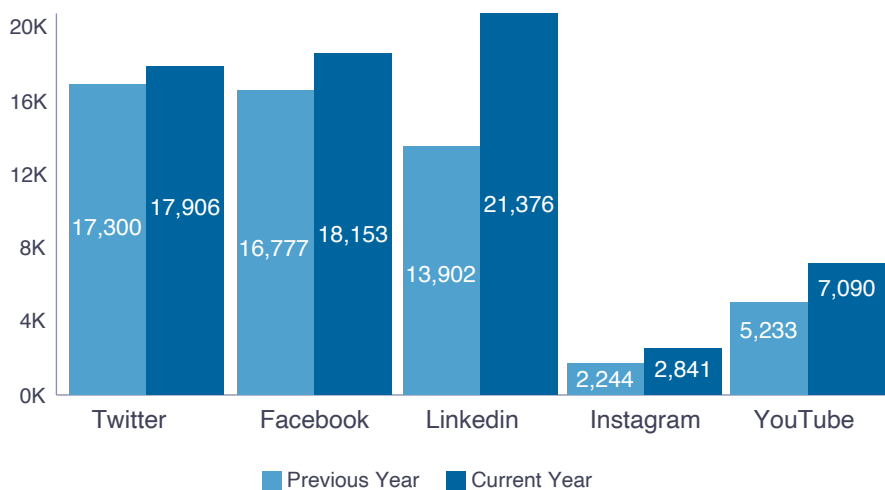
Strategic Digital Communications Dashboard - Reach

Fiscal Year 2020/2021

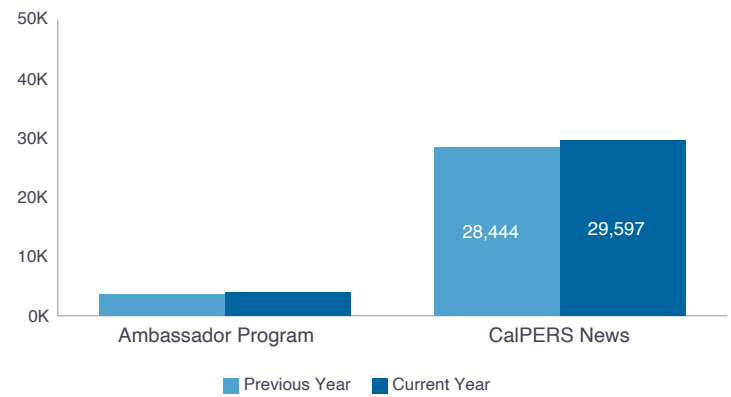
How many people visited www.calpers.ca.gov?



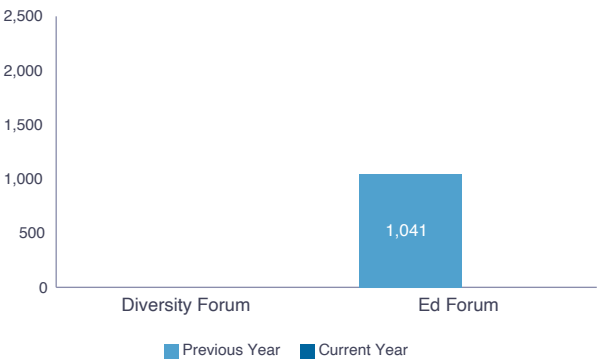
How many people follow CalPERS accounts on social media?



How many people subscribed to CalPERS email subscriptions?



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



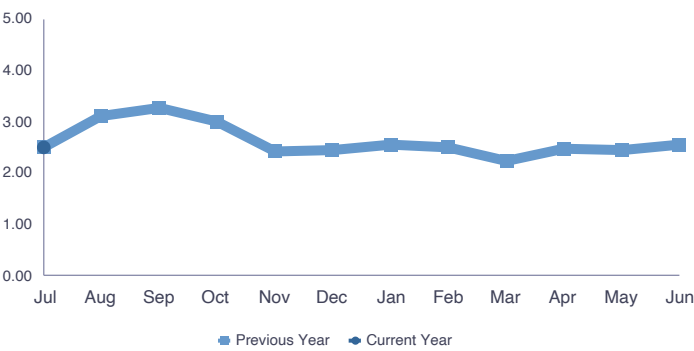
Note: CrowdCompass app usage only includes user activity during the specific CalPERS event.

Communications & Stakeholder Relations

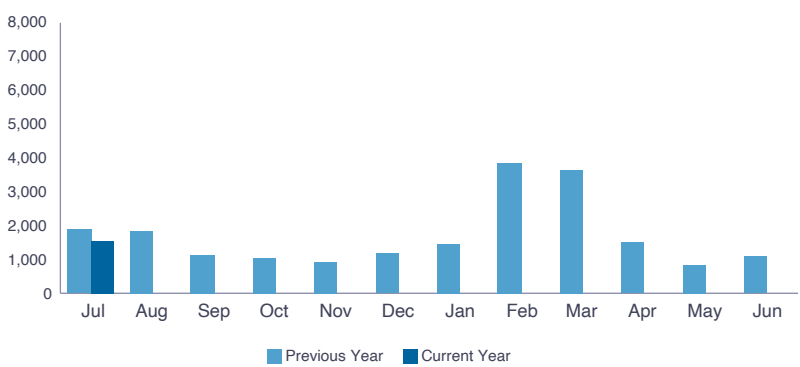
Strategic Digital Communications Dashboard - Response

Fiscal Year 2020/2021

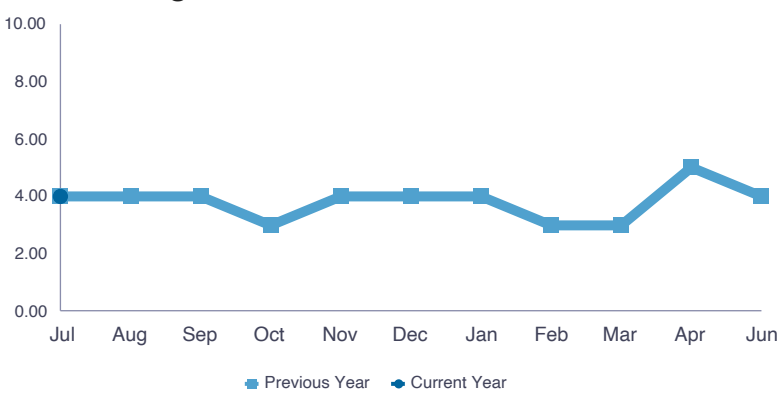
On average how many minutes do visitors spend on www.calpers.ca.gov?



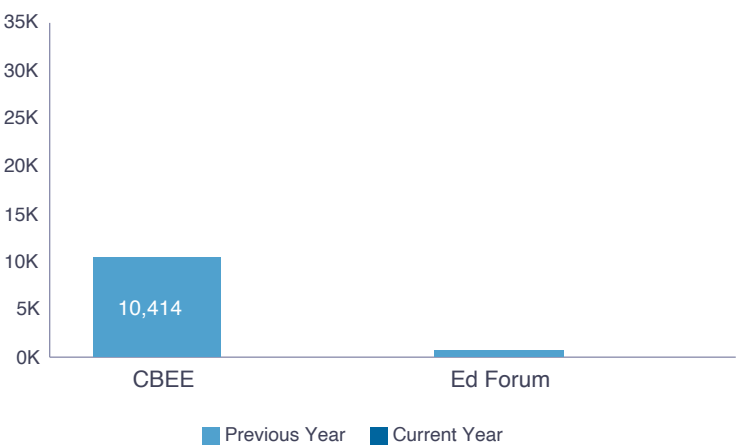
How many visitors come to www.calpers.ca.gov directly from social media websites?



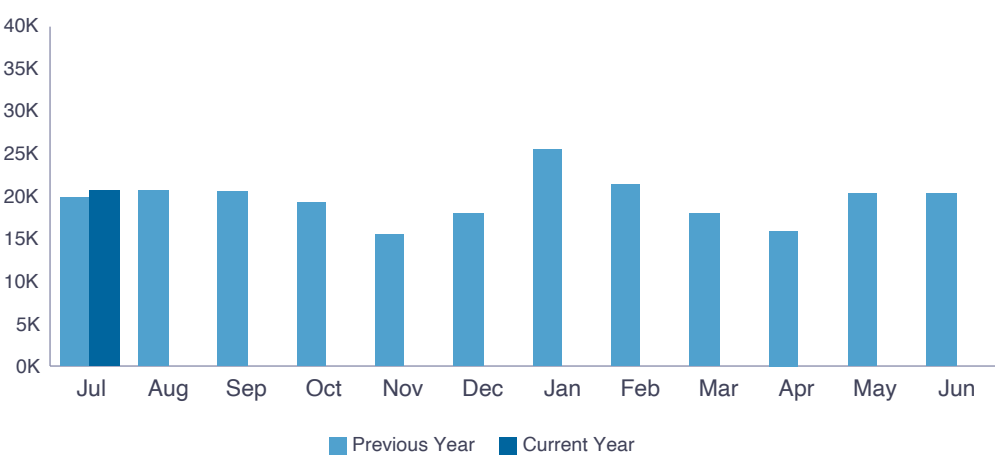
On average, how many minutes do people spend watching CalPERS videos on YouTube?



How many people registered online to attend a CalPERS event?



How many CalPERS member publications are downloaded monthly?

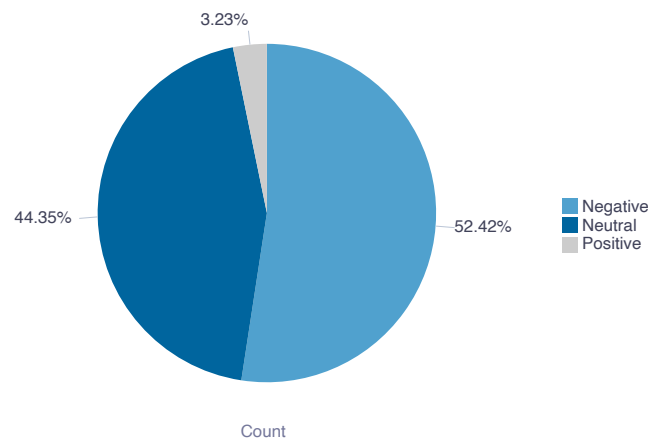


Communications & Stakeholder Relations

Strategic Digital Communications Dashboard - Reputation

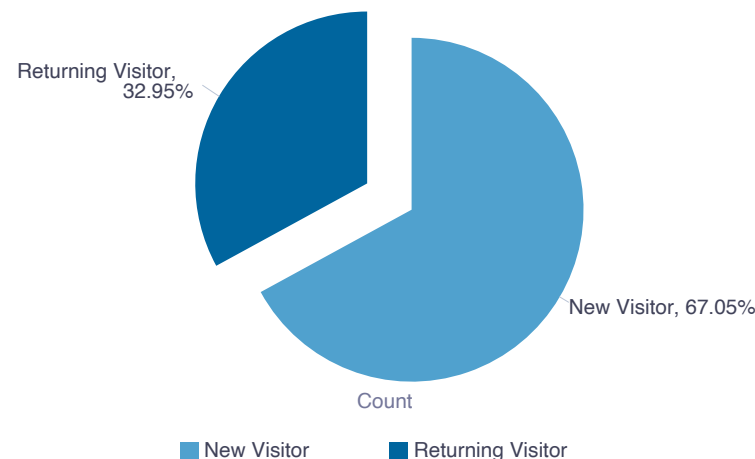
Fiscal Year 2020/2021

What is the sentiment of CalPERS media coverage?

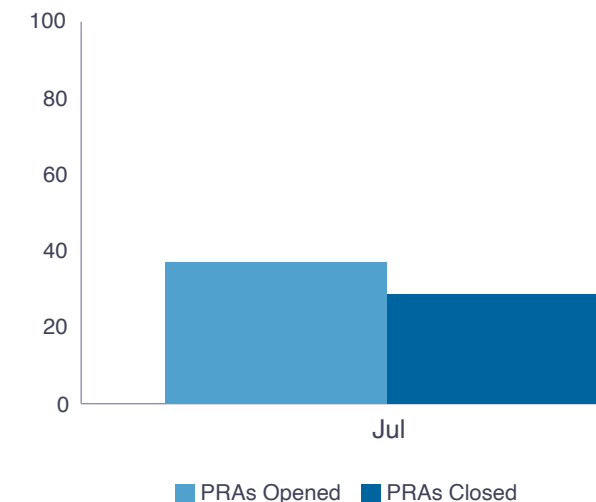


Note: This is a monthly view.

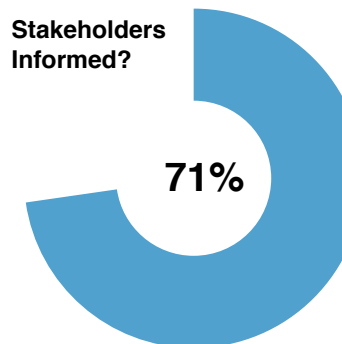
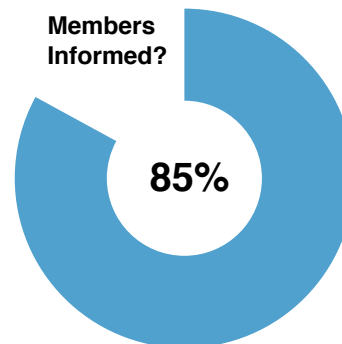
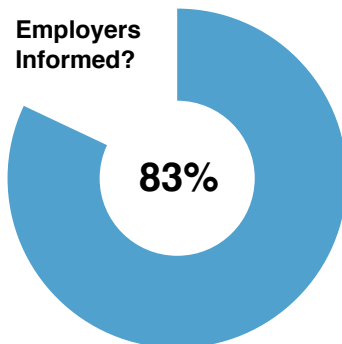
Do people visit www.calpers.ca.gov more than once?



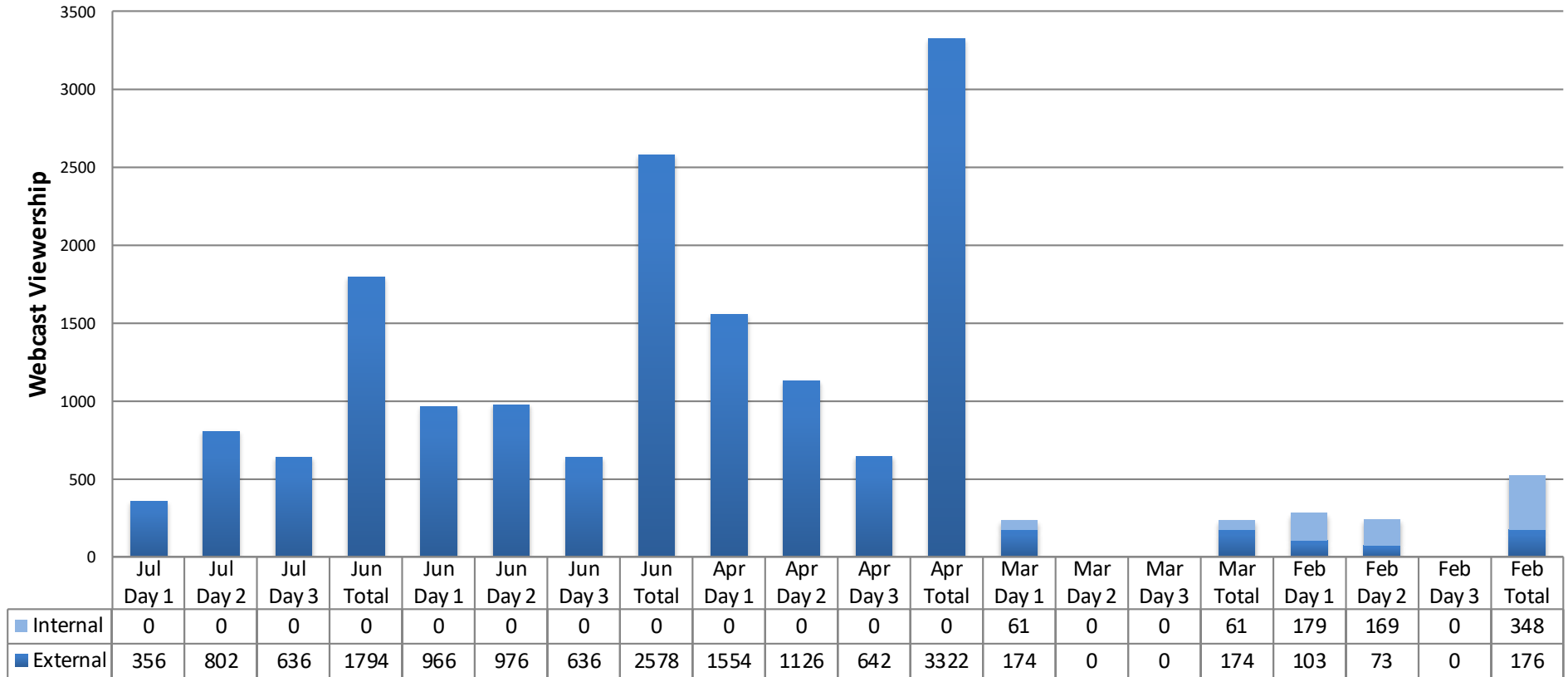
How many Public Records Act Requests are received and processed monthly?



Annual Stakeholder Survey (2019-20): Does CalPERS do a good job keeping...



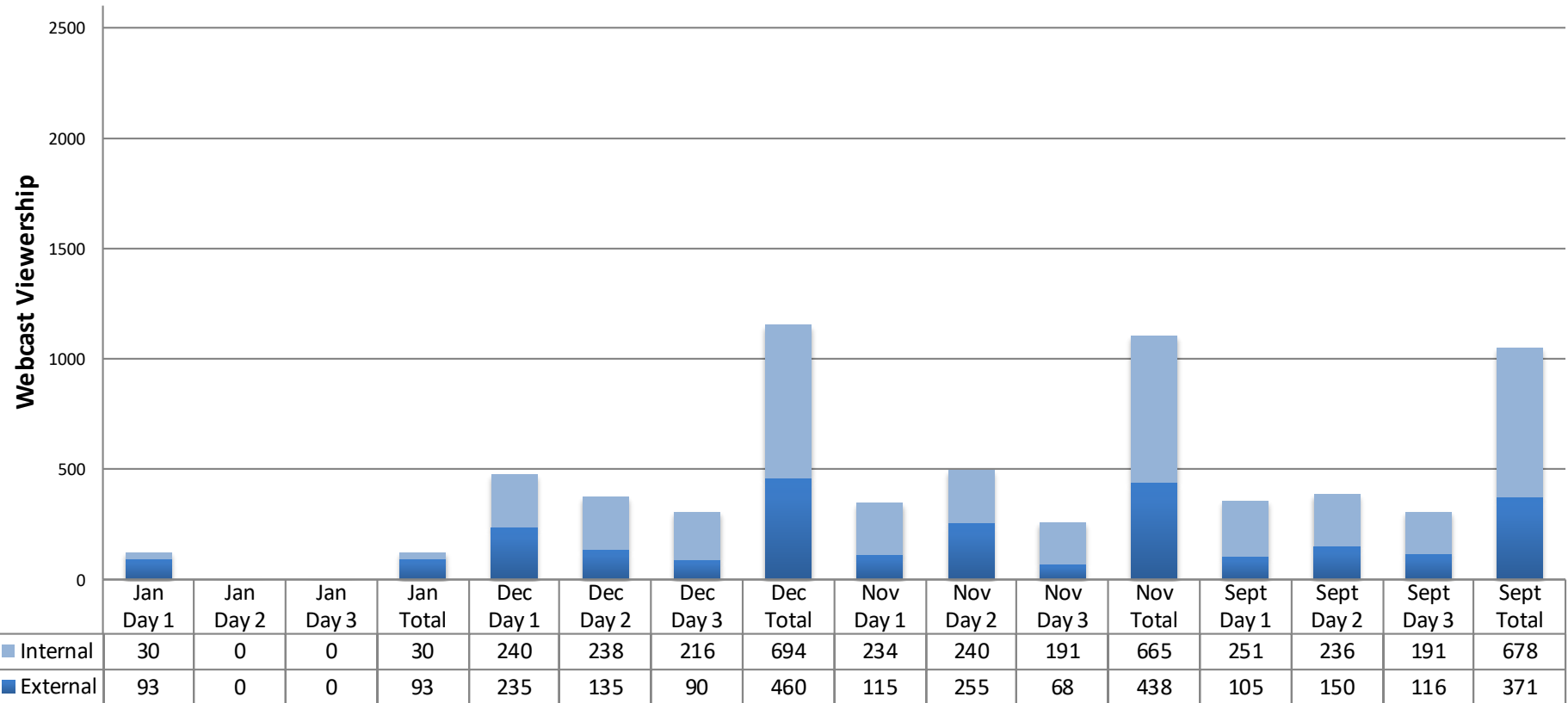
2020-21 Board Meeting Webcast Viewership



July Board Offsite

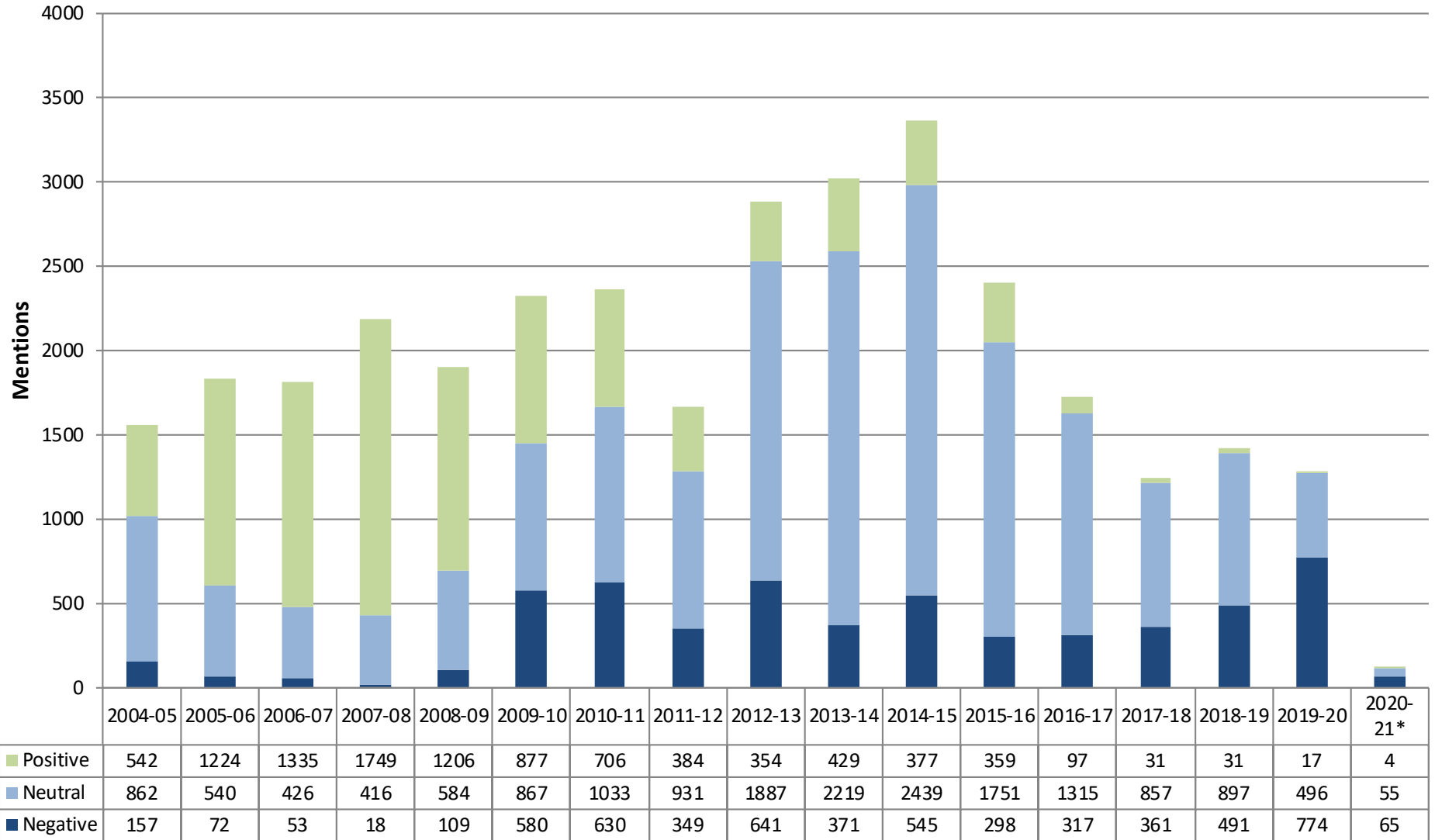
*Webcast streamed on YouTube includes
both Internal and External viewers

2019-20 Board Meeting Webcast Viewership



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

Mentions by Fiscal Year 2020-21



*July 2020 New Fiscal Year