

Digital Communications Dashboard

Stakeholder Engagement by Channel

Quarter 3: July 1 – September 30, 2025

Quarter 3 Highlights

↑129%

Increase in total Facebook impressions:
240,129 (2025 Q2) → 550,775 (2025 Q3)

↑88%

Increase in total email campaigns:
59 (2025 Q2) → 111 (2025 Q3)

↑26%

Increase in total LinkedIn engagement:
9,694 (2025 Q2) → 12,194 (2025 Q3)

↑60%

Increase in total PDF downloads:
255,197 (2025 Q2) → 409,052 (2025 Q3)

Channel – CalPERS Website

Total Page Views	7,520,710	100%
Top 5	Number of views	% of total views
Plans & Rates (Active Members) ↗	290,851	3.86%
CalPERS Announces Health Plan Premiums for 2026 ↗	133,721	1.78%
Paydays ↗	133,454	1.77%
Benefit Factor Charts ↗	87,605	1.16%
Annual Health Plan Changes ↗	85,009	1.13%
Total PDF Downloads	409,052	100%
Top 5	Number of downloads	% of total downloads
CalPERS 2026 In-State Premiums (PDF) ↗	39,162	9.57%
Board Agenda Item - 2026 Statewide Premiums Per Subscriber Per Month (PSPM) (PDF) ↗	23,461	5.74%
Region 1 Premiums (PDF) ↗	11,754	2.87%
2026 Health Benefit Summary (PDF) ↗	9,153	2.24%
2026 CalPERS Out-Of-State Health Premiums (Actives and Annuitants) (PDF) ↗	3,902	0.95%

Channel – PERSpective

Total Viewed Articles	715,403	100%
Top 5	Number of views	% of total views
Can You Pass Our Benefits Basics Quiz? - CalPERS PERSpective ↗	70,376	9.84%
How to Use the Retirement Estimate Calculator: A Step-by-Step Guide ↗	49,807	6.96%
Which Retirement Savings Plan Is Right for You? ↗	38,311	5.36%
Know Your Health Care Coverage Before You Go ↗	36,675	5.13%
Open Enrollment Is Coming: Find the Health Plan That's Right for You ↗	27,532	3.85%

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)	111	N/A	N/A
Overall click rate ²	15.86%	14.3%	13.4%
Overall opt-out rate ³	0.03%	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	876	36,541	2.4%	1.7%
Facebook	25,772	550,775	4.7%	1.5%
Instagram	900	75,406	1.2%	3.5%
LinkedIn	12,194	238,289	5.1%	2.7%

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 2025.

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

Channel – CalPERS YouTube

Total Viewed Videos	347,028	100%
Top 5	Number of views	% of total views
Your myCalPERS Account for Retirees, Beneficiaries, and Survivors 	24,053	6.9%
Retirement Security Starts Here Work at CalPERS 	19,654	5.7%
2025 Open Enrollment Member Webinar 	18,903	5.5%
Flexibility, Benefits, and Stability CalPERS Careers 	18,754	5.4%
Diversity and Collaboration at CalPERS 	17,543	5.1%

Channel – Board Meeting Webcasts

Total Live Views	4,207
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Date	Board Days	Live Views
7/14/25	Board Offsite Day 1	662
7/15/25	Board Offsite Day 2	956
7/16/25	Board Offsite Day 3	294
9/15/25	Board Day 1	821
9/16/25	Board Day 2	896
9/17/25	Board Day 3	578