

Digital Communications Dashboard

Stakeholder Engagement by Channel

Quarter 3: July 1 – September 30, 2024 *(unless otherwise noted)*

Quarter 3 Highlights

↑ 21%

Increase in website page views:
4,264,245 (Q2) → 5,154,876 (Q3)

↑ 61%

Increase in PDF downloads:
254,968 (Q2) → 410,716 (Q3)

[Pay Days](#) and [Plans & Rates](#) webpages
continue to be in the top 5 CalPERS website
pages visited

↑ 14%

Increase in videos viewed on CalPERS YouTube
channel: 185,959 (Q2) → 211,989 (Q3)

Channel — CalPERS Website

Total Page Views	5,154,876	100%
Top 5	Number of views	% of total views
Plans & Rates (Active Member) ↗	270,197	5.24%
Plans & Rates (Retiree) ↗	122,558	2.37%
Annual Health Plan Changes ↗	98,947	1.92%
Open Enrollment for Active Members ↗	92,761	1.80%
Pay Days ↗	81,794	1.59%
Total PDF Downloads	410,716	100%
Top 5	Number of downloads	% of total downloads
CalPERS 2025 In-State Premiums ↗	37,561	9.15%
CalPERS 2025 In-State and Out-of-State Premiums ↗	17,130	4.17%
Region 1 Premiums ↗	16,378	3.99%
2025 Health Benefit Summary ↗	13,119	3.19%
CalPERS 2024 In-State Premiums ↗	11,830	2.88%

Channel — PERSpective

Total Viewed Articles	1,127,870	100%
Top 5	Number of views	% of total views
View Your Retirement Check with Our New App for Your Mobile Device ↗	129,329	11.47%
Can I Cash Out My CalPERS Pension? ↗	61,596	5.46%
CalPERS Announces Health Plan Premiums for 2025 Along With Expanded Cost-Saving Options for Members ↗	60,574	5.37%
5 Reasons to Consolidate Your Deferred Compensation Plans ↗	49,778	4.41%
How to Make 8 Key CalPERS Changes ↗	45,855	4.07%

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)	74	N/A	N/A
Overall click rate ²	11.45%	14.3%	13.4%
Overall opt-out rate ³	0.05%	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	393	20,145	2.0%	1.31%
Facebook	20,145	81,321	5.0%	2.19%
Instagram	7,914	7,914	1.3%	1.97%
LinkedIn	7,338	121,721	6.0%	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	211,989	100%
Top 5	Number of views	% of total views
Your Online Service Retirement Application	19,977	9.4%
Introducing CalPERS New PPO Administrators: Blue Shield and Included Health	16,942	8.0%
Understanding Your Retirement Benefit Options	10,989	5.2%
Funding Your Retirement Future Public Agencies and Schools	10,756	5.1%
Medicare and Your CalPERS Health Benefits	8,449	4.0%

Channel — Board Meeting Webcasts

Total Live Views		1,975
Date	Board Days	Live Views
7/15/24	July Board Day 1	437
7/16/24	July Board Day 2	318
7/17/24	July Board Day 3	188
9/16/24	September Board Day 1	388
9/17/24	September Board Day 2	489
9/18/24	September Board Day 3	155