

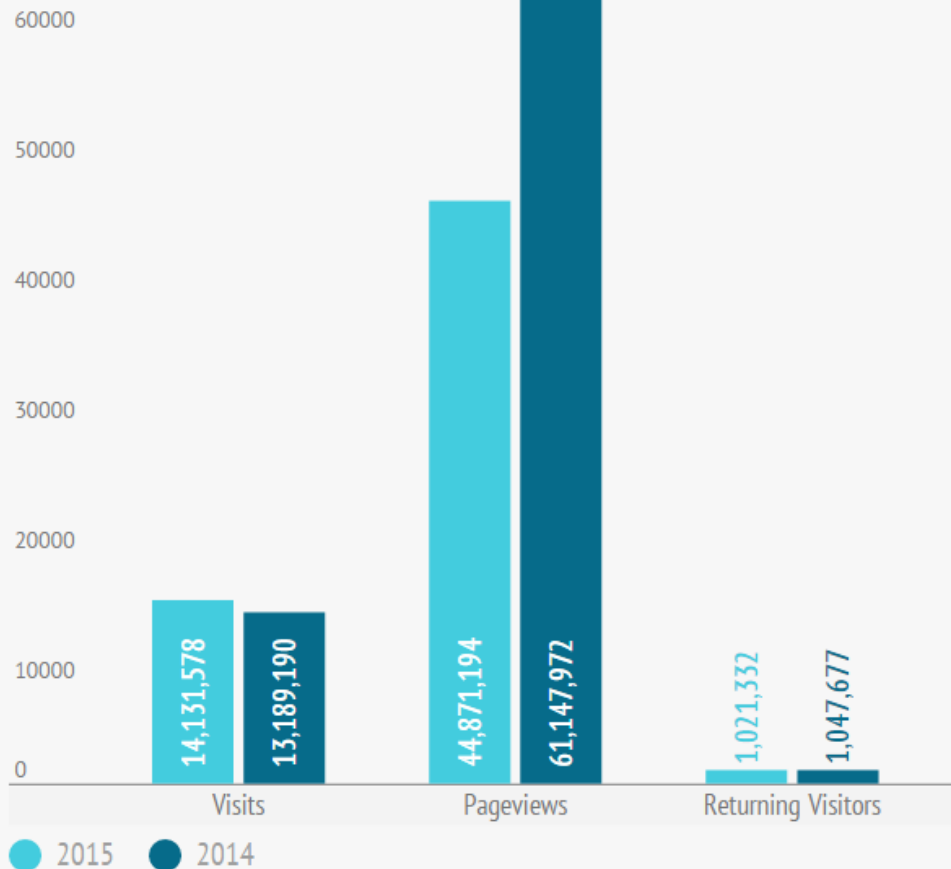
JUL  
2015

# UNEP DIGITAL METRICS



UNEP

# Mid-year Highlights Jan - Jun 2015



★ **3 Million**

UNEP website hit 3 million monthly visits in June 2015

★ **1 Million**

WED website hit 1 million monthly visits in June 2015

★ **un-redd.org**

First UN domain among the top 10 referring domains to UNEP website

● **Downloads**

Our Planets issues: Climate for life and Healthy planet, healthy people are consistently among the top 5 downloads

www.unep.org

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2,202,816 Visits

↓ 32% since last month



5,322,914 Page Views

↓ 60% since last month



00:19:59 Avg. Time Spent

↑ 15% since last month

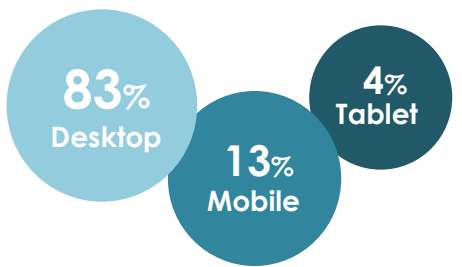


183,091 Returning Visitors

↓ 32% since last month



Devices



166,416 Total Fans

793,145 People saw UNEP's messages

3.6% ↑ Total Fans from last month

43.8% ↓ Total Reach from last month

Top Post: #THINKEATSAVE Hamburger Facts 49,280 readers and 1,189 Likes/Comments/Shares

57% male, 67% aged between 18-34



406,417 Total Followers

Top Tweet: UNEP HELPING COMMUNITIES IN HAITI 128 retweets 104 favourites

3.4% ↑ Total Followers from last month

7.4M ↓ IMPRESSIONS By UNEP Tweets

71% male, Located in USA, UK and India



3,824 Total Subscribers

68,867 Total Views

3.8% ↑ Total Subscribers from last month

1.7% ↑ Total Views from last month

Top Video: A Bottle's Odyssey 54,584 views



Followers compared to previous month: 36% ↑

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# VISITS

Month	Total visits	Average per Day	Average Visit Duration
July 2015	2,202,816	183,091	00:19:59
Jun 2015	3,216,351	100,510	00:17:23
May 2015	2,498,569	80,599	00:15:40
Total for last three months	7,917,736		

## KEY FACTS

Total visits year to date: 16,513,766

Visits compared to previous month  
32% ↓

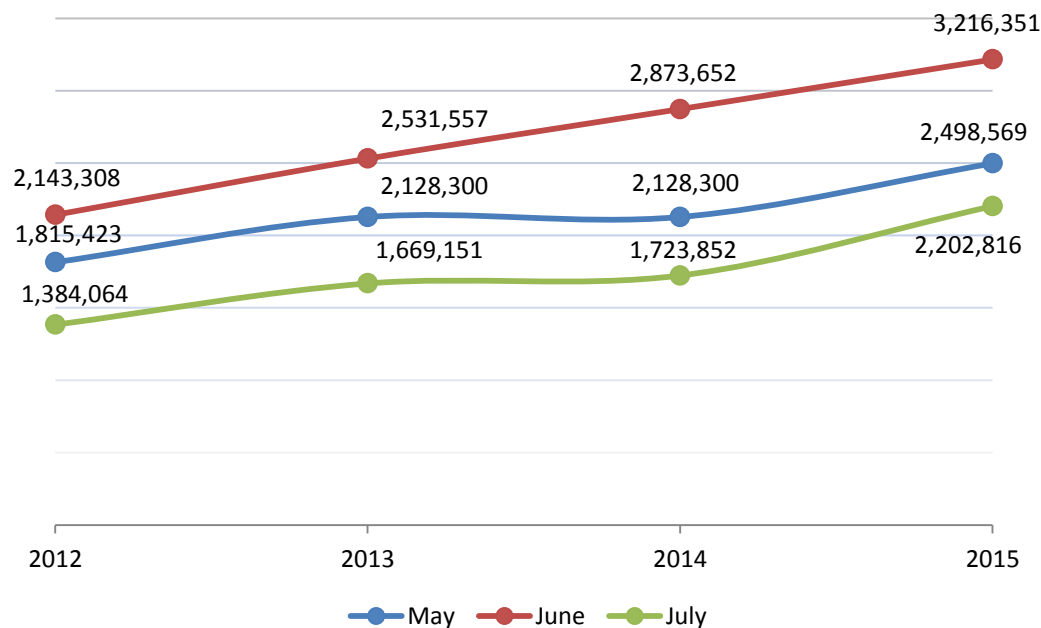
Wednesday was the most active and  
Saturday the least active day

Average visits per visitor 1.75  
Compared to previous month 5% ↑

51% Bounce rate on UNEP homepage

### \* Bounce rate

the percentage of visitors to a particular website who navigate away from the site after viewing only one page.



Source: Webtrends and Google Analytics



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# VISITORS

Month	Total visitors	Daily average	Peak day
July 2015	1,257,276	41,909	25-Jun
Jun 2015	1,946,874	64,896	5-Jun
May 2015	1,506,706	50,224	19-May
<b>Total visitors for last 3 months</b>	<b>4,710,856</b>		

### Most popular browsers used by visitors

Browser	% of total
Chrome	44.25%
Internet Explorer	21.27%
Firefox	16.12%
Safari	9.65%
Opera Mini	3.32%
Android Browser	1.62%
Safari (in-app)	0.91%
UC Browser	0.80%
Opera	0.85%
BlackBerry	0.19%

Source: Webtrends and Google Analytics

### KEY FACTS

Total visitors year to date: 9,990,681

Visitors compared to previous month  
35% ↓

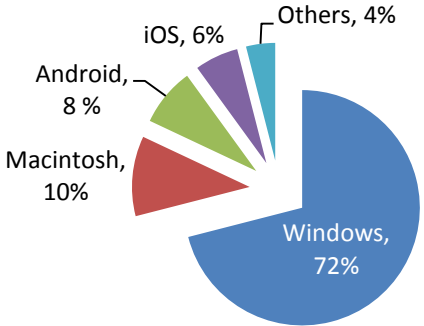
Returning visitors compared to previous month 32% ↓

UNEP visitors by age group

<b>25-34 - 35.19%</b>
<b>18-24 - 23.66%</b>
35-44 - 19.30%
45-54 - 10.89%
55-64 - 6.36%
65+ - 4.59%

59% of UNEP audience is between ages 18-34 years

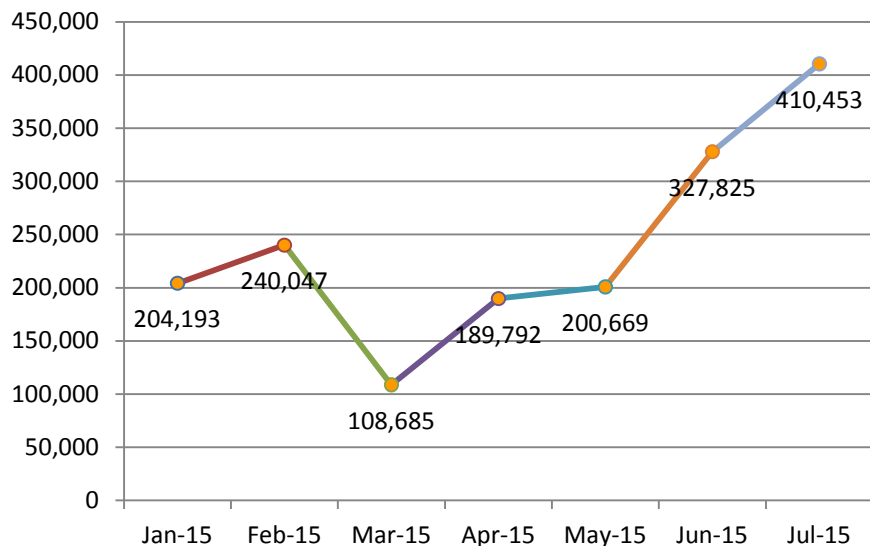
### Most popular operating systems used by visitors



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# UPLOADS

Uploads trends from Jan 2015 to date



## KEY FACTS

Total uploads this month were 410,453 compared to previous month 3% ↑

### Content types

- Html (html, css, js, asp, aspx)
- Images (jpg, png, gif)
- Documents (doc, xls, ppt)
- Videos (avi, mov, mp4, flv)

	Most updated sites	Uploads	% Uploads
1	<a href="http://www.unep.org/ieacp/iea/trainers.aspx">http://www.unep.org/ieacp/iea/trainers.aspx</a>	294,152	72%
2	<a href="http://www.unep.org/newscentre/">http://www.unep.org/newscentre/</a>	5,111	1%
3	<a href="http://www.unep.org/Documents.multilingual/Default.asp">http://www.unep.org/Documents.multilingual/Default.asp</a>	4,426	1%
4	<a href="http://www.unep.org/Tunza/Painting-DB/">http://www.unep.org/Tunza/Painting-DB/</a>	3,500	1%
5	<a href="http://www.unep.org/vacancies/subscribe/">http://www.unep.org/vacancies/subscribe/</a>	2,964	1%
6	<a href="http://www.unep.org/OzonAction/">http://www.unep.org/OzonAction/</a>	2,875	1%
7	<a href="http://www.unep.org/esm/">http://www.unep.org/esm/</a>	2,322	1%
8	<a href="http://www.unep.org/disastersandconflicts/">http://www.unep.org/disastersandconflicts/</a>	1,236	0%
9	<a href="http://www.unep.org/chemicalsandwaste/">http://www.unep.org/chemicalsandwaste/</a>	1,165	0%
10	<a href="http://www.unep.org/Experts/">http://www.unep.org/Experts/</a>	880	0%

### \* Uploads

Uploaded files indicate the content that has changed on the website either through updates to existing content or insertion of new content types including pages (html, asp, aspx files), documents (pdf, .doc, .docx) and images (jpeg, gif, e.t.c)

Source: Webtrends



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## Top 20 Microsites this Month

1	WED - Global
2	UNEP Annual Report 2013
3	Experts
4	Regional Office for Africa (ROA)
5	Resource Efficiency
6	UNEP Year Book Report
7	Climate and Clean Air Coalition (CCAC)
8	Climate Change
9	DEWA
10	Green Economy
11	UNEP and the Post-2015 Agenda
12	GEO
13	Disasters and Conflicts
14	Transport
15	Chemicals and Waste
16	Environmental Education and Training
17	IEA Community Platform
18	Governing Council (GC)
19	OzonAction
20	The Partnership for Clean Fuels and Vehicles (PCFV)

Source: Webtrends

## KEY FACTS

Top listed websites based on Google ranking using the search term "UNEP":

1. UNEP
2. UNEP Finance Initiative: Innovative financing for sustainability
3. UNEP-World Conservation Monitoring Centre (WCMC)
4. UNEP/GRID-Sioux Falls
5. GRID-Arendal
6. UNEP - MAP
7. Forside - UNEP DTU PARTNERSHIP
8. Great Apes Survival Partnership – GRASP
9. UNEP International Ecosystem Management Partnership (UNEP-IEMP)
10. UNEP - DHI Partnership – Centre on Water and Environment

\* **Micro-site**

*A microsite is a separately promoted part of a larger website. A microsite is designed to meet separate objectives and has a separate web address (or Uniform Resource Locator) as its home page. Typically, a microsite resides on the same web server and reflects the branding and overall visual design of the larger site with which it is associated.*

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# COUNTRIES

## Top 10 Countries this Month

	Country	% of Total	New Users
1	United States	18,309	11.72%
2	India	16,519	10.58%
4	United Kingdom	8,557	5.48%
5	China	7,824	5.01%
3	Kenya	7,578	4.85%
7	Philippines	6,130	3.92%
6	Germany	5,509	3.53%
8	France	4,357	2.79%
9	Canada	4,300	2.75%
10	Switzerland	2,779	1.78%

## Top 10 Cities this Month

	City	% of Total	New Users
1	New Delhi	4,957	3.17%
2	London	3,586	2.30%
3	Nairobi	2,674	1.71%
4	Beijing	2,434	1.56%
5	Bengaluru	2,050	1.31%
6	Quezon City	2,028	1.30%
7	New York	1,893	1.21%
8	Shanghai	1,766	1.13%
9	Geneva	1,736	1.11%
10	Paris	1,685	1.08%

## KEY FACTS

The website reached 229 countries and 8498 cities this month. Compared to previous month 1% ↓ and 17% ↓ respectively

North America was the continent with most visits at (14%), Southern Asia was second (13%) and Western Europe third (12% of total visits)

Source: Google Analytics



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# REFERRALS

## KEY FACTS

Google remains the top referral to the UNEP website

### Top 10 Referring Domains this month

	Domain	Visits	% of total visits
1	Direct Traffic	1,543,390	70%
2	google.com	111,531	5%
3	google.com.in	85,959	4%
4	google.com.ph	24,085	1%
5	un-redd.org	23,241	1%
6	google.co.uk	22,102	1%
7	Bing.com	14,641	1%
8	google.com.mx	9,784	0.44%
9	google.fr	9,599	0.44%
10	google.com.au	8,781	0.40%

#### \* **Direct Traffic**

Represents traffic to the web site with no referrer either due to:

- the visitor typed the domain name directly into their browser,
- the visitor bookmarked the site, or
- the visitor clicked on an email, shortcut, or other direct link

#### \* **Referring Domain**

A website that refers a visitor to your site by linking to it.

Source: Webtrends



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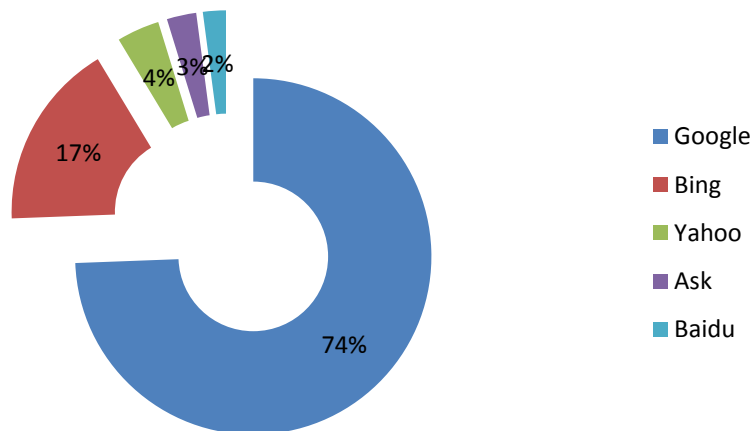
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# SEARCH TERMS

## Top 10 search terms this month

world environment day	3,418
unep	3,304
environment day	944
wed	588
green economy	536
climate change	427
dia mundial del medio ambiente	413
world environment day 2015	387
agenda 21	368
black sea	342

## Top search engines used to reach www.unep.org



## KEY FACTS

Over 166,730 search terms in this month

Top 5 search terms last month

1. world environment day
2. world environment day 2015
3. unep
4. dia mundial del medio ambiente
5. environment day

### \* Search term

The terms or phrases a visitor used to find your site using any search engine

Source: Webtrends



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# DOWNLOADS

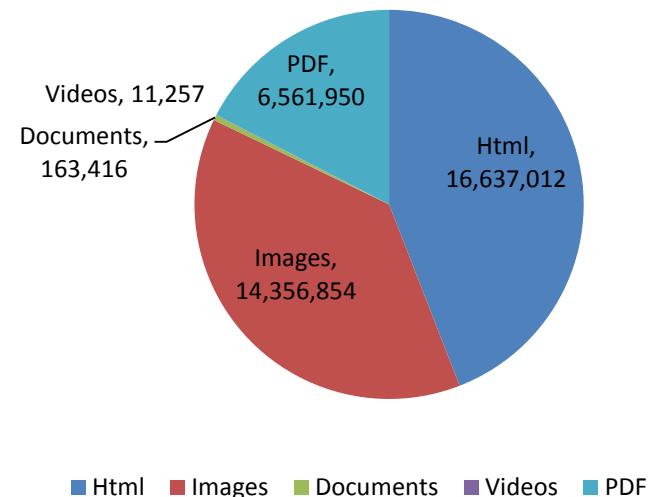
## Top 10 Publications this Month

	Title	Downloads
1	Climate commitments of subnational actors and business	100
2	Our Planet: Healthy planet, healthy people	89
3	Our Planet: Climate for life	8
4	Climate Change: Implications for Investors and Financial Institutions	5
5	Aligning the financial system to sustainable development	4
6	Climate Finance for Cities and Buildings : A Handbook for Local Governments	3
7	The Coming Financial Climate - The Inquiry's 4th Progress Report	3
8	South-South trade in renewable energy : A trade flow analysis of selected Environmental goods	2
9	Africa's adaptation gap 2: Bridging the gap – mobilizing sources	2
10	Keeping track of adaptation actions in Africa	1

Source: Piwik (Unique Downloads)

## KEY FACTS

### Top file types downloaded this month



#### File types

- Html (html, css, js, asp, aspx)
- Images (jpg, png, gif)
- Documents (doc, xls, ppt)
- Videos (avi, mov, mp4, flv)

Source: Webtrends



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# SOCIAL MEDIA OVERVIEW

## KEY FACTS

Total followers across all platforms  
3,380,138

Compared to previous month 0.6% ↓

Highest follower growth this month was seen on Instagram, English FB, English Twitter, ROWA FB, Russian FB, Russian Twitter and Spanish Twitter

Platform	Language	Change	Followers
Facebook	English	↑ 2.7%	166,416
	French	↑ 1.5%	9,831
	Spanish	↑ 1.9%	3,681
	Russian	↑ 6.7%	651
	Tunza	↑ 1.1%	11,173
	ROWA	↑ 20.9%	1,126

Platform	Language	Change	Followers
Twitter	English	↑ 3.4%	406,417
	French	● 0.0%	2,463
	Spanish	↑ 3.4%	2,333
	Russian	↑ 3.2%	3,676
	ROWA	↑ 2.1%	4,750

Platform	Change	Followers
YouTube	↑ 16.4%	3,824

Platform	Change	Followers
Instagram	↑ 32.8%	10,453

Platform	Change	Followers
WeChat	↑ 1.02%	11,253
RenRen	↓ 0.003%	546,055
QQ	↓ 0.04%	2,101,603
Weibo	↑ 0.3%	94,433

## TWITTER

In comparison to the first half of 2014, Twitter activity, impressions and engagement rates rose in the first half of 2015. The number of tweets posted rose by 31.6% in 2015 and the total impressions rose by 79.6% in comparison. Average impressions per tweet rose from 11,383 to 15,538 – an increase of 36.5%. The engagement rate for the first half of 2014 was 1.22%, while tweets posted in the first half of 2015 yielded an engagement rate of 1.36%. Average retweets per tweet rose from 35.3% to 47.8% during the periods in question.

In addition to the increased impressions and engagement rate, UNEP's Twitter activity in the first half of 2015 led to more direct follows as a result of tweets – 1.01 direct follows/tweet, up from 0.64 direct follows/tweet. Overall follower growth for the account in the first half of 2014 was 81,782 as compared to 88,613 for the first half of 2015.

### What worked:

- + News on renewables
- + UN observance content
- + Infographics
- + #DidYouKnow tweets

### What did not work:

- + Text-only Tweets
- + Images of press conferences

## FACEBOOK

The first half of 2015 saw a large increase in Facebook posts – 449 - relative to the first half of 2014 – 294. However, total followers gained and unique individuals reached during the respective periods declined. This likely resulted from Facebook's culling of page likes from deceased or deactivated users in March of 2015, as well as Facebook's multiple News Feed algorithm changes in 2015 that have made company/organization pages less likely to be placed in front of potential new followers (unless paid promotion is arranged).

Despite these changes in the Facebook landscape, the points of engagements (likes, comments, shares, link clicks, photo views, video views) per post increased from 330 in the second half of 2014 to 390 in 2015. Continued daily engagement of current users and creative uses of the platform to fuel post sharing will be key to stronger growth in the second half of 2015.

### What worked:

- + World Environment Day and UN observance posts
- + Climate change facts
- + Wildlife news
- + Sustainable consumption posts

### What did not work:

- + Posts without strong accompanying images
- + News reporting that does not add value through the most sharable aspects of news/reports

2015


# PLATFORM HIGHLIGHTS

Post Details

Reported state may be delayed from what appears on posts

UNEP  
Published by unepweb@unep.org · June 5 at 3:36pm

The #WorldEnvironmentDay 2015 Official Video has been released! Watch and spread the message of environmental awareness on #WED2015. Seven Billion Dreams. One Planet. Consume with Care. [youtu.be/vL5Sbtvbgw](http://youtu.be/vL5Sbtvbgw)



World Environment Day 2015 Official Video  
World Environment Day 2015 Official Video  
YOUTUBE.COM

225,920 people reached

225,920 People Reached

7,431 Likes, Comments & Shares

4,832 Likes	762 On Post	4,070 On Shares
265 Comments	31 On Post	234 On Shares
2,334 Shares	2,115 On Post	219 On Shares

6,286 Post Clicks

8 Photo Views	1,767 Link Clicks	4,511 Other Clicks
---------------	-------------------	--------------------

NEGATIVE FEEDBACK

83 Hide Post	15 Hide All Posts
0 Report as Spam	1 Unlike Page

Like Comment Share 762 28 2,115



**Friday 5 June 2015**

The official World Environment Day video was shared on this day, recording a reach of 225,920 unique users, over 2,000 shares and over 4,000 likes.

Post Details

Reported state may be delayed from what appears on posts

UNEP  
Posted by Hostsuite (1) · March 25

Seven Billion Dreams. One Planet. Consume with Care. Should this be the 2015 #WorldEnvironmentDay slogan? Like or share this post to vote #WED2015 <http://bit.ly/18LCAH4>



I vote for **Seven Billion Dreams. One Planet. Consume with Care.** for the World Environment Day 2015 Slogan. SHARE OR LIKE IF YOU AGREE

617,472 people reached

617,472 People Reached

3,136 Likes, Comments & Shares

2,701 Likes	254 On Post	2,447 On Shares
143 Comments	48 On Post	95 On Shares
292 Shares	208 On Post	84 On Shares

1,560 Post Clicks

1,811 Photo Views	49 Link Clicks	0 Other Clicks
-------------------	----------------	----------------

NEGATIVE FEEDBACK

9 Hide Post	8 Hide All Posts
1 Report as Spam	6 Unlike Page

## March 25 2015


World Environment Day campaign Theme voting competition where “7 billion dreams .One planet .Consume with care” was selected as the theme by users on Facebook as the official #WED2015 theme. The post reached a record 617,472 unique users and was shared over 200 times. Following the change in the Facebook algorithm, UNEP’s following grew steadily to record 152,399 fans.

Post Details

Reported state may be delayed from what appears on posts

UNEP  
March 7 at 2:40pm

Every year around 200 million people are affected by disasters. More than 75% of all disasters are linked to climate and hydro-meteorological hazards, with climate change expected to increase existing vulnerabilities to disasters. Ecosystem degradation is one of the major drivers of disaster risk, with 30-50% of the population in developing countries living in environmentally fragile areas. #WCDRR starts next week. <http://ow.ly/JXKFn>



Ecosystems can serve as natural infrastructure to prevent hazards or buffer hazard impacts. #Eco-DRR #road2sendai

35,712 people reached

35,712 People Reached

1,138 Likes, Comments & Shares

903 Likes	506 On Post	397 On Shares
6 Comments	3 On Post	3 On Shares
229 Shares	223 On Post	6 On Shares

299 Post Clicks

246 Photo Views	53 Link Clicks	0 Other Clicks
-----------------	----------------	----------------

NEGATIVE FEEDBACK

10 Hide Post	5 Hide All Posts
0 Report as Spam	1 Unlike Page

Like Comment Share 506 3 223

## March 7 2015

During this period, Facebook changed its algorithm, downplaying the impact of likes on posts and pages therefore deleting ghost accounts which significantly reduced UNEP’s following. Despite the major change that month UNEP’s top post managed to reach 35,712 unique users, over 200 shares and recorded 140,013 fans

2015

# PLATFORM HIGHLIGHTS



## 23 June 2015

Over the past 6 months trends on UNEP's Twitter account have informed followers' interest in UNEP reports, financial news and environmental science and technology, creating a following of 406,417 to-date. Posts consisting of facts and figures, as well as informative news from reports and publications in climate change do well, on twitter. This particular post recorded over 700,000 impressions and over 700 retweets.



## 3 March 2015

UNEP's partnerships and collaboration with individuals such as @bertrandpiccard has also done well. Content from this particular partner, Solar Impulse resonated well among audiences contributing to an overall 3.1M impressions and a following of 345,245 in March 2015



## 16 May 2015

UNEP's support of other agencies through social media campaigns has over the past 6 months contributed to a steady follower growth. Sharing of content, from other UN Agencies in support of their work has increasingly exposed UNEP's work to audiences, inspiring them to engage and act for the environment. During the month of May, owing to several campaigns including one from the #ITU, UNEP recoded an impressive 3.1 M impressions and 372,870 followers with this posts recording over 93,000 impressions and 1.0 engagement rate.

2015

# PLATFORM HIGHLIGHTS



## LinkedIn

Growth on this platform has averaged over 1,000/month in 2015, up from 832/month in the latter half of 2014. Content is now more focused on high-level scientific and financial aspects of UNEP's work, with the ultimate aim of creating a company page that attracts top talent to UNEP.



## Instagram

A new platform for UNEP in late 2014, 2015 has shown strong growth through consistent posting and adjustments to suit audience preferences. From approximately 2,000 followers in January of 2015, UNEP's Instagram following recently passed 10,000 and continues its rapid growth by posting images that demonstrate UNEP's work and core areas of interest, with environmental micro stories or facts interspersed. With this platform's popularity among youth, benchmarks will be set to



During the first half of 2015, UNEP's YouTube channel recorded 152K views (up 19.8% over July-December 2014) and users watched 247K minutes of content on the channel (up 9.4% over July-December 2014). Cross-promotion and embedding through other social media platforms (primarily Twitter, secondarily Facebook) is the largest source of view traffic. The most successful videos posted in the first half of 2015 were the World Environment Day Official Video & Trailer, with over 45K views on YouTube.



UNEP The largest ever citizen consultation on climate change has been carried out by the more than 100 partners of the World Wide Views Alliance in the run up to the UN Climate Change Conference in Paris (COP 21), taking place this December. Well over 90 per cent surveyed said that the new universal agreement to be inked in Paris should have a long-term goal of zero emissions at the end of the century. Read more about the survey results: <https://lnkd.in/dJCw3cZless>



**Surprising Citizens' Views on Climate Change**  
unep.org • Close to three quarters say action will boost quality of life.

Organic Targeted to: All Followers  
18,466 impressions 107 clicks 61 interactions 0.91% engagement  
Sponsor update

Like (57) • Comment (1) • 1 month ago

Martina De Marcos, Ayah Badran +55

Beth Caniglia What an amazing undertaking! Congratulations.  
1 month ago



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## PLATFORM HIGHLIGHTS: Twitter Welcomes UNEP ED @ASteiner



Achim Steiner @ASteiner · Jun 22

Glad to join the environmental community on Twitter! I pledge to not waste a single character!

RETWEETS FAVORITES

147

265



11:01 AM - 22 Jun 2015 · Details



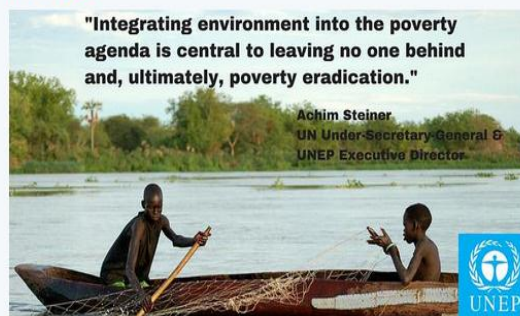
- On this day, UNEP ED Achim Steiner joined the twitter community, pledging not to waste a single character.
- His account now 41 days old has managed to record 4,122 followers.

- Popular topics among his followers include financial news, environmental business and green investment opportunities.



Achim Steiner @ASteiner · Jul 14

Environment must play a role in the economy to ensure everyone benefits #FFD3



RETWEETS FAVORITES

58

40



6:30 PM - 14 Jul 2015 · Details



Achim Steiner @ASteiner · Jul 15

Stepped out of #FFD3 to see Ethiopia's shift to green economy. Adama windfarm's 170MW helping w 100% renewable target



RETWEETS FAVORITES

58

49



7:43 PM - 15 Jul 2015 · Details



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# SOCIAL MEDIA BENCHMARKS

## UNEP TWITTER FOLLOWERS COMPARED TO OTHER AGENCIES *(As per July 23rd)*

AGENCY	FOLLOWERS
UNICEF	4,464,506
UN	4,383,865
WHO	2,542,648
WWF	1,996,136
Green Peace	1,423,452
World Bank	1,458,359
WFP	993,534
UNDP	736,678
UNEP	406,417
UNFCCC	195,527
FAO News	167,115
IPCC	52,314
WMO	18,815
WRI Climate	12,206

**UNEP's position remains constant despite 3.3% increase in followers.**

## UNEP FACEBOOK FOLLOWERS COMPARED TO OTHER AGENCIES *(As per July 23rd)*

AGENCY	FOLLOWERS
UNICEF	5,169,199
WWF	2,394,156
Green Peace	2,233,173
WHO	2,309,314
UN	1,772,330
World Bank	1,711,789
UNDP	920,135
WFP	649,021
FAO	655,609
UNEP	<b>166,416</b>
UNFCCC	117,771
WRI	91,186
WMO	34,582
IPCC	13,948

**UNEP's position remains constant despite 3.4% increase in followers.**



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# FACEBOOK OVERVIEW


UNEP has a total of **166,416** fans on Facebook as of July 23, 2015. This month **793,145** people saw UNEP's information from **65** posts

## TOP POST THIS MONTH *(shared on Friday 5 June)*

Post Details Reported stats may be delayed from what appears on posts

**UNEP**  
Published by unepweb@unep.org [?] - June 25 - Edited

#DidYouKnow that throwing out 1/2 a hamburger = the same water usage as taking a 60-minute shower? Food waste is an important issue that we confront on a daily basis. How do you avoid wasting food? #ThinkEatSave



49,280 people reached Boost Unavailable

382 Likes 17 Comments 265 Shares

Like Comment Share

<b>49,280</b> People Reached		
<b>1,189</b> Likes, Comments & Shares		
<b>839</b> Likes	<b>382</b> On Post	<b>457</b> On Shares
<b>76</b> Comments	<b>20</b> On Post	<b>56</b> On Shares
<b>274</b> Shares	<b>265</b> On Post	<b>9</b> On Shares
<b>1,454</b> Post Clicks		
<b>274</b> Photo Views	<b>2</b> Link Clicks	<b>1,178</b> Other Clicks

**NEGATIVE FEEDBACK**

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

## KEY FACTS

### July 2015 Summary

Fans: **166,416**  
Posts: **65**  
Total reach: **793,145**  
Comments: **209**  
Shares: **3,301**  
Likes: **13,967**  
Link clicks: **662**  
Video views: **6,830**  
New fans: **5,772**  
Engagement rate: **1.8%**

*Last month UNEP reached 1,411,437 people through 97 posts, and gained 6,021 new fans, with a 1.4% engagement rate*

### Best day of the month

Friday, 26 June 2015 UNEP reached 45,731 unique individuals.

### Key data on this day

- 70th Anniversary of the United Nations

Source: FB Insights



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# FACEBOOK MONTHLY REACH

## NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

### KEY FACTS

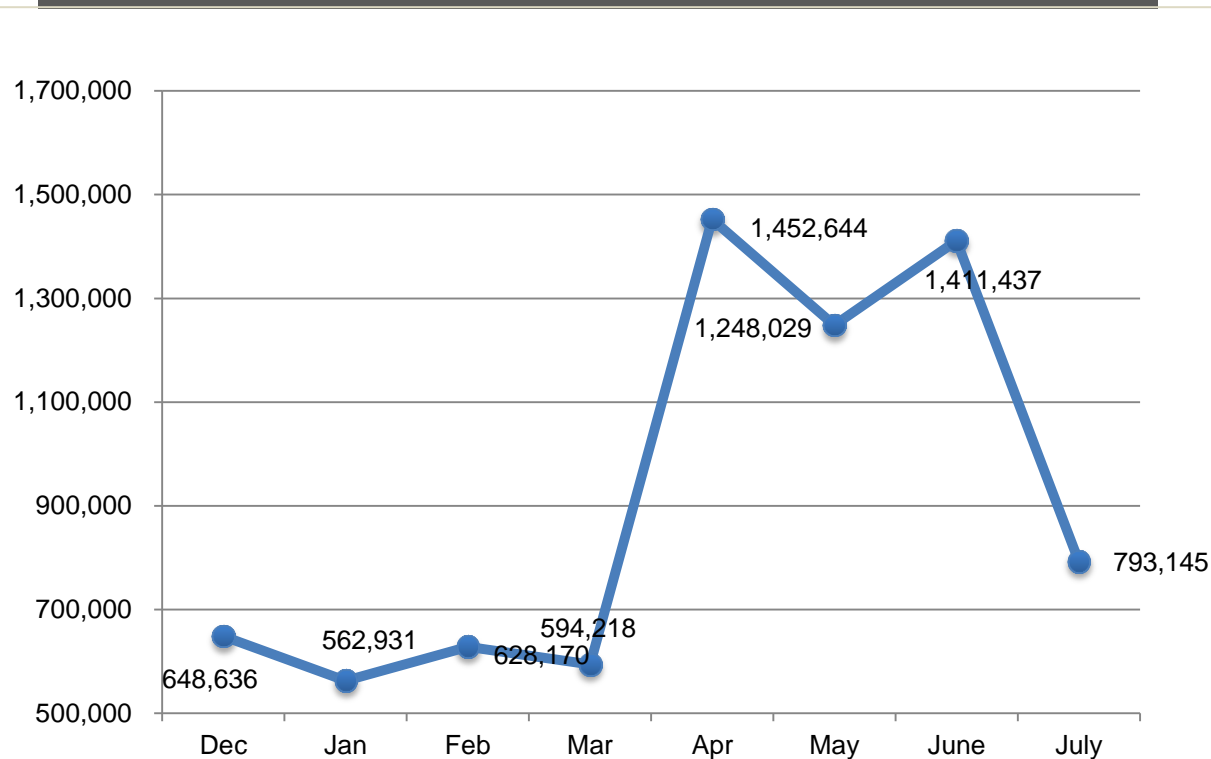
Total number of unique people reached since Dec 2014:  
**7,339,210**

Average number of people reached per post since Dec 2014  
**12,720**

### NUMBER OF POSTS SHARED

Month	No. of posts
JULY 2015	65
JUNE 2015	97
MAY 2015	83
APRIL 2015	83
MARCH 2015	67
FEBRUARY 2015	60
JANUARY 2015	54
DECEMBER 2014	68
<b>TOTAL POSTS</b>	<b>577</b>

\* **Reach** is the total number of estimated unique fans that saw any post from UNEP.



Source: FB Insights



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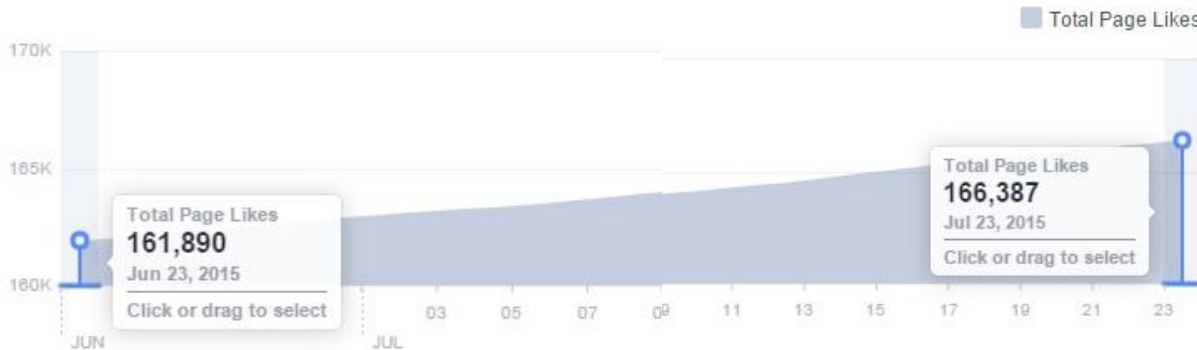
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# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## KEY FACTS

### FACEBOOK MONTHLY GROWTH



Total number of new fans vs. number of posts increased compared to last month. Account was able to maintain momentum and growth rate after World Environment Day, where a higher number of posts recorded a difference in new followers of 250.

Fans compared to previous month 2.8% ↑

### MONTHLY ENGAGEMENT

Likes, Comments, and Shares  
These actions will help you reach more people.



\* **Reach** is the total number of estimated unique fans that saw any post from UNEP.

\* **Engagement rate** is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/weekly basis.

$$\text{Eng.Rate} = (\text{Engaged users}/\text{Reach}) * 100$$

Source: FB Insights



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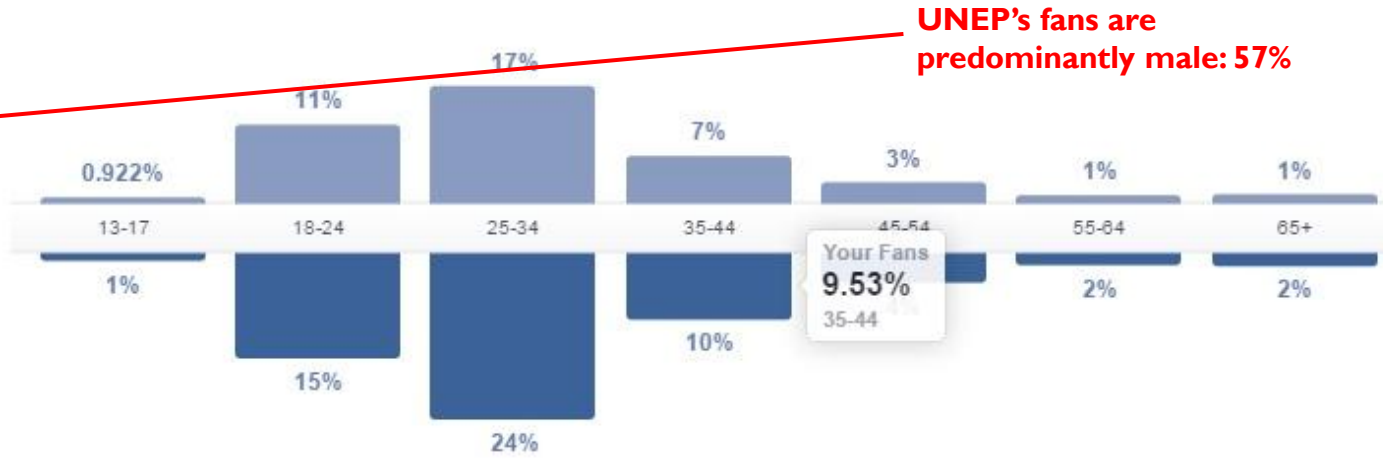
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# FACEBOOK DEMOGRAPHICS

## The people who like your Page

Women  
 42% Your Fans

Men  
 57% Your Fans

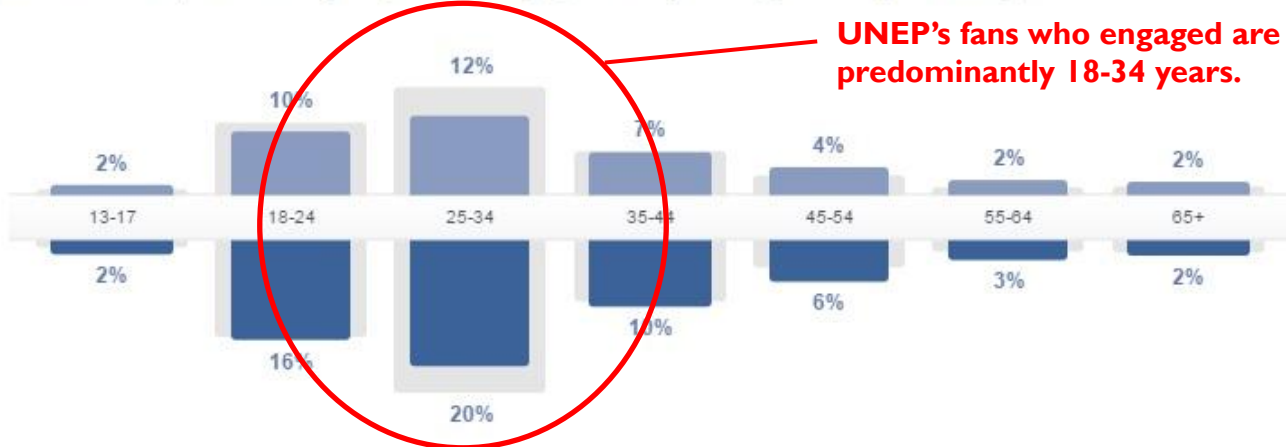


SOURCE: FACEBOOK INSIGHTS

## The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

Women  
 39% People Engaged  
 42% Your Fans

Men  
 60% People Engaged  
 57% Your Fans



SOURCE: FACEBOOK INSIGHTS

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# FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	17,934	Nairobi, Kenya	6,986	English (US)	86,143
United States of America	10,936	Kuala Lumpur, Malaysia	3,151	English (UK)	27,371
Kenya	9,622	Dhaka, Dhaka Division, B...	3,111	Spanish	10,965
Malaysia	9,338	Kathmandu, Bagmati Zon...	2,967	French (France)	6,941
Pakistan	5,739	New Delhi, Delhi, India	2,630	Portuguese (Brazil)	5,065
Brazil	5,645	Cairo, Cairo Governorate,...	1,864	Italian	3,291
Bangladesh	4,593	Lima, Lima Region, Peru	1,525	Arabic	3,253
Nepal	4,549	London, England, United ...	1,520	Spanish (Spain)	2,919
Mexico	4,279	Mexico City, Distrito Fede...	1,484	German	2,038
United Kingdom	3,809	Seoul, South Korea	1,450	Simplified Chinese (China)	1,875

Source: FB Insights



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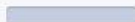




























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# FACEBOOK BENCHMARKS

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  UNICEF	5.2m 	▲0.3%	21	194.4K 
2  WWF	2.4m 	▲0.3%	12	89.9K 
3  World Health Organizati...	2.3m 	▲0.5%	6	10.4K 
4  Greenpeace International	2.2m 	▲0.3%	39	157.4K 
5  World Bank	1.7m 	0%	21	2.6K 
6  UNEP	167K 	▲0.6%	16	3.2K 
7  United Nations	1.8m 	▲0.2%	25	12.4K 
8  United Nations Develop...	922.3K 	▲0.5%	34	30.2K 
9  Food and Agriculture Or...	657.3K 	▲0.5%	11	9.4K 
10  World Food Programme	649.9K 	▲4,062.6%	6	148 

Source: FB Insights

UNEP's position remains constant despite increase in likes and engagements.

\*statistics comparison is in real-time last month.



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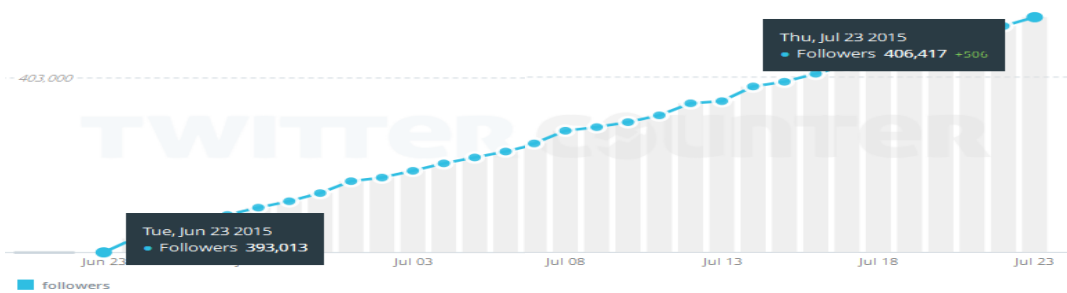
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# TWITTER OVERVIEW

## JULY 2015 FOLLOWER GROWTH



SOURCE: TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH



VIDEO: [@solarimpulse](#) Si2 zero-fuel plane touches down in Hawaii. [#futureisclean](#)



RETWEETS 116 FAVORITES 99

7:11 PM - 3 Jul 2015



UNEP is helping communities in [#Haiti](#) switch to [#sustainable](#) ecosystem-based livelihoods: [ow.ly/PX47F](#)



RETWEETS 128 FAVORITES 104

3:05 AM - 23 Jul 2015

## KEY FACTS

### July 2015 Summary

Followers: **406,417**

Tweets: **452 (7.5 per day)**

Replies: **1.8K (57 per day)**

Mentions: **10.1K**

Retweets: **22.3K (719 per day)**

Favourites: **14.8K (479 per day)**

Impressions: **7.4M (238.5K per day)**

New followers: **13,404**

Engagement rate: **1.1%**

### Top tweets of the month

116 Retweets 99 Favourites 99,787 Impressions

Video: [@solarimpulse](#) Si2 zero-fule plane touches down in Hawaii. [#futureisclean](#)  
Tweeted on 3 July 2015

126 Retweets 104 Favourites 72,181 Impressions

UNEP is helping communities in [#Haiti](#) to switch to [#sustainable](#) ecosystem-based livelihoods: [ow.ly/PX47F](#)  
Tweeted on 23 July 2015



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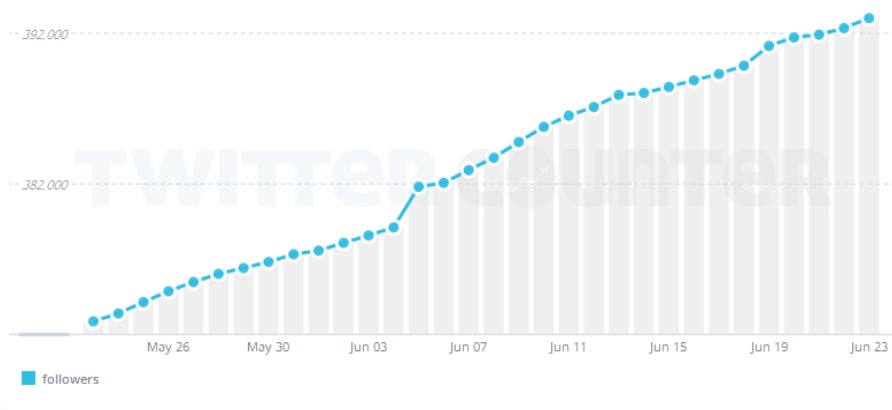
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# TWITTER OVERVIEW

## BEST DAY THIS MONTH



SOURCE:TWITTER ANALYTICS



Steady increase in UNEP's followers.

SOURCE:TWITTER COUNTER

\* **Impressions** is the potential number of users that saw the tweet. E.g. if you have 2,000 followers and send the same message two times, your reach is 2,000 but impressions is 4,000 - because those 2000 people could potentially have seen the message twice.

## KEY FACTS

### Best day of the month

Tuesday June 23 2015 UNEP recorded **638,873** Impressions mainly attributed to release of UNEP report on the Western Indian Oceans during the Nairobi Convention.

### Key data on this day

- Nairobi Convention in Seychelles report release
- News on Solar Impulse departure from Japan for Hawaii
- Status of renewable energy report
- Business contribution to the #SDGs

Impressions compared to previous month

**20%** ↓

Followers compared to previous month

**3.3%** ↑



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# TWITTER DEMOGRAPHICS AND LOCATIONS

## Country

Country name	% of audience
United States	19%
United Kingdom	10%
India	5%
Kenya	5%
Canada	4%
Australia	3%
Indonesia	3%
Nigeria	2%
Mexico	2%
Spain	2%

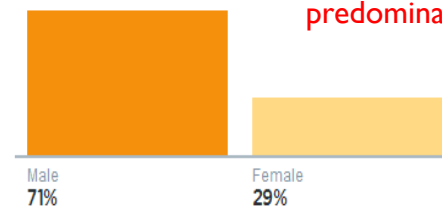
## Interests

Interest name	% of audience
Business and news	89%
Politics and current events	84%
Business news and general info	79%
Tech news	67%
Science news	64%
Movie news and general info	64%
Technology	63%
Financial news	57%
Government	55%
Business and finance	54%

## Region

State or region	% of audience
England, GB	9%
Greater London, GB	4%
California, US	3%
Nairobi, KE	2%
New York, US	2%
Ontario, CA	2%
Ile-de-France / Île-de-France, FR	1%
South East England, GB	1%
Virginia, US	1%
Distrito Federal - Ciudad de México / Mexico City MX	1%

## Gender



UNEP's followers are predominantly male: 71 %

SOURCE: TWITTER ANALYTICS



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# INSTAGRAM OVERVIEW

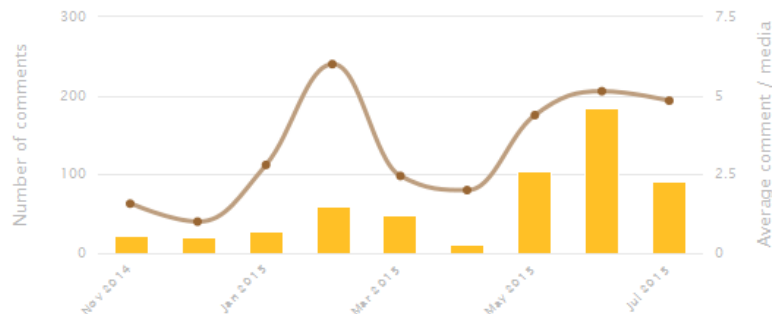
## JULY TOTALS (June 27- July 27)

### SOURCE

From followers  
48.8%



### GROWTH HISTORY



## TOP MEDIA THIS MONTH

### MOST LIKED



762



580



574



527



424

### MOST COMMENTED



23



17



11



7



6

## KEY FACTS

### July 2015 Summary

Followers: **10,453**

Likes: **7,628**

Posts: **21**

Comments: **94**

New followers: **3,842**

Un-followers: **361**

Followers compared to previous month

**36%** ↑

### Top media of the month

762 likes

A woman processes rice at home in Bandarban, [#Bangladesh](#). The UNDP-UNEP Poverty Environment Initiative programme in Bangladesh is focused on improving decision-making processes and project design to achieve a greener, low carbon, inclusive development path. Photo Md. Akhlas Uddin/UNDP [#environment](#) [#environnement](#) [#medioambiente](#) [#mediambient](#) [#UN](#) [#UNEP](#) [#UnitedNations](#) [#sustainable](#) [#environmental](#)

Source: Iconosquare



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# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH

### Performance



VIEWS  
**68,866** ▲



ESTIMATED MINUTES WATCHED  
**78,432** ▼



AVERAGE VIEW DURATION  
**1:08** ▼

### Engagement



## TOP 10 VIDEOS VIEWED THIS MONTH

Video	Views ?	Estimated minutes watched ?	Likes ?
A Bottle's Odyssey	54,584 (79%)	50,315 (64%)	27
World Environment Day 2015 Official Video	3,919 (5.7%)	5,074 (6.5%)	36
Preventing Our Oceans from Becoming Dumps	1,638 (2.4%)	5,311 (6.8%)	39
Teaser - World Environment Day 2015 Official Vi...	787 (1.1%)	327 (0.4%)	3
The Antarctic Ozone Hole -- From Discovery to ...	734 (1.1%)	4,824 (6.2%)	3
UNEP Goodwill Ambassadors send an SOS to th...	476 (0.7%)	359 (0.5%)	1
Designated UNEP Goodwill Ambassador, Jack J...	302 (0.4%)	111 (0.1%)	2
Jack Johnson Pledges and Sings for World Envi...	266 (0.4%)	161 (0.2%)	3
Los bosques: el corazón de una economía verde	249 (0.4%)	1,051 (1.3%)	6
Conveyor	219 (0.3%)	219 (0.3%)	0

## KEY FACTS

### July 2015 Summary

Subscribers: **3,824**

Views: **68,867**

Minutes watched: **78,855**

Lifetime views: **990,935**

New Subscribers: **139**

*Last month UNEP recorded 30,341 views, 78,855 minutes was watched and 424 new subscribers gained*

Subscribers compared to previous month  
**3.6%** ▲

Views compared to previous month  
**7.6%** ▲



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# YOUTUBE DEMOGRAPHICS

## Demographics

### TOP GEOGRAPHIES

- Italy
- Germany
- United States
- India
- United Kingdom



### GENDER

- Male 63%
- Female 37%



## Discovery

### TOP PLAYBACK LOCATIONS

- Embedded in external websites and apps 81%
- YouTube watch page 19%
- YouTube channel page 0.3%



### TOP TRAFFIC SOURCES

- External 85%
- YouTube search 5.5%
- Direct or unknown 4.3%
- Other 5.4%



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# SOCIAL MEDIA - LANGUAGES

## f FACEBOOK

Total audience: **651**  
Total Posts: **38** **RUSSIAN**   
Total Reach: **5902**  
New likes: **41**  
*Vs 97 posts, 14,697K Reach and 75 new likes last month*


Total audience: **9,831**  
Total Posts: **49** **FRENCH**   
Total Reach: **297K**  
New likes: **182**  
*Vs 82 posts, 27,477K reach and 388 new likes last month*

Total audience: **3,681** **SPANISH**   
Total Posts: **5**  
Total Reach: **6,059K**  
New likes: **69**  
*Vs 13 posts, 40K Reach and 377 new likes last month*

Total audience: **1,126** **UNEP ROWA**  
Total Posts: **112**  
Total Reach: **1,679K**  
New likes: **35**  
*Vs 172 posts, 1,679K Reach and 56 new likes last month*

## 🐦 TWITTER

Total followers: **3676**  
Total Tweets: **178** **RUSSIAN**   
Total Impressions: **62.6K**  
New followers: **110**  
*Vs 429 tweets, 61.6K Reach and 243 new followers*

Total followers: **2463**  
Total Tweets: **93** **FRENCH**   
Total impressions: **93.6K**  
New followers: **280**  
*Vs 116 tweets 176.2K Reach and 318 new followers last month*

Total followers: **2,333** **SPANISH**   
Total Tweets: **8**  
Total Impressions: **14.7K**  
New followers: **74**  
*Vs. 106 tweets, 184K Reach and 363 new followers last month*

Total followers: **4750** **UNEP ROWA**  
Total Tweets: **165**  
Total Impressions: **4.66M**  
New followers: **102**  
*Vs 129 tweets, 74K Reach and 123 new followers last month*

## 🇨🇳 CHINESE

### NEW FOLLOWERS

Sina Weibo: 321  
QQ: -810  
Renren: -57  
WeChat: 115

### CHINESE CONTENT HIGHLIGHTS

**Monthly Top Post:** UNEP Annual Report: Year in Brief  
In 2014, UNEP worked in seven priority areas: Climate Change, Disasters and Conflicts, Ecosystem Management, Environmental Governance, Chemical and Waste, Resource Efficiency, Environment under Review,

【2014年度报告 | 年度综述】2014年，环境署在七大优先工作领域：气候变化、生态系统管理、灾害与冲突、化学品与废物、环境治理、资源效率和环境审查，取得了以下成果



7月2日 16:03 来自 微博 weibo.com

阅读 2.9万 推广 | 转发 24 | 评论 3 | 7

Fans on **WeChat** and **Sina Weibo** rising. **QQ** audience experienced slight drop. **RenRen** audience numbers continue to drop due to decrease in use of platform by users as well as popularity. There is a possibility that RenRen might be phased out as a Chinese social media platform.



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## WEB

**Bounce Rate:** The percentage of visitors to a particular website who navigate away from the site after viewing only one page.

**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

**Page Views:** An instance of an Internet user visiting a particular page on a website.

**Referring Domain:** A web site that refers a visitor to your site by linking to it.

**Visitors:** The number of inferred individual people (filtered for spiders and robots), within a designated reporting timeframe, with activity consisting of one or more visits to a site.

**Visits:** An instance of an Internet user visiting a particular page on a website.

## SOCIAL MEDIA

**Engagement Rate:** Is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/weekly basis.

Eng.Rate = (Engaged users/Reach) \*100

**Fans:** Users who "like" a particular page

**Followers:** Users who have subscribed to your Twitter updates and will see your Tweets show up in their news stream.

**Replies:** Replies are mentions that start with the @handle of a specific user you're engaging.

**Retweet:** A retweet is when a user shares a post of another user with their followers. Twitter enables this action with their "retweet" button.

**Impressions:** Is the *potential* number of users that saw the tweet. E.g. if you have 2,000 followers and send the same message two times, your reach is 2,000 but impressions is 4,000 - because those 2000 people could potentially have seen the message twice.

**Reach:** Is the total number of estimated unique Twitter users that saw a tweet from UNEP.

**Tweets:** Any message you send out to your followers.