

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: October 16, 2026

From: John Taylor, Chief Communications Officer
 Communications Department

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

The third quarter of 2026 focused heavily on executing plans for public outreach to support the 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 kicked off its collaboration effort for website redesign and modernization with the California Department of Technology's User Experience (UX) team and the BOE's IT services provider.

Social Media

The BOE's social channels see overall growth during the third quarter.

Channel	Audience Q2	Audience Q3	Change Q2 to Q3	Change Year-Over
Facebook	4,579	4,829	5.5% ↑	8.9% ↑
Instagram	1,296	1,356	4.6% ↑	8.9% ↑
X	2,273	2,268	-0.2% ↓	0.1% ↑
LinkedIn	3,635	3,955	8.8% ↑	13.2% ↑
YouTube	1,368	1,373	0.4% ↑	1.3% ↑
Total	13,151	13,151	4.8% ↑	7.7% ↑

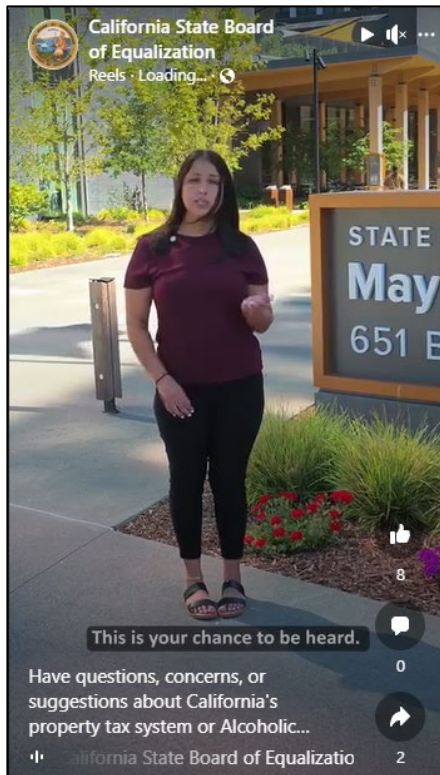
Facebook – 56.8% (down 0.4% from the prior quarter) of BOE's audience are women with 30.3% from 35 to 54 years old. Men (43.2%) center around the ages of 35 to 54 (24.6%). The largest population is centered around Los Angeles (8%), followed by Sacramento (3.6%) and San Diego (2.3%), with no other city exceeding 2%.

Instagram – 51.3% (down 1% from the prior quarter) of BOE's audience are women with 34.7% from 35 to 54 years old. Men (48.7%) spread evenly between the ages of 25 to 54 (37%). The largest population is centered around Los Angeles (9%) and Sacramento (8.1%), 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 (28.6%) which makes sense considering the BOE and State workforce who favor LinkedIn. Los Angeles (26.1%) is the next largest followed by the San Francisco Bay Area (15.1%) and the San Diego Metropolitan Area (4.7%). All other cities register below 2%. About 19.3% of BOE's audience identifies in Accounting functions, with Business Development (9.3%) and Information Technology (5%) rounding out the top three.

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

Facebook



Link to post: [August 19](#)

Views: **1,523**

Engagement: **1.2%**

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

Instagram



Link to post: [July 9](#)

Reach: **172 (est.)**

Engagement: **1.7%**

“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

California State Board of Equalization

Looking for your next career opportunity in California state service? Join us at the May Lee State Office Complex Career and Resource Fair and meet representatives from the California State Board of Equalization and other State agencies and departments.

📅 Wednesday, September 16, 2026
🕒 Noon–4:00 p.m.
📍 651 Bannan Street, Sacramento

Come explore career opportunities, connect with state employers, and learn more about working in public service.

🔗 Register to attend: <https://lnkd.in/ewxhsje>

#CaliforniaCareers #StateJobs #PublicService #Sacramento #BOE

CDTFA
CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION

DFPI
DEPARTMENT OF FINANCIAL PROTECTION & INNOVATION

CALIFORNIA STATE BOARD OF EQUALIZATION

MAY LEE STATE OFFICE COMPLEX CAREER & RESOURCE FAIR

JOIN US! • Create a Standout State Application • Unlock the Secrets to Being a STAR in Your State Interview • Meet Professionals in State Service • Join Statement of Qualification/Supplemental Questionnaire Breakout Sessions

HOSTED BY:
May Lee State Office Complex Departments

DATE:
Wednesday, September 16, 2026

TIME:
12:00 p.m. to 4:00 p.m.

LOCATION:
651 Bannan Street, Sacramento, CA 95811

TAKE THE FIRST STEP IN YOUR FUTURE CAREER PATH

WHY THE STATE OF CALIFORNIA?

- Great Benefits
- Work/Life Balance
- Career Development
- Job Security
- Telework Opportunities

EVENT DESCRIPTION

The State of California is a premier place to work! Join us for a dynamic Career & Resource Fair packed with tools to help you succeed in the State hiring process. Laptops will be available on-site with recruitment specialists there to assist you if needed.

The First 25 Registrants Get Free Headshots

For more information or if you have questions, please email us at recruitment@cdfa.ca.gov

Work for California

REGISTER HERE
<https://forms.cloud.microsoft.com/031MX>

Publication 100-P (2-06)

Link to post: [September 4](#)

Impressions: **848**

Engagement: **2.1%**

“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 2026, 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 content categories are added quarterly.

Sample content.



California State Board of Equalization
September 22 at 8:41AM

The **County of San Joaquin** has an informative post about how property taxes are distributed in the County.

If you're interested in statewide figures, here's how it breaks out:
For every \$1 in general property tax revenue in the 2024-25 fiscal year:

- 53.5¢ supports Schools
- 14.1¢ goes to Counties
- 12.2¢ funds Cities
- 20.0¢ supports other Local Services

In 2024-25, over \$100 billion helps fund the services that California communities rely on every day.
Learn more: bit.ly/BOE_2024-25_AnnualReport
#Taxpayers #TaxAdministration #CaliforniaTaxes #Prop13 #PropertyTax #CABOE #CalTax

SAN JOAQUIN COUNTY

YOUR PROPERTY TAX DOLLARS AT WORK

THESE DOLLARS HELP SUPPORT ESSENTIAL SERVICES RESIDENTS RELY ON EVERY DAY, FROM PUBLIC SAFETY TO ROAD REPAIRS TO HEALTH SERVICES.

County of San Joaquin, CA
September 18 at 10:00AM

Ever wonder where your property tax dollars go? Here's the breakdown in San Joaquin County:

- Schools: 53%
- County: 19%
- Special Districts: 19%
- Cities: 9%

Property tax is one of the County's largest revenue sources, alongside sales tax. Together with State and Federal funding, these dollars help support essential services residents rely on every day, from public safety to road repairs to health services.

Curious how your tax dollars are put to work? Read the full FY 2026-2027 Budget at a Glance: <http://sjgov.org/.../san-joaquin-county-releases-2026...>

In the third quarter, the BOE continued to expand social media content by adding new content categories. These include:

- **Stakeholder Sharing** – the BOE is now actively sharing posts from County Assessor channels and other state, county, and city government channels.
- **Board Meeting Info** — on the day of a Board Meeting, new posts capture the discussion and amplify the Board's topics.
- **Recruitment** — new posts now promote specific BOE jobs during the application window and separately promote careers at the BOE.

We're Hiring!

Tax Auditor

California State Board of Equalization

Apply by Oct. 21, 2026

Public-Facing Webpages

Google Analytics

Through September 30, 2026, about 90.3% of users accessed the BOE website on a desktop computer, and only 9.3% used a mobile or tablet device. A higher percentage of desktop users is rational considering the primary audiences — County Assessors' offices and tax professionals. However, as a norm in 2026, desktops are taking up only 35-36% of internet traffic.

Device Category	Sessions	% of Views
Desktop	691,213	90.3%
Mobile	273,862	9.3%
Tablet	9,043	0.4%
Smart TV	20	-
Total	977,138	100%

The relatively lower percentage of mobile users continues to suggest that BOE has 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 September 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	560,571	83.0%
Safari	241,825	8.8%
Edge	127,474	6.8%
Other (13 types)	35,560	≈1.4%
Total	965,430	100%

New Initiative

The BOE's collaboration with the California Department of Technology's User Experience (UX) team and the BOE's IT services provider kicked off successfully on August 11. The scope of this project includes 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 focuses on improving site navigation, findability, clarity, and overall user experience through actionable recommendations.

To date, the team has documented more than 60 usability opportunities where improvement will directly impact users to improve ease and efficiency. A usability testing exercise is underway to help inform changes to the homepage, top menus, and overall site navigation.

Top Pages Viewed

	Page Title	URL (boe.ca.gov...)	Views 2026 YTD
1	Homepage	/	594,318
2	Property Tax	/proptaxes/proptax.htm	157,635
3	Property Tax Calendar	/proptaxes/calendar.htm	126,740
4	Forms & Publications	/formspubs/	120,774
5	Proposition 19*	/prop19/	109,166
6	Listing of County Assessors, Auditors and Auditor-Controllers, Clerks of the Board, and Tax Collectors	/proptaxes/countycontacts.htm	86,601
7	Homeowners' Exemption	/proptaxes/homeowners_exemption.htm	85,899
8	News and Events – California State Board of Equalization	/news/news_and_events.htm	67,858
9	Public Litigation Roster	/legal/litroster.html	66,227
10	Research & Statistics	/legislative-research-and-stats/research-and-stats.htm	65,361
11	How to Contact Us	/contact/	56,353
12	Disaster Relief	/proptaxes/disaster-relief.htm	53,760
13	Forms and Applications	/proptaxes/forms.htm	48,043
14	Tax Appeals	/appeals/	46,962
15	Property Tax Projects	/proptaxes/proptaxprojects.htm	42,160
16	BOE Disclosure Office – Access to Public Records	/info/publicrecords.htm	41,993
17	Assessors' Handbook (AH)	/proptaxes/ahcont.htm	41,693
18	Change in Ownership - Frequently Asked Questions	/proptaxes/faqs/changeinownership.htm	41,246
19	Disabled Veterans' Exemption	/proptaxes/dv_exemption.htm	39,969
20	Alcoholic Beverage Tax Program	/sptaxprog/alcoholic_bev_tax.htm	38,847

[*Proposition 19 Webpage](#) – Since the webpage launched on November 10, 2020, it has received **1,063,696** views through September 30, 2026. This is an additional **27,849** 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 September 30, 2026, this page has received a total of **83,032** views. This is an additional **7,585** 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
transferring property tax	123
marine	100
property lien	74
private sale of condo	44
life estates	43
homestead apply	41

Publications

All of the BOE's current publications are available on the [Forms and Publications](#) webpage. No updated publications were released this quarter.

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