

Digital Communications Dashboard

Stakeholder Engagement by Channel

Quarter 2: April 1 – June 30, 2026 (unless otherwise noted)

Quarter 2 Highlights

7.2%

LinkedIn engagement rate continues to climb to more than double the benchmark for government accounts (2.7%)

↑ 83%

Increase in total **PERSpective** article views over the last 2 quarters: 222,329 (2025 Q4) → 406,682 (2026 Q2)

↑ 33.5%

Increase in total CalPERS email campaign click rate over the last quarter: 14.03% (2026 Q1) → 18.73% (2026 Q2)

Cost-of-Living Adjustment (COLA) moved into the top 5 CalPERS website pages visited

Channel – CalPERS Website

Total Page Views	3,933,803	100%
Top 5	Number of views	% of total views
Paydays ↗	97,887	2.49%
Retirement Estimate Calculator ↗	77,731	1.98%
Plans & Rates (Active Members) ↗	70,402	1.79%
Benefit Factor Charts ↗	54,079	1.37%
Cost-of-Living Adjustment (COLA) ↗	52,124	1.33%
Total PDF Downloads	304,292	100%
Top 5	Number of downloads	% of total downloads
2026 CalPERS State Health Premiums (Actives and Annuitants) ↗	9,667	3.18%
Refund Election Form Packet ↗	8,563	2.81%
Special Power of Attorney ↗	7,038	2.31%
CalPERS 2026 Regional Health Premiums (Actives and Annuitants) ↗	6,735	2.21%
Retirement Formulas and Benefit Factors – State Miscellaneous & Industrial Members – 2% at 55 ↗	6,708	2.20%

Channel – PERSpective

Total Viewed Articles	406,682	100%
Top 5	Number of views	% of total views
Get a Sneak Peek at Your COLA Estimate ↗	178,478	43.89%
Just Married? Note These CalPERS To-Do's ↗	19,580	4.81%
Kindness on the Line: Call Center Brings Comfort and Efficiency to Members ↗	10,871	2.67%
Timing Your Retirement: Fiscal Years and Birthday Quarters Matter ↗	10,847	2.67%
How Compounding Growth Unlocks the Power of COLA ↗	9,718	2.39%

Channel – Email

Email Campaigns¹

	Email Metrics	Government Benchmark ⁴	Healthcare Benchmark ⁴
Total email campaigns directed toward specific audiences (Members/retirees, employers, other stakeholders, and CalPERS team members)	108	N/A	N/A
Overall click rate ²	18.73%	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
TikTok	7,261	239,643	3.0%	1.6%
Facebook	20,300	900,774	2.3%	1.5%
Instagram	3,029	190,562	1.6%	3.1%
LinkedIn	18,495	255,965	7.2%	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 2026.

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

Channel – CalPERS YouTube

Total Viewed Videos	100,715	100%
Top 5	Number of views	% of total views
Cost-of-Living Adjustment (COLA) 	10,874	10.8%
Your CalPERS Pension 	8,314	8.3%
Understanding Your Retirement Benefit Options 	6,169	6.1%
CalPERS Quick Tip Choosing a Retirement Date 	5,633	5.6%
Why Work at CalPERS? 	4,435	4.4%

Channel – Board Meeting Webcasts

Total Live Views	4,173
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Date	Board Days	Live Views
4/13/26	Board Day 1	646
4/14/26	Board Day 2	287
5/18/26	Board Day 1	211
6/15/26	Board Day 1	1,031
6/16/26	Board Day 2	1,380
6/17/26	Board Day 3	618