CIRM
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

Update for Communications Subcommittee

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December 2026

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Q2 Goals on track

Highlights

- Three outreach vendors hired & onboarded
- Focus group vendor
  - Top applicants identified, not yet contracted
- Newsroom
  - Design built
  - Content being prepped to transfer
  - Expected launch by spring 2027
- Annual Reports
  - Done
  - Spanish language translation done, to be printed
- Disease fact sheets translated (some, more in progress)

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Sept – Nov highlights

Quick insights

- Blog traffic increased about 108 percent compared to the same period last year
- No single post is responsible for that increase. Many did well including posts on Scribe's IPO, a profile of a CIRM Scholars alum, and a post on CIRM's Patient Support Program
- Blog traffic in 2026 (through November 20) already exceeds the previous 5 years
- YouTube impressions roughly doubled YoY due to a focus on short form video and paid promotion
- Social media impressions dropped overall YoY as a result of the increased focus on YouTube
- Media mentions are higher than 2025, but lower than earlier in the year driven in part by media focus on election coverage. Several interviews have yet to be published
- Outreach events increased YoY with a wider geographic distribution due to new contractors and increased availability of volunteers

Leadership metrics report timeline

September – October – November 20 (November 25 posting date)

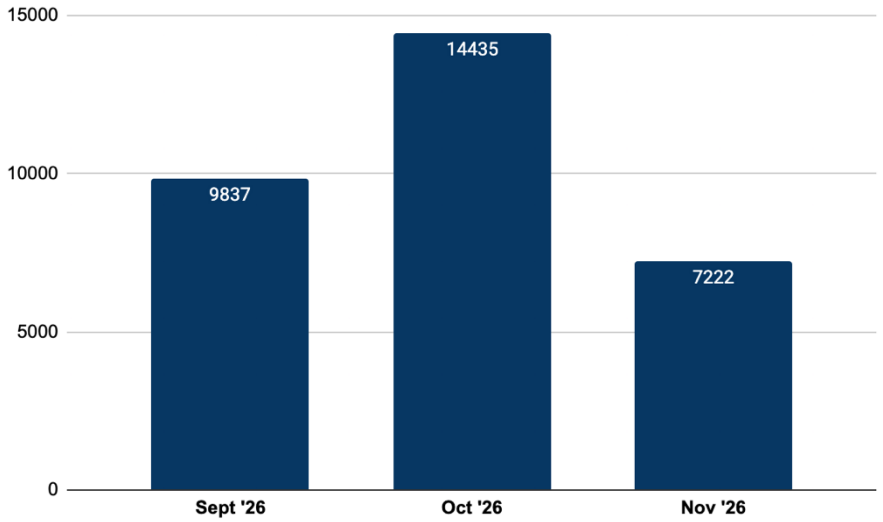
Month range	Delivered to leadership
June – August	Mid-September
September — November 20	December 10
December — February	Mid-March
March — May	Mid-December

Y/Y = 2026 quarter/2025 quarter

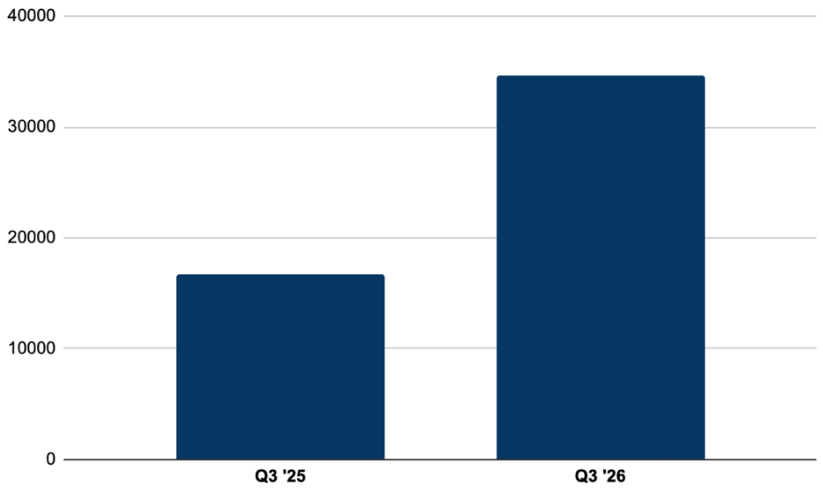
Story/blog readership

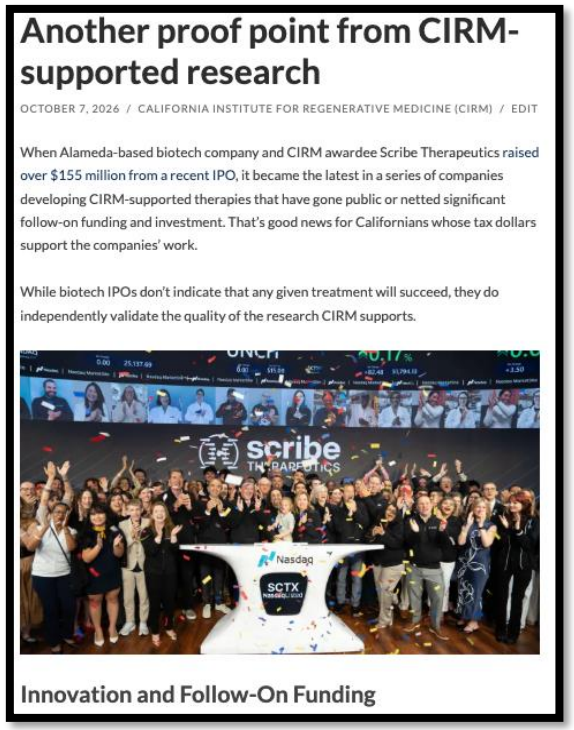
Story views

Traffic by month



Year over year*



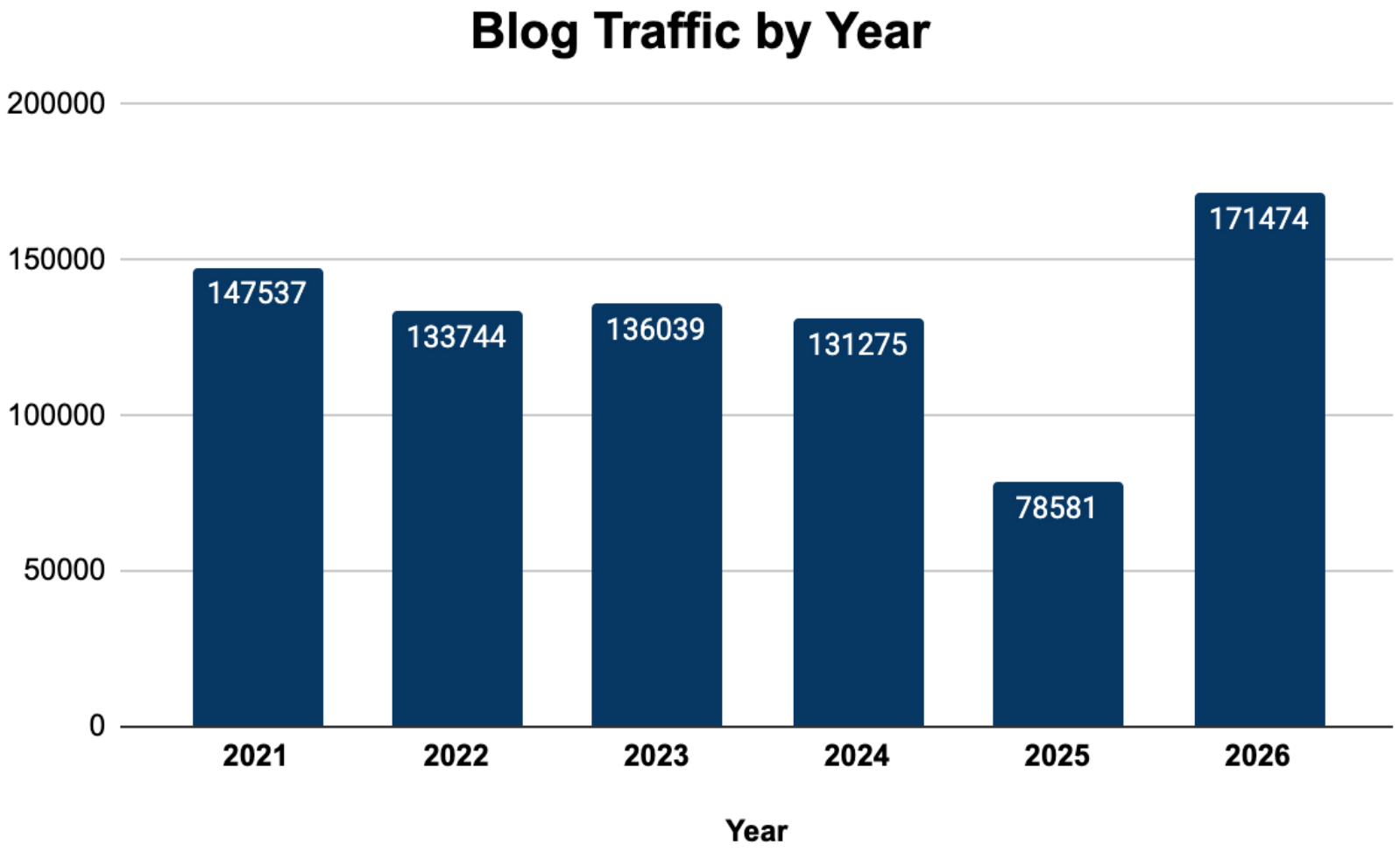


Blog traffic for the three months ending 11/18 **increased by 108%** YoY. No single post dramatically outperformed. Instead many posts received increased traffic. This was due to improved content quality, structure, cadence, and coordination.

* Sept–Nov 18 2026/Sept-Nov 18 2025

Blog readership by year

2026 outperforming previous five years



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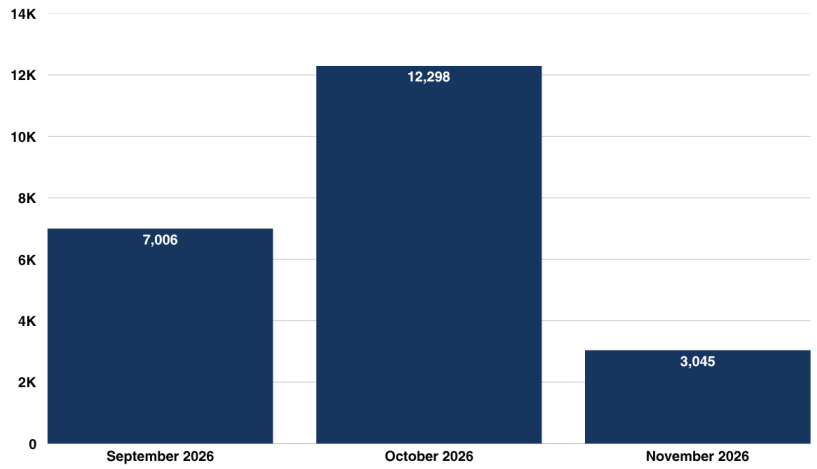
YouTube (Subscribers 9,458)

Impressions

Impressions by month



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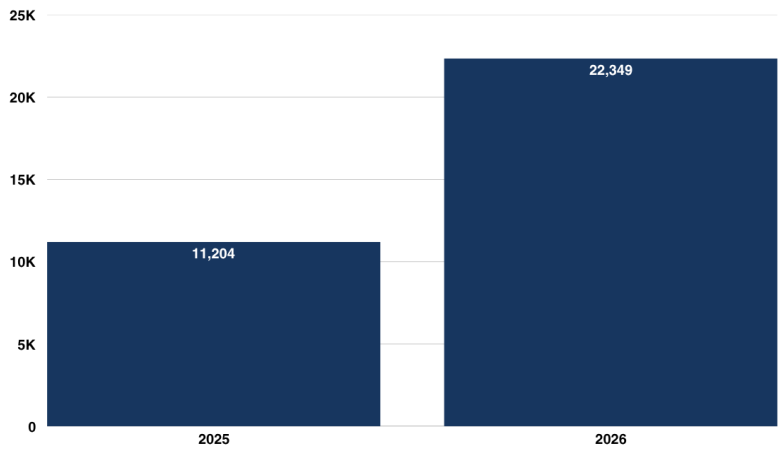

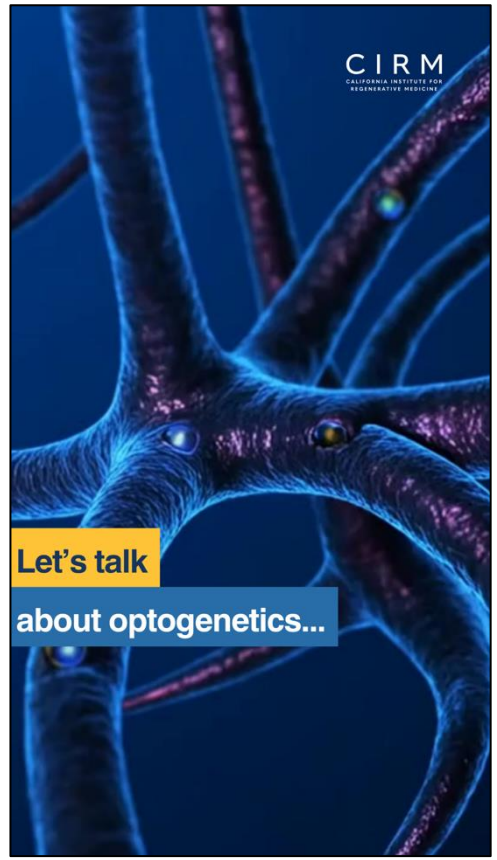

YouTube saw a 99% increase in impressions and video views year-over-year. The focus of this fiscal quarter was on experimenting with short form video and paid promotion, which resulted in an increase in impressions, videos views, and engagement.

Content type: Short form video
https://youtube.com/shorts/aAc9ubea7X4

* Sept–Nov 20 2026/Sept-Nov 20 2025

Paid video promotion experiment

YouTube vs Instagram



$30 boost for the same video on the different platforms

Metric	YouTube	Instagram
Total Paid Video Views	5,077 **1,298% ⬆**	1,100 **52% ⬆**
Cost per video view	Approx. $.006	Approx. $.03
Video views per dollar	Approx. 181	Approx. 37

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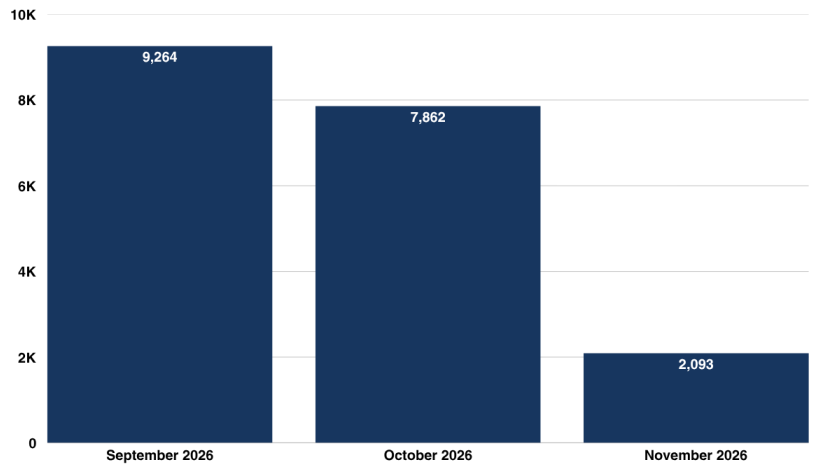
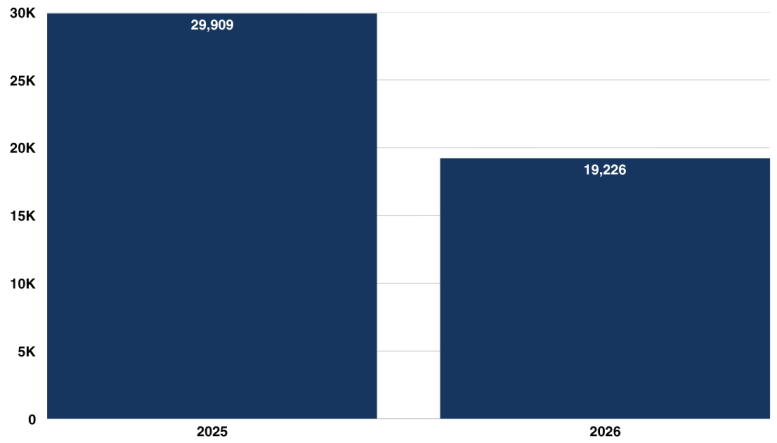
Instagram (Followers 3,547)

Impressions

Impressions by month



Year over year*



Instagram impressions decreased by 35% year-over-year likely due to increased focus on YouTube videos. Instagram was included in the video experiment but didn't see as much success as YouTube.



Content type: update/graphic

* Sept–Nov 20 2026/Sept-Nov 20 2025

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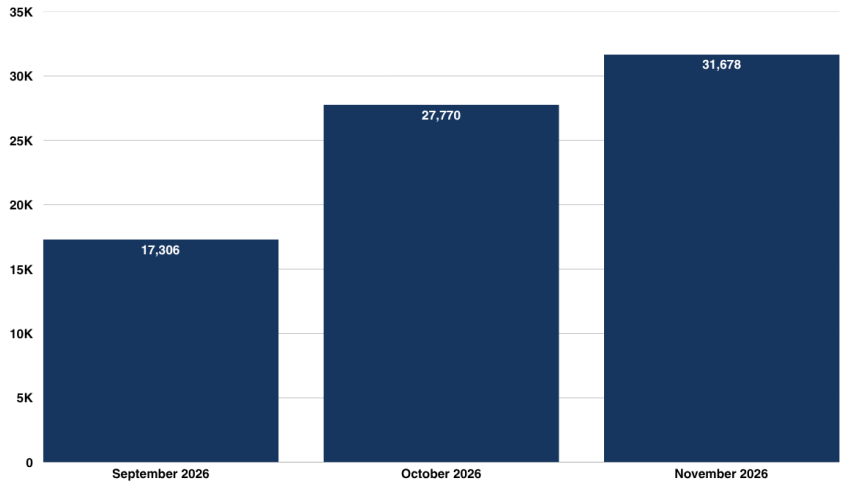
LinkedIn (Followers 15,535)

Impressions

Impressions by month



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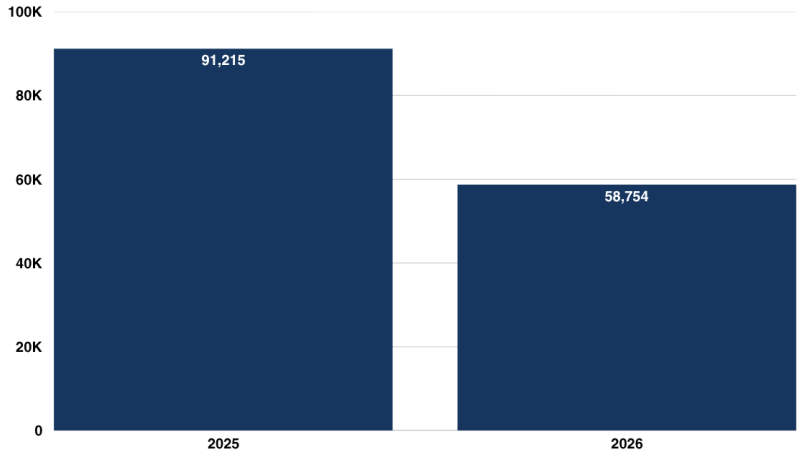

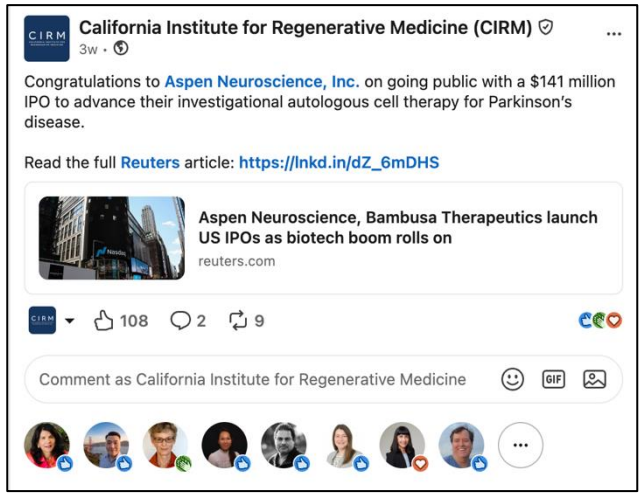

LinkedIn impressions decreased by 35% year-over-year (YoY). Although there was a YoY decrease, LinkedIn is the strongest platform month over month, with growth in both October and November.

Content type: Article/Image

* Sept-Nov 2026 vs. Sept-Nov 2025

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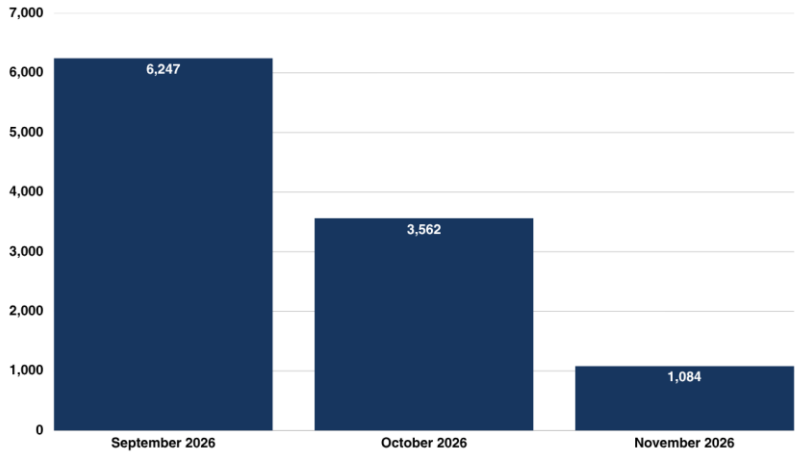
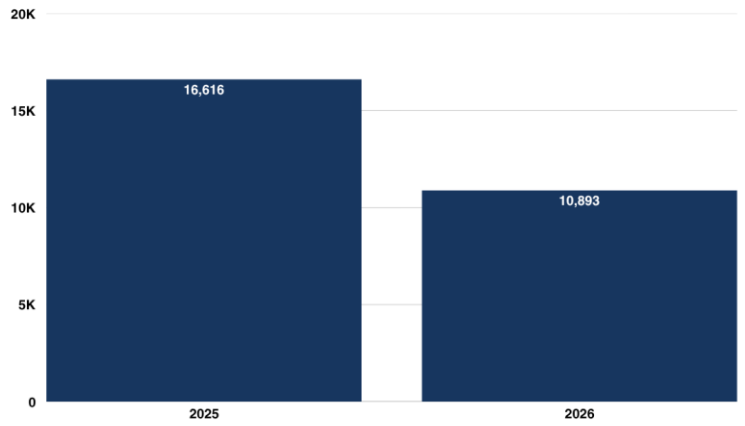
Facebook (Followers 11,587)

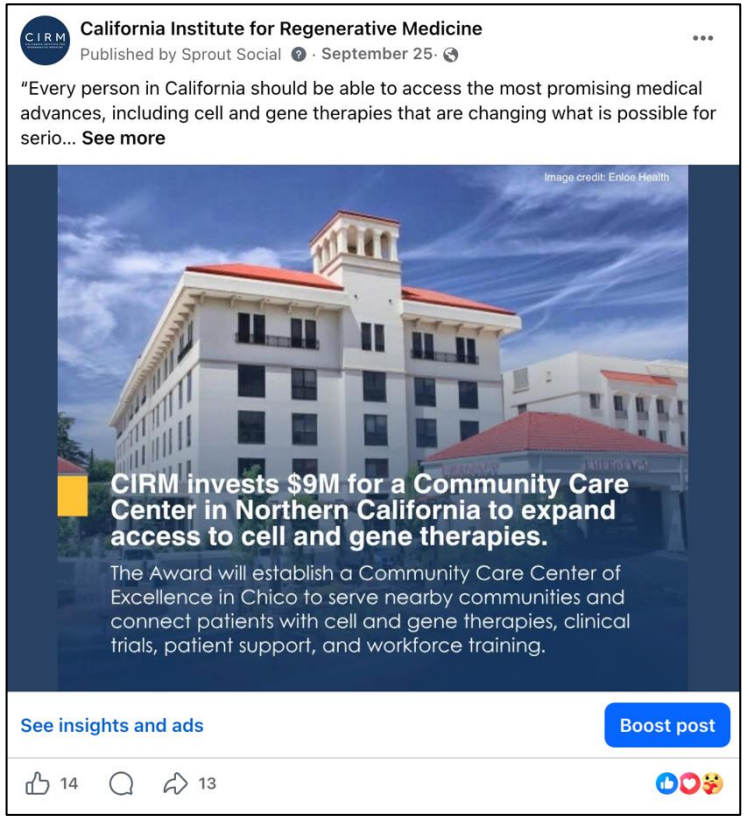
Impressions

Impressions by month



Year over year*





Facebook impressions decreased by 34% year-over-year likely due to an increased focus on YouTube.

Content type: Blog/Graphic

* Sept–Nov 20 2026/Sept-Nov 20 2025

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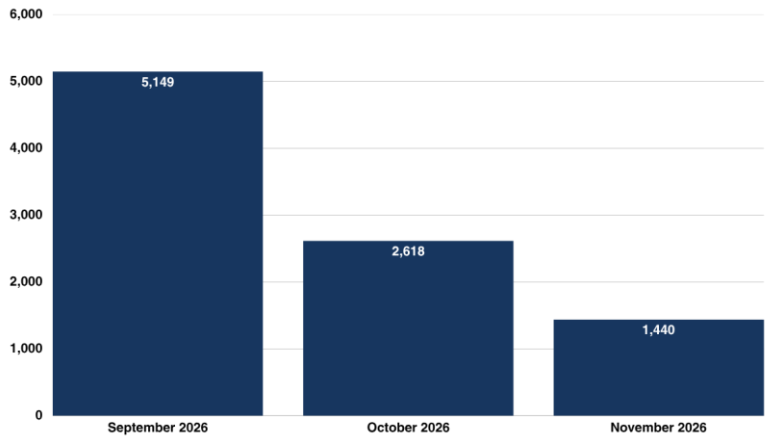
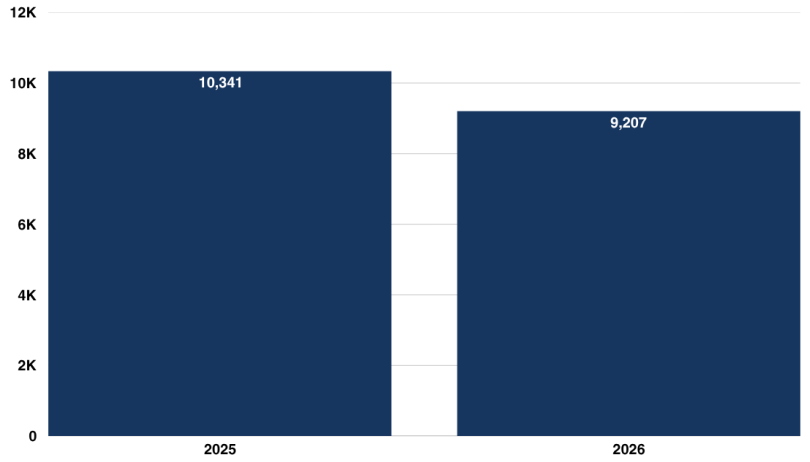
X (Followers 14,671)

Impressions

Impressions by month



Year over year*





Content type: Image/Blog

X impressions decreased by 11% year-over-year likely due to an increased focus on YouTube

* Sept–Nov 20 2026/Sept-Nov 20 2025

CIRM in the news

Examples

Carlsbad biotech adding Huntington's disease treatment to pipeline

Six patients have received neuron implants in an early-stage trial

"Developments like Lineage's line of candidates are supported by Prop. 71 in 2004, which allowed the state to levy a $3 billion bond to create the California Institute for Regenerative Medicine, or CIRM, to accelerate stem cell research and therapies.
In 2020, taxpayers approved an additional $5.5 billion for CIRM.

This funding supercharged stem cell research in California and San Diego.

Today, labs across the region are growing cartilage for knee repairs, neurons and retinal tissue, and even putting stem cells into space. (The microgravity on the International Space Station helps the stem cells grow faster, according to new research."

San Diego Union Tribune



Univision Sacramento

Interviews done, waiting on publication:

- Los Angeles Times
- San Diego Union-Tribune
- Pasadena Weekly
- In The Hyphen

Public Outreach

Sept–Nov 2025



Sept–Nov 2026



Outreach events for the quarter increased 53% YoY due in part to more new contractors and availability of volunteers. Notably, events increased in northern California and the Inland Empire.