

Memorandum

To: Honorable Sally J. Lieber, Chair
 Honorable Ted Gaines, Vice Chair
 Honorable Antonio Vazquez, Third District
 Honorable Mike Schaefer, Fourth District
 Honorable Malia M. Cohen, State Controller

Date: July 10, 2026

From: John Taylor, Chief Communications Officer
 Communications Department

Subject: **Communications Chief's Second Quarter 2026 Report**

The second quarter of 2026 focused heavily on communications planning and content development for the upcoming 2026 Taxpayers' Bill of Rights Hearing and expanding State Board of Equalization (BOE) outreach and education across BOE social channels. In addition, the Communications Department invested heavily in web analytics in preparation for a website redesign and modernization effort to begin in August 2026.

Social Media

The BOE's social channels see growth across the board during the second quarter.

Channel	Audience Q1	Audience Q2	Growth Q1 to Q2
Facebook	4,434	4,579	3.3% ↑
Instagram	1,245	1,296	4.1% ↑
X	2,265	2,273	0.4% ↑
LinkedIn	3,493	3,635	4.1% ↑
YouTube	1,356	1,368	0.9% ↑
Total	12,793	13,151	2.8% ↑

Facebook – 57.2% (-0.4%) of BOE's audience are women with 30.8% from 35 to 54 years old. Men (42.8%) center around the ages of 35 to 54 (24.1%). The largest population is centered around Los Angeles (7.6%), followed by Sacramento (4%) and San Diego (2.3%), with no other city exceeding 2%.

Instagram – 52.3% of BOE's audience are women with 36.1% from 35 to 54 years old. Men (47.7%) spread evenly between the ages of 25 to 54 (36.3%). The largest population is centered around Los Angeles (8.7%) and Sacramento (8.4%), followed by San Diego (2.2%), with all other cities falling below 2%.

LinkedIn – The largest share of BOE's audience is in Greater Sacramento (29.7%) which makes sense considering the BOE and State workforce who favor LinkedIn; Los Angeles (25.7%) is the next largest followed by the San Francisco Bay Area (14.9%) and the San Diego Metropolitan Area (4.8%). All other cities register below 2%. Nearly 20% of BOE's audience identifies in Accounting functions, with Business Development (9.1%) and Information Technology (5.1%) rounding out the top three.

Second Quarter: Top Performing Social Media Posts on Facebook, Instagram, and LinkedIn

Facebook



Link to post: [April 21](#)

Views: **704**

Engagement: **1.7%**

“Views” represents the total number of times that content was displayed. This is similar to impressions.

“Engagement” for this post is calculated as the total interactions / viewers. The Facebook 2025 benchmark for Government sector is 1.5%.*

* Karolina Mikołajczyk, “[Government social media benchmarks: 2026 update](#),” *Hootsuite*, March 9, 2026.

Instagram



Link to post: [April 16](#)

Reach: **1,358** (est.)

Engagement: **1.4%**

86.4% of users who viewed this post do not follow the BOE.

“Reach” is the estimated number of unique Instagram accounts that saw a post.

“Engagement” for this post is calculated as the total interactions / reach. The Instagram 2025 benchmark for Government sector is 2.6%.*

LinkedIn



Link to post: [May 28](#)

Impressions: **1,859**
Engagement: **9.5%**

“Impressions” measure visibility. They are counted if at least 50% of the post is visible on a user’s screen, or if clicked.

“Engagement” is calculated on LinkedIn as: (Clicks + Likes + Comments + Reposts + Follows) / Impressions. The LinkedIn 2025 benchmark for Government sector is 2.7%.*

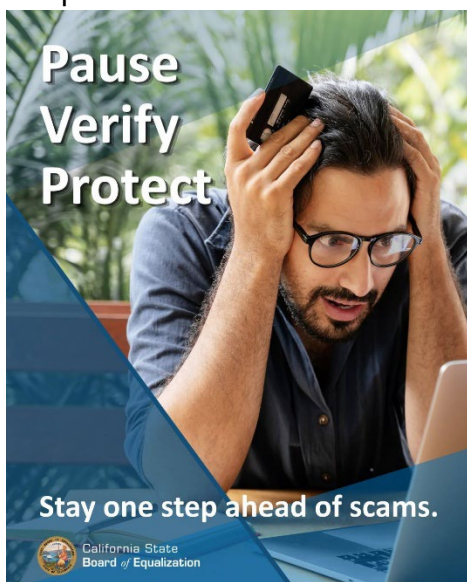
* Karolina Mikolajczyk, “[Government social media benchmarks: 2026 update](#),” Hootsuite, March 9, 2026.

Note: YouTube and X channel analytics are not in scope for measurement at this time.

Awareness and Public Education

In April, the BOE began expanding content on social media channels to raise awareness of the BOE and essential services provided by the Taxpayers’ Rights Advocate Office, including helpful, property tax savings information available in various BOE information sheets. New second quarter content streams will include beware-of-scammers information as well as posts promoting language access.

Sample content.



Public-Facing Webpages

Google Analytics

Through June 30, 2026, about 90.6% of users accessed the BOE website on a desktop computer, and only 9.4% used a mobile or tablet device. A higher percentage of desktop users is rational considering the primary County Assessors' offices. However, as a norm in 2026, desktops are taking up only 35-36% of internet traffic.

Device Category	Total Users	%
Desktop	494,819	90.6%
Mobile	195,168	9.0%
Tablet	6,505	0.4%
Smart TV	13	-
Total	74,977	100%

The relatively lower percentage of mobile users does suggest that BOE continues to have an opportunity to improve mobile accessibility by adopting a mobile-first approach to content and page development by:

- Reducing its dependence on PDFs as a medium for digital content.
- Optimizing webpage content for mobile displays.
- Embracing contemporary web-design techniques to enhance the user experience.

The majority of BOE site traffic through June 30, 2026, used a Google Chrome browser. The BOE needs to work with its IT services partner to assess the customer experience for Safari users and enhance its testing and validation methods to ensure all visitors to its websites are successful.

Browser	Total Users	%
Chrome	398,492	84.0%
Safari	174,180	8.5%
Edge	86,286	6.2%
Other (13 types)	25,012	1.3%
Total	683,970	100%

New Initiative

The BOE will be kicking off a project on August 11 in collaboration with the California Department of Technology's User Experience (UX) team and our IT services provider to conduct a heuristic evaluation and style assessment of the BOE website to identify usability, navigation, and visual consistency issues that may hinder users from efficiently finding information and completing key tasks. The assessment will focus on improving site navigation, findability, clarity, and overall user experience through actionable recommendations.

A briefing will be provided during the next quarter's Communications Chief's report.

Top Pages Viewed

	Page Title	URL (boe.ca.gov...)	Views 2026 YTD
1	Homepage	/	447,280
2	Property Tax	/proptaxes/proptax.htm	118,806
3	Property Tax Calendar	/proptaxes/calendar.htm	90,255
4	Forms & Publications	/formspubs/	89,913
5	Proposition 19*	/prop19/	81,304
6	Listing of County Assessors, Auditors and Auditor-Controllers, Clerks of the Board, and Tax Collectors	/proptaxes/countycontacts.htm	63,314
7	Homeowners' Exemption	/proptaxes/homeowners_exemption.htm	59,392
8	News and Events – California State Board of Equalization	/news/news_and_events.htm	57,600
9	Research & Statistics	/legislative-research-and-stats/research-and-stats.htm	44,721
10	Public Litigation Roster	/legal/litroster.html	44,621
11	Disaster Relief	/proptaxes/disaster-relief.htm	42,873
12	Tax Appeals	/appeals/	38,229
13	How to Contact Us	/contact/	37,151
14	Forms and Applications	/proptaxes/forms.htm	35,230
15	Property Tax Projects	/proptaxes/proptaxprojects.htm	34,635
16	BOE Disclosure Office – Access to Public Records	/info/publicrecords.htm	33,745
17	Alcoholic Beverage Tax Program	/sptaxprog/alcoholic_bev_tax.htm	28,940
18	About BOE	/info/about.htm	28,923
19	Laws, Annotations, Board Opinions, and Rules & Regulations	/info/annotations.html	28,845
20	Change in Ownership - Frequently Asked Questions	/proptaxes/faqs/changeinownership.htm	28,645

[*Proposition 19 Webpage](#) – Since the webpage launched on November 10, 2020, it has received **1,035,847** views through June 30, 2026. This is an additional **37,891** views since last quarter.

Notably, the [Translate webpage](#) was launched on June 10, 2022. This page offers guidance to configure browsers to access machine-translated BOE web content in seven languages: Spanish, Chinese (Simplified and Traditional), Filipino (Tagalog), Vietnamese, Korean, and Armenian. Through June 30, 2026, this page has received a total of **75,447** views. This is an additional **8,682** views since last quarter.

Top Search Words

Reviewing the top search terms used by visitors to the BOE website helps the BOE understand what visitors are looking for so that content can be aligned with user intent, identify content gaps, validate content strategies, and overall optimize the site to improve navigation or create new pages or page content.

2026 top searches:

Search Term	Event Count
property lien	74
prop 19 letters	71
transferring property tax	50
private sale of condo	44
life estates	43
homestead apply	41

Publications

The following publications are the most recently updated and released:

- [*Information Guide for Disaster Relief for Damaged or Destroyed Property \(Pub 802\)*](#)
- [*Board Meeting Reference Manual \(Pub 311\)*](#)
- [*2026 Taxpayers' Bill of Rights Hearing Poster \(Pub 317\)*](#)

All of the BOE's current publications are available on the [Forms and Publications](#) webpage.

Approved:

/s/ Yvette M. Stowers

Yvette M. Stowers
Executive Director

cc: Mr. Douglas Winslow, Chief Deputy
Mr. Matt Cox, Chief Deputy
Mr. Juan Carlos Flores, Chief Deputy
Mr. Cody Petterson, Chief Deputy
Mr. Hasib Emran, Deputy State Controller
Ms. Yvette M. Stowers, Executive Director
Ms. Catherine Taylor, Chief, Board Proceedings Division