

# Digital Communications Dashboard

## Stakeholder Engagement by Channel

Quarter 1: January 1 – March 31, 2026

### Quarter 1 Highlights

↑71%

Increase in total CalPERS email campaigns:  
56 (2025 Q4) → 96 (2026 Q1)

↑44%

Increase in total PERSpective article views:  
222,329 (2025 Q4) → 319,667 (2026 Q1)

**Retirement Estimate Calculator** moved into  
the top 5 CalPERS website pages visited

6.2%

**LinkedIn** engagement rate is now more than  
double the benchmark for government  
accounts (2.7%)

## Channel – CalPERS Website

<b>Total Page Views</b>	<b>4,360,138</b>	100%
<b>Top 5</b>	Number of views	% of total views
Paydays <a href="#">↗</a>	122,417	2.81%
Plans & Rates (Active Members) <a href="#">↗</a>	79,021	1.81%
Retirement Estimate Calculator <a href="#">↗</a>	77,479	1.78%
Benefit Factor Charts <a href="#">↗</a>	55,968	1.28%
Service Credit <a href="#">↗</a>	49,294	1.13%
<b>Total PDF Downloads</b>	<b>325,171</b>	100%
<b>Top 5</b>	Number of downloads	Percentage of total downloads
2026 CalPERS State Health Premiums (Active and Annuitants) <a href="#">↗</a>	11,055	3.40%
Refund Election Form Packet (myCalPERS 1202) <a href="#">↗</a>	8,681	2.67%
Special Power of Attorney Form <a href="#">↗</a>	8,155	2.51%
A Guide to Completing Your CalPERS Service Retirement Application (PUB 43) <a href="#">↗</a>	7,439	2.29%
2026 CalPERS Region 1 Health Premiums (Actives and Annuitants) <a href="#">↗</a>	6,905	2.12%

## Channel – PERSpective

<b>Total Viewed Articles</b>	<b>319,667</b>	<b>100%</b>
<b>Top 5</b>	Number of views	% of total views
What Retirees Need to Know for 2026 <a href="#">↗</a>	49,427	15.46%
A New Year’s Message from CalPERS CEO Marcie Frost <a href="#">↗</a>	19,728	6.17%
Your 2025 Tax Forms Are Available in myCalPERS <a href="#">↗</a>	19,083	5.97%
Should I Stay or Should I Go? A Guide to Retiring Out of State <a href="#">↗</a>	13,210	4.13%
Meet the People Making Big Decisions About Your Retirement Dollars <a href="#">↗</a>	11,115	3.48%

## Channel – Email

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

	Email Metrics	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)	96	N/A	N/A
Overall click rate <sup>2</sup>	14.03%	14.3%	13.4%
Overall opt-out rate <sup>3</sup>	0.02%	0.1%	0.3%

<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.

## 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>
Facebook	19,245	581,986	3.3%	1.5%
Instagram	1,731	85,908	2%	3.5%
LinkedIn	13,926	224,354	6.2%	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, February 2026.

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

## Channel – CalPERS YouTube

<b>Total Viewed Videos</b>	<b>121,628</b>	<b>100%</b>
<b>Top 5</b>	Number of views	% of total views
Pension Reform & Your CalPERS Pension	20,857	17.2%
Your CalPERS Pension	9,484	7.8%
Understanding Your Retirement Benefit Options	6,856	5.6%
Your Retirement Calculation	5,545	4.6%
Your Online Service Retirement Application	5,487	4.5%

## Channel – Board Meeting Webcasts

**Total Live Views** **3,255**

<b>Date</b>	<b>Board Days</b>	<b>Live Views</b>
1/20/26	CalPERS Board Education Day	585
1/21/26	CalPERS Stakeholder Forum	357
2/17/26	Board Day 1	229
2/18/26	Board Day 2	195
3/16/26	Board Day 1	909
3/17/26	Board Day 2	752
3/18/26	Board Day 3	228