

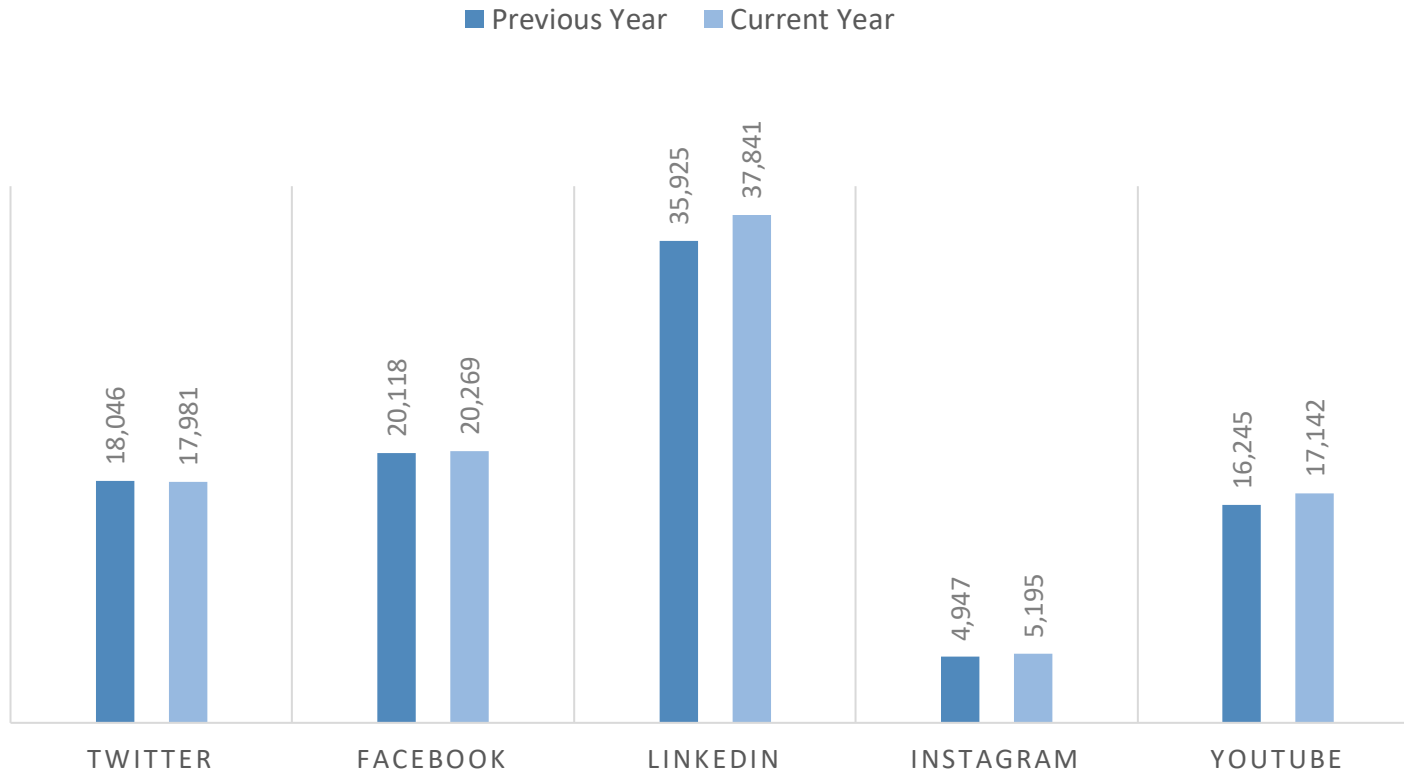
Communications & Stakeholder Relations

CalPERS Board of Administration Agenda Item 6d, Attachment 1

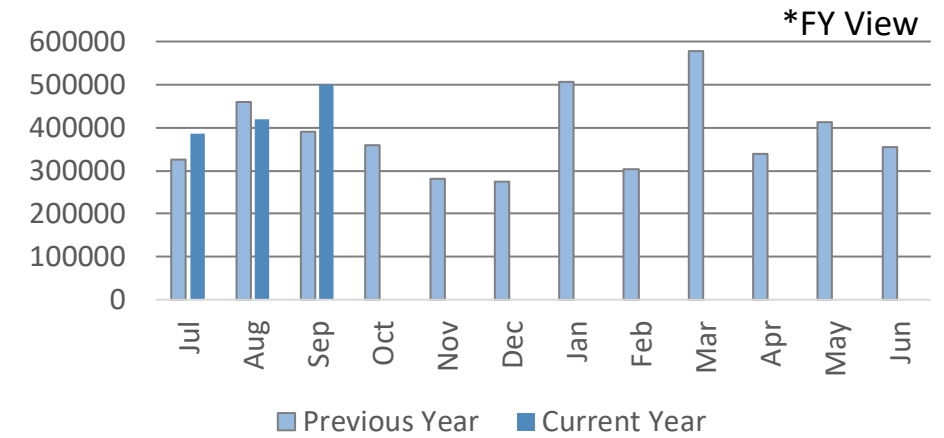
Strategic Digital
Communications
Dashboard

Reach

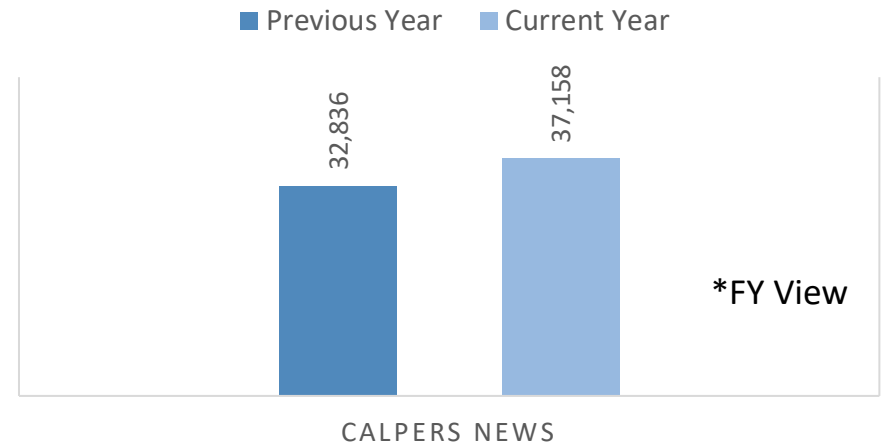
How many people follow CalPERS' accounts on Social Media?



How many people visited CalPERS' website?



How many people subscribed to CalPERS' email subscriptions?



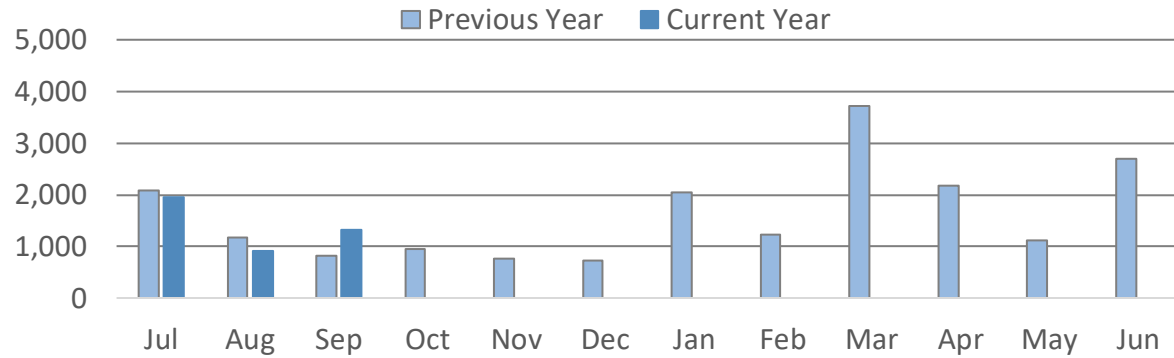
Communications & Stakeholder Relations

CalPERS Board of Administration Agenda Item 6d, Attachment 1

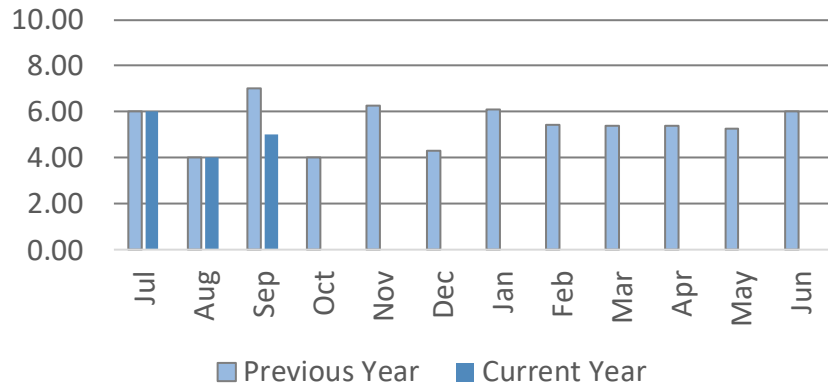
Strategic Digital
Communications
Dashboard

Response

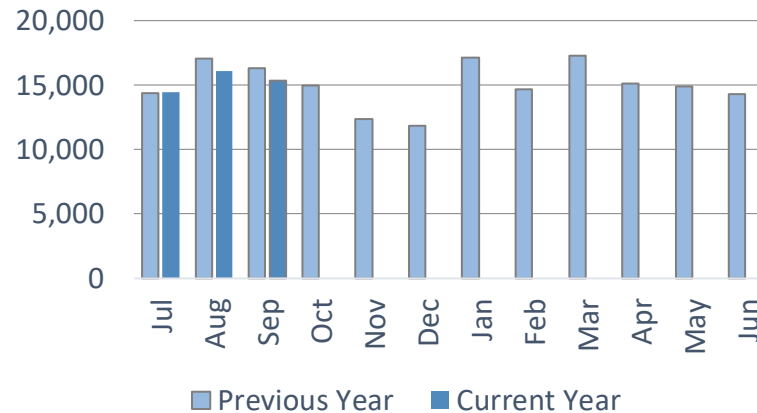
How many visitors come to CalPERS' website directly from social media websites?



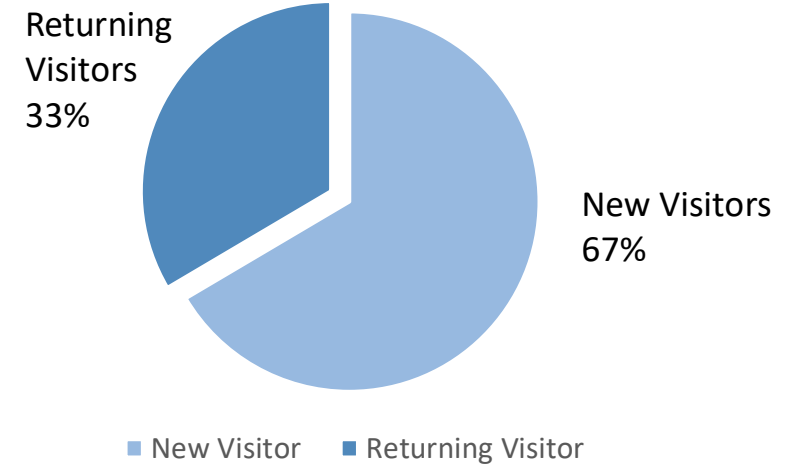
On average, how many minutes do visitors spend watching CalPERS' videos on YouTube?



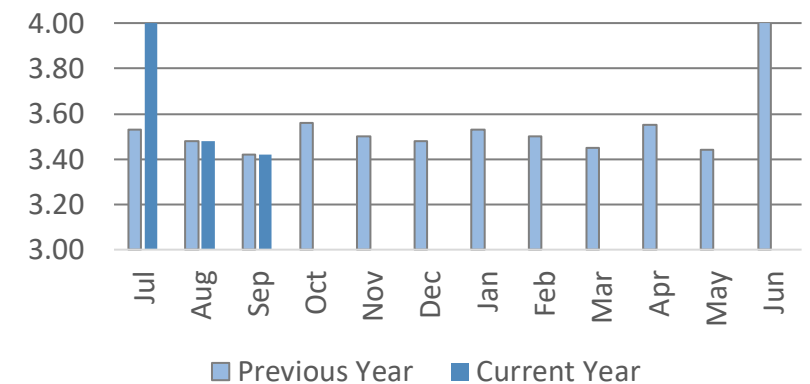
How many CalPERS' member publications are downloaded monthly?



Do people visit CalPERS' website more than once?



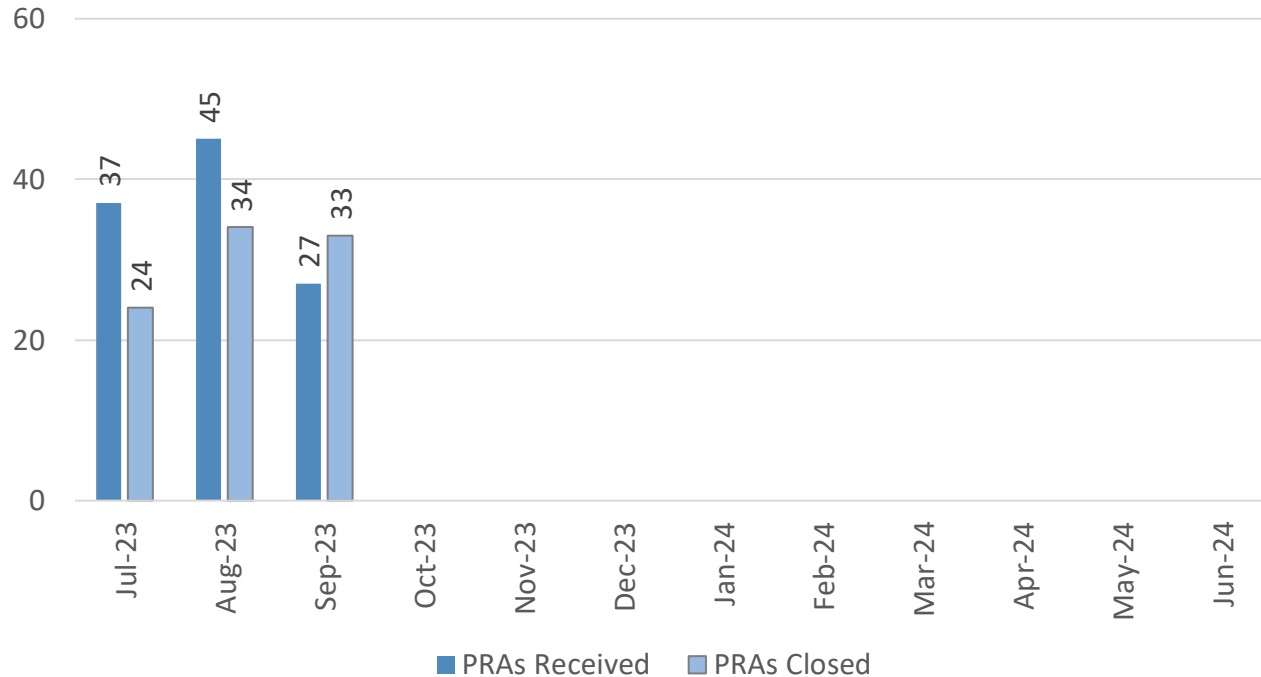
On average, how many minutes do visitors spend on CalPERS' website?



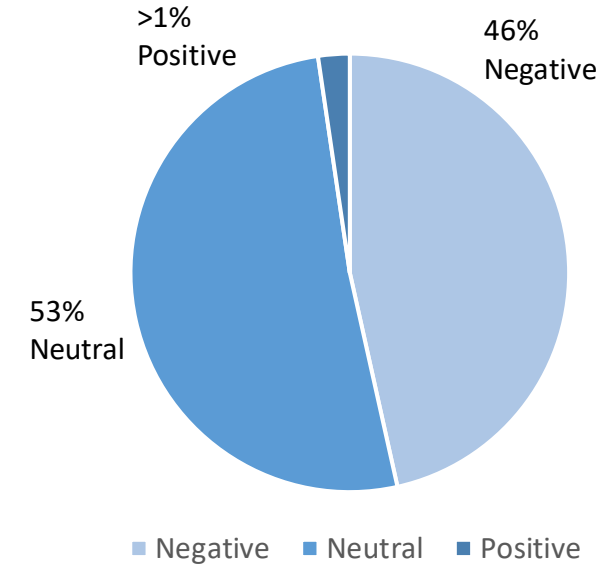
Strategic Digital
Communications
Dashboard

Reputation

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

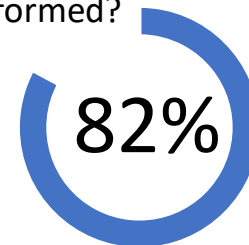


What is the sentiment of CalPERS' media coverage?

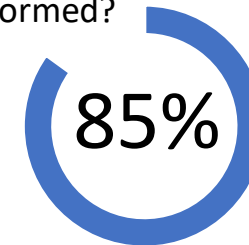


Annual Stakeholder Survey (2021-22):
Does CalPERS do a good job keeping...

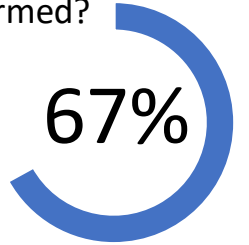
Employers
Informed?



Members
Informed?



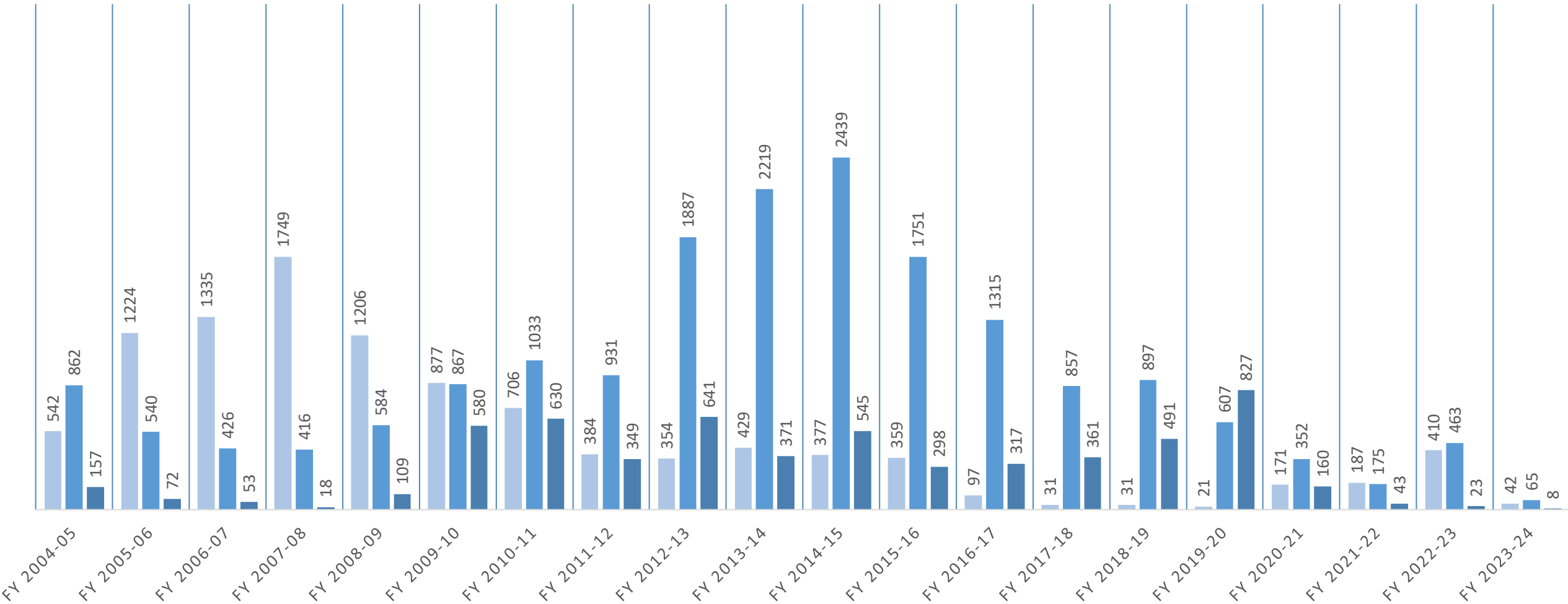
Stakeholders
Informed?



Mentions by Fiscal Year
Media Sentiment

■ Negative ■ Neutral ■ Positive

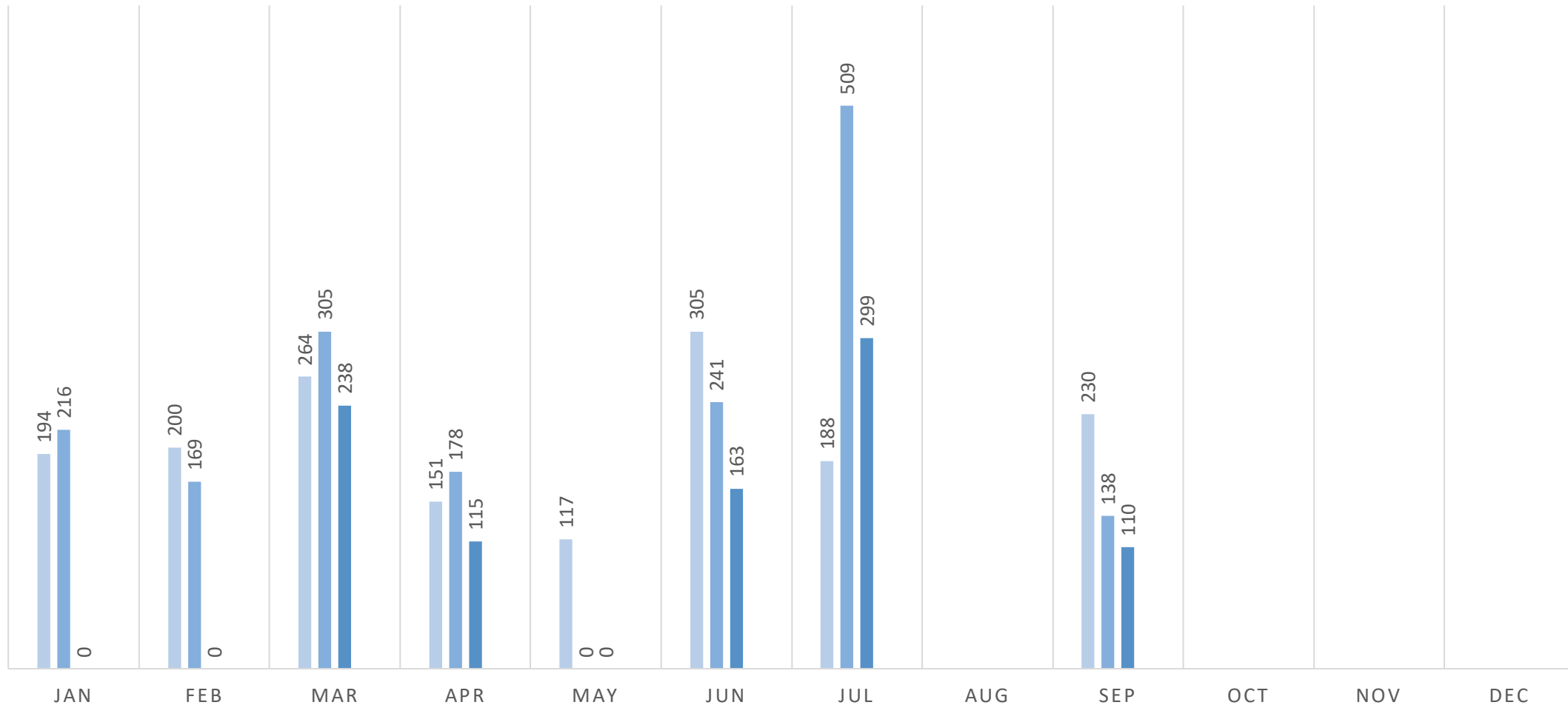
*Data is through July 2023



2023 Board Meeting Webcast Viewership

Day 1 Day 2 Day 3 Day 4

Note: No board meetings occurred in August 2023. Total views within 24 hours shown.



2022 Board Meeting Webcast Viewership

Day 1 Day 2 Day 3 Day 4

Note: No board meetings occurred in May, August, October or December 2022.

