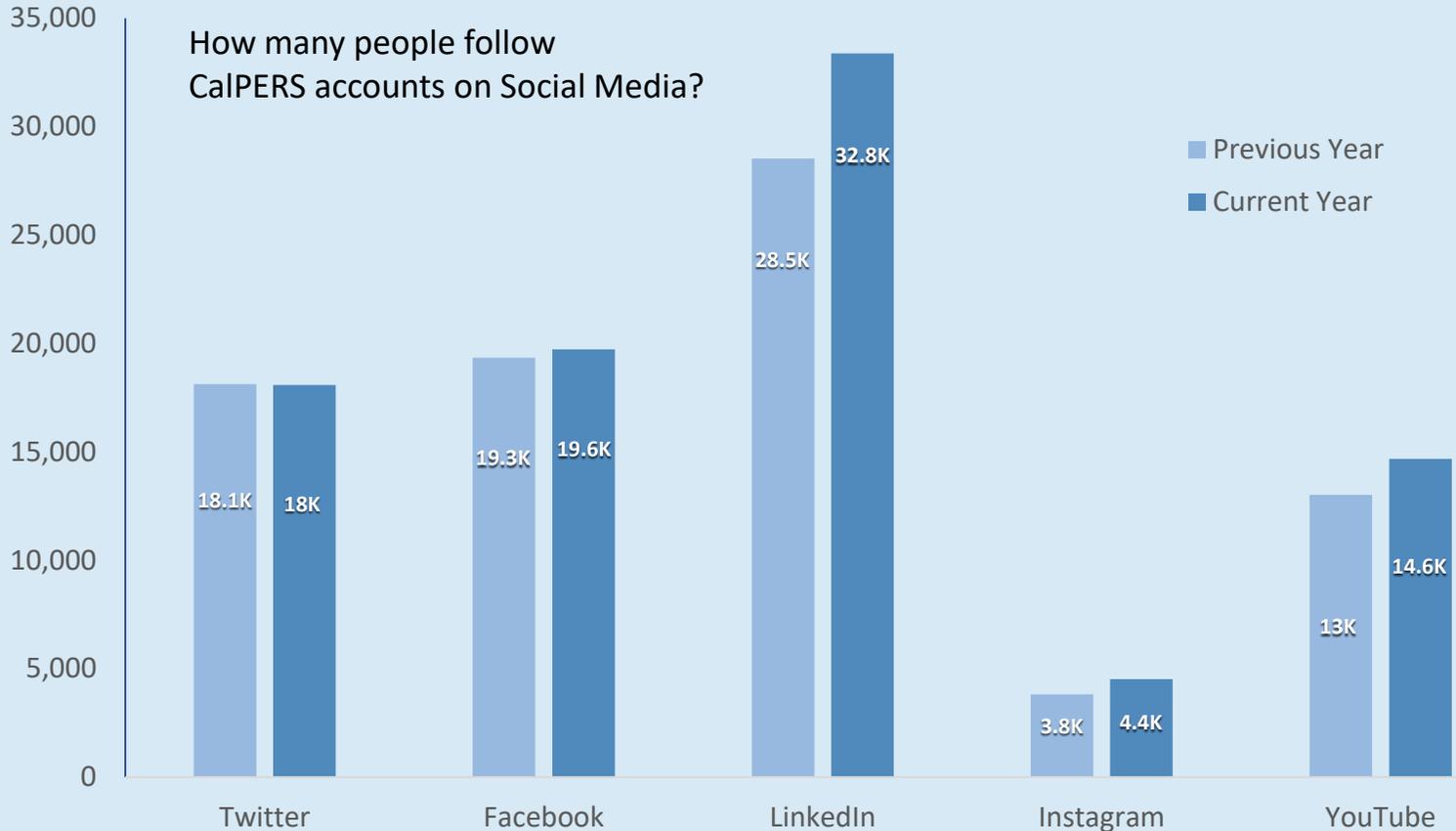


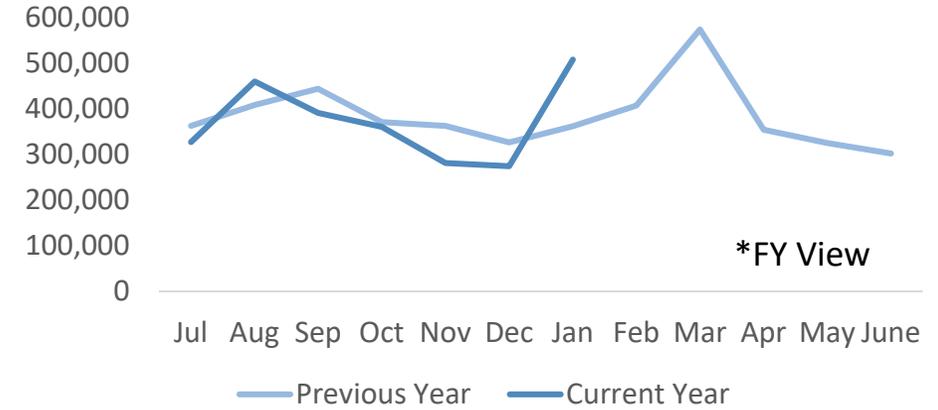
# Communications & Stakeholder Relations

Strategic Digital  
Communications  
Dashboard

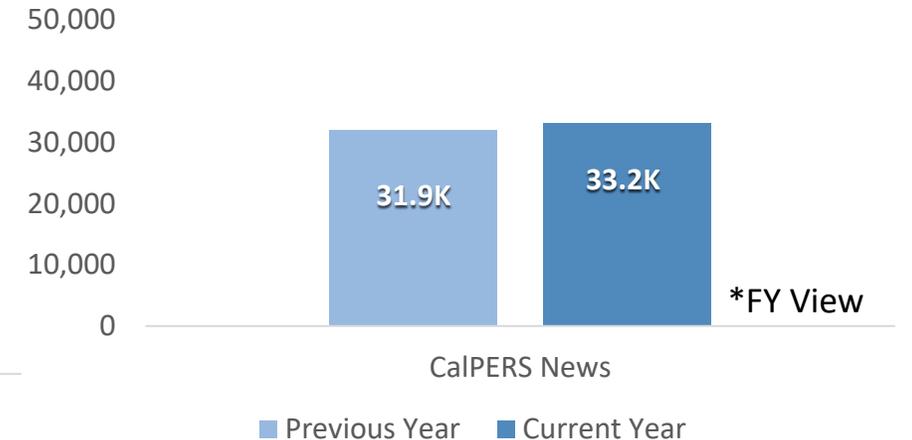
# Reach



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

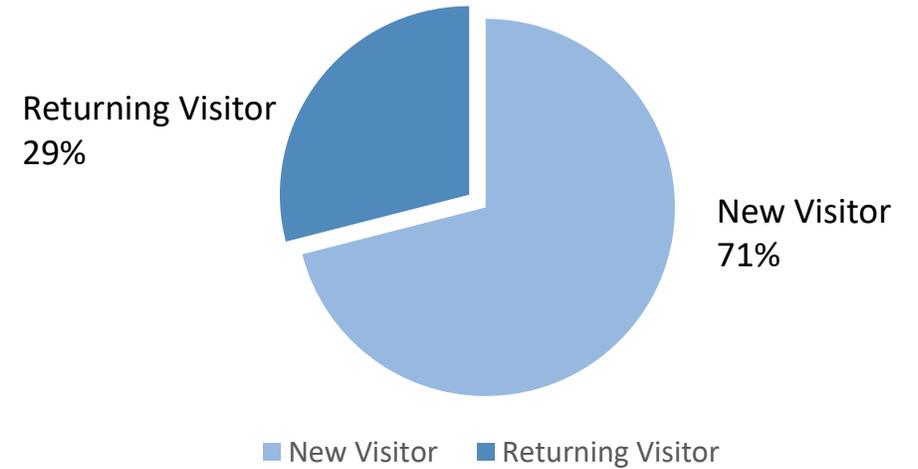
### Strategic Digital Communications Dashboard

# Response

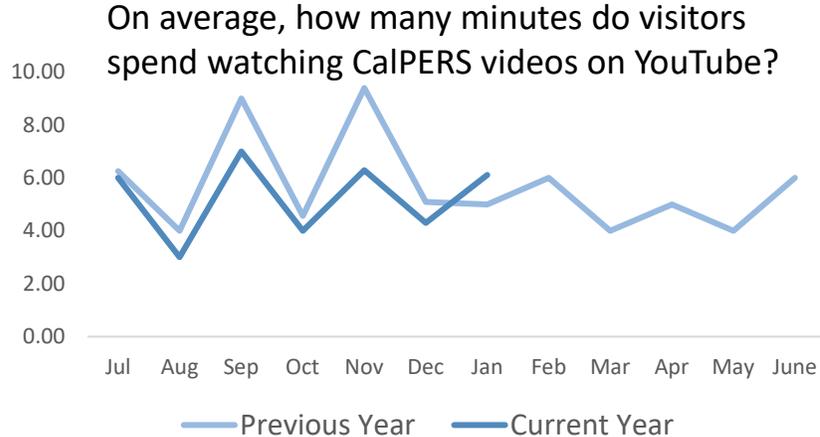
How many visitors come to CalPERS' website directly from social media websites?



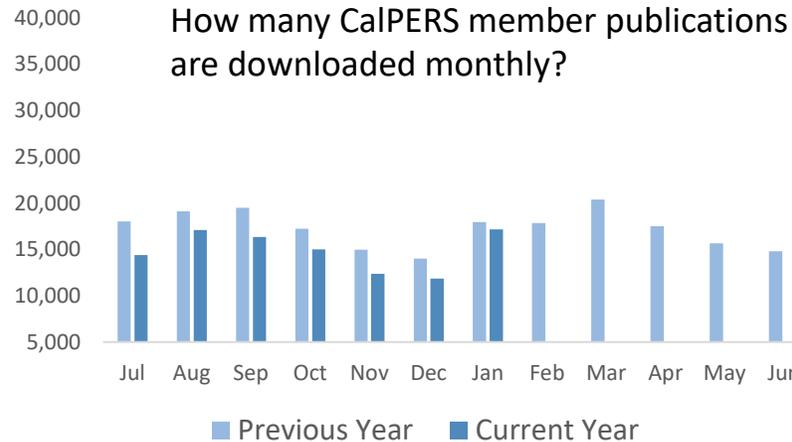
Do people visit CalPERS website more than once?



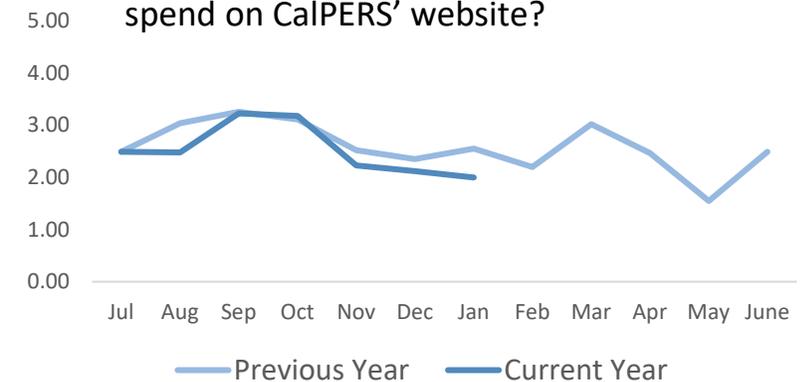
On average, how many minutes do visitors spend watching CalPERS videos on YouTube?



How many CalPERS member publications are downloaded monthly?



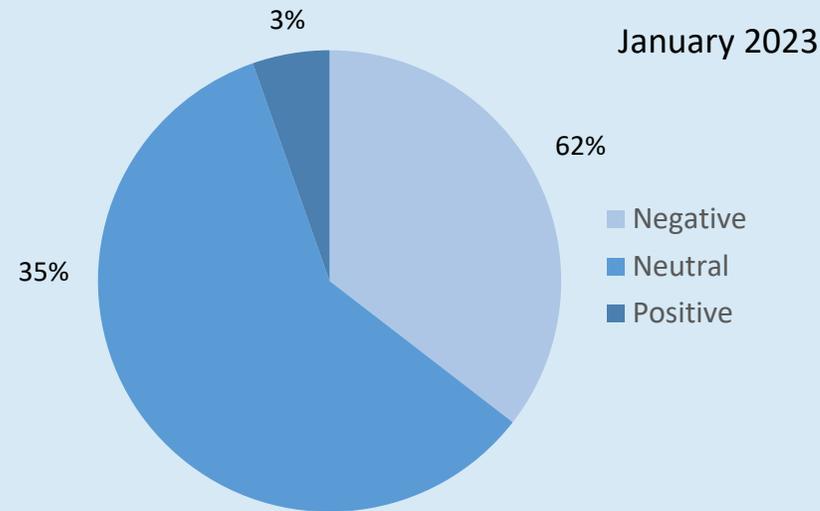
On average, how many minutes do visitors spend on CalPERS' website?



Strategic Digital  
Communications  
Dashboard

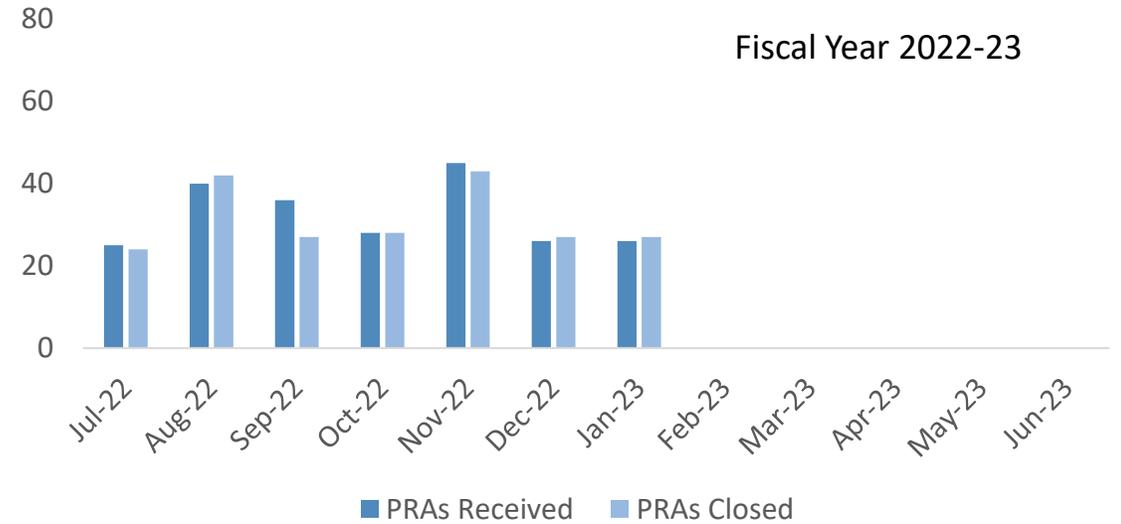
# Reputation

What is the sentiment of CalPERS' media coverage?

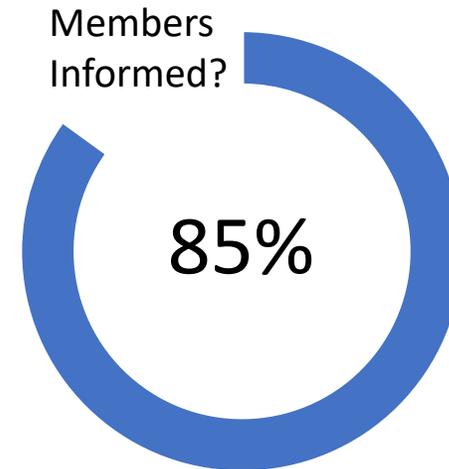
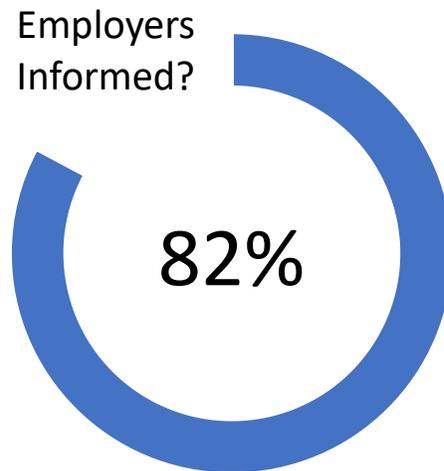


Note: This is a monthly view

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



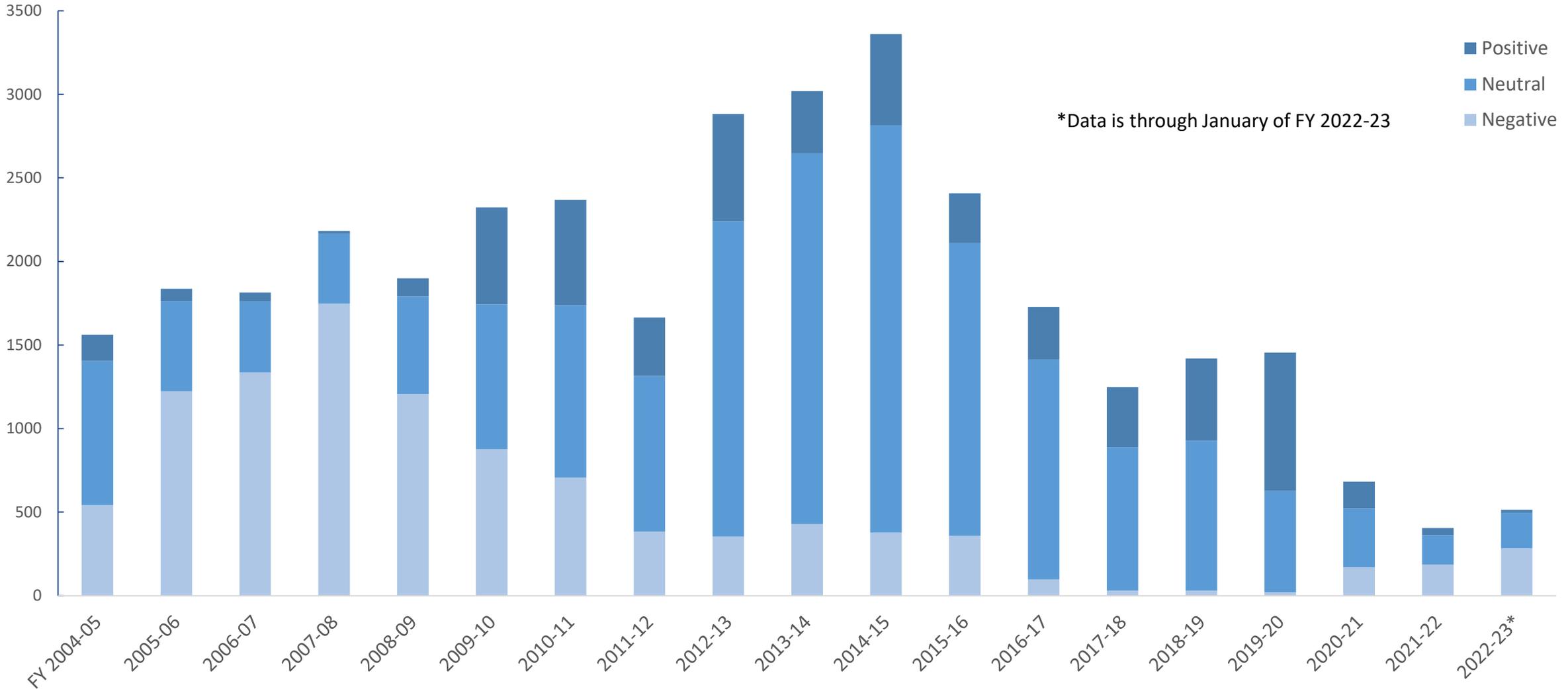
Fiscal Year 2022-23



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

# Mentions by Fiscal Year

# Media Sentiment



2023 Board Meeting Webcast Viewership



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.

