


Digital Communications Dashboard

2024 Highlights *(January 1–December 31)*

Total webpage visits


17,317,341 

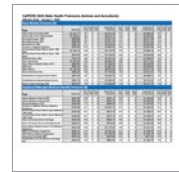
Most visited webpage:
**Health Plans & Rates
(Active Members)** 



Total PDF downloads


1,246,904 

Most downloaded PDF:
**2025 In-State Health
Premiums** 



Total video views

808,190 

Most viewed video:
**Social Security and
Your CalPERS Pension** 



Total PERSpective article views

5,204,914 

Most viewed article:
**The 2024 COLA is Coming:
Here's the Scoop** 




Total email campaigns

222 

Overall click rate: **16.5%**
(above 14.3% benchmark)

Total social media engagements

85,603 

Platform with most
engagements: **LinkedIn (50.7%)** 



Channel — CalPERS Website

 Page Views:	Q1	Q2	Q3	Q4	2024 Total
	3,721,548	4,264,245	5,154,876	4,176,672	17,317,341

2024 Top 5	Number of views	% of total views
Plans & Rates (Active Members) ↗	498,714	2.88%
Pay Days ↗	378,830	2.19%
Cost-of-Living Adjustment (COLA) ↗	323,865	1.87%
Retirement Benefits ↗	301,361	1.74%
Retirement Estimate Calculator ↗	289,603	1.68%

 PDF Downloads:	Q1	Q2	Q3	Q4	2024 Total
	301,091	254,968	410,716	280,129	1,246,904

2024 Top 5	Number of downloads	% of total downloads
CalPERS 2025 In-State Premiums ↗	55,903	4.38%
CalPERS 2024 In-State Premiums ↗	40,511	3.18%
Region 1 Premiums ↗	27,493	2.16%
School Member - 2% at 55 Benefit Factors ↗	25,957	2.04%
2025 Health Benefit Summary ↗	25,498	2.00%

Channel — PERSpective



Viewed Articles:

	Q1	Q2	Q3	Q4	2024 Total
	1,828,256	1,477,127	1,127,870	771,661	5,204,914

2024 Top 5

	Number of views	% of total views
The 2024 COLA is Coming: Here's the Scoop ↗	588,981	11.32%
View Your Retirement Check with Our New App for Your Mobile Device ↗	539,818	10.37%
New Year, New Laws for 2024 ¹	207,166	3.98%
What Retirees Need to Know for 2024 ¹	130,079	2.50%
New Year's CEO Message to Members: We're Ready for 2024 ↗	127,672	2.45%

¹ This page is no longer available.

Channel — Email



Email Campaigns¹:

	Q1	Q2	Q3	Q4	2024 Total
	31	68	74	49	222

Overall click rate ²	20.8%	9.12%	11.45%	14.95%	16.5%
Overall opt-out rate ³	0.04%	0.08%	0.05%	0.04%	0.03%

¹ An email campaign refers to a communication effort sent through an email distribution to an audience of multiple recipients.

² Percentage of recipients who clicked a link in the email.

³ Percentage of recipients who unsubscribed. Any number below benchmark would generally be considered good.

Channel — Social Media



All Engagements¹:

Q1	Q2	Q3	Q4	2024 Total
21,394	16,867	35,790	11,552	85,603

Platform	Q1	Q2	Q3	Q4	2024 Total
X	1,269	3,509	393	573	5,744
Facebook	11,508	4,172	20,145	3,541	39,366
Instagram	407	309	7,914	609	9,239
LinkedIn	8,210	8,877	7,338	6,829	31,254

¹ Shares, likes, reactions, and comments.

Channel — CalPERS YouTube

Viewed Videos:

Q1	Q2	Q3	Q4	2024 Total
145,248	185,959	211,989	264,994	808,190

2024 Top 5

	Number of views	% of total views
Social Security and Your CalPERS Pension ↗	100,978	12.5%
CalPERS Quick Tip Cost-of-Living Adjustment (COLA) ↗	42,079	5.2%
Your Retirement Estimate and Payment Options ¹	30,822	3.8%
Cost-of-Living Adjustment (COLA) ↗	28,852	3.6%
Retirement Planning Checklist ↗	27,172	3.4%

¹ This page is no longer available.

Channel — Board Meeting Webcasts



Live Views:

Q1	Q2	Q3	Q4	2024 Total
3,009	2,051	1,975	183	7,218

2024 Top Live Views:

	Board Day	Number of live views
6/11/2024	June Board, Day 2	756
1/16/2024	Board Education Day	646
2/20/24	February Board, Day 1	565
3/18/24	March Board, Day 1	558
1/17/24	Stakeholder Forum	513