

# Digital Communications Dashboard

## Stakeholder Engagement by Channel

Quarter 4: October 1 – December 31, 2025

### Quarter 4 Highlights

↑ 192%

Increase in videos viewed on CalPERS  
YouTube channel:  
347,028 (Q3) → 1,012,502 (Q4)

↓ 42%

Decrease in total page views on CalPERS  
website:  
7,520,710 (Q3) → 4,340,088 (Q4)

**Paydays** ↑ and **Benefit Factor Charts** ↑  
webpages continue to be in the top 5 CalPERS  
website pages visited

**Refund Election Form Packet** ↑ and **Special  
Power of Attorney Form** ↑ moved into the  
top 5 CalPERS PDF downloads

Agenda Item 6d, Attachment 3  
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## Channel – CalPERS Website

Total Page Views	4,340,088	100%
Top 5	Number of views	% of total views
Paydays 	157,131	3.62%
Plans & Rates (Active Members) 	138,102	3.18%
Plans & Rates (Retirees) 	78,496	1.81%
Benefit Factor Charts 	51,765	1.19%
Service Credit (Time Worked) 	44,477	1.02%
Total PDF Downloads	319,471	100%
Top 5	Number of downloads	% of total downloads
2026 CalPERS State Health Premiums (Active and Annuitants) (PDF) 	19,550	6.12%
CalPERS 2026 Health Benefit Summary (PDF) 	12,584	3.94%
2026 CalPERS Region 1 Health Premiums (Actives and Annuitants) (PDF) 	10,970	3.43%
Refund Election Form Packet (myCalPERS 1202) 	8,101	2.54%
Special Power of Attorney Form (PDF) 	6,734	2.11%

## Channel – PERSpective

Total Viewed Articles	222,329	100%
Top 5	Number of views	% of total views
Retirees: Mark Your Calendar for December 9 	12,361	5.56%
CalPERS Will Continue to Cover COVID-19 Vaccines for Members 	10,897	4.90%
Gift Yourself a Brighter Future: Start a Deferred Compensation Plan Today 	9,832	4.42%
Top 8 Most Common CalPERS Changes Explained 	8,450	3.80%
What Is CalPERS' Funded Status? A Look at Our Financial Health 	7,596	3.42%

## Channel – Email

### Email Campaigns<sup>1</sup>

	Government Benchmark <sup>4</sup>	Healthcare Benchmark <sup>4</sup>
Total email campaigns directed toward specific audiences (Members/retirees, employers, other stakeholders, and CalPERS team members)	56	N/A
Overall click rate <sup>2</sup>	15.06%	14.3%
Overall opt-out rate <sup>3</sup>	0.02%	0.1%

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

<sup>2</sup> Percentage of recipients who clicked a link in the email.

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

<sup>4</sup> 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 <sup>1</sup>	Total Impressions <sup>2</sup>	Engagement Rate <sup>3</sup>	Engagement Rate Benchmark <sup>4</sup>
X	453	17,927	2.5%	1.7%
Facebook	17,366	645,135	2.7%	1.5%
Instagram	1,668	120,270	1.4%	3.05%
LinkedIn	14,357	251,163	5.7%	2.7%

<sup>1</sup> Shares, likes, reactions, and comments.

<sup>2</sup> The number of times posts were displayed to users.

<sup>3</sup> The number of times users engaged with content as a percentage of impressions.

<sup>4</sup> Benchmark data from Hootsuite Average Engagement Rates for Government, January 2025.

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

## Channel – CalPERS YouTube

<b>Total Viewed Videos</b>	<b>1,012,502</b>	<b>100%</b>
<b>Top 5</b>		
Flexibility, Benefits, and Stability   CalPERS Careers	116,667	11.5%
Build Your Career with Purpose   CalPERS Careers	100,058	9.9%
A Career That Impacts Millions   Work at CalPERS	92,176	9.1%
Diversity and Collaboration at CalPERS	90,431	8.9%
Retirement Security Starts Here   Work at CalPERS	87,622	8.7%

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## Channel – Board Meeting Webcasts

<b>Total Live Views</b>	<b>1,908</b>
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<b>Date</b>	<b>Board Days</b>	<b>Live Views</b>
11/17/25	Board Day 1	928
11/18/25	Board Day 2	621
11/19/25	Board Day 3	359