

Digital Communications Dashboard (DCD)

Stakeholder Engagement by Channel

Quarter 2: April 1 - June 30, 2024 *(unless otherwise noted)*

Welcome to the redesigned Communications and Stakeholder Relations (CSR) data dashboard. The new look provides a targeted view of CalPERS' digital engagement, enabling us to track trends and gain insights from our web, email, and social media channels.

In this dashboard we also spotlight metrics related to our campaign to protect shareholder rights, offering an analysis of engagement levels across our digital channels (page 6). [↗](#)

[↗](#) *Click to see content*

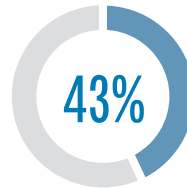
Quarter 2 Digital Communications Analytics

April 1 – June 30, 2024

Quarter 2 Highlights

↑ **119%**

Increase in email campaigns sent:
31 (Q1) → 68 (Q2)



of all PERSpective articles viewed
in Q2 were on the topic of COLA:
631,958 views out of 1,477,127

↑ **176%**

Increase in engagements¹ on X:
1,269 (Q1) → 3,509 (Q2)

↑ **28%**

Increase in videos viewed on CalPERS YouTube channel:
145,248 (Q1) → 185,959 (Q2)

¹ Shares, likes, reactions, and comments

Channel — CalPERS Website

Total Page Views	4,264,245	100%
Top 5 Page Views	Number of views	% of total views
Cost-of-Living Adjustment (COLA) ↑	222,814	5.22%
Retirement Estimate Calculator ↑	98,724	2.32%
Pay Days ↑	82,612	1.94%
Plans & Rates (Active Member) ↑	79,044	1.85%
Retirement Benefits — CalPERS ↑	62,512	1.46%

Total PDF Downloads	254,968	100%
Top 5 PDF Downloads	Number of downloads	% of total downloads
CalPERS 2024 State Health Premiums (Actives and Annuitants) ↗	10,892	4.27%
Special Power of Attorney Form ↗	10,368	4.07%
A Guide to Your CalPERS Service Credit Purchase Options (Pub 12) ↗	7,888	3.09%
CalPERS 2024 Regional Health Premiums (Actives and Annuitants) ↗	6,858	2.69%
Retirement Formulas and Benefit Factors: State Miscellaneous & Industrial Members — 2% at 55 ↗	6,644	2.61%

Channel — PERSpective

Total Viewed Articles	1,477,127	100%
Top 5 Viewed Articles	Number of views	% of total views
The 2024 COLA is Coming: Here's the Scoop ↗	558,756	37.83%
View Your Retirement Check with Our New App for Your Mobile Device ↗	100,310	6.79%
Get Ready for myCalPERS Improvements ↗	83,908	5.68%
Your COLA Is Here — Top 5 Facts to Know About Your COLA Calculation ↗	73,202	4.96%
Life Happens — Know When to Update Your Beneficiary After Retirement ↗	52,219	3.54%

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)	68	N/A	N/A
Overall click rate ²	9.12%	14.3%	13.4%
Overall opt-out rate ³	0.08%	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	3,509	142,930	2.5%	1.31%
Facebook	4,172	97,178	4.3%	2.19%
Instagram	309	14,235	2.2%	1.97%
LinkedIn	8,877	152,021	5.8%	1.91%

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 2024.

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

Channel — CalPERS YouTube

Total Viewed Videos	185,959	100%
Top 5 Viewed Videos	Number of views	% of total views
CalPERS Quick Tip Cost-of-Living Adjustment (COLA) ↑	29,946	16.10%
Cost-of-Living Adjustment (COLA) ↑	23,462	12.62%
Your Retirement Estimate and Payment Options ↑	8,737	4.70%
CalPERS Quick Tip Choosing a Retirement Date ↑	5,848	3.14%
Power of Attorney ↑	5,566	2.30%

Channel — Board Meeting Webcasts

Total Live Views	2,051	
Date	Board Days	Live Views
4/15/2024	April Board Day 1	316
4/16/2024	April Board Day 2	166
6/10/2024	June Board Day 1	265
6/11/2024	June Board Day 2	756
6/12/2024	June Board Day 3	548

Shareholder Rights Campaign

May 20-29, 2024

Campaign Highlights



¹ Shares, likes, reactions, and comments

Shareholder Rights Email *(Sent May 20, 2024)*

Email recipients (CalPERS members & retirees)	1,300,797
Open rate	54.7%
Email responses from members	1,167

Shareholder Rights Website Page Views

Total Page Views	8,310	
	Page Views	Date Published
Why CalPERS Is Voting Against ExxonMobil's Board of Directors ↗	4,679	May 20
The Wall Street Journal's Editorial Misses the Mark, Perhaps on Purpose ↗	2,027	May 22
CalPERS Votes Against ExxonMobil Directors for Anti-Shareholder Lawsuit ↗	1,604	May 29

CalPERS Shareholder Rights Social Media Posts

Total Engagements with Shareholder Rights Social Media Posts **4,406**

Top 5 CalPERS Shareholder Rights Social Media Posts by Engagement & Impressions

Platform	Post	Engagements ¹ / % of total campaign engagements	Impressions ²
LinkedIn	Video: CalPERS cannot stand by and watch other shareholders being silenced. CEO Marcie Frost announces that CalPERS will vote against ExxonMobil's board of directors and its CEO for its ongoing lawsuit against two shareholder groups. #ShareholderRights ↗	797 / 18.10%	7,630
	Video: Trying to silence any shareholder voice is really dangerous. CalPERS Board President Theresa Taylor and CEO Marcie Frost speak out on why ExxonMobil's lawsuit against two shareholder groups threatens all investors. #ShareholderRights ↗	604 / 13.71%	6,497
	Video: CalPERS will not be silenced. On the eve of ExxonMobil's annual general meeting, CalPERS CEO Marcie Frost speaks on the value investors bring to companies, and why the company's lawsuit threatens shareholders. #ShareholderRights ↗	399 / 9.05%	4,645
	Shareholders deserve a seat at the table. CalPERS announces it will vote against the board of directors at ExxonMobil, as well as its CEO, due to the company's lawsuit against two investors, a move that could threaten shareholder rights. Read more here: https://bit.ly/3QSmpjg ↗	377 / 8.56%	7,656
Facebook	Shareholders deserve a seat at the table. CalPERS announces it will vote against the board of directors at ExxonMobil, as well as its CEO, due to the company's lawsuit against two investors, a move that could threaten shareholder rights. Read more here: https://bit.ly/3QSmpjg ↗	258 / 5.86%	2,455

¹ Shares, likes, reactions, and comments

² The number of times posts were displayed to users