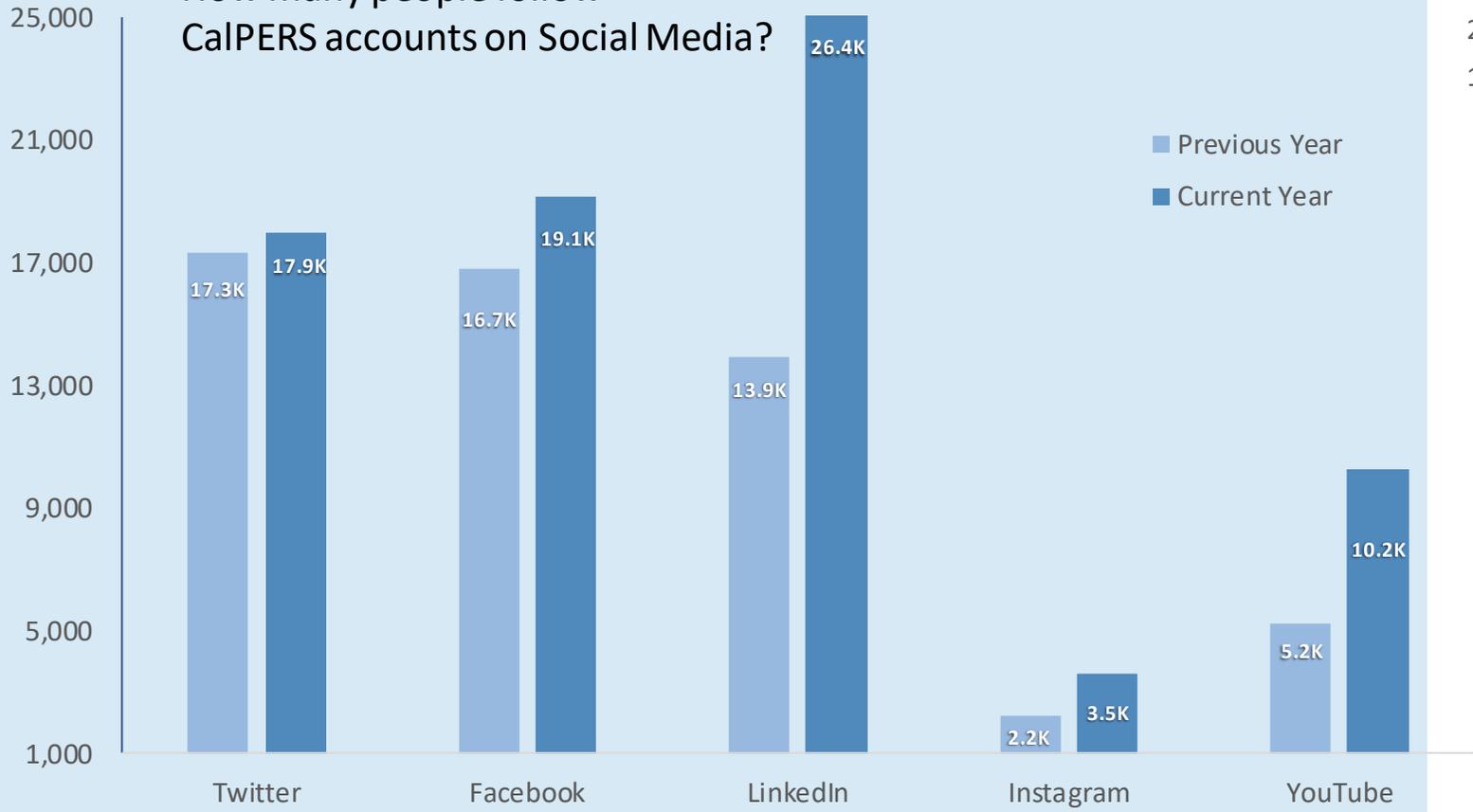


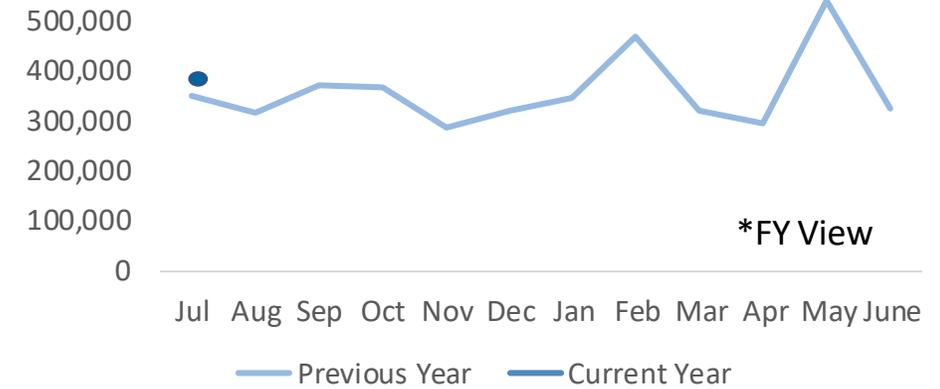
Strategic Digital  
Communications  
Dashboard

# Reach

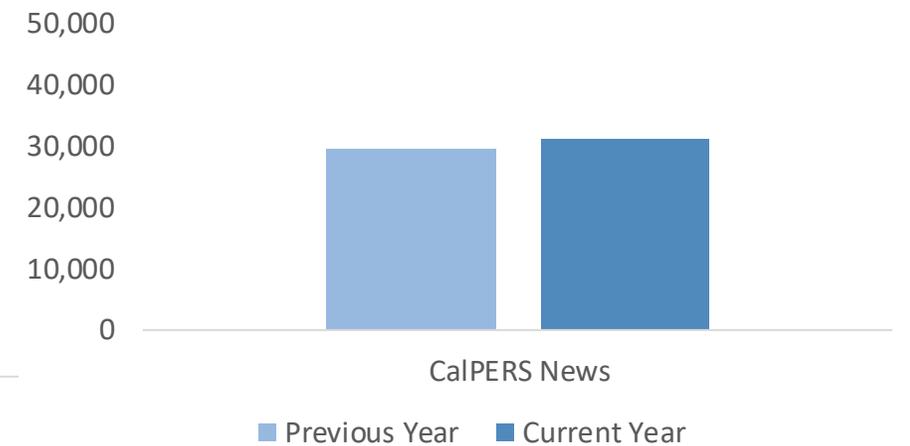
How many people follow CalPERS accounts on Social Media?



How many people visited CalPERS website?



How many people subscribed to CalPERS email subscriptions?



# Communications & Stakeholder Relations

## CalPERS Board of Administration Agenda Item 7d, Attachment 1

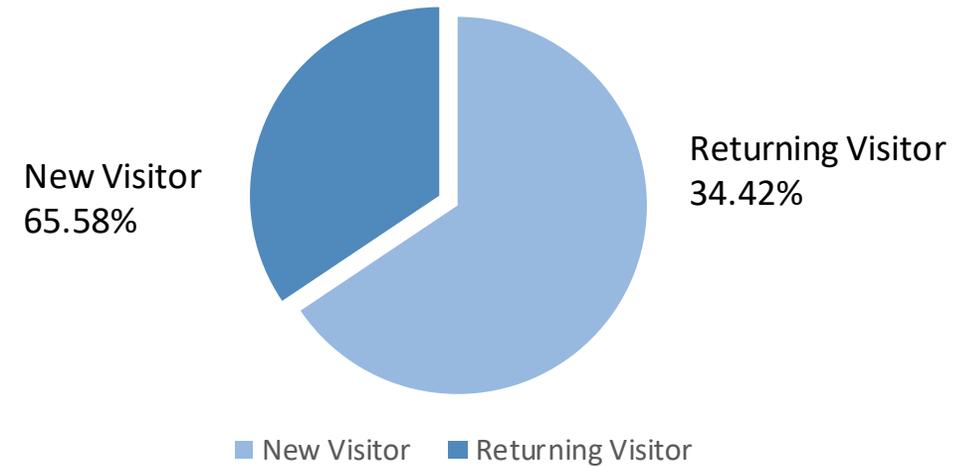
### Strategic Digital Communications Dashboard

# Response

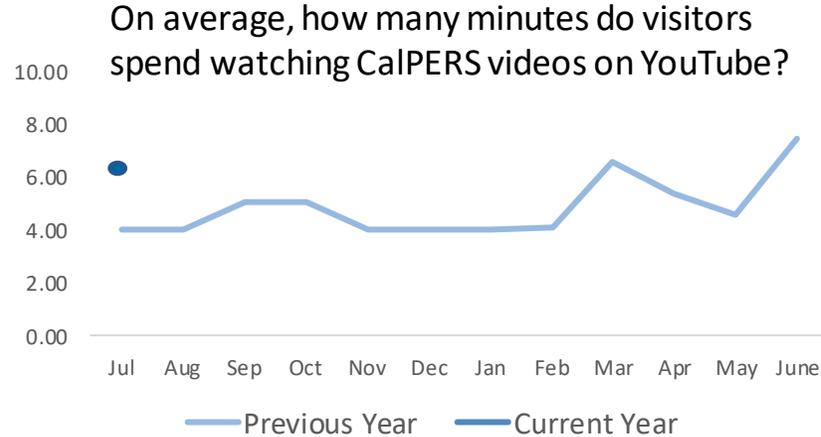
How many visitors come to CalPERS' website directly from social media websites?



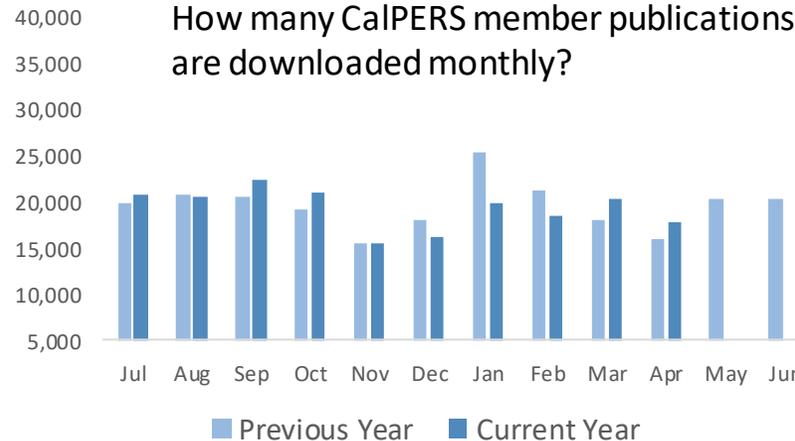
Do people visit CalPERS website more than once?



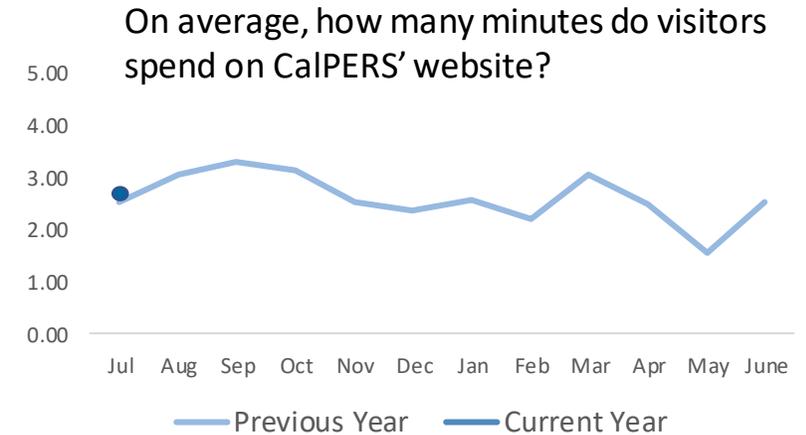
On average, how many minutes do visitors spend watching CalPERS videos on YouTube?



How many CalPERS member publications are downloaded monthly?



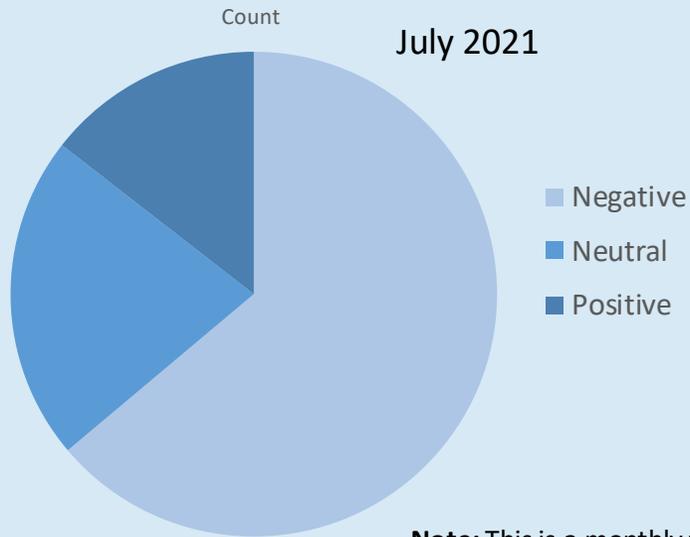
On average, how many minutes do visitors spend on CalPERS' website?



Strategic Digital  
Communications  
Dashboard

# Reputation

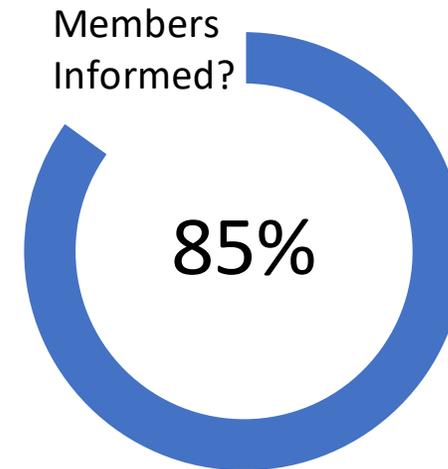
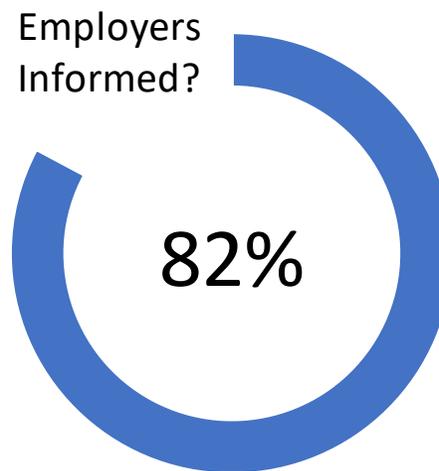
What is the sentiment of CalPERS' media coverage?



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

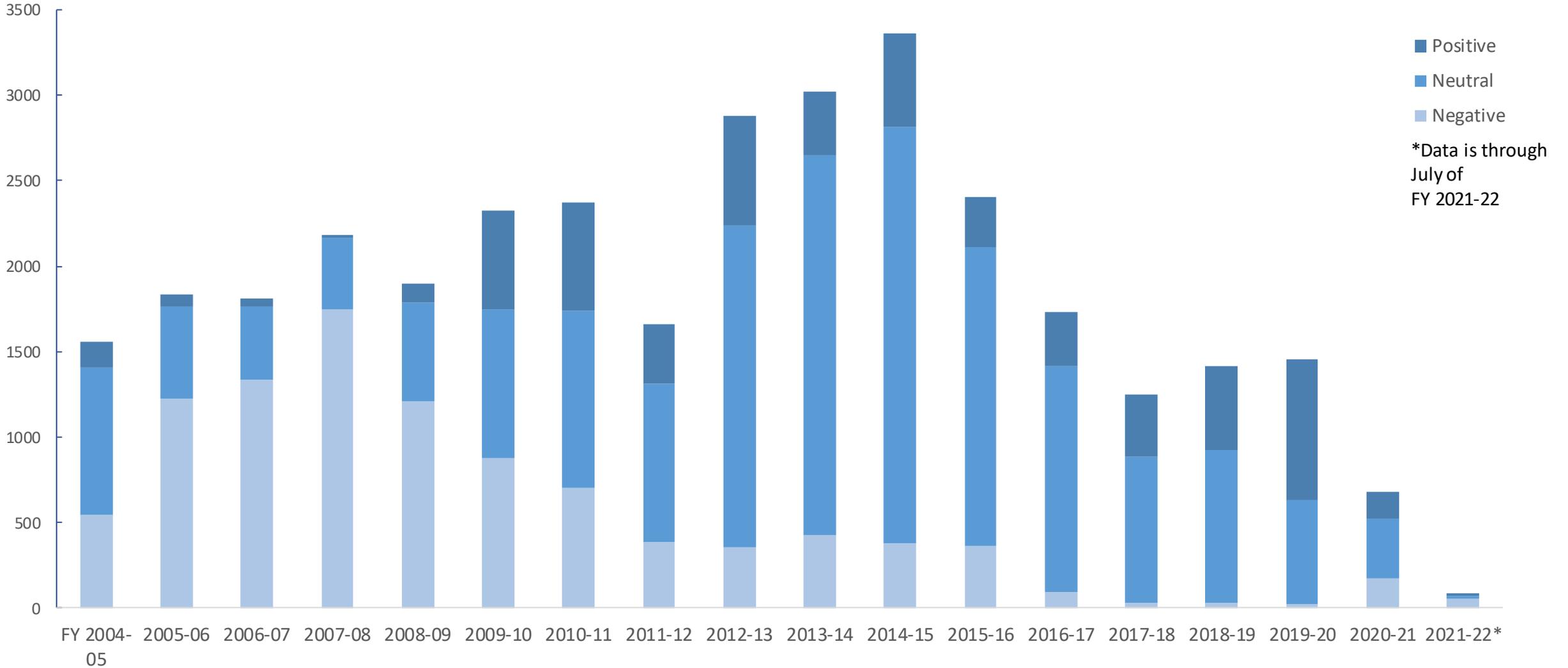


Annual Stakeholder Survey (2020-21):  
Does CalPERS do a good job keeping...



# Mentions by Fiscal Year

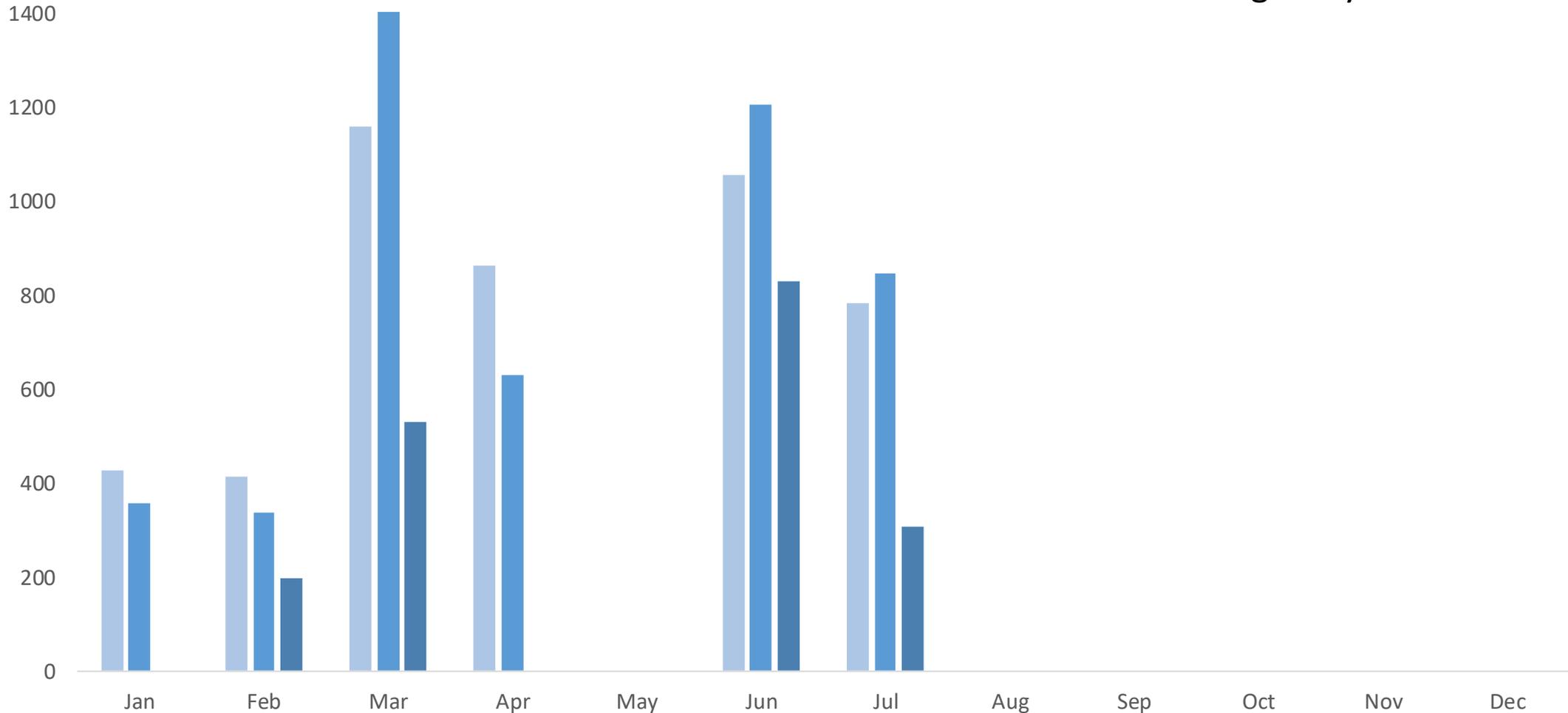
# Media Sentiment



2021 Board Meeting Webcast Viewership

Note: Data is through July 2021

- Day 1
- Day 2
- Day 3



2020 Board Meeting Webcast Viewership

