

JAN
2015

DIGITAL STRATEGY

MONITORING REPORT

JAN 2015

KEY FACTS

Summary of:

- Trends
- Benchmarks
- Internet, Publications & Social Media

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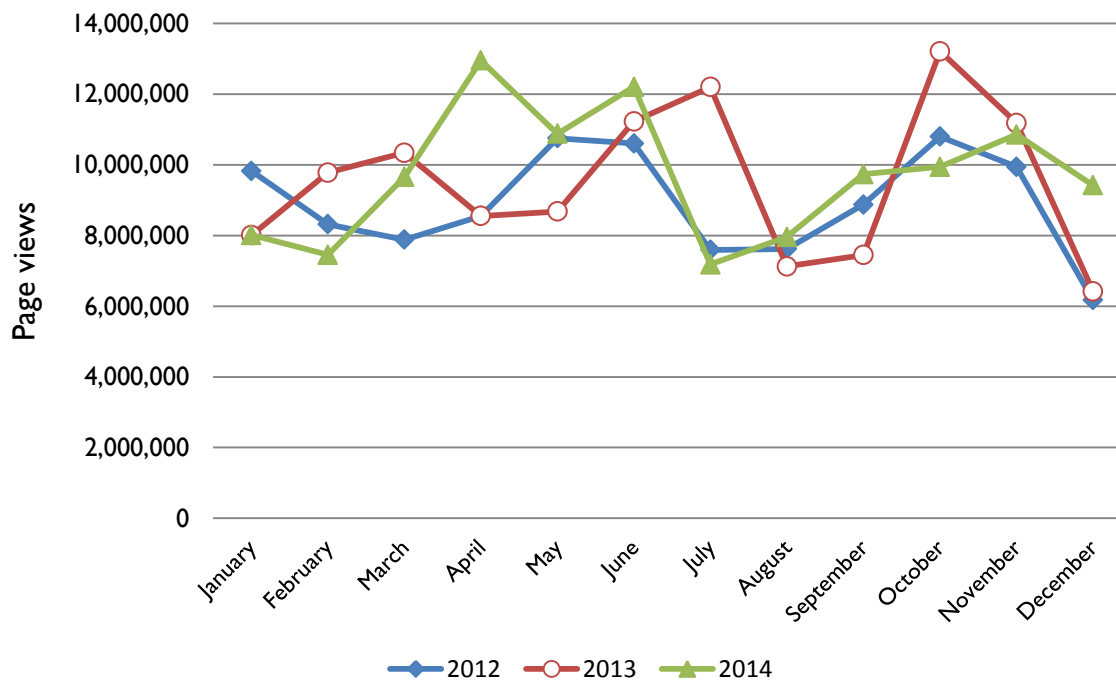
PAGE VIEWS

KEY FACTS

Month	Total Page Views	Daily Average
Jan 2015	9,242,056	298,130
Dec 2014	9,417,428	303,788
Total (since 1-Jan-14)	18,659,484	

Average pages viewed per visit
4.46

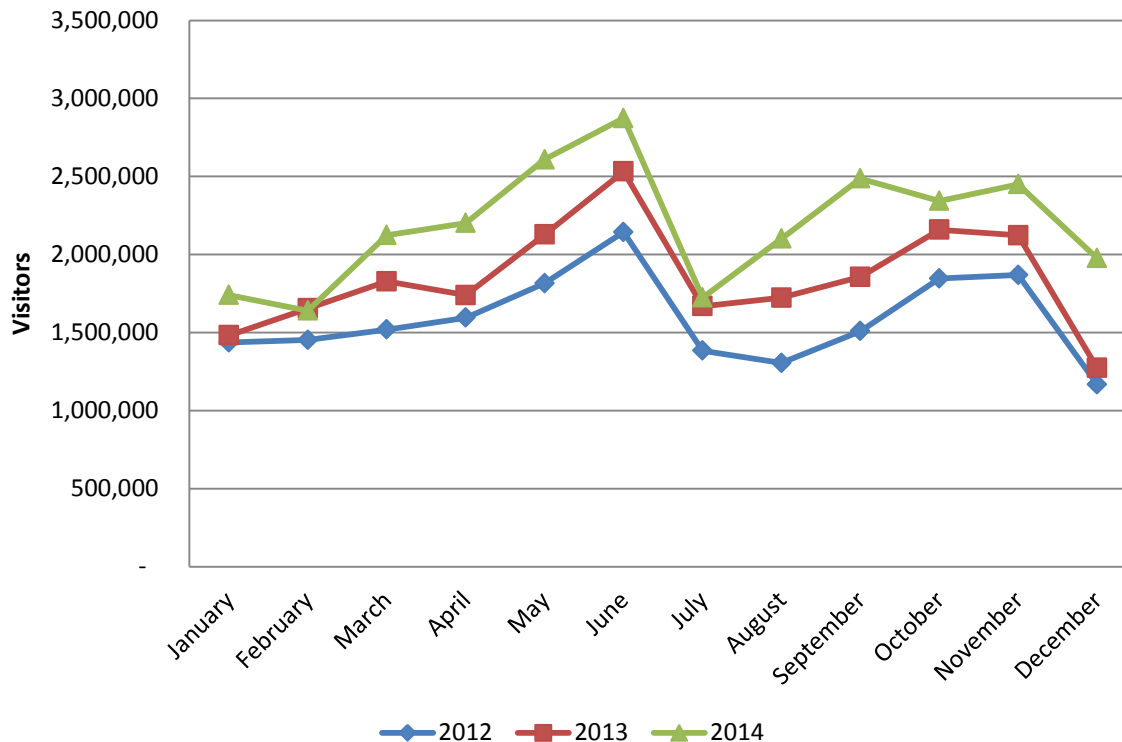
1.8% reduction in page views
in Jan 15



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VISITORS

Month	Visits	Daily Average
Jan 2015	2,071,234	66,814
Dec 2014	1,976,637	63,762
Total (since 1-Jan-14)	18,659,484	



KEY FACTS

Total Visits this month
2,071,234

Total Visitors this month
1,110,997

Percent returning Visitors
13.6% (150,588 visitors)

Average visits per visitor
1.86

Visit increase from previous
month
4.8%

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COUNTRIES

Top 20 Countries in Jan 2015

	Countries	Visits	% Visits
1	United States (US)	539,524	2.6 %
2	China (CN)	223,377	1.1 %
3	Netherlands (NL)	82,448	4 %
4	Germany (DE)	79,126	4 %
5	United Kingdom (UK)	75,828	4 %
6	France (FR)	71,059	3 %
7	Unknown Country	66,629	3 %
8	India (IN)	64,504	3 %
9	Australia (AU)	50,027	2 %
10	Mauritius (MU)	46,894	2 %
11	Canada (CA)	41,000	2 %
12	Mexico (MX)	27,019	1 %
13	Uruguay (UY)	26,215	1 %
14	Philippines (PH)	25,789	1 %
15	Kuwait (KW)	22,710	1 %
16	Japan (JP)	21,117	1 %
17	Korea (South) (KR)	20,620	1 %
18	Italy (IT)	17,490	1 %
19	Spain (ES)	17,203	1 %
20	Singapore (SG)	16,883	1%

* Location information is based on place of domain name registration

KEY FACTS

Top visitors in January 2015 to unep.org came from US, China and Netherlands

Unknown Country

The country associated with the visitors domain name could not be determined.

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REFERRALS

Top 20 Referring Domains in Jan 2015

	Domain	Visits	% Visits
1	Direct Traffic	1,013,926	49%
2	unep.org	352,953	17%
3	google.com	146,752	7%
4	google.co.in	71,512	3%
5	google.co.uk	36,604	2%
6	google.ca	17,368	1%
7	google.com.ph	17,365	1%
8	google.fr	14,819	1%
9	google.com.mx	14,511	1%
10	bing.com	13,839	1%
11	unep.or.jp	10,996	1%
12	daum.net	10,324	0%
13	google.de	10,050	0%
14	google.es	7,290	0%
15	yahoo.com	6,694	0%
16	google.it	6,691	0%
17	google.com.au	5,991	0%
18	ask.com	5,501	0%
19	lingkunganhijau.com	5,470	0%
20	google.com.br	5,398	0%

KEY FACTS

80% UNEP internet traffic is from Direct Traffic

Direct Traffic

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link

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SEARCH TERMS

Top 10 Search Terms in Jan 2015

UNEP	2,362
species diversity in mangrove forests	538
environmental pollution	489
solid waste management pdf	453
poverty and sustainability	442
Wed	416
world environment day	384
geo4	368
climate change	290
sustainable developments	258
climate change	290
sustainable developments	258

KEY FACTS

Over 2,000,000 search terms in 2014

Top 5 search terms in 2014:

World Environment Day
Climate Change
Agenda 21
Green Economy
Rio Declaration

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PUBLICATIONS

Top 20 downloads this month, January 2015

No	January 2015	Downloads
1	Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication	330,942
2	Ecosystems and Human Well-Being	82,419
3	Solid Waste Management	66,797
4	Metal Recycling : Opportunities, Limits, Infrastructure	59,416
5	Environmental Pollution and Impacts on Public Health	55,453
6	UNEP Year Book 2014	55,264
7	The Environmental Crime Crisis – Threats to Sustainable Development from Illegal Exploitation and Trade in Wildlife and Forest Resources.	52,847
8	Sick Water: The Central Role of Wastewater Management in Sustainable Development	52,068
9	GEO 5 Spanish	50,103
10	Clearing the Waters	48,527
11	http://www.unep.org/publications/ebooks/emissionsgapreport2014/portals/50268/pdf/EGR2014_LOWRES.pdf	47,760
12	http://www.unep.org/geo/geo4/report/geo-4_report_full_en.pdf	47,707
13	http://www.unep.org/ietc/Portals/136/Publications/WasteManagement/WasteAgriculturalBiomassEST_Compndium.pdf	41,643
14	http://www.unep.org/geo/pdfs/geo5/GEO5_report_full_en.pdf	38,144
15	http://www.unep.org/maweb/documents/MA-Health-Spanish.pdf	36,476
16	http://www.unep.org/pdf/tunza/Tunza_5.3_Spanish.pdf	34,118
17	http://www.unep.org/environmental-governance/Portals/8/documents/training_Manual.pdf	31,866
18	http://www.unep.org/climatechange/mitigation/Portals/93/documents/EnergyEfficiency/FBC_30_sep_2007.pdf	31,636
19	http://www.unep.org/climatechange/adaptation/gapreport2014/portals/50270/pdf/AGR_FULL_REPORT.pdf	30,359
20	http://www.unep.org/urban_environment/PDFs/LiveableCities.pdf	30,237

KEY FACTS

Top 5 Downloads Last Year

Green Economy Report

http://www.unep.org/green-economy/Portals/88/documents/gcr/gcr_final_dec_2011/Green%20EconomyReport_Final_Dec2011.pdf

TUNZA (Spanish)

http://www.unep.org/pdf/tunza/Tunza_5.3_Spanish.pdf

Global Trends in Renewable Energy Investment 2013

<http://www.unep.org/pdf/GTR-UNEP-FS-BNEF2.pdf>

Ecosystems And Human Well-being

http://www.unep.org/maweb/documents/document_356.aspx.pdf

Metal Recycling Opportunities, Limits, Infrastructure

http://www.unep.org/exour/panel/Portals/24192/PDFs/Metal_Recycling_Full_Report.pdf

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SOCIAL MEDIA OVERVIEW

	Social Media Platforms	Audiences
Facebook	Facebook (english)	148,099
	Facebook_tunza	11,019
	Facebook_french	9,415
	Facebook_spanish	3,047
	Facebook_russian	359
Twitter	Twitter_english	323,091
	Twitter_russian	2,650
	Twitter_french	1,132
	Twitter_spanish	1,518
Chinese Social media	WeChat	9,982
	RenRen	546,259
	QQ	2,086,748
	WEIBO	86,151
	LinkedIn	31,298
	Google+	4,843

KEY FACTS

Total Audience Across All Platforms
3,265,611

Audience Increase From Previous Month
14%

Platforms Added In 2014

- twitter - Russian
- facebook - Russian
- facebook - Spanish
- instagram



FACEBOOK OVERVIEW

KEY FACTS

JANUARY 2015 SUMMARY

148,099	54	562,931	416	2,706	9,493	5,471	2,393	3,52%
FANS	POSTS	TOTAL REACH	COMMENTS	SHARES	LIKES	LINK CLICKS	NEW FANS	ENG.RATE

Best Day Of The Month
22nd JAN

MONTHLY TOP POST *(Sent at 12.25pm on Thursday 22nd)*

UNEP January 22 at 12:25pm · 🌐

Massive Open Online Course (MOOC) on Disasters and Ecosystems: Resilience in a Changing Climate went live on 12 January, with 8,300+ now enrolled from 183 countries!

But it's not too late, you can still enroll now at NO COST!

36,352 People Reached

628 Likes, Comments & Shares

413 Likes	311 On Post	102 On Shares
37 Comments	26 On Post	11 On Shares
178 Shares	173 On Post	5 On Shares

845 Post Clicks

0 Photo Views	845 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	3 Hide All Posts
0 Report as Spam	1 Unlike Page

36,352 people reached [Boost Post](#)

Like · Comment · Share · 👍 311 🗨️ 21 ↻ 173

- reached 36,352 unique individuals.
- 628 people created stories
- Last call for MOOC
- Strong and short messages with photos and links

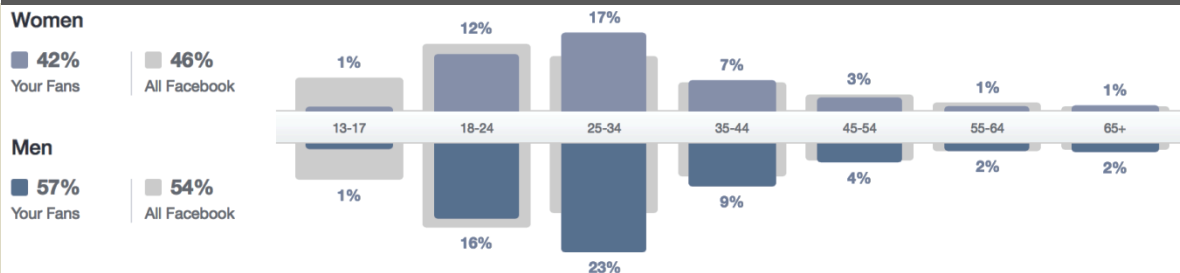
Source: FB Insights

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FACEBOOK DEMOGRAPHICS

KEY FACTS

AUDIENCE PROFILES: DEMOGRAPHICS & LOCATIONS



Country	Your Fans	City	Your Fans	Language	Your Fans
India	15,186	Nairobi, Kenya	6,321	English (US)	76,649
United States of America	9,766	Kuala Lumpur, Malaysia	3,078	English (UK)	23,673
Malaysia	9,342	Kathmandu, Nepal	2,697	Spanish	9,528
Kenya	8,721	Dhaka, Bangladesh	2,495	French (France)	5,955
Brazil	5,112	New Delhi, Delhi, India	2,298	Portuguese (Brazil)	4,605
Pakistan	5,106	Cairo, Al Qahirah, Egypt	1,658	Italian	2,995
Nepal	4,063	Seoul, South Korea	1,394	Arabic	2,805
Mexico	3,731	London, England, United ...	1,327	Spanish (Spain)	2,507
Bangladesh	3,630	Lima, Peru	1,315	Simplified Chinese (China)	1,882
United Kingdom	3,430	Mexico City, Distrito Feder...	1,279	German	1,828

Gender Analysis
followers predominantly male 57 %

Most Active Age Group
18 – 34 years

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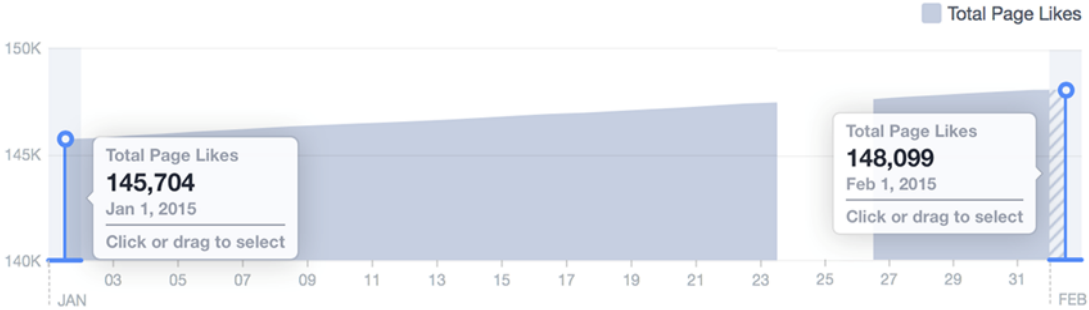
FACEBOOK ENGAGEMENT

KEY FACTS

13.2% decrease in reach from previous month

1.7% increase in fans

FACEBOOK MONTHLY GROWTH



MONTHLY ENGAGEMENT



BEST DAY OF THE MONTH

Thursday 22nd Jan we reached **36,352** unique individuals.

KEY DATA ON THIS DAY

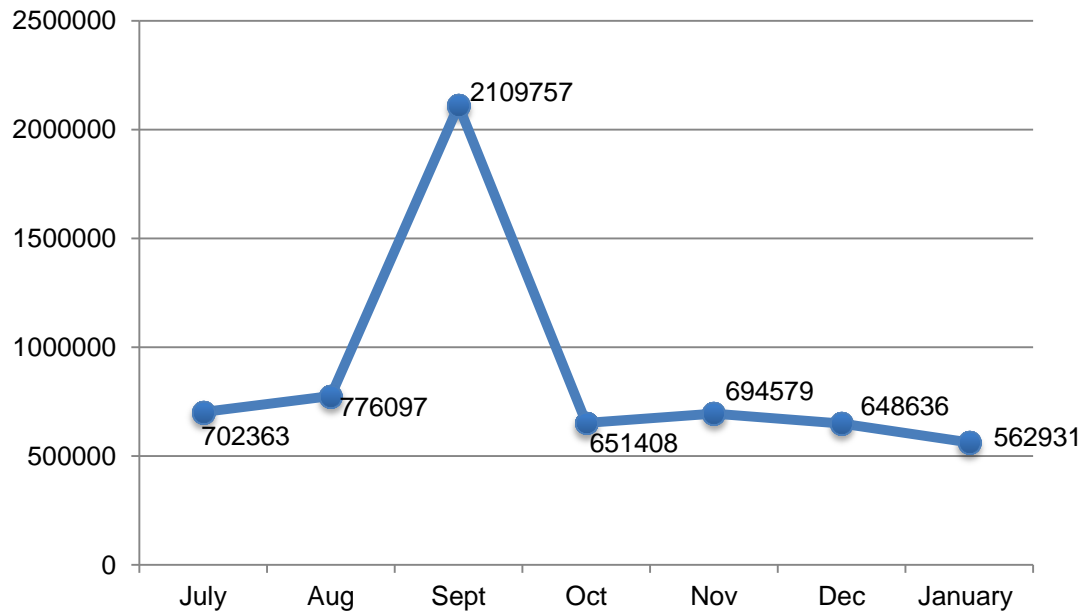
- 628 people created stories based on our page
- Last call for MOOC
- Strong and short message with photo and link

Source: FB Insights

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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED MONTHLY



Source: FB Insights

KEY FACTS

Total number of unique people reached since July: 6,145,771

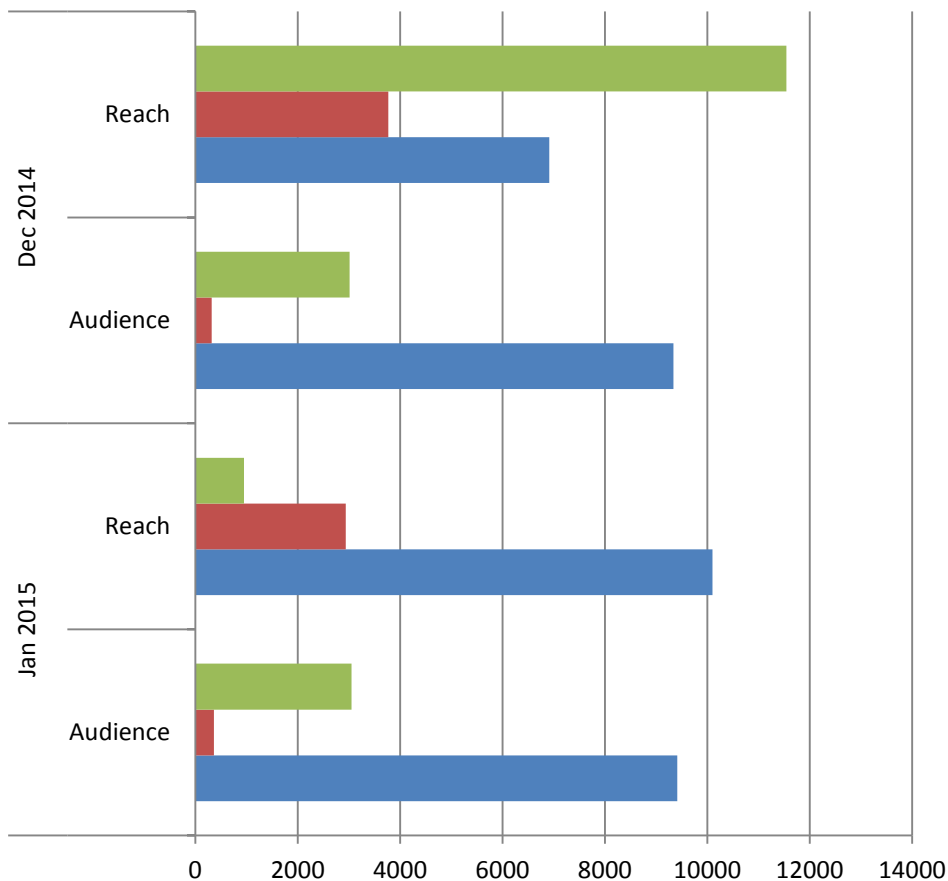
Average number of people reached per post since July: 13,132

NUMBER OF POSTS SHARED

Month	No. of posts
JULY 2014	54
AUGUST 2014	61
SEPTEMBER 2014	100
OCTOBER 2014	54
NOVEMBER 2014	77
DECEMBER 2014	68
JANUARY 2015	54
TOTAL POSTS	468

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FACEBOOK LANGUAGES



■ Spanish
■ Russian
■ French

KEY FACTS

RUSSIAN

Total audience: **359**

Total Posts: **74**

Total Reach: **2,937** (average 39,7 per post)

New likes: **44**

Vs. 52 posts, 3,768 Reach and 194 new likes last month // account not open in Jan 2014

FRENCH

Total audience: **9,415**

Total Posts: **72**

Total Reach: **10,101** (average 140 per post)

New likes: **86**

*Vs. 44 posts, 6,915 Reach and 60 new likes last month.
Vs. 15 posts, 3,899 Reach and 22 new likes in Jan 2014*

SPANISH

Total audience: **3,048**

Total Posts: **4**

Total Reach: **948** (average 237 per post)

New likes: **463**

Vs. 18 posts, 11,546 Reach and 463 new likes last month // account not open in Jan 2014

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TWITTER OVERVIEW

JANUARY 2015 SUMMARY

323,091	129	679	2,748	6,9K	3,6K	25,1M	14,305	1,4%
FOLLOWERS	TWEETS	REPLIES	MENTIONS	RETWEETS	FAVOURITES	REACH	NEW FOLLOWERS	ENG RATE

DECEMBER 2014 SUMMARY

308,390	268	875	3,366	8,7K	4,3K	31,4M	12,747	1,2%
FOLLOWERS	TWEETS	REPLIES	MENTIONS	RETWEETS	FAVOURITES	REACH	NEW FOLLOWERS	ENG RATE

MONTHLY TOP TWEETS



UN Environment @UNEP
 MT @helenclarkundp: blog on critical role of forests fighting #climatechange on.undp.org/HHk5H @unredd #WEF2015
 2:27 PM - 22 Jan 2015

UN Environment @UNEP
 MT @UN_Women: We must break out of our bubble- @giseleofficial abt trip 2 #Kenya: ow.ly/GNLMr #Beijing20
 4:10 PM - 5 Jan 2015
 82 RETWEETS 190 FAVORITES

67 RT's 87 Favorites
 117,091 Impressions

82 RT's 190 Favorites
 140,737 Impressions

KEY FACTS

Increase from Previous Month
 Reach : 21%
 Followers : 4.8 %

TOP INFLUENCERS ENGAGED

- Helen Clark, UNDP Administrator
- Ian Somerhalder / IS Foundation
- Li Bing Bing
- Yaya Touré

Best Day
 Thursday January 22, 2015
 Organic Impressions
 171,042

New followers 422

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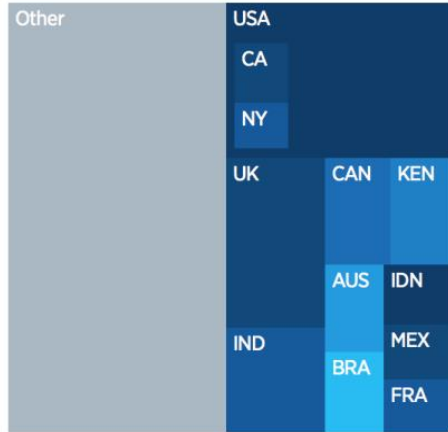
TWEETER DEMOGRAPHICS AND LOCATIONS

KEY FACTS

JANUARY

Location

Top countries and states



Top cities

- 3% Nairobi, KE
- 2% London, UK
- 2% New York City, US
- 2% Washington, D.C., US
- 1% Jakarta, ID

Gender

69% M 31% F

Your followers also follow

- 53% UNICEF · [Profile](#)
- 52% BarackObama · [Profile](#)
- 48% nytimes · [Profile](#)
- 44% BillGates · [Profile](#)
- 44% BBCBreaking · [Profile](#)
- 43% BBCWorld · [Profile](#)
- 43% TheEconomist · [Profile](#)
- 42% WHO · [Profile](#)
- 39% UNDP · [Profile](#)

Gender Analysis
predominantly male **69%**

UNEP followers primarily located in USA, UK , INDIA ,CANADA ,and KENYA



YOUTUBE

JANUARY 2015 SUMMARY

2,984 SUBSCRIBERS	11,032 VIEWS	26,227 MINS WATCHED	783,086 LIFETIME VIEWS	84 NEW SUBSCRIBERS
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DECEMBER 2014 SUMMARY

2,900 SUBSCRIBERS	13,736 VIEWS	29,601 MINS WATCHED	773,116 LIFETIME VIEWS	90 NEW SUBSCRIBERS
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Video	Views ?	Estimated minutes watched ?	Likes* ?
A Bottle's Odyssey	1,809 (16%)	1,635 (6.2%)	4
The Antarctic Ozone Hole -- From Discovery ...	1,419 (13%)	9,791 (37%)	4
Ocean Acidification	400 (3.6%)	1,406 (5.4%)	8
UNEP: A briefing on the eve of COP 20 in Li...	303 (2.7%)	748 (2.9%)	1
Gisele Bündchen experiences energy povert...	213 (1.9%)	652 (2.5%)	1
HE Susilo Bambang Yudhoyono, former Pre...	190 (1.7%)	181 (0.7%)	0
Ten years of Champions of the Earth	184 (1.7%)	57 (0.2%)	0
UNEP - What we do	161 (1.5%)	283 (1.1%)	0
Gisele kicks it for #WorldEnvironmentDay	157 (1.4%)	104 (0.4%)	0
Le Trou d'ozone en Antarctique - De la déco...	153 (1.4%)	805 (3.1%)	0

KEY FACTS

Comparison from previous year, same month Jan 2014

Views **59.1%**

Comparison from previous month, Dec 2014

Subscribers **2.9%**

Views **19.9%**

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CHINESE SOCIAL MEDIA

MONTHLY TOP POST

KEY METRICS

Tweet for Elephants recorded a 4.84 million reach, 1,550 shares, 146 comments, and 608 likes



CONTENT HIGHLIGHTS

ED visit to China and interview with Southern Weekend (21,000 reach, 14 shares, 11 comments, 8 likes)

Review of 2014: WED
(27,000 reach, 15 shares, 4 comments, 14 likes)

Review of 2014: UNEA
(25,000 reach, 12 shares, 2 comments, 10 likes)

Li Bingbing video: Say NO to wildlife
(17,000 reach, 15 shares, 4 comments, 6 likes)

KEY FACTS

Comparison from previous month, Dec 2014

Sina Weibo 
1,001 followers

QQ 
3,752 followers

Renren 
38 followers

WeChat 
119 followers

Largest Audience Platform
Chinese QQ (64%)