Digital Communications Dashboard

Stakeholder Engagement by Channel

Quarter 3: July 1 – September 30, 2026 (unless otherwise noted)

Quarter 3 Highlights

↑ 30%

Increase in total **CalPERS Website** page views over the last quarter:
3,933,803 (2026 Q2) → 5,101,748 (2026 Q3)

↑ 61%

Increase in total **PDF downloads** over the last quarter:
304,292 (2026 Q2) → 491,012 (2026 Q3)

↑ 48%

Increase in videos viewed on the **CalPERS YouTube Channel** over the last quarter:
100,715 (2026 Q2) → 148,790 (2026 Q3)

8.8%

LinkedIn engagement rate continues to rise, now more than 3x the benchmark for government accounts (2.7%)

Channel – CalPERS Website

Total Page Views	**5,101,748**	100%

Top 5	Number of views	% of total views
Plans & Rates (Active Members)	323,201	6.34%
Plans & Rates (Retirees)	131,669	2.58%
Annual Health Plan Changes	97,882	1.92%
Paydays	88,839	1.74%
Health Plans & Rates	87,257	1.71%

Total PDF Downloads	**491,012**	100%

Top 5	Number of downloads	% of total downloads
CalPERS 2027 State Health Premiums (Active and Annuitants)	49,406	10.06%
July 2026 Board of Administration Offsite: 2027 Statewide Premiums Per Subscriber Per Month (PSPM)	38,772	7.90%
CalPERS 2027 Regional Health Premiums (Actives and Annuitants)	15,341	3.12%
CalPERS 2026 State Health Premiums (Actives and Annuitants)	13,573	2.76%
CalPERS 2026 Health Benefit Summary	12,231	2.49%

Channel – PERSpective

Total Viewed Articles	**239,319**	100%

Top 5	Number of views	% of total views
Free Classes to Boost Your Retirement Funds: Enroll Now	14,082	5.89%
Boosting Brain Health & Reducing Cognitive Decline with CalPERS' Chief Medical Officer	12,516	5.23%
Service Credit Secrets: Your Key to Maximizing Benefits	10,299	4.30%
Inside CalPERS: Meet the Global Team Managing Your Pension Fund	9,938	4.15%
Retirees: Make the Most of Your CalPERS Benefits	8,653	3.62%

Channel – Email

Email Campaigns[1]

	Email Metrics	Government Benchmark[4]	Healthcare Benchmark[4]
Total email campaigns directed toward specific audiences (Members/retirees, employers, other stakeholders, and CalPERS team members)	163	N/A	N/A
Overall click rate[2]	14.81%	14.3%	13.4%
Overall opt-out rate[3]	0.06%	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]
Facebook	31,867	666,963	4.8%	1.5%
Instagram	1,949	105,923	1.8%	3.05%
LinkedIn	18,195	207,063	8.8%	2.7%
TikTok	3,385	164,752	2.1%	1.6%

[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, June 2026. Source: https://blog.hootsuite.com/average-engagement-rate/*

Channel – CalPERS YouTube

Total Viewed Videos	**148,790**	100%

Top 5	Number of views	% of total views
CalPERS Open Enrollment Member Webinar	14,214	9.6%
Power of Attorney	11,639	7.8%
Your CalPERS Pension	9,430	6.3%
Why Work at CalPERS?	6,419	4.3%
Understanding Your Retirement Benefit Options	5,630	3.8%

Channel – Board Meeting Webcasts

Total Live Views	**5,564**

Date	Board Days	Live Views
7/13/26	July Board Offsite Day 1	620
7/14/26	July Board Offsite Day 2	774
7/15/26	July Board Offsite Day 3	491
9/14/26	Board Day 1	1,176
9/15/26	Board Day 2	1,781
9/16/26	Board Day 3	722