

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

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 Campaigns¹

		Government Benchmark ⁴	Healthcare Benchmark ⁴
Total email campaigns directed toward specific audiences (Members/retirees, employers, other stakeholders, and CalPERS team members)	56	N/A	N/A
Overall click rate ²	15.06%	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	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%

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	1,012,502	100%
Top 5	Number of views	% of total views
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%

Channel – Board Meeting Webcasts

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