

NOV
2015

UNEP DIGITAL METRICS

www.unep.org

NOV 2015



2,584,348 Visits

↑ 1% since last month



5,770,348 Page Views

↓ 6% since last month



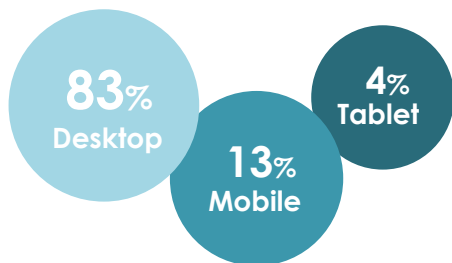
00:22:22 Avg. Time Spent

↑ 6% since last month



210,624 Returning Visitors

↑ 1% since last month



Devices

Source: Google Analytics

Source: Webtrends



198,079 Total Fans

3,311,103

People saw UNEP's messages

3.9% ↑

Total Fans from last month

51% ↓

Total Reach from last month

Top Post: Video: Climate Change is a ___ problem
228,032 readers, 26,099 video views & 3,114 Likes/Comments/Shares

58% male, 24% aged between 18-34



455,824 Total Followers

Top Tweet: Countries agree on top actions to save saiga antelopes @BonnConvention
586 retweets
1.1K likes

61% male, Located in USA, UK and India



2.3% ↑

Total Followers from last month

6.8M ↓

IMPRESSIONS By UNEP Tweets



4,420 Total Subscribers

34,869 Total Views

1.6% ↑

Total Subscribers from last month

12% ↑

Total Views from last month

Top Video: The Antarctic Ozone Hole
13,565 views



Followers compared to previous month: 17% ↑

NOV
2015

VISITS

Month	Total visits	Average per Day	Average Visit Duration
Nov-15	2,584,348	80,760	0:22:22
Oct-15	2,568,933	85,631	0:23:41
Sep-15	2,343,224	73,225	0:21:29
Total for last three months		7,496,505	

KEY FACTS

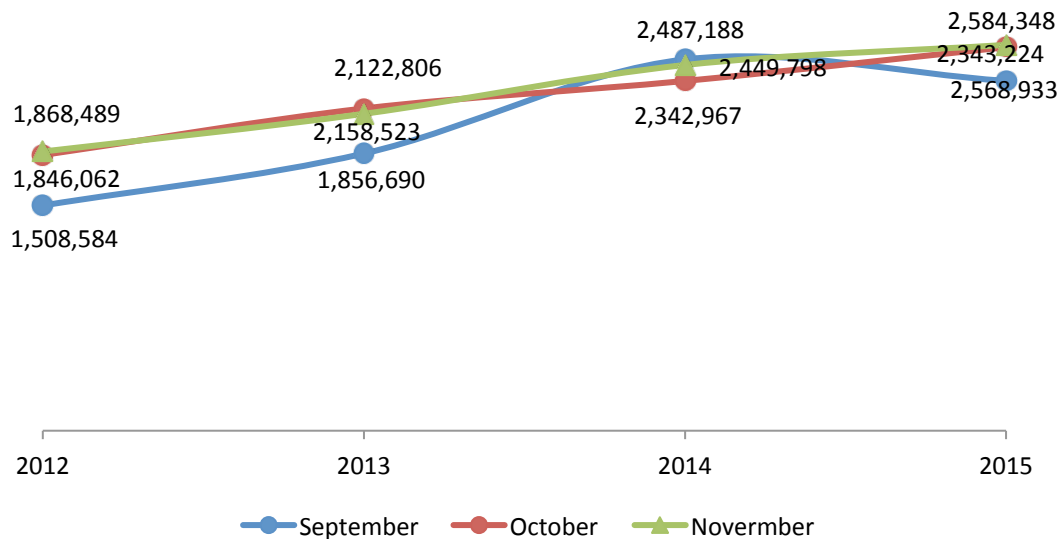
Total visits year to date: 26,195,304

Visits compared to previous month
1% ↑

Monday was the most active and Saturday the least active day

Average visits per visitor 1.54 Compared to previous month 7% ↑

Total monthly visits compared to the previous years



* Bounce rate

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

Source: Webtrends



1 WEBSITE

2 DOWNLOADS

3 SOCIAL MEDIA

4 FACEBOOK

5 TWITTER

6 YOUTUBE

7 GLOSSARY

VISITORS

KEY FACTS

Total visitors year to date: 15,811,597

Visitors compared to previous month
6% ↓

Returning visitors compared to previous
month 1% ↑

UNEP visitors by age group

25-34 - 33.31%

18-24 - 30.18%

35-44 - 16.52%

45-54 - 9.90%

55-64 - 6.26%

65+ - 3.83%

63% of UNEP
audience is between
ages 18-34 years

Source: Webtrends

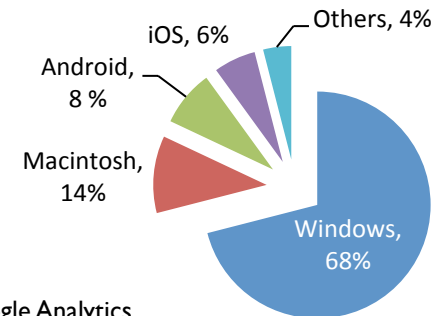
Month	Total visitors	Daily average	Peak day
Nov-15	1,562,231	52,074	18-Nov
Oct-15	1,664,616	55,487	7-Oct
Sep-15	1,370,662	45,688	13-Sep
Total visitors for last 3 months		4,597,509	

Most popular browsers used by visitors

Browser	% of total
Chrome	48.65%
Internet Explorer	16.52%
Firefox	14.20%
Safari	12.63%
Opera Mini	2.60%
Android Browser	1.20%
Edge	1.09%
Opera	0.88%
Safari (in-app)	0.77%
UC Browser	0.75%

Source: Google Analytics

Most popular operating systems used by visitors

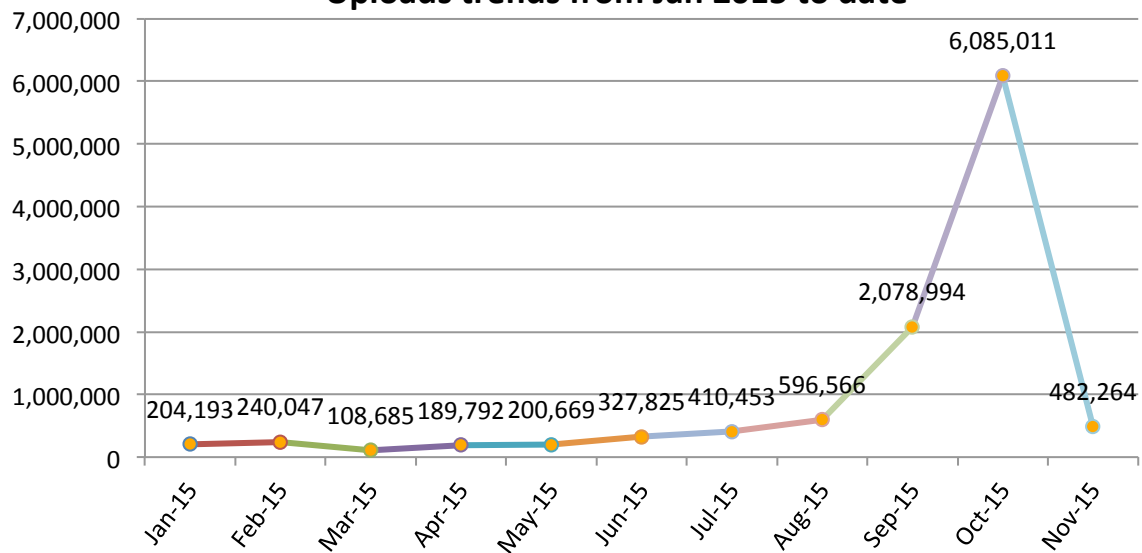


Source: Google Analytics

NOV
2015

UPLOADS

Uploads trends from Jan 2015 to date



KEY FACTS

Total uploads this month were 482,264 compared to the baseline 359% ↑

Baseline : 105,000

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	http://www.unep.org/NewsCentre/	39,755	8%
2	http://www.unep.org/about/	4,059	1%
3	http://www.unep.org/Library/	3,486	1%
4	http://www.unep.org/esm/	3,383	1%
5	http://www.unep.org/OzonAction/	3,203	1%
6	http://www.unep.org/vacancies/	3,190	1%
7	http://www.unep.org/eacp/iea/trainers.aspx	3,004	1%
8	http://www.unep.org/chemicalsandwaste/	2,762	1%
9	http://www.unep.org/ieacp/iea/training/manual/exercises5.aspx/	2,253	0%
10	http://www.unep.org/ecalendar/	1,859	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



1 WEBSITE

2 DOWNLOADS

3 SOCIAL MEDIA

4 FACEBOOK

5 TWITTER

6 YOUTUBE

7 GLOSSARY

Top 20 Microsites this Month

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

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. Forside - UNEP DTU PARTNERSHIP
7. UNEP/MAP
8. Great Apes Survival Partnership – GRASP
9. UNEP - DHI Partnership – Centre on Water and Environment
10. UNDP-UNEP Poverty-Environment Initiative: UNPEI

* **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.

NOV
2015

COUNTRIES

Top 10 Countries this Month

	Country	New Users	% of Total
1	United States	39,901	17.42%
2	United Kingdom	15,500	6.77%
3	India	13,255	5.79%
5	Canada	9,575	4.18%
4	Australia	8,806	3.84%
7	Kenya	8,285	3.62%
6	China	7,447	3.25%
8	France	7,216	3.15%
9	Germany	6,416	2.80%
10	Switzerland	3,472	1.52%

Top 10 Cities this Month

	City	New Users	% of Total
1	London	4,838	2.11%
2	New Delhi	3,519	1.54%
3	Nairobi	3,010	1.31%
4	Sydney	3,002	1.31%
5	New York	2,965	1.29%
6	Paris	2,788	1.22%
7	Hong Kong	2,392	1.04%
8	Geneva	1,835	0.80%
9	Washington	1,663	0.73%
10	Shanghai	1,658	0.72%

Source: Google Analytics

KEY FACTS

The website reached 231 countries and 11320 cities this month.

Northern America was the sub-continent with most visits at (20%), Western Europe was second (12%) and Northern Europe third (10% of total visits)

NOV
2015

REFERRALS

Top 10 Referring Domains this month

	Domain	Visits	% of total visits
1	google.com	204,052	8%
2	google.co.in	78,454	3%
3	google.co.uk	38,306	1%
4	Bing.com	25,906	1%
5	google.ca	22,742	1%
6	google.com.au	18,263	1%
7	google.com.mx	17,671	1%
8	Google.fr	17,206	1%
9	Google.com.ph	16,371	1%
10	Google.de	9,977	1%

Source: Webtrends

KEY FACTS

Google remains the top referral to the UNEP website.

Direct Traffic is 1,671,370 (65%)

* **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.

NOV
2015

SEARCH TERMS

KEY FACTS

Over 208,556 search terms

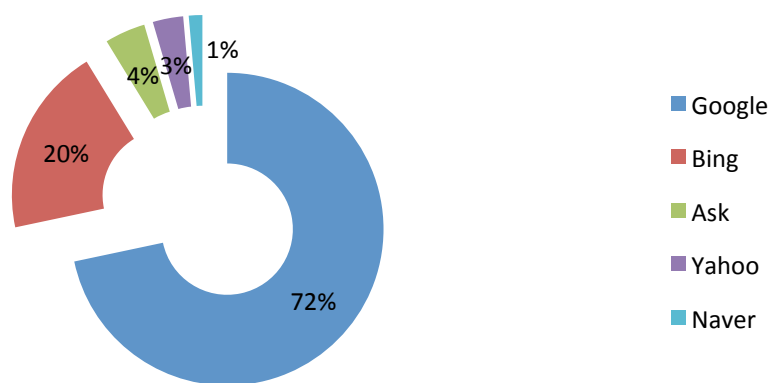
Top 10 search terms this month

unep	3,723
world environment day	2,164
Climate change	878
wed	745
sustainable development	620
solid waste management	619
green economy	566
black sea	536
water atlas	526
Biodiversity pdf	516

Top 5 search terms last month

1. unep
2. world environment day
3. biodiversity pdf
4. Africa water
5. Black sea

Top search engines used to reach www.unep.org



* Search term

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

Source: Webtrends



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA

4
FACEBOOK

5
TWITTER

6
YOUTUBE

7
GLOSSARY

NOV
2015

DOWNLOADS

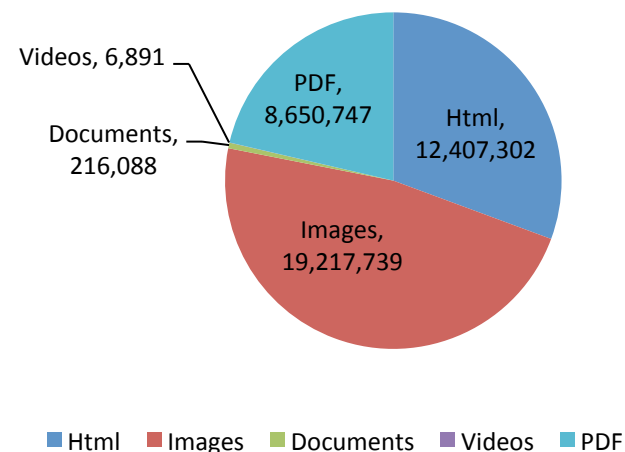
Top 10 Publications this Month

	Title
1	The 2015 Emissions Gap Report
2	The United Nations Environment Programme and the 2030 Agenda Global Action for People and the Planet
3	UNEP Year Book 2014
4	Raising the Bar – Advance Environmental Disclosure in Sustainability Reporting
5	Global Waste Management Outlook
6	The Financial System we Need, The UNEP Inquiry Report
7	UNEP Annual Report 2014
8	International Trade in Resources- A Biophysical Assessment
9	Uncovering Pathways Towards an Inclusive Green Economy - A Summary for Leaders
10	Inquiry Working Paper - Creating A Sustainable Financial System, A Role For Finance Ministries

Source: Piwik

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

NOV
2015

SOCIAL MEDIA OVERVIEW

KEY FACTS







Total followers across all platforms
3,542,481

Compared to previous month 2.3% 






Highest follower growth this month was
seen on Instagram at 17% and French
twitter at 87%.

Follower growth also seen on English
Twitter, Russian Facebook, WeChat and
YouTube.



English		3.9%	198,079
French		87%	10,565
Spanish		0.9%	3,906
Russian		18%	1137
Tunza		0.7%	11,588
ROWA		2.4%	1,261




English		2.3%	455,824
French		15.5%	4,261
Spanish		3.1%	2,695
Russian		1.7%	4,240
ROWA		3.0%	5,306



		1.6%	4,420
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		17%	21,746
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WeChat		2.7%	12,821
RenRen		0.002%	545,954
QQ		0.03%	2,103,437
Weibo		1.3%	97,614

TWITTER

This month, UNEP's Twitter account recorded a 2.3% increase in followers from 445,770 to 455,824. This growth is mainly attributed to more frequent tweeting to accommodate a larger percentage of UNEP's diverse audience and engagement with accounts whose following is based on a similar mandate as that of UNEP's. However, growth slowed from previous months, possibly due to a lull between major campaigns (SDGs/Champions to COP21/ #CaptureClimate).

In addition to the UNEP's audience, review of analytics data informed that UNEP's Twitter audience is likely to engage with positive and informative news on the status and future of saiga antelopes, calls to action on personal involvement in climate change, and Twitter-optimised video clips with straightforward and inspirational messages.

What worked:

- + Wildlife conservation news
- + COP21 updates
- + News on climate change
- + Tweets promoting #CaptureClimate campaign
- + Short, inspirational video content
- + Post on #EnvConflictDay

What did not work:

- + Text-only Tweets
- + Conference images from distance

FACEBOOK

This month Facebook account recorded a 3.9% increase in followers bringing the total number of fans from 190,623 to 198,079. UNEP continues to outpace monthly growth rates of other UN system agencies due to increased video content, enhanced visuals, and calls to action to accompany top content posted. UNEP's social media team has continued its audience-first approach in ensuring any substantive or supportive comments on posts are replied to or interacted with in a timely manner, which creates a stronger connection with followers.

In collaboration with the Disasters & Conflicts Sub-programme, UNEP's social media team and designers created a suite of social media content for International Day for Preventing the Exploitation of the Environment during War and Armed Conflict. UNEP users engaged strongly with these posts and information about UNEP's work in this area averaged strong user reach.

What worked:

- + Short video content
- + Calls to action to share messages to show support
- + Periodic posts of UNEPLive SDG indicator maps
- + #EnvConflictDay posts

What did not work:

- + World #CitiesDay content
- + Teaser posts not accompanied by high value, shareable content

NOV
2015

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	5,502,155
UNICEF	4,881,127
WHO	2,722,020
WWF	2,067,482
World Bank	1,611,822
Green Peace	1,479,630
WFP	1,074,610
UNDP	833,447
UNEP	455,824
UNFCCC	240,847
FAO News	177,844
IPCC	66,446
WMO	22,212
WRI Climate	14,673

UNEP's position remains constant despite 2.3% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	5,581,723
WHO	2,570,764
WWF	2,550,748
Green Peace	2,365,156
UN	1,890,400
World Bank	1,879,329
UNDP	1,026,042
FAO	735,078
WFP	694,560
UNEP	198,079
UNFCCC	153,113
WRI	98,656
WMO	47,469
IPCC	15,480

UNEP's position remains constant despite 10.7% increase in followers.



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

6
LANGUAGES

7
GLOSSARY

NOV
2015

FACEBOOK OVERVIEW

UNEP has a total of **198,079** fans on Facebook as of November 23, 2015. This month **3,311,103** people saw UNEP's information from 95 posts

TOP POST THIS MONTH *(shared on Tuesday 10 November 2015)*

UNEP
Published by unepweb@unep.org [?] · November 10 at 9:22pm · Edited ·

12 Global Goals are directly linked to climate change. Action at the #COP21 in Paris benefits everyone: <http://ow.ly/UJOyp> Watch and pass on the message to show your support!

CLIMATE CHANGE IS AN OCEANS PROBLEM.

Climate change is a ____ problem

228,038 people reached Boost Unavailable

619 Likes 11 Comments 937 Shares

Like Comment Share

228,038 People Reached

26,099 Video Views

3,114 Reactions, Comments & Shares

2,091 Like	619 On Post	1,472 On Shares
1 Love	0 On Post	1 On Shares
85 Comments	15 On Post	70 On Shares
937 Shares	937 On Post	0 On Shares

5,499 Post Clicks

1,486 Clicks to Play	131 Link Clicks	3,882 Other Clicks
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NEGATIVE FEEDBACK

25 Hide Post	7 Hide All Posts
0 Report as Spam	2 Unlike Page

Source: FB Insights

KEY FACTS

November 2015 Summary

Fans: **198,079**

Posts: **95**

Total reach: **3,311,103**

Comments: **675**

Shares: **4,989**

Likes: **21,455**

Link clicks: **3,990**

Video views: **90,635**

New fans: **7,456**

Engagement rate: **1.8%**

Last month UNEP reached 6,802,734 people through 78 posts, and gained 11,309 new fans, with a 2.8% engagement rate

Best day of the month

Tuesday 10 November 2015 UNEP reached **228,038** unique individuals.

Key data on this day

- Video: Climate change is a ____ problem.



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

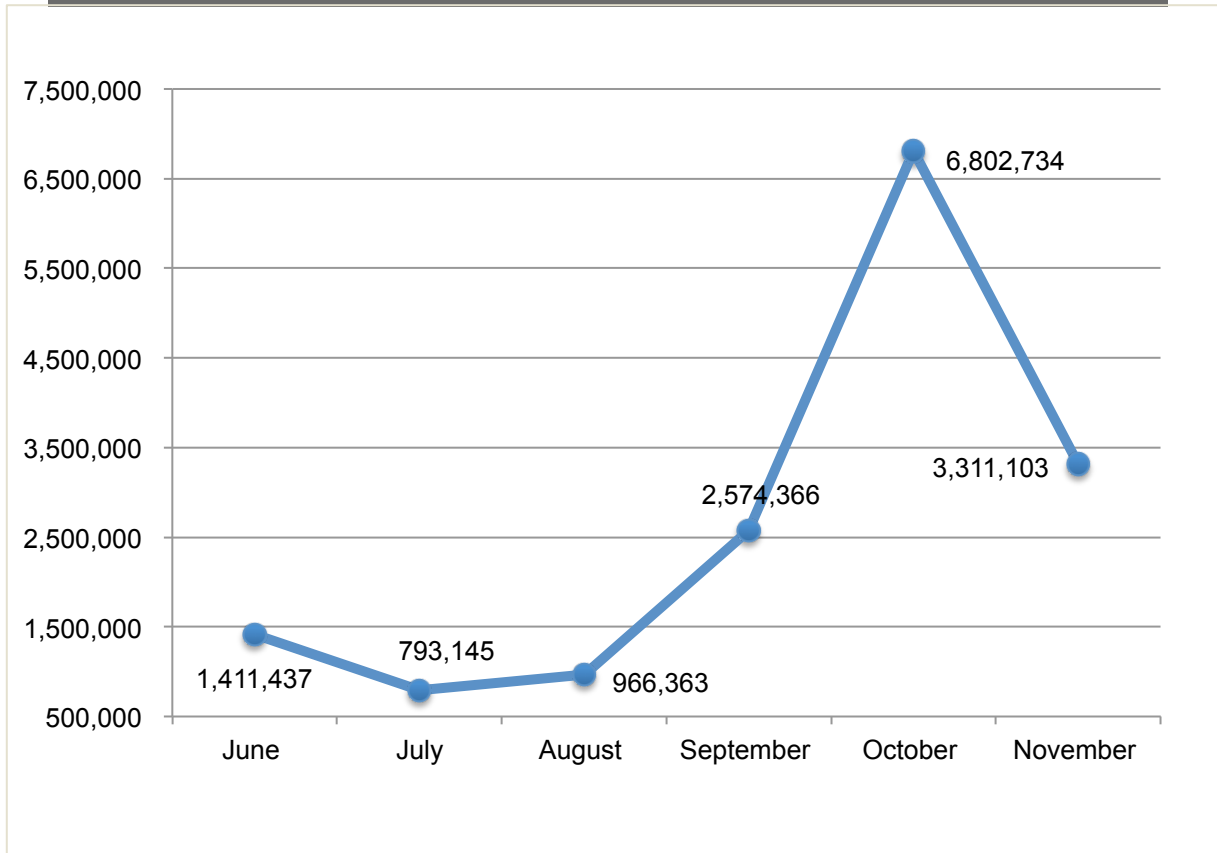
6
LANGUAGES

7
GLOSSARY

NOV
2015

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 June 2015:

15,859,148

Average number of people reached per post since June 2015

32,834

NUMBER OF POSTS SHARED

Month	No. of posts
NOVEMBER 2015	95
OCTOBER 2015	78
SEPTEMBER 2015	87
AUGUST 2015	65
JULY 2015	65
JUNE 2015	97
TOTAL POSTS	483

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



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

6
LANGUAGES

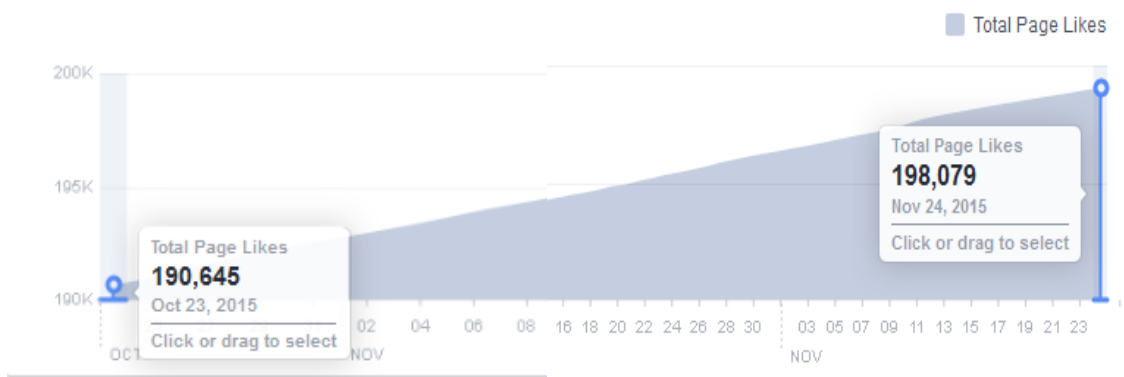
7
GLOSSARY

NOV
2015

FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

KEY FACTS

FACEBOOK MONTHLY GROWTH



UNEP Facebook page continues to maintain momentum in growth, recording a significant percentage increase in followers with audience-optimised posts, featuring captivating images with explanatory text.

Fans compared to previous month 3.9% ↑

MONTHLY ENGAGEMENT



* **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



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

6 LANGUAGES

7 GLOSSARY

FACEBOOK DEMOGRAPHICS

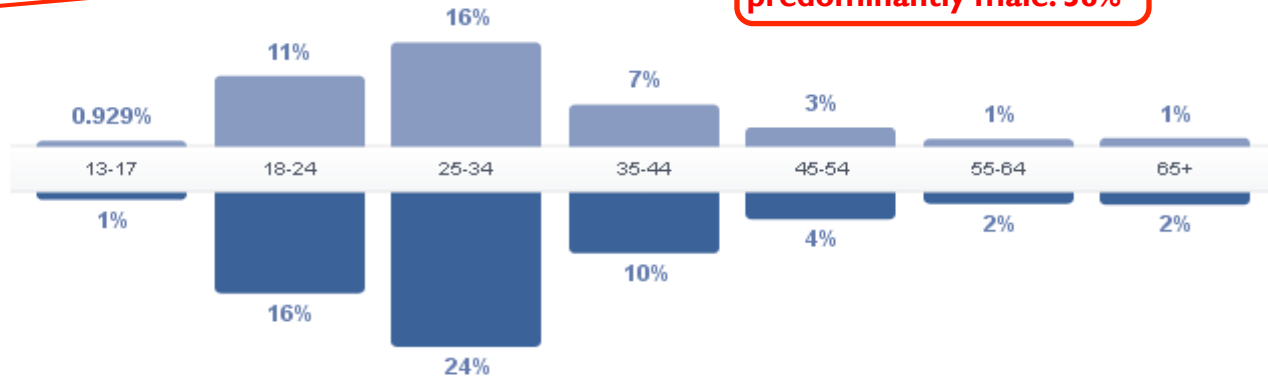
The people who like your Page

Women

41%
Your Fans

Men

58%
Your Fans



UNEP's fans are predominantly male: 58%

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

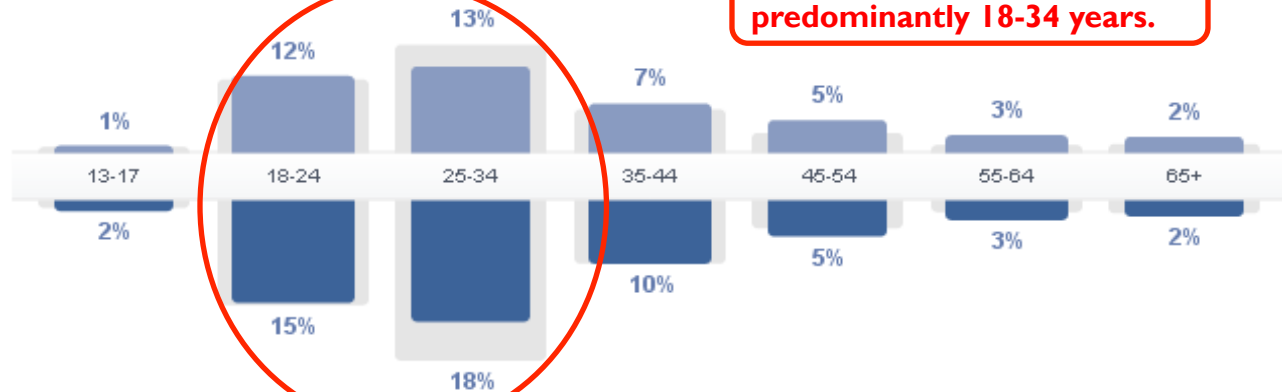
43%
People Engaged

41%
Your Fans

Men

56%
People Engaged

58%
Your Fans



UNEP's fans who engaged are predominantly 18-34 years.

SOURCE: FACEBOOK INSIGHTS

NOV
2015

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	People Engaged	City	People Engaged	Language	People Engaged
India	1,434	Dhaka, Dhaka Division...	828	English (US)	9,265
United States of America	1,380	Nairobi, Kenya	714	English (UK)	2,926
Bangladesh	1,032	Mexico City, Distrito Fe...	228	Spanish	1,147
Kenya	794	Quezon City, Metro Ma...	206	French (France)	859
Mexico	604	Kathmandu, Bagmati ...	205	Portuguese (Brazil)	388
Pakistan	591	New Delhi, Delhi, India	204	Italian	337
United Kingdom	501	Lagos, Lagos State, Ni...	196	Spanish (Spain)	301
Philippines	446	Chittagong, Chittagon...	180	Arabic	297
Brazil	423	London, England, Unit...	164	German	224
Italy	402	Phnom Penh, Cambodia	157	Japanese	166

Source: FB Insights

NOV
2015

FACEBOOK BENCHMARKS

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  UNICEF	5.6m 	▲0.4%	19	176.8K 
2  World Health Organizati...	2.6m 	▲0.5%	8	5.5K
3  WWF	2.6m 	▲0.3%	12	97.5K 
4  Greenpeace International	2.4m 	▲0.3%	80	113.3K 
5  World Bank	1.9m 	0%	17	2.2K
YOU 6  UNEP	199.5K	▲0.8%	20	4K
7  United Nations	1.9m 	▲0.2%	41	15.6K 
8  United Nations Develop...	1m 	▲0.3%	34	14.9K 
9  Food and Agriculture Or...	735.1K 	▲0.5%	11	10.7K 
10  World Food Programme	694.6K 	▲4,130.4%	5	191

Source: FB Insights

UNEP's position remains constant despite increase in likes and engagements.
*statistics comparison is in real-time last month.



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

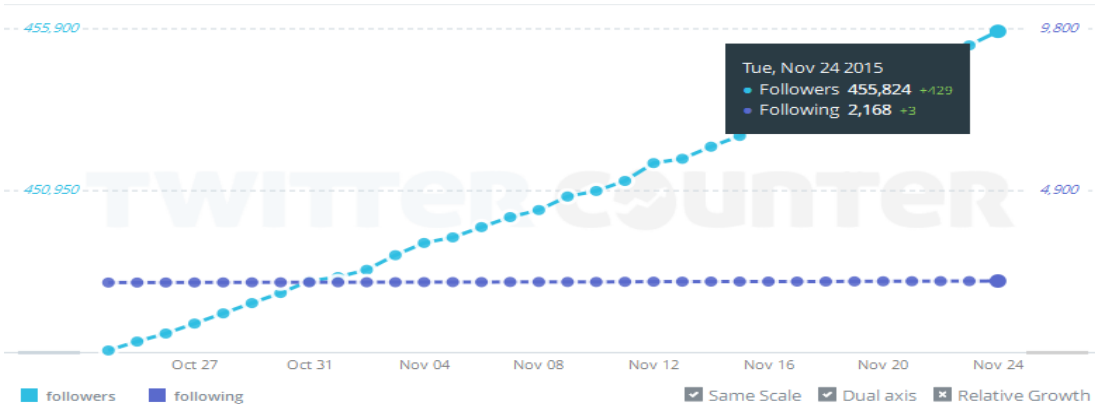
6 LANGUAGES

7 GLOSSARY

NOV
2015

TWITTER OVERVIEW

NOVEMBER 2015 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH



UN Environment @UNEP · Nov 2

Countries agree on actions to help save saiga antelopes: bit.ly/113jqz1
#conservation @BonnConvention



586 retweets 1.1K likes



UN Environment @UNEP · Nov 14

Youth will be most affected by our climate decisions. Let's set them up for success.
#COP21 bit.ly/1L1KuYc



232 retweets 177 likes

KEY FACTS

November 2015 Summary

Followers: **455,824**

Tweets: **491 (13 per day)**

Replies: **1.4K (43 per day)**

Mentions: **6.8K**

Retweets: **19.3K (604 per day)**

Favourites: **13.3K (417 per day)**

Impressions: **6.8M (212K per day)**

New followers: **10,054**

Engagement rate: **0.9%**

Top tweets of the month

586 Retweets | 1127 likes | 593K Impressions

Countries agree on actions to help save saiga antelopes: bit.ly/113jqz1 #conservation @BonnConvention

Tweeted on 2 November 2015

232 Retweets | 177 likes | 106K Impressions

Youth will be most affected by our climate decisions. Let's see them up for success. #COP21 bit.ly/1L1KuYc

Tweeted on 14 November 2015



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

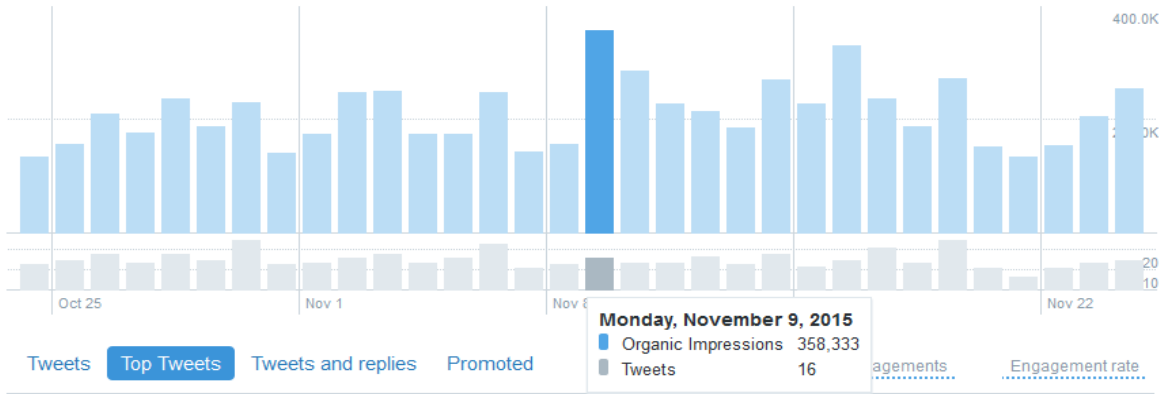
6
LANGUAGES

7
GLOSSARY

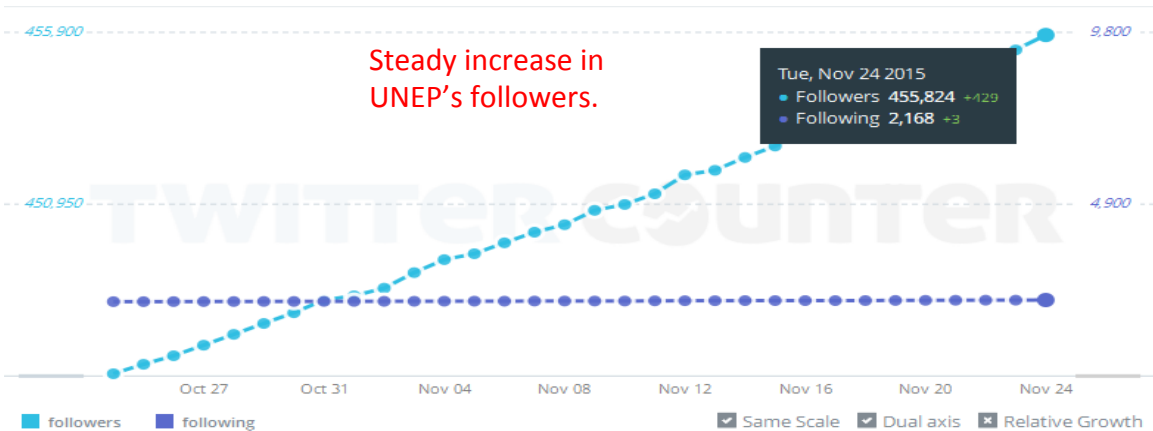
NOV
2015

TWITTER OVERVIEW

BEST DAY THIS MONTH: Monday 9 November 2015



SOURCE: TWITTER ANALYTICS



SOURCE: TWITTER COUNTER

KEY FACTS

Best day of the month

Monday, 9 November 2015 UNEP recorded 358,333 impressions.

Key data on this day

- Buzz about COP21
- Tweets on #CaptureClimate campaign
- Emissions Gap report

Impressions compared to previous month **8.1%** ↓
Followers compared to previous month **2.3%** ↑

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



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

6 LANGUAGES

7 GLOSSARY

NOV
2015

TWITTER DEMOGRAPHICS AND LOCATIONS

Country

Country name	% of audience
United States	20%
United Kingdom	10%
India	5%
Kenya	4%
Canada	4%
Australia	3%
France	2%
Indonesia	2%
Spain	2%
Nigeria	2%

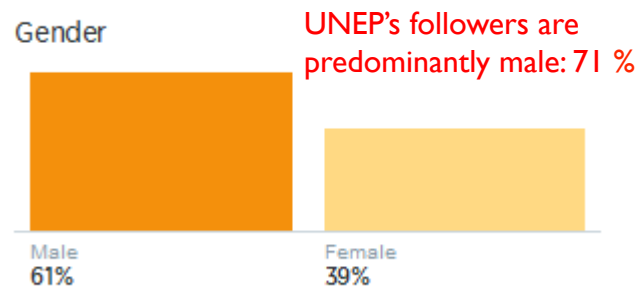
Interests

Interest name	% of audience
Business and news	89%
Politics and current events	84%
Business news and general info	78%
Tech news	65%
Science news	64%
Movie news and general info	63%
Technology	61%
Financial news	57%
Government	56%
Business and finance	55%

Region

State or region	% of audience
England, GB	9%
Greater London, GB	4%
California, US	3%
New York, US	2%
Nairobi, KE	2%
Ontario, CA	2%
Ile-de-France / Île-de-France, FR	1%
Texas, US	1%
Florida, US	1%
New South Wales, AU	1%

Gender



SOURCE: TWITTER ANALYTICS



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

6
LANGUAGES

7
GLOSSARY

NOV
2015

INSTAGRAM OVERVIEW

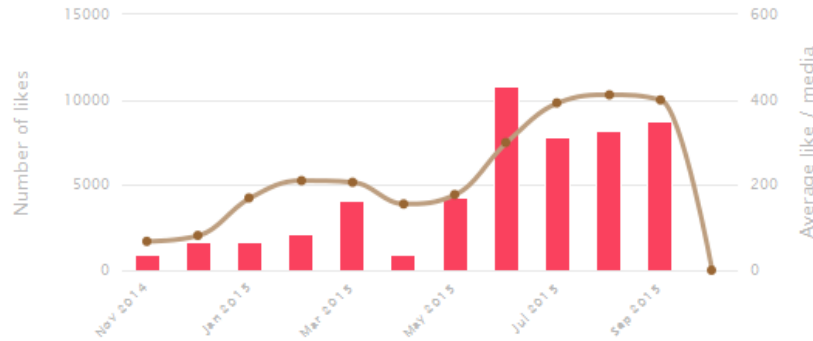
KEY FACTS

NOVEMBER TOTALS (October 24- November 24)

SOURCE

From followers
79.8%

GROWTH HISTORY



TOP MEDIA THIS MONTH

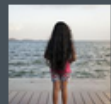
MOST LIKED



579



474



438



465



427

MOST COMMENTED



11



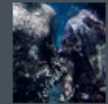
7



6



7



5

November 2015 Summary

Followers: **21,746**

Likes: **14,465**

Posts: **49**

Comments: **74**

New followers: **3,121**

Un-followers: **603**

Followers compared to previous month
17% ↑

Top media of the month

579 likes

#climatechange adaptation in #Jamaica.
At a coral nursery in Jamaica's Oracabessa Bay, small pieces of coral grow before being re-planted on the reefs that play a crucial role in coastal protection.

#CaptureClimate #COP21 #UNEP #climate
Photo by Kadir van Lohuizen
@kadirvanlohouizen

Do you have a **#climatechange** story to share? Tag your image with **#CaptureClimate** and mention **@unenvironment** – we'll be featuring our favourites on our social media platforms

Source: Iconosquare



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

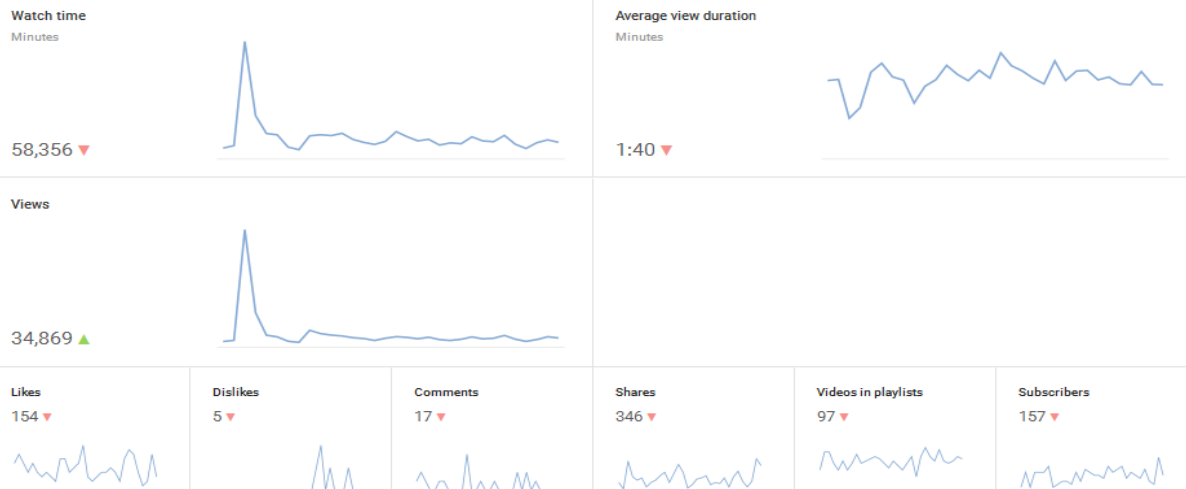
6
LANGUAGES

7
GLOSSARY

NOV
2015

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Top 10 Videos [Browse all content](#)

Video	Watch time (minutes) ⌵	Views ⌵	Likes ⌵
The Antarctic Ozone Hole -- From Discovery to Re...	13,565 (23%)	1,995 (5.7%)	8
A Bottle's Odyssey	12,601 (22%)	13,629 (39%)	9
Seven Billion Dreams. One Planet. Consume with...	3,708 (6.4%)	3,036 (8.7%)	28
Meet Lewis Pugh: UNEP Patron of the Oceans	1,602 (2.7%)	571 (1.6%)	2
Ozone Song	1,317 (2.3%)	758 (2.2%)	6
TEDx Talk by David Jensen "Natural Resources a...	1,258 (2.2%)	297 (0.9%)	2
Preventing Our Oceans from Becoming Dumps	1,183 (2.0%)	487 (1.4%)	1
Coastal Ecosystems: A Natural Barrier to Climate ...	981 (1.7%)	240 (0.7%)	4
Briefing on the State of the Environment	846 (1.4%)	82 (0.2%)	0
Black Mamba Anti-Poaching Unit, 2015 Champio...	826 (1.4%)	727 (2.1%)	7

KEY FACTS

October 2015 Summary

Subscribers: **4,420**

Views: **34,869**

Minutes watched: **58,356**

New Subscribers: **69**

Last month UNEP recorded 31,185 views, 56,558 minutes watched and a gain of 282 new subscribers.

**YouTube recently changed its analytics algorithm, prioritising watch time over views and lifetime views on each video*

Subscribers compared to previous month
2% ↑

Views compared to previous month
12% ↑

New in Top 10 videos

- Briefing on the State of the Environment
- Meeting Lewis Pugh UNEP Patron of the Oceans
- Coastal Ecosystems: A Natural Barrier to Climate Change



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

6
LANGUAGES

7
GLOSSARY

YOUTUBE DEMOGRAPHICS

Top geographies

Watch time

- United States (21%)
- Netherlands (16%)
- United Kingdom (5.1%)
- Philippines (4.3%)
- India (3.7%)



Gender

Views

- Male (55%)
- Female (45%)



Traffic sources

Watch time

- External (40%)
- Suggested videos (19%)
- YouTube search (18%)
- Other (23%)



Playback locations

Watch time

- YouTube watch page (56%)
- Embedded in external websites and apps (43%)
- YouTube channel page (0.6%)



CHINESE

WeChat Top post

大学伙伴关系 | 执行主任出席联合国环境署-同济大学环境与可持续发展学院2015年度理事会 2015-11-12

[查看图文详解](#) [加入图文对比](#)

12 November 2015

ED Visit to China:
Attended UNEP- Tongji
Institute for Environment
for Sustainable
Development (IESD) board
meeting 2015.

*Reach 12,401 Retweets:
978*

CHINESE

NEW FOLLOWERS

Sina Weibo: 1,243

QQ: -614

Renren: -13

WeChat: 339

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- Posts on UNEP ED Achim Steiner's visit to China

Fans on **WeChat** and **Sina Weibo** continue to rise. Slight decrease in **QQ** audience. This is because social media users continue to move to WeChat.

RenRen audience numbers continue to drop due to decrease in use of platform by users as well as popularity. The possibility that RenRen might be phased out as a Chinese social media platform remains.

Sina Weibo Top post

执行主任访华 | 联合国环境规划署和北京市环保局联合发布《北京空气污染治理历程: 1998-2013》评估报告的初步结果。环境署一直关注北京市开展的大气污染治理工作; 2014年, 治理空气污染成为第一届联合国环境大会的决议之一, 自此, 开展了“北京市空气污染治理”的评估工作。 [执行主任访华...](#)



11月10日 00:58 来自 微博 weibo.com

阅读 1.5万 推广 转发 11 评论 2 5

10 November 2015

ED Visit to China:
Presented early findings of
the UNEP- Beijing
collaborative report on
pollution control in briefing.
Shares: 11

*Likes & comments: 7
Reach: 15,000*

f FACEBOOK

Total audience: **1,137**

Total Posts: **69**

Total Reach: **49,197**

New likes: **197**

Vs 33 posts, 18.4K Reach and 141 new likes last month

RUSSIAN



Total audience: **10,595**

Total Posts: **65**

Total Reach: **28,688K**

New likes: **130**

Vs 101 posts, 48K reach and 266 new likes last month

FRENCH



Total audience: **3,906**

Total Posts: **3**

Total Reach: **41**

New likes: **36**

Vs 10 posts, 4.6K Reach and 80 new likes last month

SPANISH



Total audience: **1,261**

Total Posts: **258**

Total Reach: **69K**

New likes: **94**

Vs 194 posts, 63.2K Reach and 41 new likes last month

UNEP ROWA

🐦 TWITTER

Total followers: **4,240**

Total Tweets: **678**

Total Impressions: **92.5K**

New followers: **138**

Vs 678 tweets, 92.5K Reach and 138 new followers

RUSSIAN



Total followers: **4,261**

Total Tweets: **164**

Total impressions: **182.1K**

New followers: **573**

Vs 192 tweets 165.5K Reach and 433 new followers last month

FRENCH



Total followers: **2,965**

Total Tweets: **5**

Total Impressions: **16.5K**

New followers: **84**

Vs. 44 tweets, 25.8K Reach and 111 new followers last month

SPANISH



Total followers: **5,306**

Total Tweets: **247**

Total Impressions: **120.9K**

New followers: **246**

Vs 195 tweets, 34.5K Reach and 239 new followers last month

UNEP ROWA

LANGUAGE CONTENT HIGHLIGHTS



ONU Environnement @UNEPfr · Nov 4

4 au 10 décembre : @SolutionsCop21 au @GrandPalaisRmn des solutions pour le #climat ow.ly/UbrYI #SCOP21



🔄 30 ❤️ 10 📊 ⋮



ONU Environnement @UNEPfr · Nov 23

26 Nov @Pontifex visite le #PNUE & @ONUhabitat_fr. Suivez nous ici, sur @SnapChat (unenvironnement) & Instagram: [instagram.com/unenvironnement/](https://www.instagram.com/unenvironnement/)

View translation

RETWEETS 8 LIKES 9



8:07 PM - 23 Nov 2015 · Details

🔄 ❤️ 📊 ⋮

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.