

Digital Communications Dashboard

Stakeholder Engagement by Channel

Quarter 2: April 1 – June 30, 2025

Quarter 2 Highlights

↑255%

Increase in total engagements on CalPERS' Instagram platform:
475 (2025 Q1) → 1,686 (2025 Q2)

↑59%

Increase in videos viewed on CalPERS' YouTube channel:
283,417 (2025 Q1) → 451,430 (2025 Q2)

↑86%

Increase in total PDF downloads:
137,100 (2025 Q1) → 255,197 (2025 Q2)

Why work at CalPERS?

Videos about working at CalPERS accounted for **46%** of total viewed videos in Q2.

Channel – CalPERS Website

Total Page Views	8,769,265	100%
Top 5	Number of views	% of total views
Paydays	193,189	2.20%
Plans & Rates (Active Member)	140,016	1.60%
Benefit Factor Charts	123,284	1.41%
Service Credit (Time Worked)	118,090	1.35%
Cost-of-Living Adjustment (COLA)	96,173	1.10%
Total PDF Downloads	255,197	100%
Top 5	Number of downloads	% of total downloads
2025 CalPERS State Health Premiums (Active and Annuitants)	9,950	3.90%
Retirement Formulas and Benefit Factors – State Miscellaneous & Industrial Members – 2% at 55	7,532	2.95%
Retirement Formulas and Benefit Factors – School Members - 2% at 55	6,670	2.61%
2025 CalPERS Region 1 Health Premiums (Actives and Annuitants)	6,649	2.60%
School Member – 2% at 62 Benefit Factors	5,054	1.98%

Channel – PERSpective

Total Viewed Articles	824,167	100%
Top 5	Number of views	% of total views
COLA's Secret to Retirement Security ↗	102,474	12.43%
CalPERS Members Ask: What's the Best Day to Retire? ↗	87,129	10.57%
Should You Stay or Go? What to Know if You Retire Out-of-State ↗	66,880	8.11%
A New Lease on Life: CalPERS Retirees Get a Second Chance ↗	48,037	5.83%
FAQs: 2025 Blue Shield of California Health Contract Negotiations ↗	45,884	5.57%

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)	59	N/A	N/A
Overall click rate ²	9.18%	14.3%	13.4%
Overall opt-out rate ³	0.04%	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

Channel – Social Media

Engagement & Impressions by Social Media Platform

Platform	Total Engagements ¹	Total Impressions ²	Engagement Rate ³	Engagement Rate Benchmark ⁴
X	1,264	71,062	1.8%	1.31%
Facebook	9,784	240,129	4.1%	2.19%
Instagram	1,686	50,242	3.4%	1.97%
LinkedIn	9,694	196,773	4.9%	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	451,430	100%
Top 5	Number of views	% of total views
Why Work at CalPERS? 	157,102	34.8%
CalPERS Cost of Living Adjustment 	59,107	13.1%
Service Credit Purchase 	39,208	8.7%
What's it Like to Work at CalPERS?  (Matt Version – Currently Unlisted)	29,241	6.5%
What's it Like to Work at CalPERS?  (Fritzie Version – Currently Unlisted)	22,640	5.0%

Channel – Board Meeting Webcasts

Total Live Views	3,792
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Date	Board Days	Live Views
April 14	Board Day 1	666
April 15	Board Day 2	601
May 19	Board Day 1	305
June 2	Risk & Audit Committee	244
June 16	Board Day 1	684
June 17	Board Day 2	822
June 18	Board Day 3	470