SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 3,600,569
Compared to previous month 0.7% ⬆

Highest follower growth this month was seen on Russian Facebook at 26%, Spanish Facebook at 26% , Spanish twitter at 26%, French twitter at 6.8% and Chinese WeChat at 7.9%.

Follower growth also seen on French Twitter, English Facebook, Weibo and YouTube.

Facebook

Language	Trend	%	Followers
English	⬆	2.4%	226,503
French	⬆	4.3%	11,647
Spanish	⬆	16 %	5,398
Russian	⬆	26%	2,996
Tunza	⬆	0.6%	11,938
ROWA	⬆	10%	1,692

Twitter

Language	Trend	%	Followers
English	⬆	1.6%	505,165
French	⬆	6.8%	6,375
Spanish	⬇	26%	3,901
Russian	⬆	5.4%	5,177
ROWA	⬆	4.6%	6,303

YouTube

	Trend	%	
YouTube	⬆	2.5%	4,963

Instagram

	Trend	%	
Instagram	⬆	10%	41,081

China

Platform	Trend	%	Followers
WeChat	⬆	7.9%	16,064
RenRen	⬇	0.001%	545,849
QQ	⬇	0.04%	2,099,700
Weibo	⬆	1.2%	105,817

UNEP

1	2	3	4	5	6	7
WEBSITE	SOCIAL MEDIA HIGHLIGHTS	FACEBOOK	TWITTER	YOUTUBE	LANGUAGES	GLOSSARY

SOCIAL MEDIA ANALYSIS – APRIL 2016

APR 2016

TWITTER

This month, UNEP's Twitter account recorded a 1.6% increase in followers from 496,982 to 505,165. This is mainly attributed to an increase in social media activities given the upcoming second session of the United Nations Environment Assembly. To engage followers UNEP has continued to create engaging and impactful posts giving more to enlighten and excite audiences for the upcoming events. UNEP's twitter account has increased its activity in anticipation of UNEA while engaging high profile personalities as well. This month UNEP engaged followers in a successful campaign dubbed #Sign4Climate. The campaign saw great pick up across sister agencies and external participants as well. UNEP continues to engage its audience with polls and these continue to keep the audience engaged.

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 outcomes following the signing of the Paris Agreement and news on renewables. UNEP's Twitter audience is also likely to respond to video content calling for action on the environment and climate change.

What worked:
+ Coverage of the Paris Agreement Signing
+ #DidYouKnow tweets
+#Sign4Climate Campaign on Paris Agreement
What did not work:
+ Text-only Tweets
+ Images of conference daises

FACEBOOK

This month Facebook account recorded a 2.4% increase in followers bringing the total number of fans from 221,500 to 226,503. This continued, strong increase in numbers is mainly attributed to the continued use of video content to enhance story telling and engaging and inspiring posts with a human angle. Implementation of the new approach featuring more interactive posts with news and videos as well as participation in campaigns to present an awareness of the environmental state of the world continues to amplify user engagement.

Creative uses of the platform to fuel post sharing is a contributor 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 tied back to programmatic successes.

What worked:
+Videos
+News on Recycling
+ News on Health and Environment
+ Sustainable Development Goals 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
+ Updates on UNEP's work that lack a "human" side

UNEP

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SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	7,129,135
UNICEF	5,415,322
WHO	2,879,940
WWF	2,132,678
World Bank	1,745,252
Green Peace	1,531,002
WFP	1,156,272
UNDP	941,913
UNEP	**505,165**
UNFCCC	286,607
FAO News	188,472
IPCC	72,188
WMO	25,634
WRI Climate	17,564

UNEP's position remains constant despite 1.6% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,014,358
WHO	2,054,529
WWF	2,746,761
Green Peace	2,532,331
UN	1,976,190
World Bank	1,956,321
UNDP	1,082,506
FAO	851,556
WFP	758,727
UNEP	**226,503**
UNFCCC	162,481
WRI	107,373
WMO	69,933
IPCC	17,388

UNEP's position remains constant despite 2.4% increase in followers.

UNEP

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FACEBOOK OVERVIEW

UNEP has a total of **226,503** fans on Facebook as of April 23, 2016. This month **1,844,938** people saw UNEP's information from **86** posts

TOP POST THIS MONTH *(shared on Tuesday 29 March 2016)*

UNEP
Published by Hootsuite [?] · March 29 at 10:01am · 🌐

What do you think the most difficult products to recycle are? Find out here: http://ow.ly/ZY3jp

Three Headaches for the Recycling Industry
The most advanced recycling operations in the world divert 75 percent or more of community waste away from landfills.
NYTIMES.COM | BY MATT RICHTEL

146,635 people reached   🔵 Boost Unavailable

👍❤️😮 245   22 Comments   215 Shares 🌐 ▼

👍 Like   💬 Comment   ➡️ Share

146,635 People Reached
1,056 Reactions, Comments & Shares

	On Post	On Shares
774 👍 Like	236	538
7 ❤️ Love	3	4
1 😆 Haha	0	1
7 😮 Wow	5	2
4 😢 Sad	1	3
8 😠 Angry	0	8
40 Comments	22	18
215 Shares	215	0

2,847 Post Clicks

| 4 Photo Views | 1,842 Link Clicks | 1,001 Other Clicks ⓘ |

Source: FB Insights

April 2016 Summary

Fans: **226,503**

Posts: **86**

Total reach: **1,844,938**

Comments: **617**

Shares: **5,226**

Likes: **20,756**

Link clicks: **9,519**

Video views: **1,569**

New fans: **6,248**

Engagement rate: **1%**

Last month UNEP reached 2,738,444 people through 81 posts, and gained 6,141 new fans, with a 1% engagement rate

Best day of the month
Tuesday 29 March 2016 UNEP reached 146,635 unique individuals.

Key data on this day
• Post sharing content on the recycling industry resulted in heavy engagement.

FACEBOOK MONTHLY REACH

KEY FACTS

Total number of unique people reached since November 2015:
12,116,780
Average number of people reached per post since November 2015
23,898

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

Source: FB Insights

NUMBER OF POSTS SHARED

Month	No. of posts
APRIL 2016	86
MARCH 2016	81
FEBRUARY 2016	91
JANUARY 2015	75
DECEMBER 2015	79
NOVEMBER 2015	95
TOTAL POSTS	**507**

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

FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

KEY FACTS

UNEP Facebook page continues to maintain momentum in growth, recording a percentage increase in followers with audience-optimised posts, featuring explanatory text accompanied by embedded links as well as audio-visual media. This continued use of audience optimised posts has caused a steady increase in organic impressions. Posting easy to share content should maintain steady growth.

FACEBOOK MONTHLY ENGAGEMENT

PAGE IMPRESSIONS

Impressions **3,270,345** by 1,726,944 Users

Best reach period 29-30 March

200.0k
150.0k
100.0k
50.0k

26 Mar   28 Mar   30 Mar   01 Apr   03 Apr   05 Apr   07 Apr   09 Apr   11 Apr   13 Apr   15 Apr   17 Apr   19 Apr   21 Apr

IMPRESSIONS BREAKDOWN

- Page Post 1,275,827
- Mention 80,002
- Fan 62,049
- Other 1,607

- Organic 1,844,938
- Viral 1,419,485
- Paid 0

IMPRESSIONS BY DAY

Tuesday
528.7k Total Impressions
132.2k Average

Sun
Mon
Tue
Wed
Thu
Fri
Sat

Source: Sprout Social

- **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

UNEP
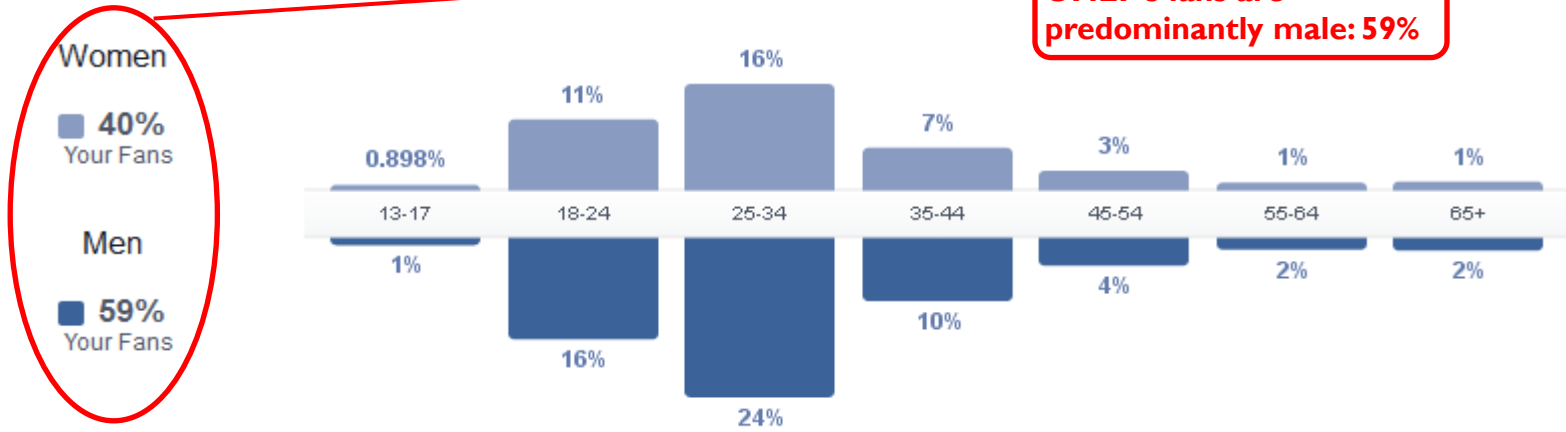
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FACEBOOK DEMOGRAPHICS

The people who like your Page

Women
■ **40%** Your Fans

Men
■ **59%** Your Fans

UNEP's fans are predominantly male: 59%

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0.898%	11%	16%	7%	3%	1%	1%
Men	1%	16%	24%	10%	4%	2%	2%

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   **40%** Your Fans

Men
■ **60%** People Engaged   **59%** Your Fans

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

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	1%	11%	13%	6%	4%	2%	2%
Men	2%	17%	20%	10%	5%	3%	2%
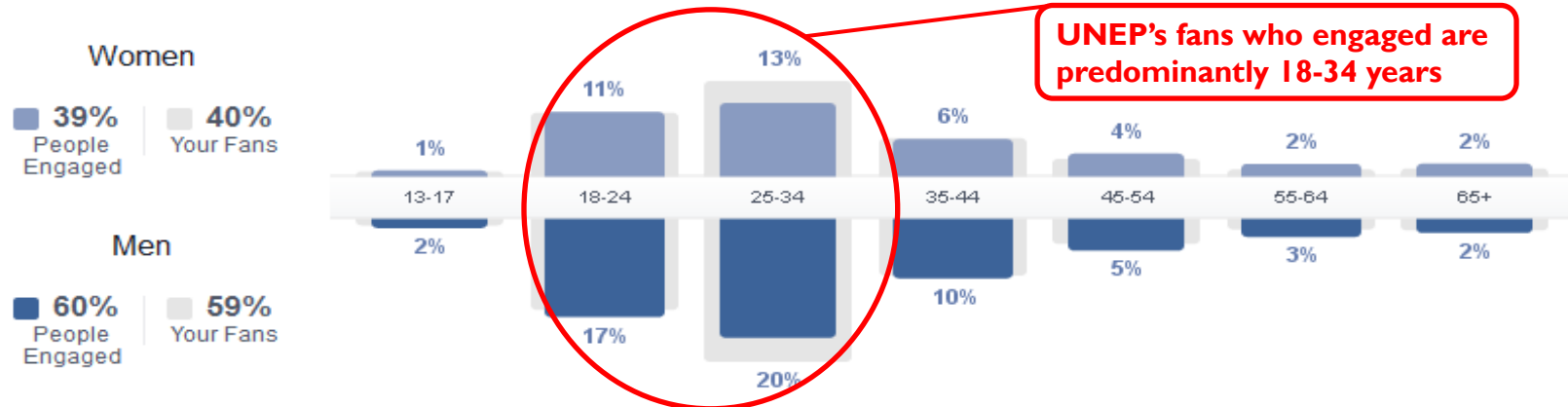
SOURCE: FACEBOOK INSIGHTS

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	People Engaged	City	People Engaged	Language	People Engaged
United States of America	1,723	Dhaka, Dhaka Division...	826	English (US)	9,747
India	1,651	Nairobi, Kenya	413	English (UK)	2,440
Bangladesh	1,259	New Delhi, Delhi, India	267	French (France)	868
United Kingdom	542	Kathmandu, Bagmati ...	187	Spanish	772
Kenya	528	London, England, Unit...	156	Portuguese (Brazil)	459
Brazil	511	Kabul, Kabul Province,...	130	Italian	302
France	443	Mexico City, Distrito Fe...	120	German	270
Canada	432	Paris, Île-de-France, Fr...	100	Spanish (Spain)	253
Philippines	429	Chittagong, Chittagon...	94	Arabic	204
Mexico	414	Melbourne, VIC, Australia	90	Turkish	164

Source: FB Insights

FACEBOOK BENCHMARKS

1		UNICEF	6m	▲ 0.3%	18	180.3K
2		WWF	2.8m	▲ 0.4%	10	62.8K
3		World Health Organizati...	2.7m	▲ 0.2%	12	17.5K
4		Greenpeace International	2.5m	▲ 0.5%	25	82.7K
5		United Nations	2m	▲ 0.3%	40	26.3K
6		World Bank	2m	▲ 0.1%	20	19.2K
7		United Nations Develop...	1.1m	▲ 0.1%	10	4.9K
8		Food and Agriculture Or...	851K	▲ 0.4%	17	12.9K
9		World Food Programme	758.3K	▲ 0.3%	5	151
YOU 10		UNEP	227.1K	▲ 0.6%	18	3.3K

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

Source: FB Insights

TWITTER OVERVIEW

KEY FACTS

APRIL 2016 FOLLOWER GROWTH

Sat, Apr 23 2016
- Followers 505,028 +472
- Following 2,467 +2

SOURCE:TWITTERCOUNTER.COM

April 2016 Summary
Followers: **505,028**
Tweets: **428**
Replies: **1.6K (45 per day)**
Mentions: **6.8K**
Retweets: **28K (545 per day)**
Likes: **23K (452K per day)**
Impressions: **8M (249K per day)**
New followers: **8,046**
Engagement rate: **1%**
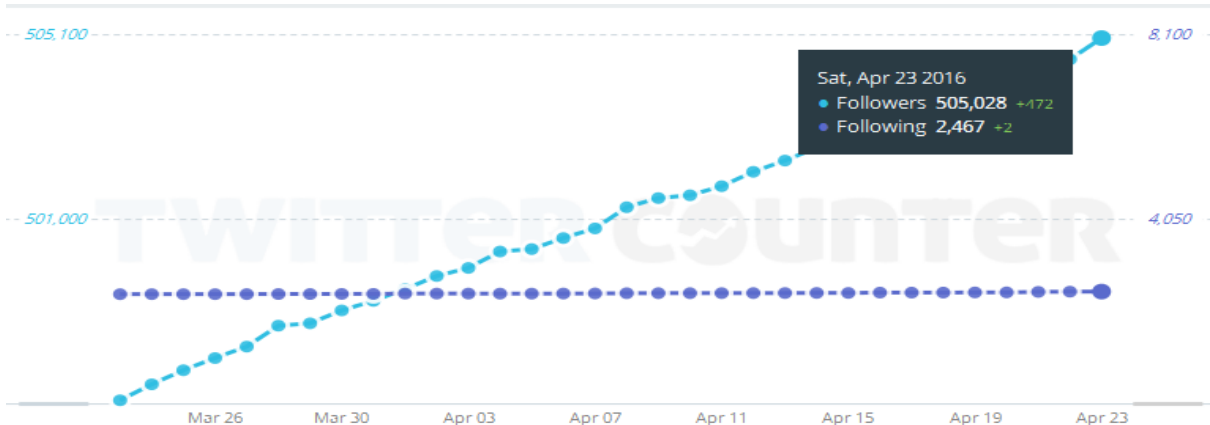
TOP TWEETS THIS MONTH

UN Environment @UNEP

The #ParisAgreement is open for signing on 22 April. Show your support by donating your signature & #Sign4Climate!

Sign for Climate!
RETWEETS 437   LIKES 370

UN Environment @UNEP · Apr 10

What does the #ParisAgreement on climate change require countries to do? Find out here: ow.ly/ZdtS0

UNITED NATIONS
PARIS CLIMATE
AGREEMENT
SIGNING CEREMONY
— 22 APRIL 2016 —

425   305

Top tweets of the month
437 Retweets 370 likes 140K Impressions
The #ParisAgreement is open for signing on 22 April. Show your support by donating your signature & #Sign4Climate!
Tweeted on 13 April 2016

457 Retweets 365 likes 132K Impressions
What does the #ParisAgreement on climate change require countries to do? Find out here: ow.ly/ZdtS0
Tweeted on 10 April 2016

TWITTER OVERVIEW

BEST DAY THIS MONTH: Friday 22 April 2016

Tweets | Top Tweets | Tweets and replies | Promoted

Impressions | rate

Friday, April 22, 2016
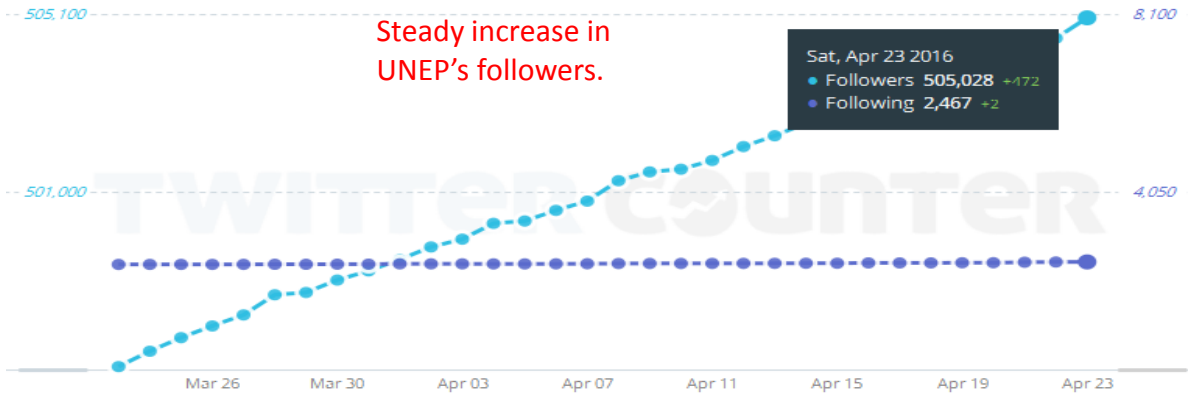■ Organic Impressions 408,411
■ Tweets 19
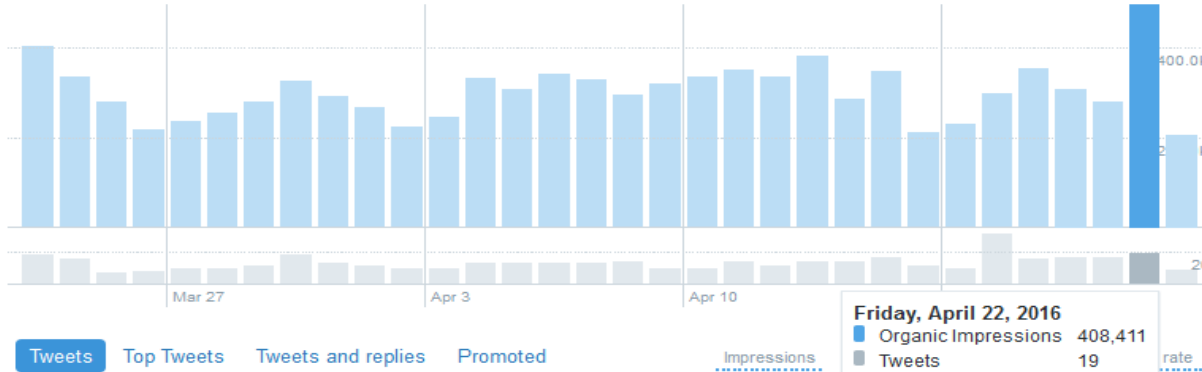
SOURCE:TWITTER ANALYTICS

Best day of the month
Friday, 22 April 2016 UNEP recorded 408,411 impressions .

Key data on this day
- Signing of the Paris Agreement, with remote live coverage through @UNEP

Impressions compared to previous month **26%** ⬇
Followers compared to previous month **1.6%** ⬆

Steady increase in UNEP's followers.

Sat, Apr 23 2016
● Followers 505,028 +472
● Following 2,467 +2

SOURCE:TWITTER COUNTER

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

UNEP

1 WEBSITE
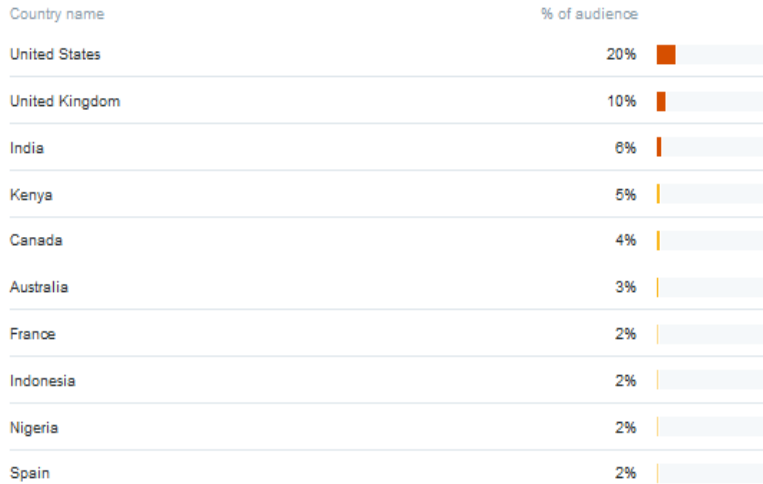2 SOCIAL MEDIA HIGHLIGHTS
3 FACEBOOK
4 TWITTER
5 YOUTUBE
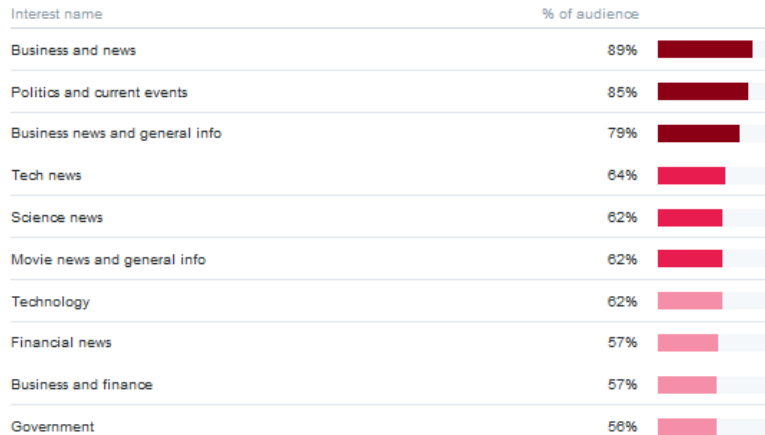6 LANGUAGES
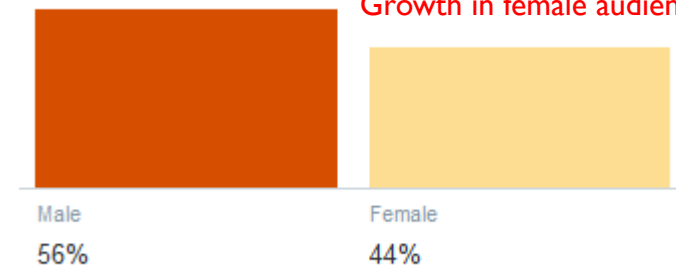7 GLOSSARY

TWITTER DEMOGRAPHICS AND LOCATIONS

APR 2016

Country

Country name	% of audience
United States	20%
United Kingdom	10%
India	6%
Kenya	5%
Canada	4%
Australia	3%
France	2%
Indonesia	2%
Nigeria	2%
Spain	2%

Region

State or region	% of audience
England, GB	8%
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%
Texas, US	1%
Florida, US	1%
New South Wales, AU	< 1%

Interests

Interest name	% of audience
Business and news	89%
Politics and current events	85%
Business news and general info	79%
Tech news	64%
Science news	62%
Movie news and general info	62%
Technology	62%
Financial news	57%
Business and finance	57%
Government	56%

Gender

Male 56%
Female 44%

UNEP's followers are predominantly male: 56 %
Growth in female audience: 44%

SOURCE:TWITTER ANALYTICS

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INSTAGRAM OVERVIEW

MARCH- APRIL TOP MEDIA

Top media of the month

981 likes

Happy #EarthDay! On 22 April 22ⁿᵈ we celebrate the beauty of our planet. Today, 175 @unitednations Member States signed the #ParisAgreement on climate change in New York, signaling a clear intent to take steps to improve the health of the globe. #Sign4Climate #ClimateChange #UNEP #Wildlife #ClimateAction #environment environnment #medioambiente #meioambiente #GlobalGoals
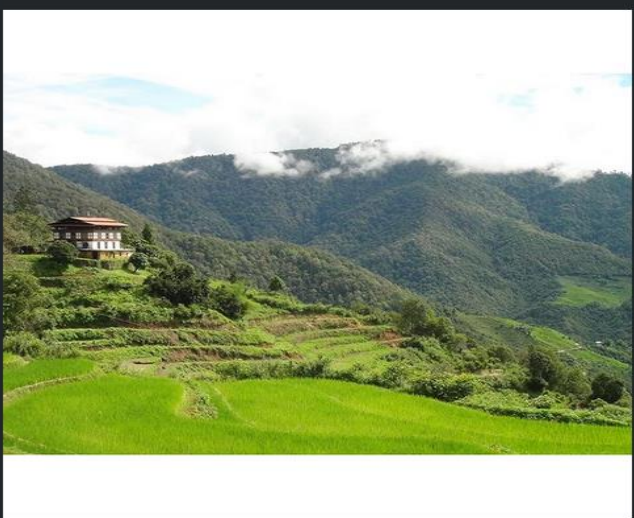
Top media of the month

837 likes

Phobjkha Valley, #Bhutan. Bhutan's socio-economic growth is driven by sectors dependent in the environment. The UNDP-UNEP Poverty- Environment Initiative focuses on integrating environment, climate and poverty into Bhutan's policies, plans, programmes and budgets to achieve a greener, more inclusive and more sustainable development path. #environment environnment #medioambiente #meioambiente #GlobalGoals

KEY FACTS

April 2016 Summary

Followers: **41,081**

Likes/Post**: 786**

Posts: **342**

Engagement rate : **2.2x** ⬆

New followers: **3,750**

Following: **209**

Followers compared to previous month **10%**⬆

Source: Union Metrics

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH

Watch time
Minutes
46,650 ▼

Average view duration
Minutes
1:51 ▲

Views
25,013 ▼

Likes	Dislikes	Comments	Shares	Videos in playlists	Subscribers
166 ▲	1 ▼	23 ▲	314 ▲	95 ▼	156 ▲
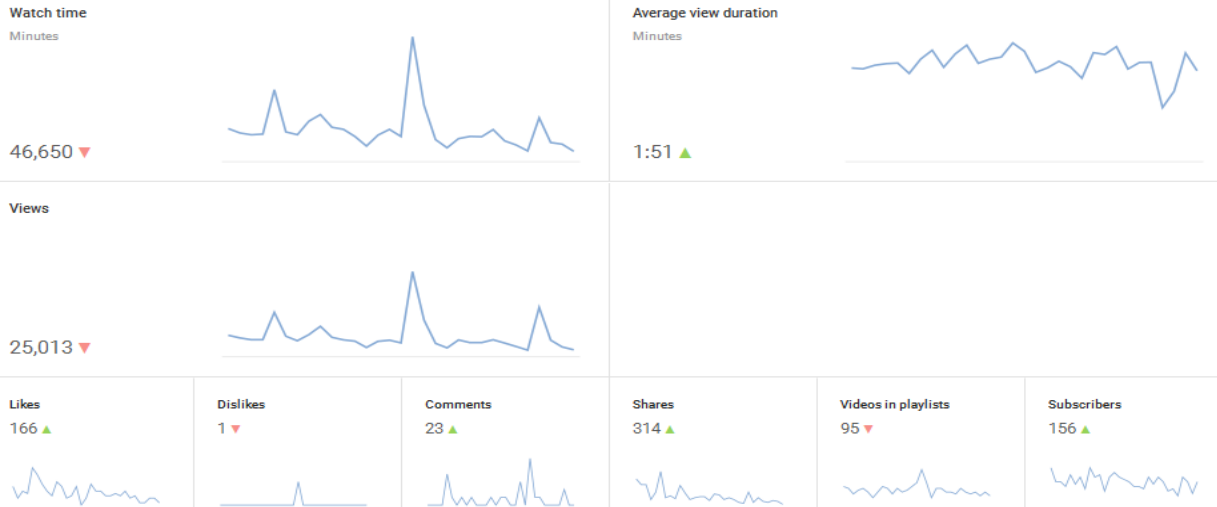
TOP 10 VIDEOS VIEWED THIS MONTH

Top 10 Videos   Browse all content

Video	Watch time (minutes)		Views		Likes	Comments
The Antarctic Ozone Hole -- From Discovery to ...	10,151	22%	1,653	6.6%	10	1
Sustainable innovation Forum - Opening Day	4,987	11%	2,711	11%	2	0
His Holiness Pope Francis' visit to UNEP headq...	3,466	7.4%	1,692	6.8%	15	4
A Bottle's Odyssey	2,995	6.4%	3,188	13%	7	0
Seven Billion Dreams. One Planet. Consume w...	2,852	6.1%	2,469	9.9%	19	3
Preventing Our Oceans from Becoming Dumps	1,650	3.5%	610	2.4%	3	0
Ozone Song	1,150	2.5%	601	2.4%	5	1
Solutions COP21 Opening Night at the Grand ...	1,002	2.1%	756	3.0%	1	0
Le Trou d'ozone en Antarctique - De la découv...	912	2.0%	174	0.7%	2	0
Coastal Erosion	749	1.6%	448	1.8%	0	0

KEY FACTS

April 2016 Summary

Subscribers: **4,963**

Views: **25,013**

Watch time: **46,650**

New Subscribers: **121**

Last month UNEP recorded 25,603 views, 46,077 minutes watched and a gain of 133 new subscribers.
*YouTube recently changed its analytics algorithm, prioritising watch time over views and lifetime views on each video

Subscribers compared to previous month
2.5% ⬇

Views compared to previous month
2.5% ⬇

New in Top 10 videos

- Coastal Erosion with a watch time of 749 minutes

SOCIAL MEDIA - LANGUAGES

CHINESE

UNEP WeChat Top post
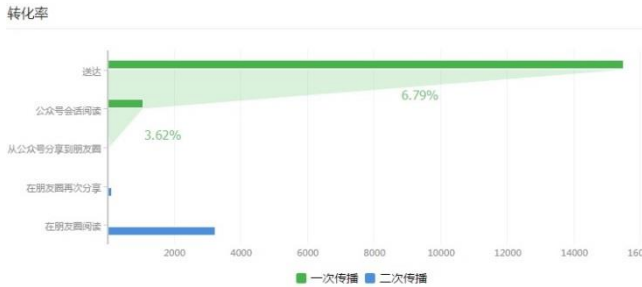
14 posts/April
26 April
UNEP China Office Summer Internship Programme
View: 5,998 Retweets and favourites: 500
22 April
Paris Signing
View: 3,927 Retweets and favourites: 438

UNEP Sina Weibo Top post

27 Posts/ April
Top Weibo post:

15 April 2016
UNEP Youth Forum on Sustainable Consumption and Production, Beijing, China

Shares: 75
Likes & comments: 37
Reach: 185,000

CHINESE

UNEP ED
Fans number:
1,864,   5%
17 tweets posted in April.
Top weibo: Paris signing

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED
- UNEP China Office Internship programme
- UNEP event with youth participation element
- Launch of UNEP – CCTV documentary on the Arctic
- Opinion pieces on #CleanTech #ParisSigning
- Celebrity engagement including UNEP advocate on SCP in China - @Songjia and UNEP GWA @BertandPiccard's Weibo
- UN joint delegation to China on youth #SDGs&Youth #Entrepreneurship

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.

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **2,996**
Total Posts: **43**
Total Reach: **81K**
New likes: **637**

Vs 32 posts, 63K Reach and 430 new likes last month

FRENCH

Total audience: **11,647**
Total Posts: **47**
Total Reach: **142K**
New likes: **484**

Vs 69 posts, 92K reach and 487 new likes last month

SPANISH

Total audience: **5,189**
Total Posts: **34**
Total Reach: **57K**
New likes: **652**

Vs 0 posts, 0K Reach and 292 new likes last month

UNEP ROWA

Total audience: **1,692**
Total Posts: **62**
Total Reach: **235K**
New likes: **168**

Vs 106 posts, 136K Reach and 106 new likes last month

TWITTER

RUSSIAN

Total followers: **5,177**
Total Tweets: **533**
Total Impressions: **182K**
New followers: **265**

Vs 499 tweets, 191K Reach and 576 followers

FRENCH

Total followers: **6,375**
Total Tweets: **189**
Total impressions: **281K**
New followers: **409**

Vs 219 tweets 339K Reach and 360 new followers last month

SPANISH

Total followers: **3,698**
Total Tweets: 151
Total Impressions: 253K
New followers: **600**

Vs. 0 tweets, 0 Reach and 114 new followers last month

UNEP ROWA

Total followers: **6,303**
Total Tweets: **188**
Total Impressions: **234K**
New followers: **277**

Vs 154 tweets, 111K Reach and 196 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

Top Tweet earned 9,437 impressions

Les scientifiques du climat réunis pr la 43ème séance du GIEC. Leur travail essentiel à l'#AccordDeParis
pic.twitter.com/Ez1a6SykSW

↻ 32   ♥ 23

UNEP
Published by Baba Dogo [?] · 8 April at 22:43 ·

ПОБЕГ ИЗ АФРИКИ

В ближайшие четыре года из Африки в Австралию будут вывезены 80 африканских носорогов. В мире впервые предпринимается столь отчаянная попытка спасти исчезающую на глазах популяцию диких животных. Экологи потеряли надежду на обуздание браконьерства в Африке и придумали уникальный способ спасения носорогов. Идейным вдохновителем проекта стал уроженец Южной Африки Рэй Диарлав, давно перебравшийся в Австралию. В 2013 году он приступил к реализации проекта «Австрал... See more

5,819 people reached   Boost Post

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.