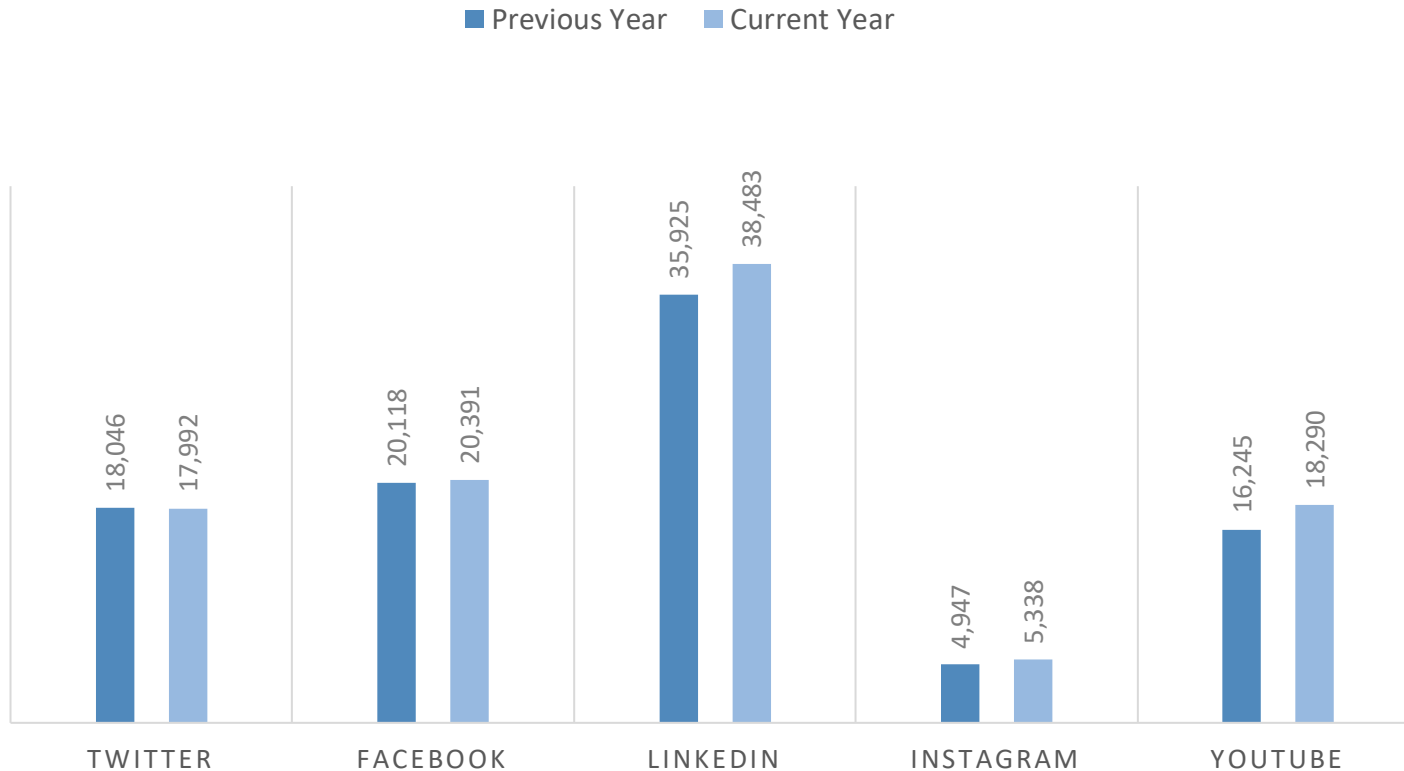


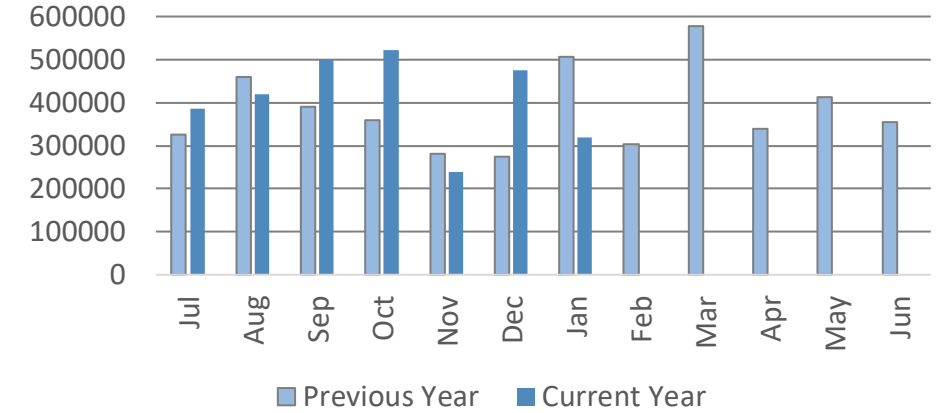
Strategic Digital
Communications
Dashboard

Reach

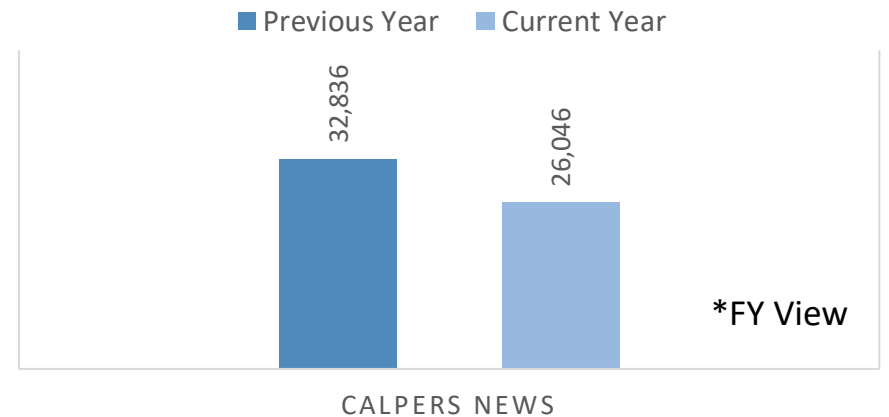
How many people follow CalPERS' accounts on Social Media?



How many people visited CalPERS' website?



How many people subscribed to CalPERS' email subscriptions?



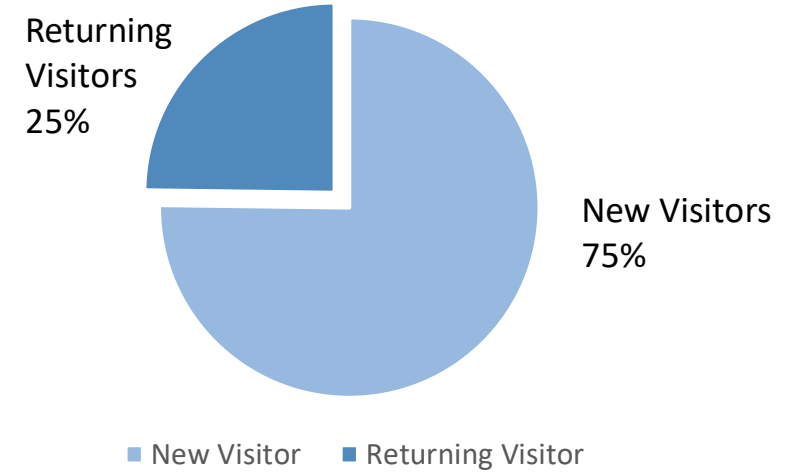
Communications & Stakeholder Relations

Strategic Digital
Communications
Dashboard

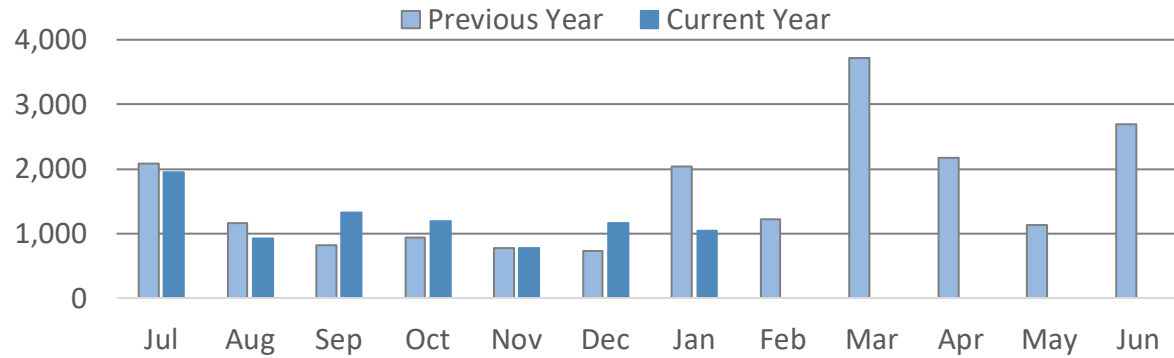
Response

CalPERS Board of Administration Agenda Item 6d, Attachment 1

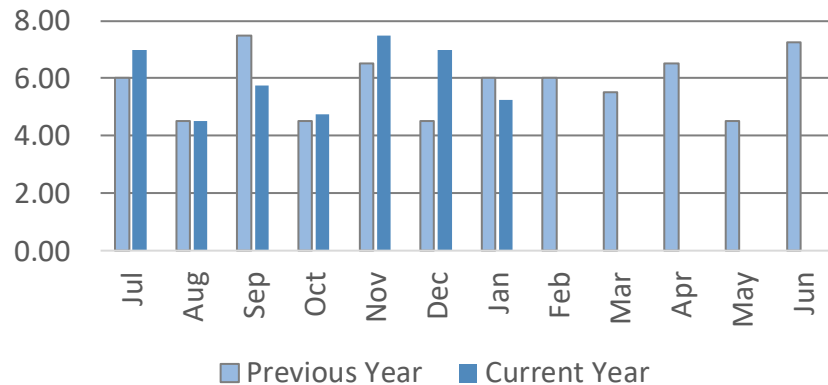
Do people visit CalPERS' website more than once?



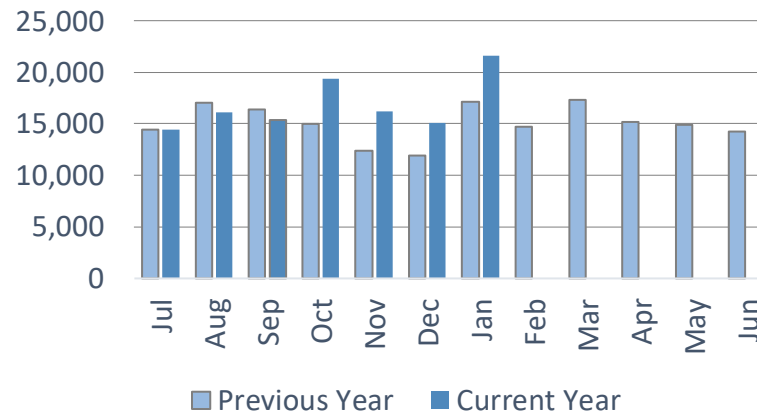
How many visitors come to CalPERS' website directly from social media websites?



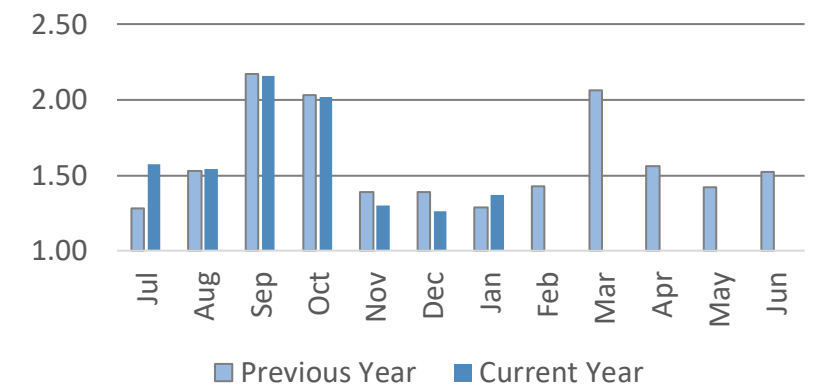
On average, how many minutes do visitors spend watching CalPERS' videos on YouTube?



How many CalPERS' member publications are downloaded monthly?



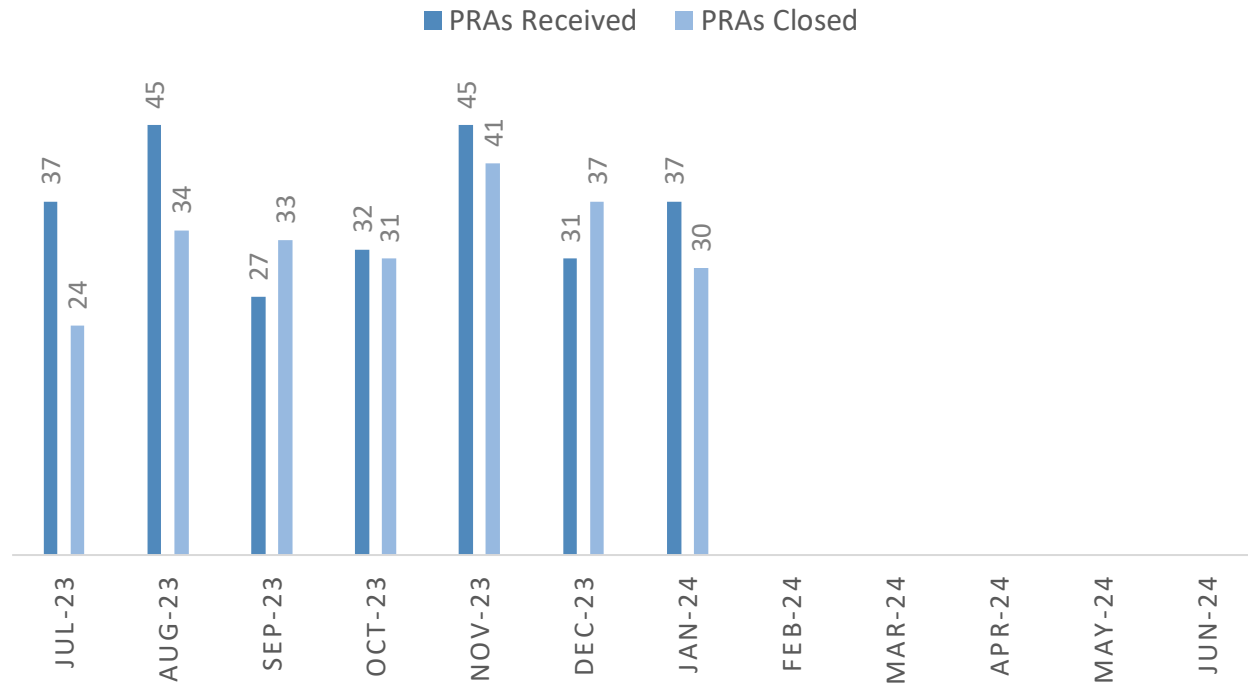
On average, how many minutes do visitors spend on CalPERS' website?



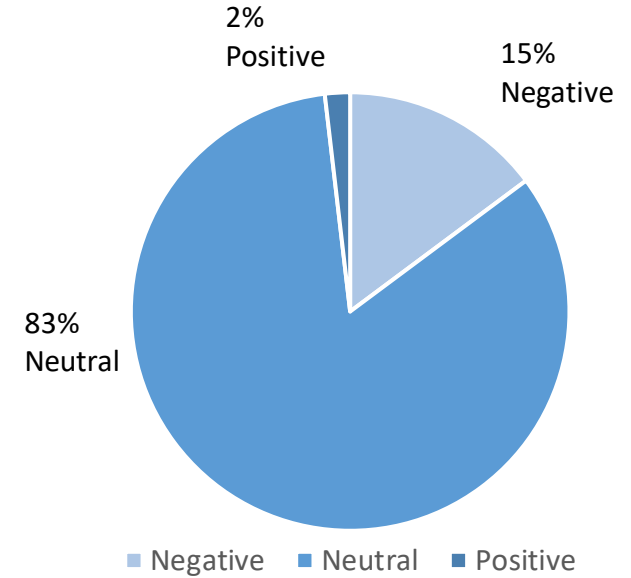
Strategic Digital
Communications
Dashboard

Reputation

How many Public Records Act requests are received and processed monthly?

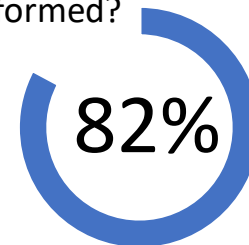


What is the sentiment of CalPERS' media coverage?

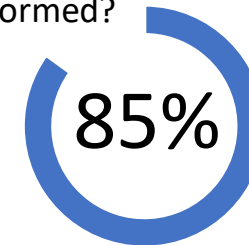


Annual Stakeholder Survey (2021-22):
Does CalPERS do a good job keeping...

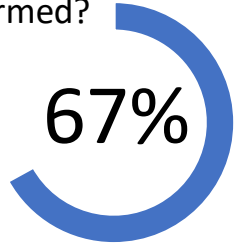
Employers
Informed?



Members
Informed?



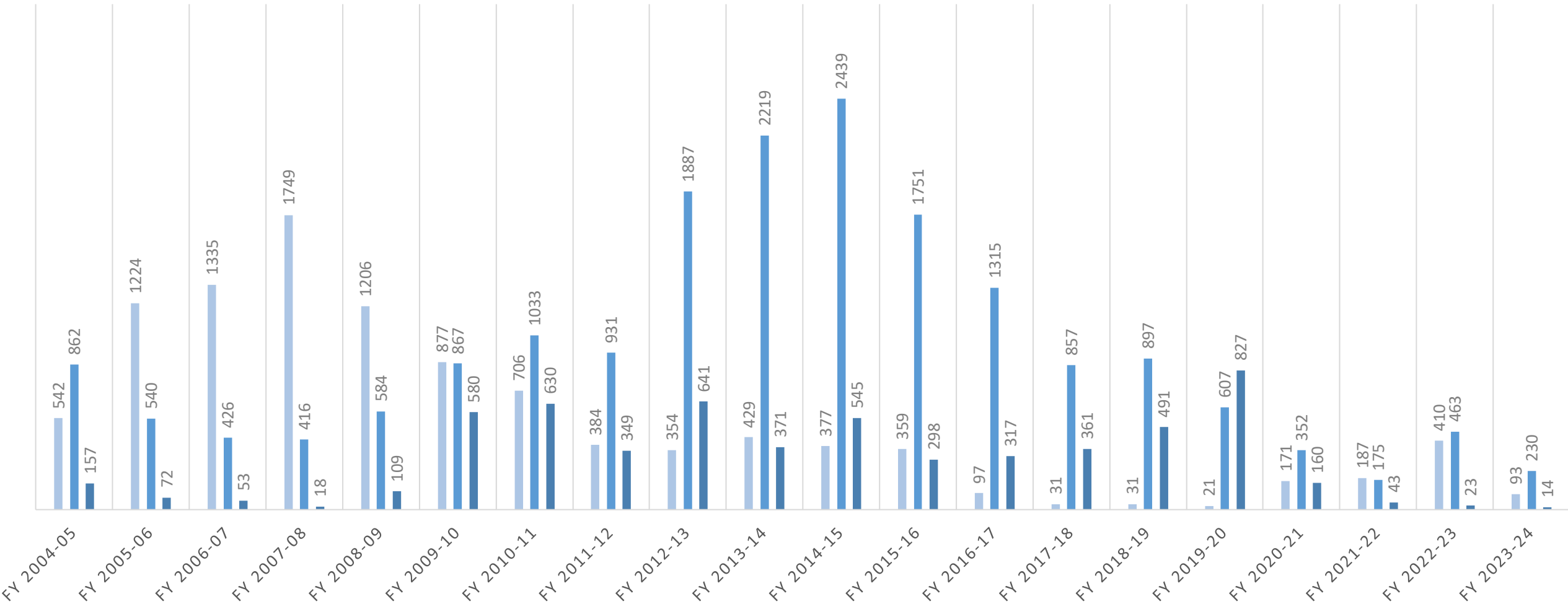
Stakeholders
Informed?



Mentions by Fiscal Year
Media Sentiment

■ Negative ■ Neutral ■ Positive

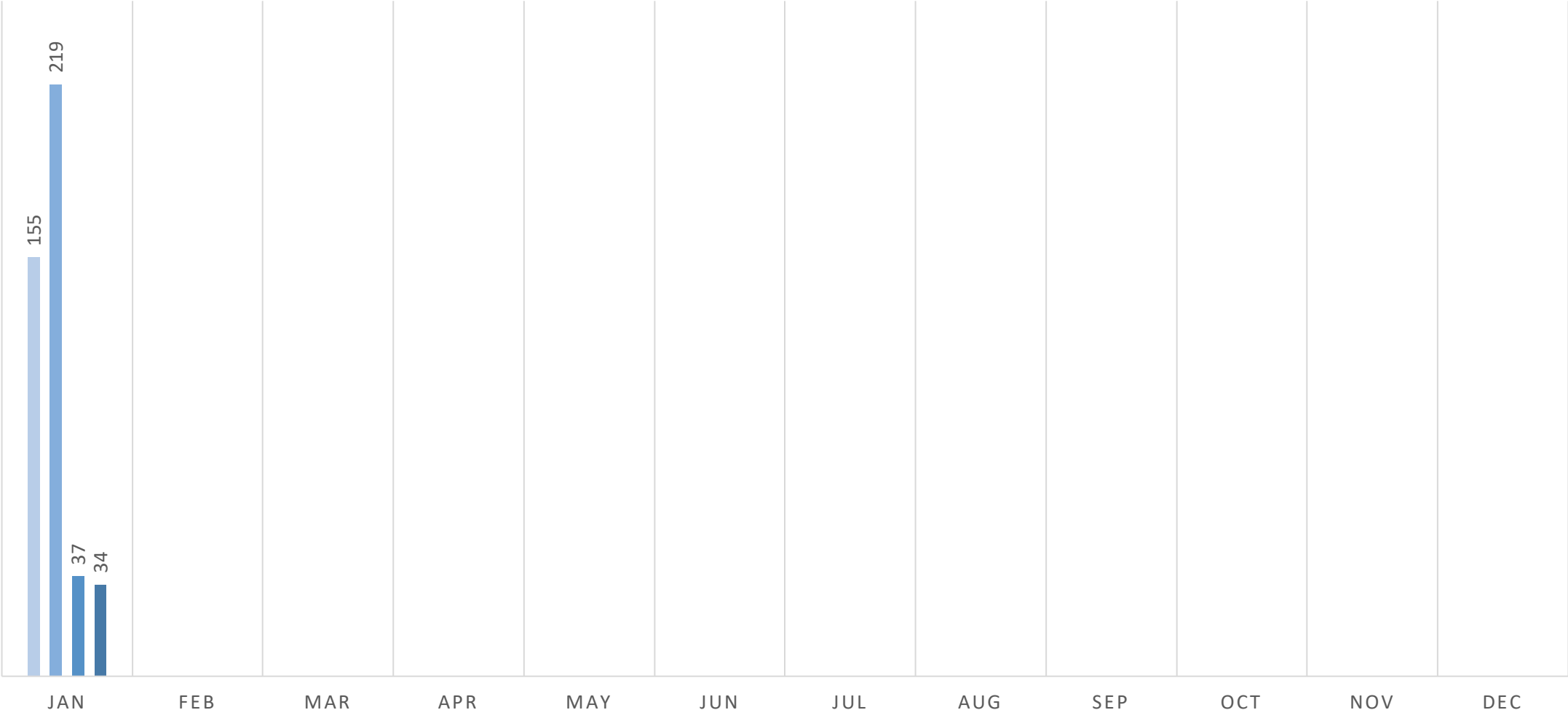
*Data is through January 2024



2024 Board Meeting Webcast Viewership

Note: No meetings occur in August, October, and December 2024. Total views within 24 hours shown.

■ Day 1 ■ Day 2 ■ Day 3 ■ Day 4



2023 Board Meeting Webcast Viewership

Note: No meetings occurred in August, October, and December 2023. Total views within 24 hours shown.

