

Digital Communications Dashboard

2025 Highlights *(January 1–December 31)*

Total webpage visits

27,000,877

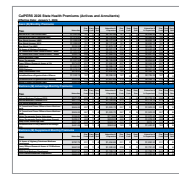

Most visited webpage:
Health Plans & Rates
(Active Members) ↗



Total PDF downloads

1,068,625

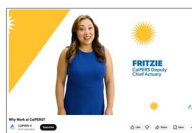

Most downloaded PDF:
2026 State Health Premiums
(Active & Annuitants) ↗



Total video views

2,091,309


Most viewed video:
Why Work at CalPERS ↗



Total PERSpective article views

1,037,812

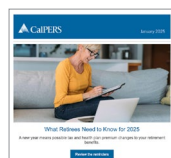

Most viewed article:
What Retirees Need to
Know for 2025 ↗



Total email campaigns

299

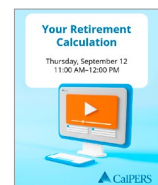

Overall click rate: **11.03%**
(below 14.3% benchmark)



Total social media impressions

3,392,627


Platform with the most
impressions: **Facebook** (60%)



Channel – CalPERS Website

Total Page Views¹	27,000,877	100%
Top 5	Number of views	% of total views
Plans & Rates (Active Members) ↗	700,259	2.59%
Paydays ↗	686,459	2.54%
Retirement Estimate Calculator ↗	361,345	1.34%
Benefit Factor Charts ↗	331,152	1.23%
Service Credit (Time Worked) ↗	313,909	1.16%

¹ Page views from 2/26/25–7/10/25 were adjusted to correct for temporary duplication in tracking.

Total PDF Downloads	1,068,625	100%
Top 5	Number of downloads	% of total downloads
2026 CalPERS State Health Premiums (Active and Annuitants) (PDF) ↗	59,328	5.55%
2025 CalPERS State Health Premiums (Active and Annuitants) (PDF) ↗	27,909	2.61%
2026 CalPERS Region 1 Health Premiums (Actives and Annuitants) (PDF) ↗	25,492	2.39%
July Board of Administration Offsite ↗	23,469	2.20%
Retirement Formulas and Benefit Factors - School Members - 2% at 55 ↗	22,055	2.06%

Channel – PERSpective

Total Viewed Articles¹	1,037,812	100%
Top 5	Number of views	% of total views
What Retirees Need to Know for 2025 ↗	69,233	6.67%
COLA's Secret to Retirement Security ↗	35,118	3.38%
CalPERS Members Ask: What's the Best Day to Retire? ↗	34,083	3.28%
By the Numbers: The Lifecycle of a CalPERS Member ↗	24,811	2.39%
Can You Pass Our Benefits Basics Quiz? ↗	24,397	2.35%

¹ Page views prior to 10/1/25 were adjusted to correct for temporary duplication in tracking.

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)	299	N/A	N/A
Overall click rate ²	11.03%	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.

Channel – Social Media

Engagement & Impressions by Social Media Platform

Platform	Total Engagements ¹	Total Impressions ²	Engagement Rate ³	Engagement Rate Benchmark ⁴
X	4,480	200,152	2.2%	1.7%
Facebook	69,594	2,024,664	3.4%	1.5%
Instagram	4,728	288,266	1.6%	3.0%
LinkedIn	47,514	879,545	5.4%	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	2,091,309	100%
Top 5	Number of views	% of total views
Why Work at CalPERS? 	268,922	12.9%
Flexibility, Benefits, and Stability CalPERS Careers 	135,042	6.5%
Build Your Career with Purpose CalPERS Careers 	117,201	5.6%
A Career That Impacts Millions Work at CalPERS 	108,813	5.2%
Diversity and Collaboration at CalPERS 	107,636	5.2%

Channel – Board Meeting Webcasts

Total Live Views 13,273

Date	Board Days	Live Views
1/13/25	BOA 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
4/14/25	Board Day 1	666
4/15/25	Board Day 2	601
5/19/25	Board Day 1	305
6/2/25	Risk & Audit Committee	244
6/16/25	Board Day 1	684
6/17/25	Board Day 2	822
6/18/25	Board Day 3	470
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
11/17/25	Board Day 1	928

11/18/25	Board Day 2	621
11/19/25	Board Day 3	359