SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 1,122,066
Compared to previous month 5% ⬆
Highest follower growth this month was seen on Spanish Facebook at 22% , French Facebook at 20% & Spanish Twitter at 11%
Strong follower growth also seen on Russian Facebook at 7%
As users continue to abandon QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat and UN Environment will explore additional ways to engage the Chinese audience.

Facebook

Language	Trend	%	Followers
English	⬆	2.8%	282,508
French	⬆	20%	22,362
Spanish	⬆	22%	14,978
Russian	⬆	3%	4,462
Tunza	⬆	0.5%	12,294
ROWA	⬆	3.3%	2,466

Twitter

Language	Trend	%	Followers
English	⬆	1.2%	547,242
French	⬆	5.5%	9,217
Spanish	⬆	11%	10,427
Russian	⬆	7%	6,987
ROWA	⬆	6%	7,855

YouTube

	Trend	%	Followers
YouTube	⬆	4%	6,090

Instagram

	Trend	%	Followers
Instagram	⬆	3.2%	65,407

China

Platform	Trend	%	Followers
WeChat	⬆	3.4%	19,144
RenRen	⬇	0.003%	545,833
QQ	⬇	0.33%	2,092,880
Weibo	⬆	2.1%	110,627

SOCIAL MEDIA ANALYSIS – AUGUST 2016

TWITTER

This month, UN Environment's Twitter account recorded a 1.2% increase in followers from 540,997 to 547,242. The continued slow growth of the platform, as well as failure of new platform features to spark resurgent interest in Twitter have brought more modest audience growth. To engage followers UN Environment 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 UN Environment has asked its audience participate in social media activities. Additionally, review of analytics data informed that UN Environment's Twitter audience is likely to engage with news on renewables, marine ecosystems, wildlife crime, campaigns to raise awareness on endangered species and content encouraging audiences to participate through action. UN Environment's Twitter audience is also likely to engage with video content calling for action on the environment and climate change, with the most recent being the #LoveAir campaign on air quality.

What worked:
+News on environment and wildlife crime
+News and campaigns 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, UN Environment's Facebook account recorded a 2.8% increase in followers bringing the total number of fans from 274,779 to 282,508. This continued increase in numbers is mainly attributed to the sharing of short informative posts and video on environmental news and stories of impact. Continued implementation of the new approach featuring more interactive and impactful posts with news and videos as well as participation in campaigns and crowdsourcing activities 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 UN Environment'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, UN Environment will work to share content that can be tied back to programmatic successes.

What worked:
+News on environment, wildlife crime and climate change
+Engaging video & animated infographics sharing impact stories with a human angle & briefly informative facts and figures.
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 programmatic work that lack a "human" side

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	7,812,960
UNICEF	5,702,608
WHO	3,002,234
WWF	2,690,983
World Bank	2,062,860
Greenpeace	1,586,122
WFP	1,288,441
UNDP	1,031,053
UN Environment	**547,242**
UNFCCC	317,755
FAO News	203,193
World Resources Inst	78,812
IPCC	78,812
WMO	30,457

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

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

AGENCY	FOLLOWERS
UNICEF	6,395,655
WHO	2,999,797
GreenPeace	2,701,067
UN	2,154,410
WWF	2,149,834
World Bank	2,148,948
UNDP	1,132,174
FAO	951,934
WFP	832,507
UN Environment	**282,508**
UNFCCC	182,554
WRI	112,473
WMO	97,786
IPCC	20,728

UNEP's position remains constant despite 2.8% increase in followers.

UNEP

1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

6 LANGUAGES

7 GLOSSARY

FACEBOOK OVERVIEW

KEY FACTS

UN Environment has a total of **285,384** fans on Facebook as of 23 October 2016. This month **2,260,943** people saw UN Environment's information from **88** posts

TOP POST THIS MONTH *(shared on 28 September 2016)*

UN Environment
Published by Dave Cole [?] · September 28 · 🌐

"I want to protect our heritage." The Black Mamba Anti-Poaching Unit is a group of young women on the front lines of poaching in South Africa. Our Chief Erik Solheim met with the Black Mambas last week - watch and learn why these inspiring conservationists are making a difference for their communities. #WildforLife

Saved by the Black Mambas
01:20

170,822 people reached   🔵 Boost Unavailable

😊❤️😮 605   32 Comments 684 Shares

👍 Like   💬 Comment   ➡️ Share

170,822 People Reached

32,228 Video Views

3,907 Reactions, Comments & Shares

	On Post	On Shares
2,534 👍 Like	525	2,009
481 ❤️ Love	69	412
3 😄 Haha	0	3
31 😮 Wow	8	23
6 😢 Sad	2	4
3 😠 Angry	1	2
168 Comments	32	136
684 Shares	684	0

7,304 Post Clicks

2,733 Clicks to Play	17 Link Clicks	4,554 Other Clicks

October 2016 Summary

Fans**: 285,384**

Posts: **88**

Total reach: **2,260,943**

Comments: **877**

Likes: **22,778**

Shares: **4,561**

Video views: **41,843**

New fans: **10,632**

Engagement rate: **1.1%**

Last month UN Environment reached 2,301,117 people through 82 posts, and gained 6,835 new fans, with a 1% engagement rate

Best day of the month
Wednesday 28 September 2016 UN Environment reached 170,822 unique individuals

Key data on this day
• Eriik Solheim meets the Black Mambas

Source: FB Insights

FACEBOOK MONTHLY REACH

KEY FACTS

Total number of unique people reached since May 2016:
37,303,820
Average number of people reached per post since May 2016
62,695

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

Source: FB Insights

NUMBER OF POSTS SHARED

Month	No. of posts
OCTOBER	88
SEPTEMBER	82
AUGUST	95
JULY	76
JUNE	172
MAY	82
TOTAL POSTS	**595**

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

FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

KEY FACTS

FACEBOOK MONTHLY GROWTH

Total Page Likes

Total Page Likes
274,836
Sep 23, 2016
Click or drag to select

Total Page Likes
282,508
Oct 23, 2016
Click or drag to select

Reactions — Reactions — Comments — Shares

Reactions
1,556
Oct 4, 2016
Click or drag to select

Best reach period
Oct 4

Source: Facebook Insights

UN Environment Facebook page continues to maintain momentum in growth, recording a 4% 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*

FACEBOOK DEMOGRAPHICS

The people who like your Page
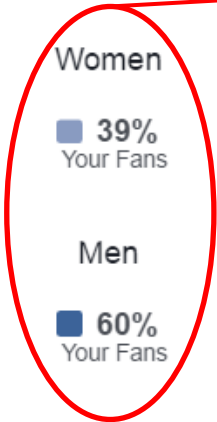
UNEP's fans are predominantly male: 60%

Women
■ 39% Your Fans

Men
■ 60% Your Fans

13-17	18-24	25-34	35-44	45-54	55-64	65+
0.757%	11%	16%	6%	3%	1%	1%
0.961%	17%	25%	9%	4%	2%	2%
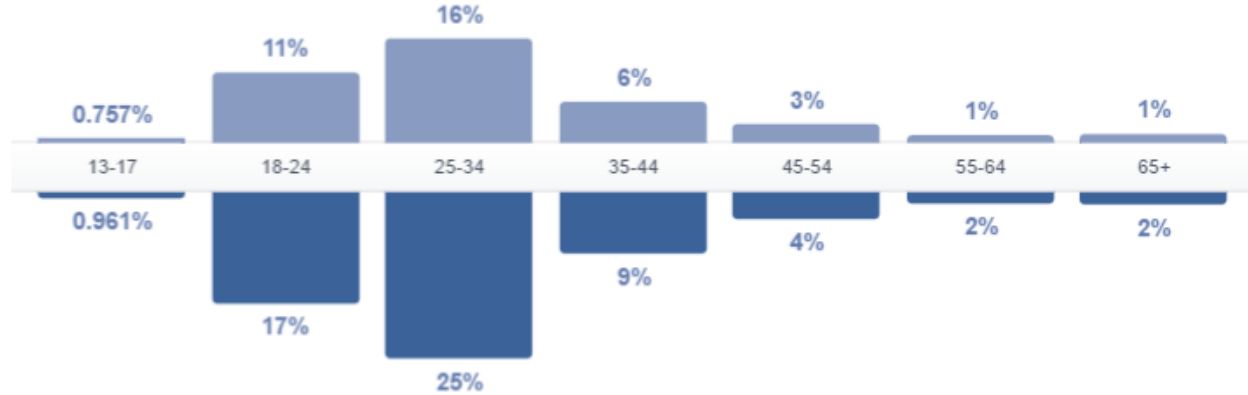
SOURCE: FACEBOOK INSIGHTS

The number of people your post was served to in the past 28 days.
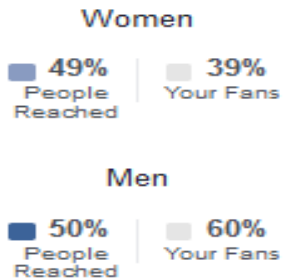
UNEP's fans who engaged are predominantly 18-34 years

Women
■ 49% People Reached   39% Your Fans

Men
■ 50% People Reached   60% Your Fans

13-17	18-24	25-34	35-44	45-54	55-64	65+
0.801%	10%	18%	10%	5%	3%	2%
0.704%	9%	19%	11%	5%	2%	2%
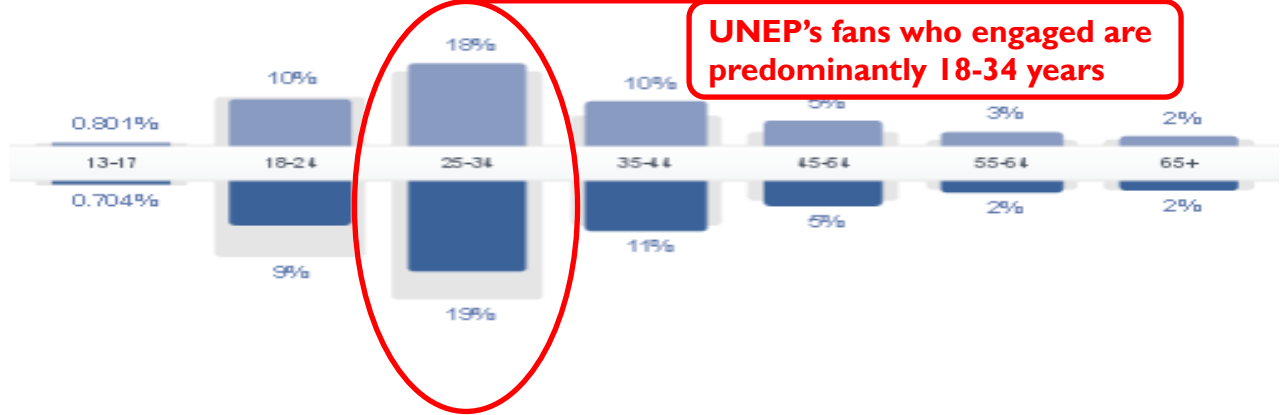
SOURCE: FACEBOOK INSIGHTS

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	32,913	Dhaka, Dhaka Divisio...	15,323	English (US)	144,790
Bangladesh	20,919	Nairobi, Kenya	11,646	English (UK)	54,235
United States of Am...	18,469	New Delhi, Delhi, India	4,948	Spanish	16,022
Kenya	14,597	Kathmandu, Bagmat...	4,008	French (France)	12,519
Malaysia	9,857	Lima, Lima Region, ...	2,395	Portuguese (Brazil)	8,655
Brazil	9,254	Phnom Penh, Camb...	2,332	Arabic	5,824
Pakistan	8,770	London, England, U...	2,296	Italian	4,704
Philippines	7,250	Mexico City, Distrito ...	2,061	Spanish (Spain)	4,366
United Kingdom	6,531	Tunis, Tunis Govern...	1,926	German	3,352
Mexico	6,373	Cairo, Cairo Governo...	1,909	Portuguese (Portugal)	3,117

Source: FB Insights

FACEBOOK BENCHMARKS

1		UNICEF	6.4m		▲ 0.1%	18	80.2K
2		World Health Organizati...	3m		▲ 0.4%	26	72.1K
3		WWF	2.9m		▲ 0.1%	11	58.4K
4		Greenpeace International	2.7m		▲ 0.2%	30	94K
5		United Nations	2.2m		▲ 0.3%	19	13K
6		World Bank	2.1m		▲ 0.1%	23	59.6K
7		United Nations Develop...	1.1m		▲ 0.2%	3	767
8		Food and Agriculture Or...	952K		▲ 0.4%	29	40.3K
9		World Food Programme	832.5K		▲ 0.2%	2	48
YOU 10		UN Environment	285.4K		▲ 0.5%	16	8.7K

UN Environment'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

TWITTER OVERVIEW

OCTOBER 2016 FOLLOWER GROWTH
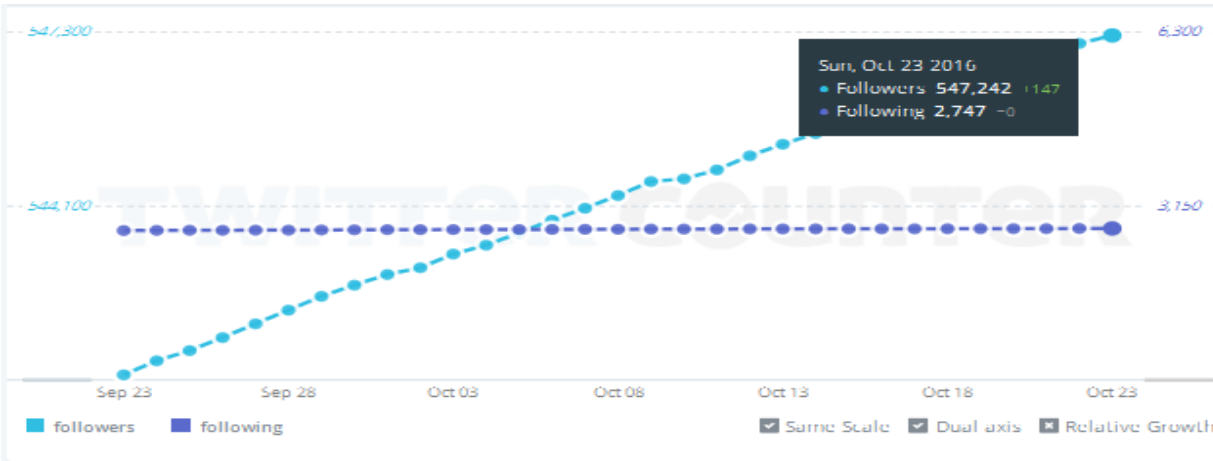
October 2016 Summary
Followers: **547,242**
Tweets: **321**
Replies: **1.2K (39 per day)**
Mentions: **5.8K**
Retweets: **25.1K (683K per day)**
Likes: **24.8K (800 per day)**
Impressions: **6.6M (214K per day)**
New followers: **6,245**
Engagement rate: **1.2%**

TOP TWEETS THIS MONTH

Top tweets of the month
1039 Retweets 981Likes 200K Impressions
History is made! #MontrealProtocol countries agree to curb powerful greenhouse gases in largest climate breakthrough since Paris.
Tweeted on 15 October 2016

433 Retweets 462 Likes 140K Impressions
France just became the first country to ban all plastic plates, cups, and utensils: bit.ly/2cMiv8b
Tweeted on 28 September 2016

TWITTER OVERVIEW

KEY FACTS

BEST DAY THIS MONTH: SATURDAY 15 OCTOBER 2016

Saturday, October 15, 2016
Organic Impressions   295,238
Tweets   5

SOURCE:TWITTER ANALYTICS

Steady increase in UNEP's followers.

Sun, Oct 23 2016
Followers 547,242 +147
Following 2,747 −0

SOURCE:TWITTER COUNTER
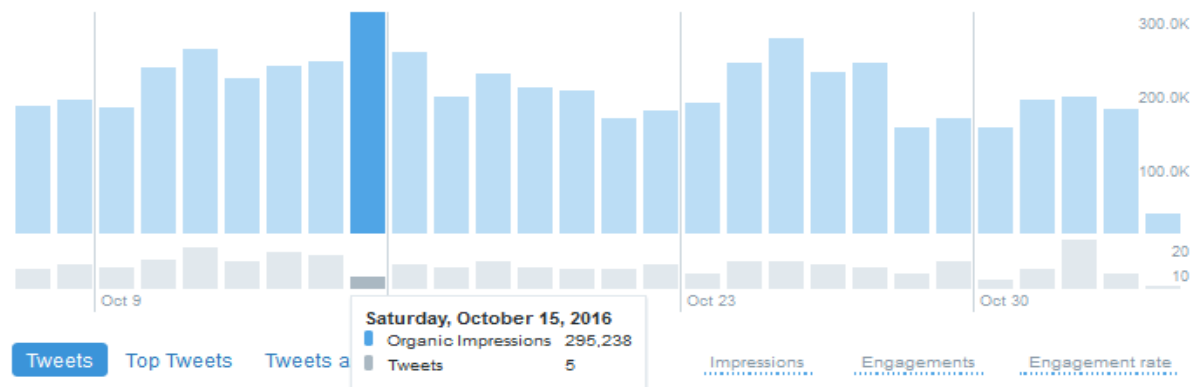
Best day of the month
Saturday, 15 October 2016
UN Environment recorded 295,238 impressions.

Key data on this day
• Montreal Protocol Kigali Agreement

Impressions compared to previous month **20%**
Followers compared to previous month **1.2%**
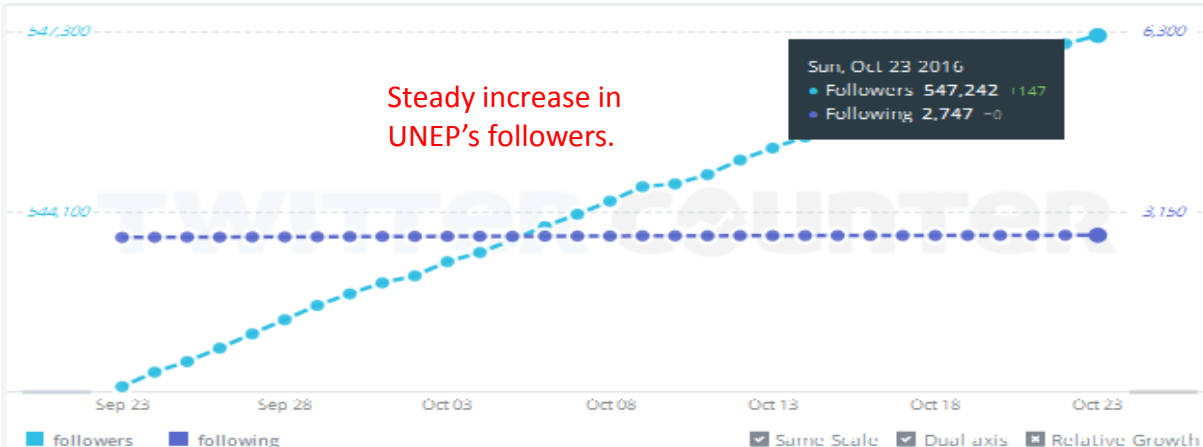
* Impressions - Twitter Analytics defines impressions as the number of times people saw a tweet on Twitter.

UNEP
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TWITTER DEMOGRAPHICS AND LOCATIONS

Country

Country name	% of audience
United States	19%
United Kingdom	10%
India	6%
Kenya	5%
Canada	4%
Australia	3%
Spain	2%
France	2%
Brazil	2%
Mexico	2%

Region

State or region	% of audience
England, GB	9%
Greater London, GB	4%
California, US	4%
Nairobi, KE	2%
Ontario, CA	2%
New York, US	2%
South East England, GB	1%
Florida, US	1%
New South Wales, AU	< 1%
Maharashtra, IN	< 1%

Interests

Interest name	% of audience
Business and news	89%
Politics and current events	85%
Business news and general info	78%
Tech news	64%
Movie news and general info	63%
Technology	62%
Science news	61%
Financial news	57%
Business and finance	56%
Government	56%

Gender
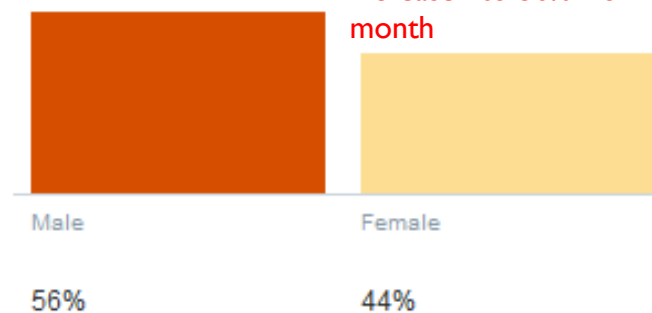
UNEP's Male audience has increased to 56% from 49% last month

Male 56% Female 44%

SOURCE: TWITTER ANALYTICS

INSTAGRAM OVERVIEW

OCTOBER TOP MEDIA

Top media of the month

1,774 Likes
History has been made! In the largest climate breakthrough since the #ParisAgreement nearly 200 countries have agreed to curb greenhouse gases under the #MontrealProtocol. The #climateaction momentum continues!
#climate #environment #ozone

Top media of the month

1,425 Likes
Elephants are intelligent emotional creatures. They are gardeners of the forests and savannahs. Have you seen #elephants in the wild? Tell us where below!
#wildforlife #wildlife

KEY FACTS

October 2016 Summary

Followers: **65,407**

Posts: **26**

New followers: **2,029**

Following: **238**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month **3.2%** ⬆

Top media video media of the month

BEFORE YOU GO

TAKE A REUSABLE SHOPPING BAG, YOUR OWN WATER BOTTLE AND RECHARGEABLE BATTERIES!

UNEP   #GreenPassport

2,363 Views 642 Likes
Today is #WorldTourismDay – how many of these #ecotravel tips have you followed?
#Travel #Sustainability #GreenPassport

Source: instagram.com

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH

Watch time
Minutes

58,312 ▼

Average view duration
Minutes

1:40 ▼

Views

34,664 ▲

Likes	Dislikes	Comments	Shares	Videos in playlists	Subscribers
152 ▼	5 ▼	17 ▼	329 ▼	102 ▼	155 ▼
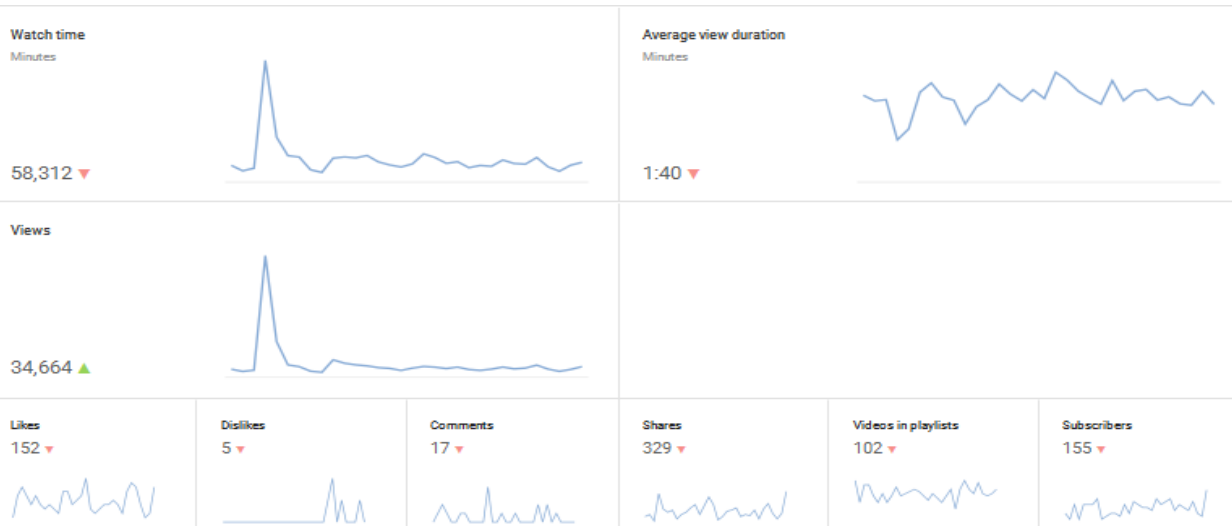
TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)		↓ Views		↓ Likes	↓ Comments
The Antarctic Ozone Hole – From Discovery...	13,612	23%	1,982	5.7%	7	0
A Bottle's Odyssey	12,610	22%	13,625	39%	9	2
Seven Billion Dreams. One Planet. Consum...	3,665	6.3%	2,959	8.5%	27	2
Meet Lewis Pugh: UNEP Patron of the Oce...	1,579	2.7%	561	1.6%	2	1
Ozone Song	1,296	2.2%	755	2.2%	6	0
TEDx Talk by David Jensen "Natural Resour...	1,218	2.1%	288	0.8%	2	0
Preventing Our Oceans from Becoming Du...	1,197	2.1%	491	1.4%	1	0
Coastal Ecosystems: A Natural Barrier to C...	978	1.7%	237	0.7%	4	0
Briefing on the State of the Environment	846	1.4%	81	0.2%	0	0
Black Mamba Anti-Poaching Unit, 2015 Ch...	826	1.4%	728	2.1%	7	0

KEY FACTS

October 2016 Summary

Subscribers**: 6,090**

Views: **34,664**

Watch time: **58,312**

New Subscribers: **231**

Last month UN Environment recorded 33,776 views, 57,615 minutes watched and a gain of -6 subscribers.

Subscribers compared to previous month 4% ⬆

Views compared to previous month 2.6% ⬆

New in Top 10 videos

- **TED Talk by David Jensen**
- **Preventing Our Oceans from Becoming Dumpsites**
- **Coastal Ecosystems**
- **Briefing on the State of the Environment**
- **Black Mambas Anti-Poaching Unit: 2015 Champions of the Earth**

YOUTUBE DEMOGRAPHICS

OCT 2016

Top geographies
Watch time

United States (21%)
Netherlands (16%)
United Kingdom (5.0%)
Philippines (4.5%)
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 (44%)
● YouTube channel page (0.6%)
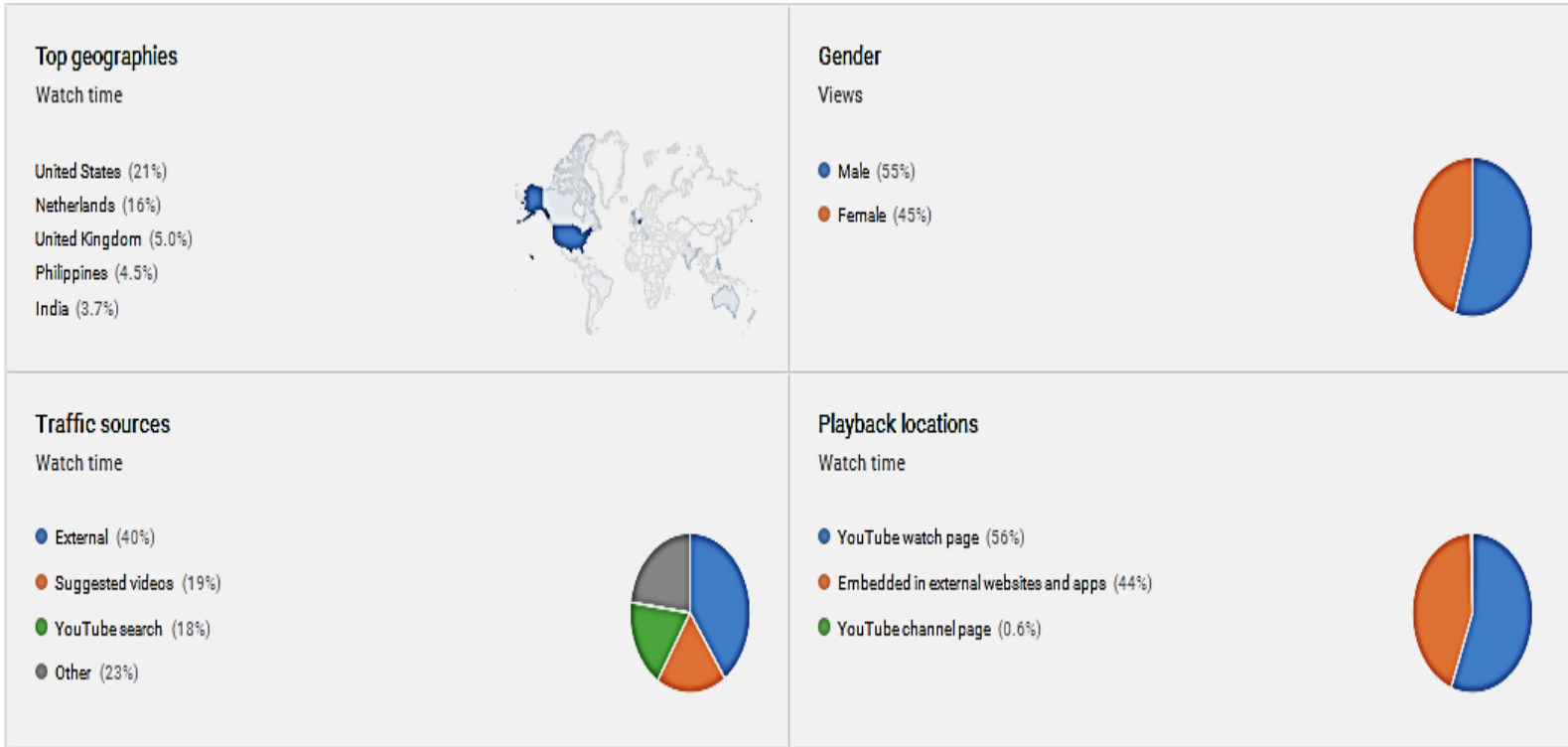
INSIGHTS
- Analytics indicate an increase in the female audience up 10% from 44% last month.
- Netherlands, United Kingdom and Phillipines feature as a new locations in top geographies

On the Radar
- Tech news indicates the intention of Google to purchase Twitter. This may mean the integration of Youtube and Twitter. UN Environment is on the lookout for this development which may mean and increase in publishing video content and a possible increase in audience on both Twitter and Youtube platforms

SOCIAL MEDIA - LANGUAGES

CHINESE

UN Environment WeChat Top post

Top WeChat post: 16 October 2016

Countries agree to curb powerful greenhouse gases in largest climate breakthrough since Paris

Views: 4,749
Reposts and favourites: 542
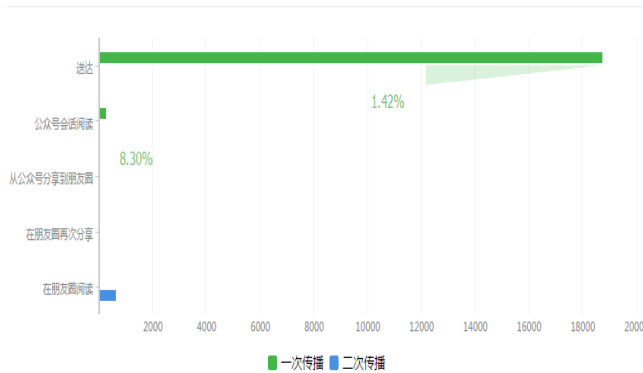
UN Environment Sina Weibo Top post

Top Weibo post: 10 October 2016

Brief wrap-up video of CITES CoP17 held in Johannesburg, South Africa from September 24- October 5, 2016.

Views: 581,000
Reposts and favourites: 497

CHINESE

WeChat Summary	*Weibo Summary*
Followers : 19,144	*Followers : 119,627*
Posts: 14	*Posts: 76*
Reach: 262K	*Impressions: 1.93M*
Reposts: 2,394	*Likes:4,307*
Likes: 294	*Comments:601*
New followers: 628	*New followers:2,393*

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED
- News on **#CITES #CoP17**: UNEP WeChat released Lewis Pugh's Op-ed, *Turning turtle on the illicit wildlife trade*; as well as @Li Bingbing's op-ed *Time for tears is past, it's time for action*
- **#Kigali Amendment:** China took lead in Montreal Protocol Amendment Negotiation, where 200 countries struck a landmark deal to reduce the emissions of GHGs.

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. UN Environment is phasing out activity on both platforms to focus its social media efforts on **WeChat** and **Weibo**.

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **4,462**
Total Posts: **33**
Total Reach: **68K**
New likes: **130**
Vs 40 posts, 90K reach and 160 new likes last month

FRENCH

Total audience: **22,262**
Total Posts: **60**
Total Reach: **262K**
New likes: **3,717**
Vs 56 posts, 282K reach and 2004 new likes last month

SPANISH

Total audience: **14,987**
Total Posts: **47**
Total Reach: **232K**
New likes: **2,611**
Vs 50 posts, 139K reach and 1,625 new likes last month

ARABIC

Total audience: **2,466**
Total Posts: **40**
Total Reach: **338K**
New likes: **79**
Vs 42 posts, 427K Reach and 186 new likes last month

TWITTER

RUSSIAN

Total followers: **6,987**
Total Tweets: **580**
Total Impressions: **277K**
New followers: **483**
Vs 580 tweets, 326K Reach and 294 followers

FRENCH

Total followers: **9,217**
Total Tweets: **158**
Total impressions: **308K**
New followers: **483**
Vs 560 tweets 308K Reach and 560 new followers last month

SPANISH

Total followers: **10,427**
Total Tweets: **144**
Total Impressions: **657K**
New followers: **1,000**
Vs. 164 tweets, 733K Reach and 966 new followers last month

ARABIC

Total followers: **7,855**
Total Tweets: **125**
Total Impressions: **116K**
New followers: **450**
Vs 91 tweets, 107K Reach and 224 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Environnement @UNEPfr
PNUE

L'#AccordDeParis sur le climat entrera en vigueur dans 30 jours !

View translation

#AccordDeParis
PARIS2015

RETWEETS **95**   LIKES **74**

8:49 PM - 5 Oct 2016

UNEP
Published by Baba Dogo · 29 September at 15:48 ·

Жизнь 1,8 миллиарда человек зависит от лесов. Еда, вода, топливо, лекарства… И это не полный список того, что нам даёт лес. Что мы будем делать, если на земле не останется лесов? Каким будет наше будущее? Есть о чём задуматься, не правда ли?
Мы получили множество фотографий от участников конкурса "Лесной пейзаж", и хотели бы поделиться хотя бы с малой частью перкрасных снимков с вами. Смотрите и получайте удовольствие от леса из разных уголков мира вместе с нами.
Присылайт… See more

5,975 people reached   Boost post

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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.

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