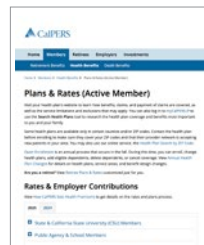


Digital Communications Dashboard

Stakeholder Engagement by Channel

Quarter 4: October 1 – December 31, 2024 *(unless otherwise noted)*

Quarter 4 Highlights



Pay Days ↗ and **Plans & Rates** ↗
webpages continue to be in the
top 5 CalPERS website pages visited

↓ **32%**

Decrease in PDF downloads:
410,716 (Q3) → 280,129 (Q4)

↑ **25%**

Increase in videos viewed on CalPERS YouTube
channel: 211,989 (Q3) → 264,994 (Q3)

Channel — CalPERS Website

Total Page Views	4,176,672	100%
Top 5	Number of views	% of total views
Plans & Rates (Active Members) ↗	149,473	3.58%
Pay Days ↗	117,925	2.82%
Plans & Rates (Retirees) ↗	70,088	1.68%
Retirement Benefits ↗	63,534	1.52%
Retirement Estimate Calculator ↗	62,123	1.49%
Total PDF Downloads	280,129	100%
Top 5	Number of downloads	% of total downloads
CalPERS 2025 In-State Premiums ↗	17,718	6.32%
2025 Health Benefit Summary ↗	11,716	4.18%
Region 1 Premiums ↗	10,443	3.73%
myCalPERS Pay Warrant App Instructions ↗	5,355	1.91%
State Miscellaneous & Industrial Member - 2% at 55 Benefit Factors ↗	5,195	1.85%

Channel — PERSpective

Total Viewed Articles	771,661	100%
Top 5	Number of views	% of total views
View Your Retirement Check with Our New App for Your Mobile Device ↗	124,062	16.08%
11 Places Your Benefits Could Go if Your Beneficiary Isn't Up to Date ↗	67,275	8.72%
Don't Let Retirement Sneak Up On You: Take These 5 Steps Today ↗	35,016	4.54%
Inflation Reduction Act Changes and High Pharmacy Costs Drive 2025 Medicare Supplement Premium Increases ↗	29,011	3.76%
CalPERS CEO: The Real Test Is How We React and Respond to Change ↗	28,083	3.64%

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)	49	N/A	N/A
Overall click rate ²	14.95%	14.3%	13.4%
Overall opt-out rate ³	0.04%	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	573	15,751	3.6%	1.31%
Facebook	3,541	95,539	3.7%	2.19%
Instagram	609	17,241	3.5%	1.97%
LinkedIn	6,829	130,024	5.3%	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	264,994	100%
Top 5	Number of views	% of total views
Social Security and Your CalPERS Pension	100,978	38.1
When You Change Retirement Systems (Reciprocity)	16,122	6.1
Family Status Changes	11,384	4.3
CEO Report, November 20, 2024	8,826	3.3
Understanding Your Retirement Benefit Options	7,656	2.9

Channel — Board Meeting Webcasts

Total Live Views		183
Date	Board Days	Live Views
11/18/24	November Board Day 1	45
11/19/24	November Board Day 2	41
11/20/24	November Board Day 3	97