JULY
2016

UNEP DIGITAL METRICS

UNEP

JULY 2016

SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 1,031,877
Compared to previous month 1.01%

Highest follower growth this month was seen on French Facebook at 12.1% and Spanish Twitter at 12.7%
Strong follower growth also seen on Spanish Facebook at 10.2% and Instagram.
As users have abandoned QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat

English	↑	1.2%	254,453
French	↑	12.1%	14,329
Spanish	↑	10.2 %	8,191
Russian	↑	5.1%	3,954
Tunza	↑	0.4%	12,148
ROWA	↑	5.5%	2,120

English	↑	1.1%	528,603
French	↑	4.8%	7,862
Spanish	↑	12.7%	6,860
Russian	↑	2.2%	6,860
ROWA	↑	2.7%	7,180

	↑	2.1%	5,570

	↑	7.3%	55,373

WeChat	↑	2 %	18,091
RenRen	↓	0.003 %	545,833
QQ	↓	0.33 %	2,092,880
Weibo	↑	0.3 %	107,143

JULY 2016

SOCIAL MEDIA ANALYSIS – JULY 2016

TWITTER

This month, UNEP's Twitter account recorded a 1.1% increase in followers from 522,706 to 528,603. This is mainly attributed to the downtime in social following the culmination of heavy activity last month during World Environment Day. To engage followers UNEP has continued to create engaging and impactful posts with compelling visuals to attract and capture the attention of the audience. This has been done through short and engaging campaigns, where UNEP has had its audience participate in social media activities. Additionally, review of analytics data informed that UNEP's Twitter audience is likely to engage with news on renewables, marine ecosystems and wildlife crime. UNEP's Twitter audience is also likely to engage with video content calling for action on the environment and climate change.

What worked:
+News on environment and wildlife crime
+News on endangered species
+#WildForLife posts
+Appreciation of international non UN observer days
What did not work:
+ Text-only Tweets
+ Images of conference daises

FACEBOOK

This month Facebook account recorded a 1.2% increase in followers bringing the total number of fans from 251,541 to 254,453. This continued, increase in numbers is mainly attributed to the sharing of short informative posts on environmental news. Continued implementation of the new approach featuring more interactive posts with news and videos as well as participation in campaigns to amplify awareness of current environmental issues continue to amplify user engagement.
Creative uses of the platform to fuel post sharing contributed to the growth of UNEP's Facebook audience and development of highly sharable, non event-related content will be key to continue such growth. As Facebook's algorithm changes reward sharing others' content, UNEP will work to share content that can be tied back to programmatic successes.

What worked:
+News on environment and wildlife crime
+News on endangered species
+News on Climate Change
+ Wild For Life posts
+Stories created using Facebook's Canvas application
What did not work:
+ Posts without strong accompanying images
+ News reporting that does not add value through the most sharable aspects of news/reports
+ Updates on UNEP's work that lack a "human" side

JULY 2016

SOCIAL MEDIA BENCHMARKS

UNEP TWITTER FOLLOWERS COMPARED TO OTHER AGENCIES (*As per 24 July*)

AGENCY	FOLLOWERS
UN	7,461,270
UNICEF	5,557,886
WHO	2,931,027
WWF	2,441,196
World Bank	1,906,210
Greenpeace	1,563,650
WFP	1,222,212
UNDP	987,787
UNEP	**528,603**
UNFCCC	301,581
FAO News	193,328
World Resources Inst	128,671
IPCC	75,657
WMO	28,065

UNEP's position remains constant despite 1.1% increase in followers.

UNEP FACEBOOK FOLLOWERS COMPARED TO OTHER AGENCIES (*As per 24 July*)

AGENCY	FOLLOWERS
UNICEF	6,265,756
WHO	2,845,298
Greenpeace	2,644,399
WWF	2,107,074
UN	2,042,441
World Bank	2,037,783
UNDP	1,093,804
FAO	878,349
WFP	792,926
UNEP	**254,453**
UNFCCC	168,190
WRI	109,607
WMO	83,329
IPCC	18,399

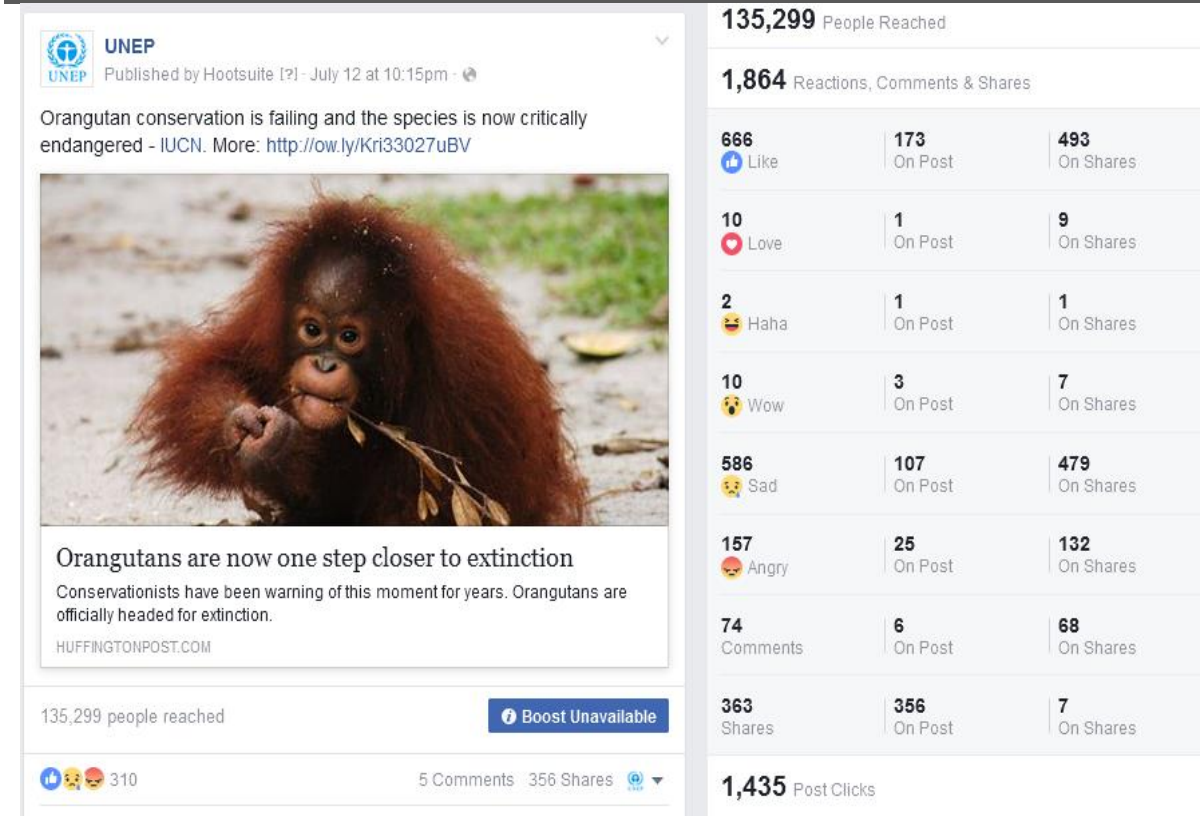
UNEP's position remains constant despite 1.2% increase in followers.

JULY 2016

FACEBOOK OVERVIEW

UNEP has a total of **254,453** fans on Facebook as of 24 July 2016. This month **2,425,896** people saw UNEP's information from **76** posts

TOP POST THIS MONTH *(shared on 12 July 2016)*



Source: FB Insights

KEY FACTS

July 2016 Summary

Fans: **254,453**

Posts: **76**

Total reach: **2,425,896**

Comments: **559**

Shares: **5,313**

Video views: **25,667**

New fans: **2,912**

Engagement rate: **2%**

Last month UNEP reached 19,233,915 people through 175 posts, and gained 21,004 new fans, with a 4% engagement rate

Best day of the month

Tuesday 12 July 2016 UNEP reached 135,896 unique individuals.

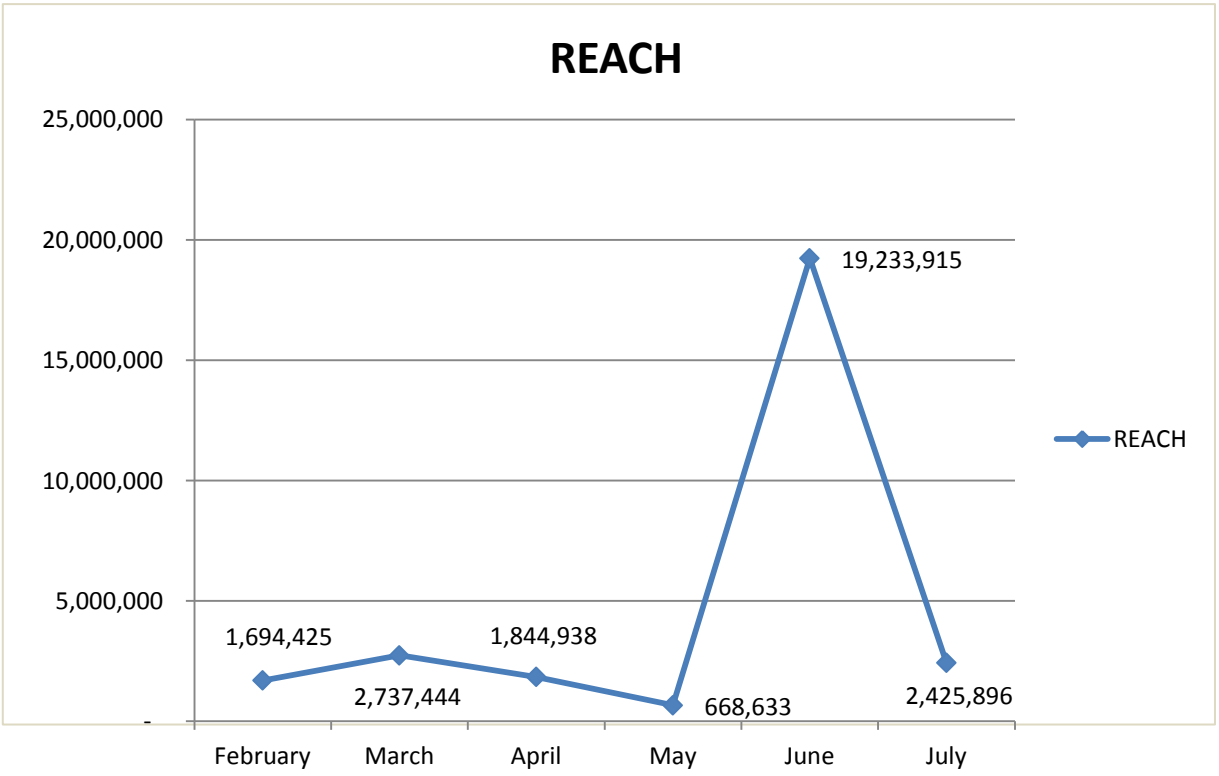
Key data on this day

- Posts to raise awareness on critically endangered species

JULY 2016

FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since February 2016:
28,605,251
Average number of people reached per post since February 2016
48,648

NUMBER OF POSTS SHARED

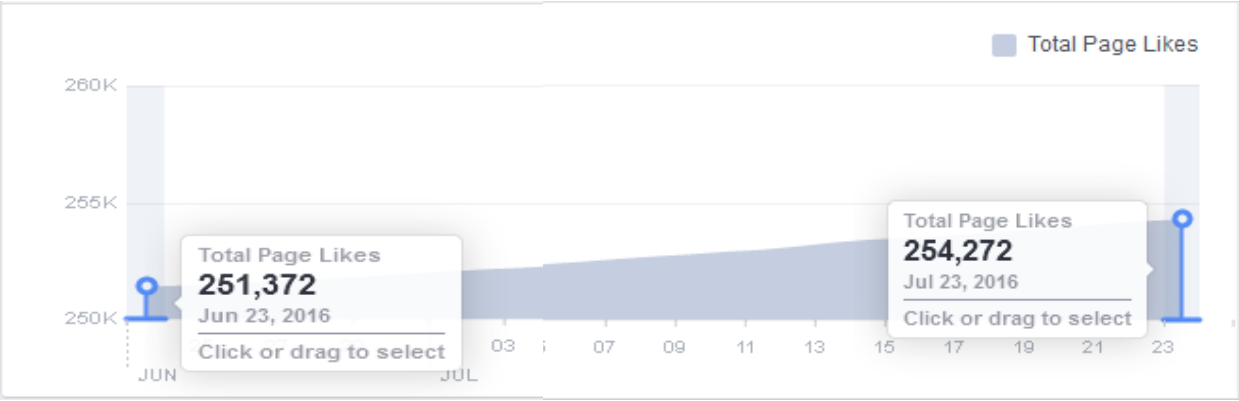
Month	No. of posts
JULY	76
JUNE	175
MAY	82
APRIL	86
MARCH	81
FEBRUARY	91
TOTAL POSTS	**588**

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

JULY 2016

FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

KEY FACTS

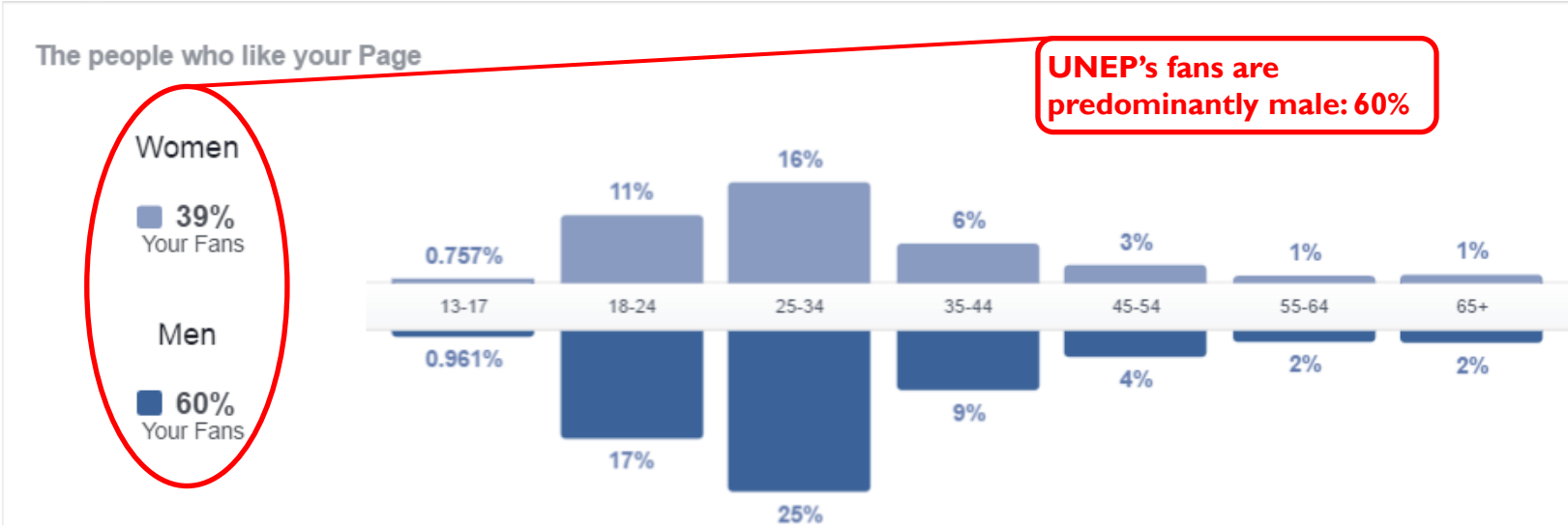
UNEP Facebook page continues to maintain momentum in growth, recording a 1.2% increase in followers with audience-optimized posts, featuring explanatory text accompanied by embedded links as well as audio-visual media. The combined use of audience optimized posts with occasional paid promotion has caused a steady increase in page reach and likes. Posting easy-to-share content should maintain steady growth.

- ***Reach*** *is the total number of estimated unique fans that saw any post from UNEP.*
- *Impressions by users is the number of estimated unique fans who saw a post as a result of a share.*

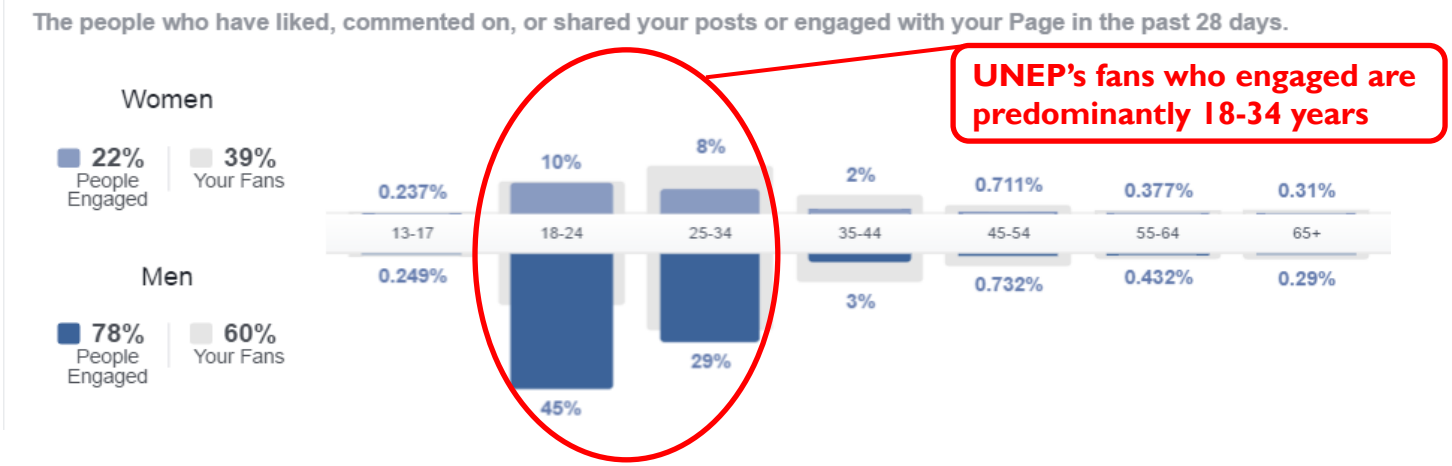
**** Engagement rate*** *is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/weekly basis.*
*Eng.Rate = (Engaged users/Reach) *100*

JULY 2016

FACEBOOK DEMOGRAPHICS



SOURCE: FACEBOOK INSIGHTS



SOURCE: FACEBOOK INSIGHTS

JULY 2016

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans
India	29,062
Bangladesh	18,778
United States of America	15,420
Kenya	14,004
Malaysia	9,620
Brazil	8,650
Pakistan	7,936
Philippines	6,812
Nepal	5,823
Mexico	5,813

City	Your Fans
Dhaka, Dhaka Division...	13,317
Nairobi, Kenya	11,085
New Delhi, Delhi, India	4,300
Kathmandu, Bagmati ...	3,650
Lima, Lima Region, Peru	2,168
Kuala Lumpur, Malaysia	2,146
Phnom Penh, Cambodia	2,119
London, England, Unit...	1,972
Cairo, Cairo Governor...	1,867
Mexico City, Distrito Fe...	1,850

Language	Your Fans
English (US)	134,576
English (UK)	42,988
Spanish	14,336
French (France)	10,882
Portuguese (Brazil)	8,227
Arabic	5,292
Italian	4,233
Spanish (Spain)	3,953
Portuguese (Portugal)	2,760
German	2,746

Source: FB Insights

JULY 2016

FACEBOOK BENCHMARKS

1	UNICEF	6.3m	▲0.2%	18	146.3K
2	WWF	2.9m	▲0.2%	9	24.8K
3	World Health Organizati...	2.8m	▲0.3%	12	31.7K
4	Greenpeace International	2.6m	▲0.4%	23	129.9K
5	United Nations	2m	▲0.3%	22	7.5K
6	World Bank	2m	▲0.1%	14	3.6K
7	United Nations Develop...	1.1m	▲0.2%	8	1.6K
8	Food and Agriculture Or...	893.1K	▲0.6%	32	22.1K
9	World Food Programme	793.2K	▲0.4%	1	59
YOU 10	UNEP	254.6K	▲0.3%	16	4.3K

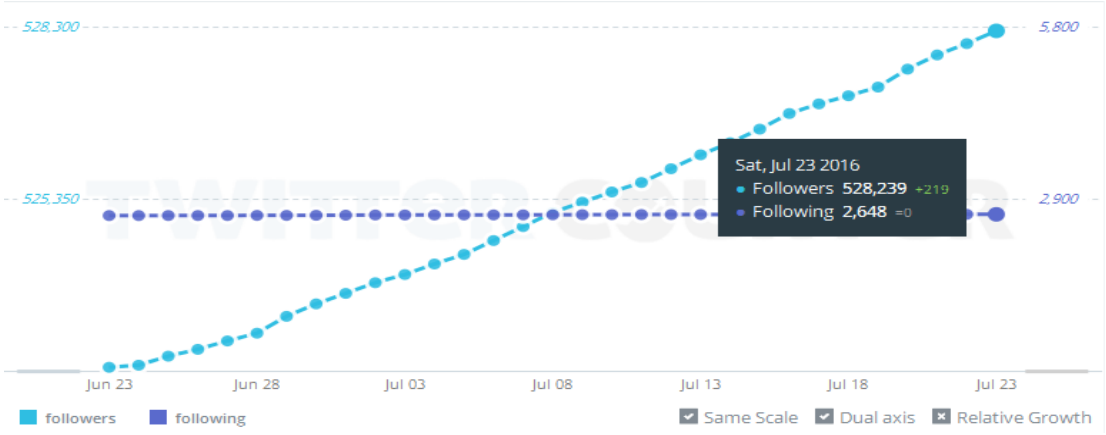
UNEP's position remains the same despite increase in number of fans. UNEP requires an increase in engagement to remain competitive
*statistics comparison is in real-time last month.

Source: FB Insights

JULY 2016

TWITTER OVERVIEW

JULY 2016 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

KEY FACTS

July 2016 Summary

Followers: **528,239**
Tweets: **537**
Replies: **1.3K (42 per day)**
Mentions: **5.7K**
Retweets: **27.4K (884K per day)**
Likes: **22.9K (740 per day)**
Impressions: **7.4M (239K per day)**
New followers: **5,879**
Engagement rate: **0.9%**

Top tweets of the month

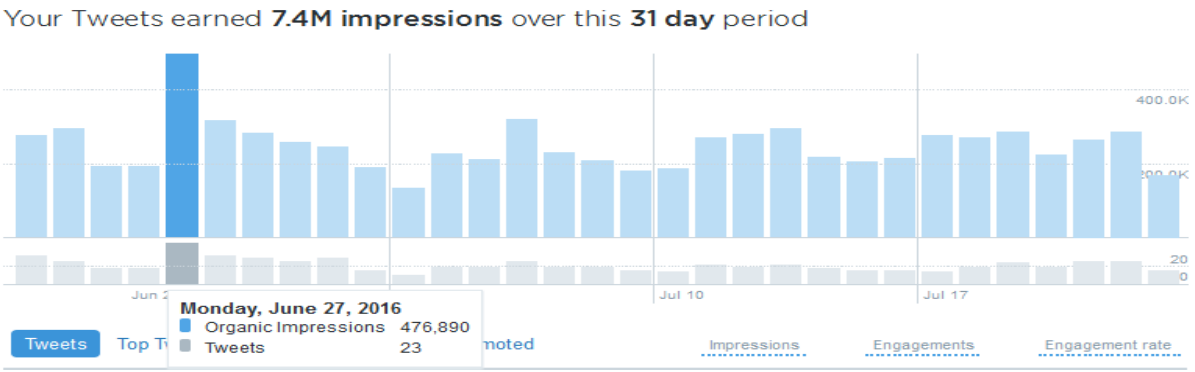
<u>314 Retweets 460 likes 98K Impressions</u>
Eid Mubarak! Very nest wishes to your loved ones who will be celebrating #EidulFitr from all of us @UNEP
Tweeted on 6 July 2016

<u>75 Retweets 65 likes 95K Impressions</u>
What makes India's monsoon so unpredictable and difficult to forecast? @TheEconomist explains: ow.ly/PZOv301AQeC
Tweeted on 26 June 2016

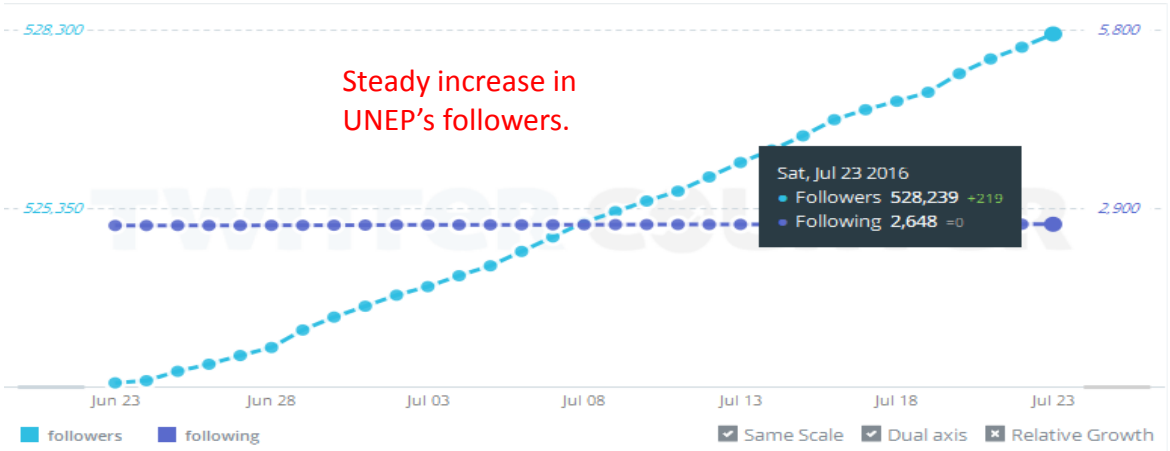
JULY 2016

TWITTER OVERVIEW

BEST DAY THIS MONTH: MONDAY 27 JUNE 2016



SOURCE:TWITTER ANALYTICS



SOURCE:TWITTER COUNTER

KEY FACTS

Best day of the month

Monday, 27 June 2016 UNEP recorded 476,890 impressions.

Key data on this day

- Launch of field to space biodiversity monitoring technology

Impressions compared to previous month **5.7%** ↑

Followers compared to previous month **1.2%** ↑

* ***Impressions*** *- Twitter Analytics defines impressions as the number of times people saw a tweet on Twitter.*

JULY 2016

TWITTER DEMOGRAPHICS AND LOCATIONS

Country

Country name	% of audience
United States	21%
United Kingdom	10%
India	6%
Kenya	5%
Canada	4%
Australia	3%
France	3%
Mexico	2%
Spain	2%
Nigeria	2%

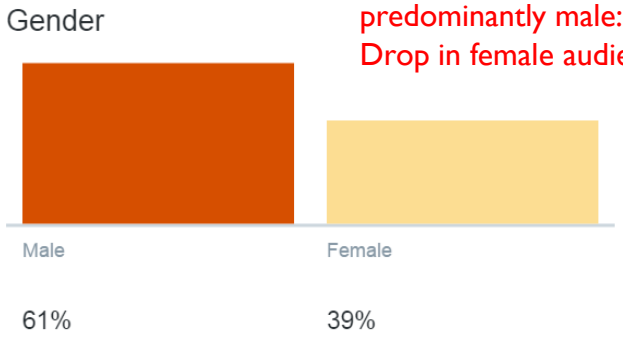
Interests

Interest name	% of audience
Business and news	91%
Politics and current events	86%
Business news and general info	80%
Tech news	67%
Movie news and general info	67%
Science news	62%
Technology	62%
Business and finance	56%
Financial news	56%
Government	56%

Region

State or region	% of audience
England, GB	8%
Greater London, GB	4%
California, US	4%
New York, US	2%
Ontario, CA	2%
Nairobi, KE	2%
Illinois, US	1%
Maharashtra, IN	1%
Texas, US	1%
New South Wales, AU	< 1%

UNEP's followers are predominantly male: 61%
Drop in female audience: 39%



SOURCE: TWITTER ANALYTICS

JULY 2016

INSTAGRAM OVERVIEW

JULY TOP MEDIA

Top media of the month

1,021 likes

An estimated 25 million birds are killed every year in the Mediterrenean as rgwy migrate between Europe and Africa. The Convention on Migratory Bird Species has led action to combat these illegal killings through today's adoption of the Cairo Declaration, which calls for heavier penalties and increased surveillance to be better counter offenders. #conservation #birds #environment #medioambiente #meioambiente Photo: NABU/Hogler Schulz

Top media of the month

1,010 likes

#MarineLitter- what can we do to make a difference for #cleanseas? #oceans #environment #environnement #medioambiente #meioambiente #UNEP

KEY FACTS

July 2016 Summary

Followers: **55,373**

Posts: **24**

New followers: **3,747**

Following: **222**

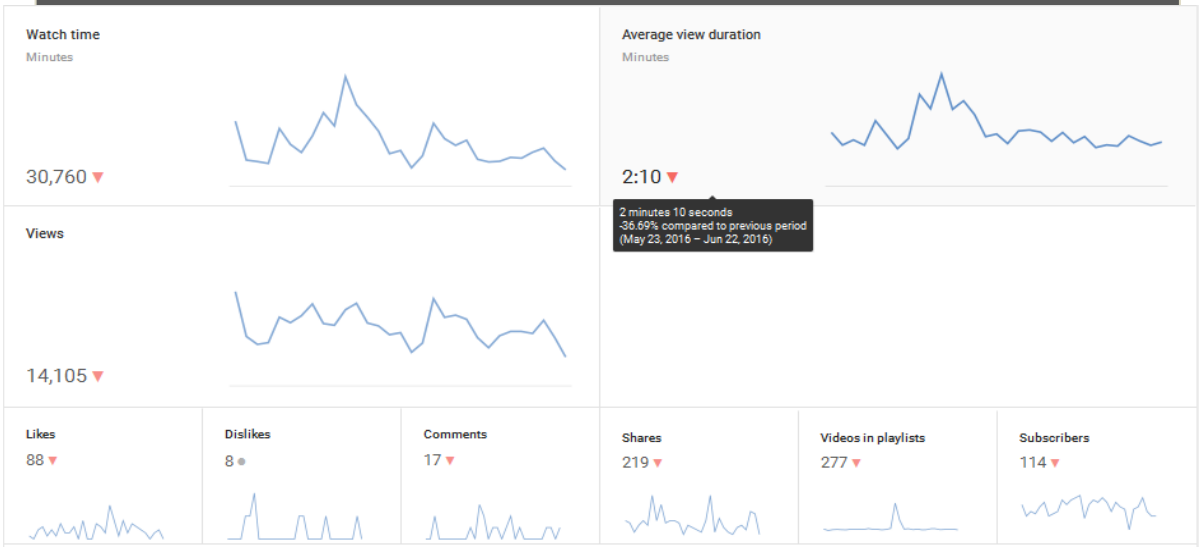
Followers compared to previous month **19.8%** ⬆

Source: Iconosquare

JULY 2016

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	Watch time (minutes)	Views	Likes	Comments
Le Trou d'ozone en Antarctique - De la découve...	4,068 13%	702 5.0%	3	1
UNEP Town Hall Meeting - 29 June 2016	3,389 11%	283 2.0%	2	1
The Antarctic Ozone Hole -- From Discovery to ...	2,925 9.5%	554 3.9%	3	2
Why do we need to change our food system?	1,958 6.4%	812 5.8%	8	1
Seven Billion Dreams. One Planet. Consume wit...	1,941 6.3%	1,622 11%	15	2
A Bottle's Odyssey	766 2.5%	893 6.3%	6	0
Closing Plenary Session, adoption of outcomes...	714 2.3%	40 0.3%	0	0
WORLD ENVIRONMENT DAY 2016	557 1.8%	449 3.2%	1	0
HE Sheikh Hasina, 2015 Champion of the Earth	545 1.8%	590 4.2%	3	2
Floating Gardens	467 1.5%	259 1.8%	0	0

KEY FACTS

July 2016 Summary

Subscribers: **5,570**

Views: **14,105**

Watch time: **30,760**

New Subscribers: **116**

Last month UNEP recorded 26,531 views, 164,065 minutes watched and a gain of 312 new subscribers.

Subscribers compared to previous month 2.1% ▲

Views compared to previous month 118% ▼

New in Top 10 videos

- **Why do we need to change our food systems?**
- **Floating gardens**
- **Champions of the Earth, HE Sheikh Hasina**

JULY 2016

YOUTUBE DEMOGRAPHICS

Top geographies

Watch time

France (12%)
United States (10%)
Kenya (9.8%)
India (6.2%)
United Kingdom (4.8%)

Gender

Views

Male (58%)
Female (42%)

Traffic sources

Watch time

External (38%)
YouTube search (22%)
Suggested videos (11%)
Other (29%)

Playback locations

Watch time

YouTube watch page (77%)
Embedded in external websites and apps (22%)
YouTube channel page (1.1%)
YouTube other (0.0%)

SOCIAL MEDIA - LANGUAGES

CHINESE

UNEP WeChat Top post

13 posts/ June

24 June

Vacancy announcement: Chinese consultant for the UN PAGE office.

Views: 1,771

Reposts and favourites: 357

UNEP Sina Weibo Top post

79 Posts/ June

Top Weibo post: 24 June 2016

Repost Xinhua Agency: 'World's saddest polar bear' exhibited in Chinese shopping centre. A petition calling for the closure of an aquarium in southern China that is home to an animal dubbed 'the world's saddest polar bear'

Impressions: 390,00

Likes, comments&shares: 156

CHINESE

WeChat Summary	***Weibo Summary***
Followers : 18,091	***Followers : 107,143***
Posts: 13	***Posts: 79***
Reach: 230K	***Impressions: 1,164,559***
Impressions: 23K	***Likes:1,092***
Likes: 230	***Comments:234***
New followers: 329	***New followers:350***

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- Petitions calling for the protection of animals
- Solar Implulse round-the-world trip completion
- News on climate change impacts and mitigation
- News on global climate change action
- UNEP China office field activities
- Vacancy announcements

Fans on **WeChat** and **Sina Weibo** continue to rise. **RenRen** and **QQ** audience numbers continue to drop due to decrease in use of the platforms, which have now been effectively abandoned by audiences. UNEP is phasing out activity on both platforms to focus its social media efforts on **WeChat** and **Weibo**.

JULY 2016

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **3,954**
Total Posts: **34**
Total Reach: **103.7K**
New likes: **191**
Vs 63 posts, 110K Reach and 224 new likes last month

FRENCH

Total audience: **14,329**
Total Posts: **55**
Total Reach: **212.4K**
New likes: **1,542**
Vs 32 posts, 88.7K reach and 587 new likes last month

SPANISH

Total audience: **8,191**
Total Posts: **35**
Total Reach: **14.7K**
New likes: **763**
Vs 39 posts, 70K Reach and 805 new likes last month

ARABIC

Total audience: **2,120**
Total Posts: **12**
Total Reach: **406.4K**
New likes: **80**
Vs 69 posts, 324K Reach and 110 new likes last month

TWITTER

RUSSIAN

Total followers: **6,278**
Total Tweets: **299**
Total Impressions: **153.3K**
New followers: **138**
Vs 1008 tweets, 396.7K Reach and 428 followers

FRENCH

Total followers: **7,862**
Total Tweets: **127**
Total impressions: **309.3K**
New followers: **358**
Vs 163 tweets 677K Reach and 521 new followers last month

SPANISH

Total followers: **6,860**
Total Tweets: **88**
Total Impressions: **316.4K**
New followers: **782**
Vs. 124 tweets, 472K Reach and 719 new followers last month

ARABIC

Total followers: **7,185**
Total Tweets: **194**
Total Impressions: **97.7K**
New followers: **187**
Vs 270 tweets, 397K Reach and 267 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

JULY 2016

GLOSSARY

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 on Facebook.

Followers: Users who have subscribed to Twitter/Instagram 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: Based on Twitter's definition, the number of people who saw a tweet on the platform.

Reach: Is the total number of estimated unique users that saw each post by UNEP.

Tweet: Any message posted on Twitter that is displayed to followers.