





Digital Communications Dashboard

Stakeholder Engagement by Channel

Quarter 1: January 1 – March 31, 2025 *(unless otherwise noted)*

Quarter 1 Highlights

Cost-of-Living Adjustment (COLA)  & Benefit Factor Charts  have moved into the top 5 website pages visited

↑ 41%

Increase in PERSpective page views:
771,661 (2024 Q4) → 1,084,488 (2025 Q1)

↓ 51%










Decrease in PDF downloads:
280,129 (2024 Q4) → 137,100 (2025 Q1)

↑ 187%

Increase in Facebook impressions:
95,539 (2024 Q4) → 273,784 (2025 Q1)






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Channel — CalPERS Website

Total Page Views	12,620,085	100%
Top 5	Number of views	% of total views
Pay Days 	198,553	4.48%
Retirement Estimate Calculator 	178,903	4.04%
Plans & Rates (Active Member) 	148,052	3.34%
Cost-of-Living Adjustment (COLA) 	137,026	3.10%
Benefit Factor Charts 	113,767	2.57%
Total PDF Downloads	137,100	100%
Top 5	Number of downloads	% of total downloads
CalPERS 2025 In-State Premiums 	5,085	3.71%
Region 1 Premiums 	3,185	2.32%
2025 Health Benefit Summary 	2,823	2.06%
myCalPERS Pay Warrant App Instructions 	2,639	1.92%
School Member – 2% at 55 Benefit Factors 	2,449	1.79%

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Channel — PERSpective

Total Viewed Articles	1,084,488	100%
Top 5	Number of views	% of total views
What Retirees Need to Know for 2025 	197,467	18.21%
View Your Retirement Check with Our New App for Your Mobile Device 	69,109	6.37%
Stay Updated on the Social Security Fairness Act 	68,048	6.27%
6 Can-Do Resolutions for CalPERS Members 	57,417	5.29%
By the Numbers: The Lifecycle of a CalPERS Member 	57,406	5.29%

Channel — Email

Email Campaigns¹

		Government Benchmark ⁴	Healthcare Benchmark ⁴
Total email campaigns directed toward specific audiences (Members/retirees, employers, other stakeholders, and CalPERS team members)	73	N/A	N/A
Overall click rate ²	9.29%	14.3%	13.4%
Overall opt-out rate ³	0.02%	0.1%	0.3%

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.

⁴ Benchmark data from Campaign Monitor 2022 Email Marketing Benchmarks Report.

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Channel — Social Media

Engagement & Impressions by Social Media Platform


Platform	Total Engagements ¹	Total Impressions ²	Engagement Rate ³	Engagement Rate Benchmark ⁴
X	1,887	74,231	2.5%	1.31%
Facebook	16,671	273,784	6.1%	2.19%
Instagram	475	37,519	1.3%	1.97%
LinkedIn	11,235	192,579	5.8%	1.91%

¹ Shares, likes, reactions, and comments.






² The number of times posts were displayed to users.

³ The number of times users engaged with content as a percentage of impressions.

⁴ Benchmark data from Hootsuite Average Engagement Rates for Government, January 2024.

Source: <https://blog.hootsuite.com/average-engagement-rate/> 

Channel — CalPERS YouTube

Total Viewed Videos	283,417	100%
Top 5	Number of views	% of total views
Why Work at CalPERS? 	69,969	24.7%
Your Retirement Calculation 	44,408	15.7%
Retirement Income Sources 	30,887	10.9%
CalPERS 457 Plan: Reach Your Retirement Income Goals 	14,932	5.3%
Understanding Your Retirement Benefit Options 	12,216	4.3%

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Channel — Board Meeting Webcasts

Total Live Views		3,366
Date	Board Days	Live Views
1/13/25	Board Education Day	224
1/14/25	Stakeholder Forum	556
2/18/25	Board Day 1	347
2/19/25	Board Day 2	409
3/17/25	Board Day 1	694
3/18/25	Board Day 2	916
3/19/25	Board Day 3	220