AUG
2016

UNEP DIGITAL METRICS

UNEP

AUG 2016

SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 1,068,070
Compared to previous month 3.5% ↑

Highest follower growth this month was seen on Spanish Facebook at 18.2% and French Facebook at 16.1%
Strong follower growth also seen on Spanish twitter at 12.3%
As users have abandoned QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat

English	↑	5.3%	267,917
French	↑	16.1 %	16,614
Spanish	↑	18.2 %	9,338
Russian	↑	5.1%	4,172
Tunza	↑	1%	12,270
ROWA	↑	3.8%	2,201

English	↑	1.1%	534,598
French	↑	4%	8,174
Spanish	↑	12.3%	7,702
Russian	↑	3%	6,482
ROWA	↑	2.6%	7,405

YouTube	↑	7.7%	6,000

	↑	7.6%	59,700

WeChat	↑	1 %	18,266
RenRen	↓	0.003 %	545,833
QQ	↓	0.33 %	2,092,880
Weibo	↑	0.08 %	107,231

AUG 2016

SOCIAL MEDIA ANALYSIS – AUGUST 2016

TWITTER

This month, UN Environment's Twitter account recorded a 1.1% increase in followers from 528,603 to 534,598. This is mainly attributed to the continued downtime in social following the culmination of heavy activity previous months. 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 had its audience participate in social media activities. Analytics have also informed an increase in UN Environment's female audience to 41% from 39% . This is mainly attributed to the use of relatable language and posts to the female audience. Additionally, review of analytics data informed that UN Environment's Twitter audience is likely to engage with news on renewables, marine ecosystems, wildlife crime 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.

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, UN Environment's Facebook account recorded a 5.3% increase in followers bringing the total number of fans from 254,453 to 267, 917. This heavy increase in numbers is mainly attributed to the sharing of short informative posts and video on environmental news and stories of impact. UN Environment's female audience in the 18-34 demographic has increased, owing to relatable posts, language and calls to action.
Continued implementation of the new approach featuring more interactive and impactful 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 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 and wildlife crime
+News on Climate Change
+Wild For Life posts
+Engaging video sharing impact stories with a human angle
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

AUG 2016

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	7,557,102
UNICEF	5,599,988
WHO	2,947,374
WWF	2,535,219
World Bank	1,960,899
Greenpeace	1,570,222
WFP	1,246,844
UNDP	1,000,028
UN Environment	**534,598**
UNFCCC	305,922
FAO News	194,618
World Resources Inst	129,392
IPCC	76,546
WMO	28,780

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

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

AGENCY	FOLLOWERS
UNICEF	6,323,195
WWF	2,921,353
WHO	2,893,957
Greenpeace	2,652,755
UN	2,083,279
World Bank	2,049,152
UNDP	1,112,894
FAO	912,630
WFP	811,472
UN Environment	**267,917**
UNFCCC	170,763
WRI	110,178
WMO	90,437
IPCC	19,427

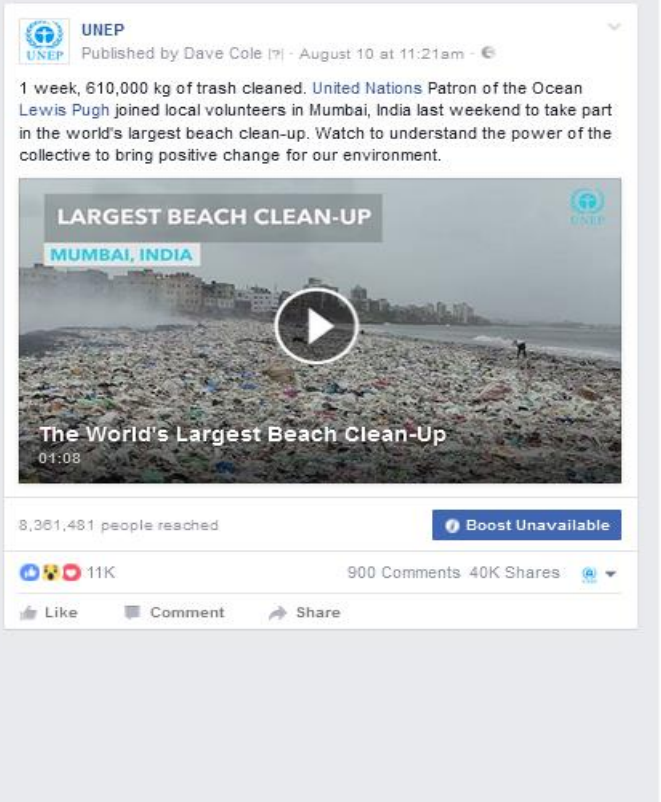
UNEP's position remains constant despite 5.3% increase in followers.

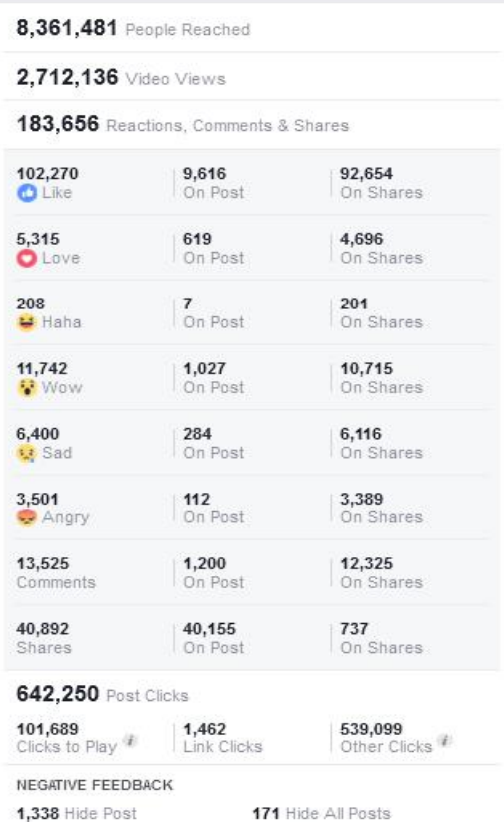
AUG 2016

FACEBOOK OVERVIEW

UN Environment has a total of **267,917** fans on Facebook as of 23 August 2016. This month **10,413,316** people saw UN Environment's information from **95** posts

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





Source: FB Insights

KEY FACTS

August 2016 Summary

Fans: **267,917**

Posts: **95**

Total reach: **10,413,316**

Comments: **12,421**

Likes: **151,692**

Shares: **328,226**

Video views: **3,107,749**

New fans: **13,464**

Engagement rate: **2%**

Last month UN Environment reached 2,425,896 people through 76 posts, and gained 2,912 new fans, with a 2% engagement rate

Best day of the month

Wednesday 10 August 2016 UN Environment reached 8,361,481 unique individuals

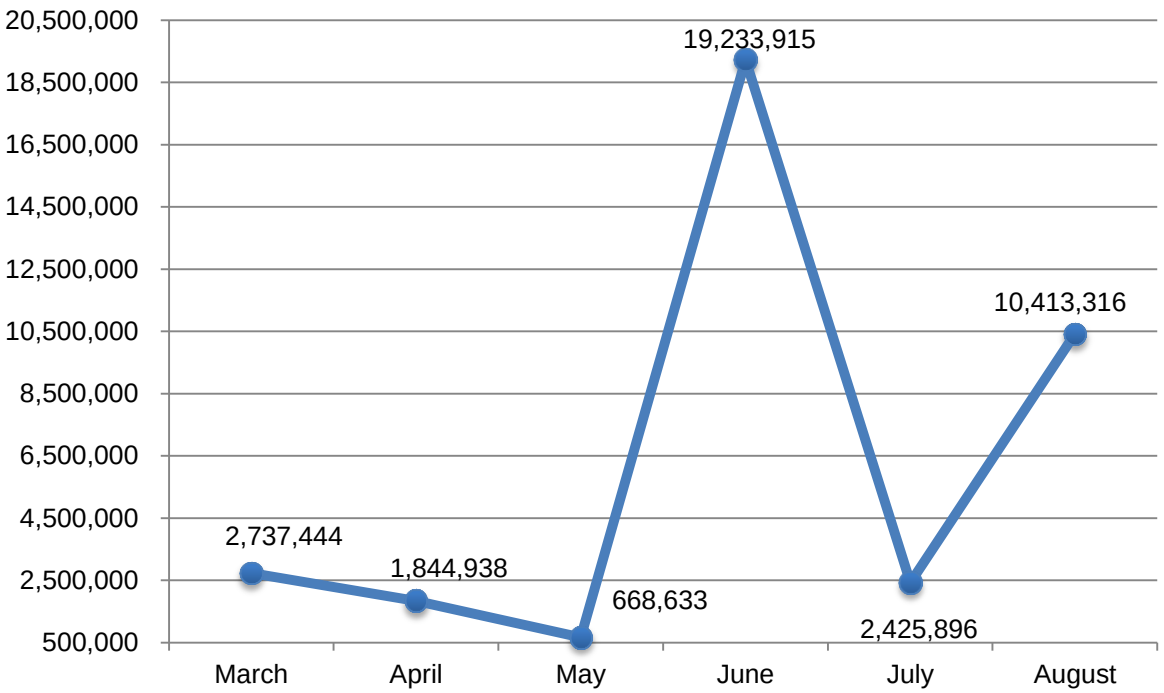
Key data on this day

- The world's largest beach clean up in Mumbai on Versova Beach

AUG 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 March 2016:
26,921,938
Average number of people reached per post since March 2015
45,553

NUMBER OF POSTS SHARED

Month	No. of posts
AUGUST	95
JULY	76
JUNE	175
MAY	82
APRIL	86
MARCH	81
TOTAL POSTS	**591**

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

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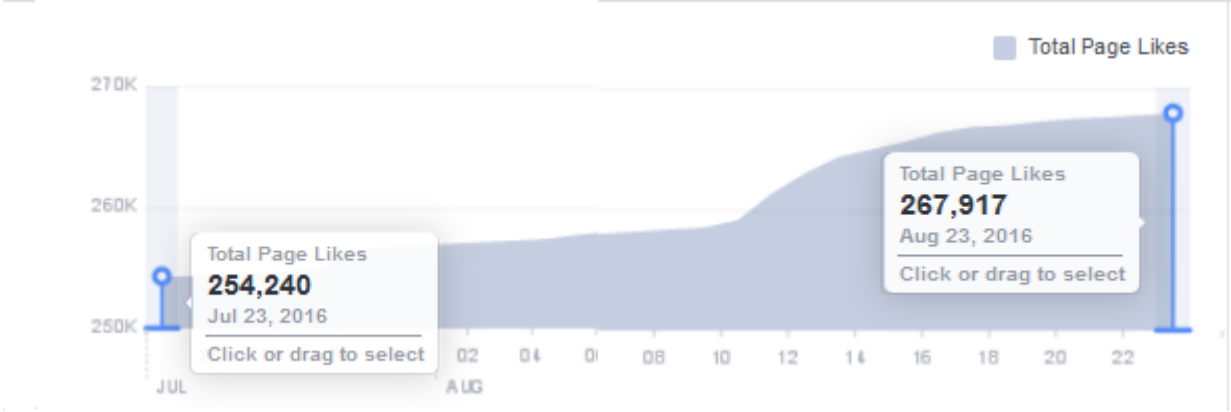
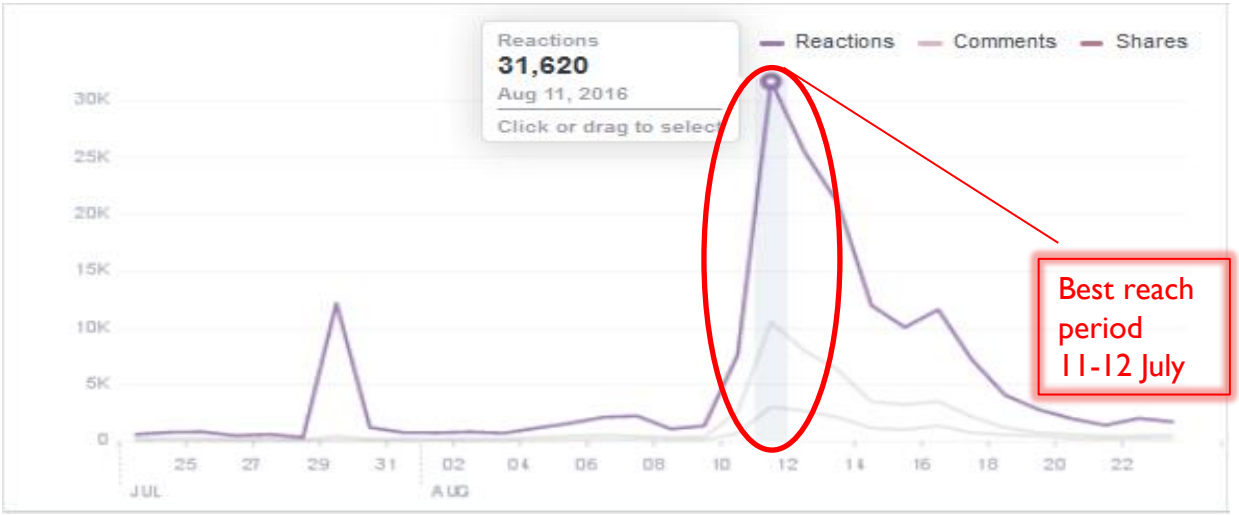
FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH





Source: Facebook Insights

KEY FACTS

UN Environment Facebook page continues to maintain momentum in growth, recording a 5.3% 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*

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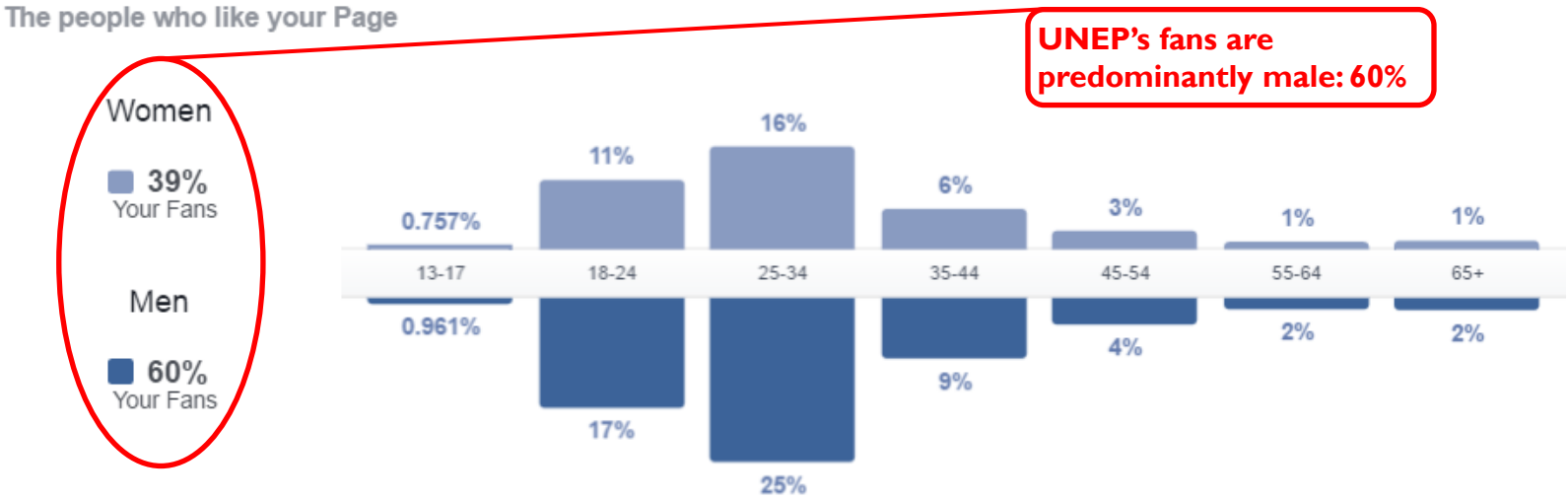
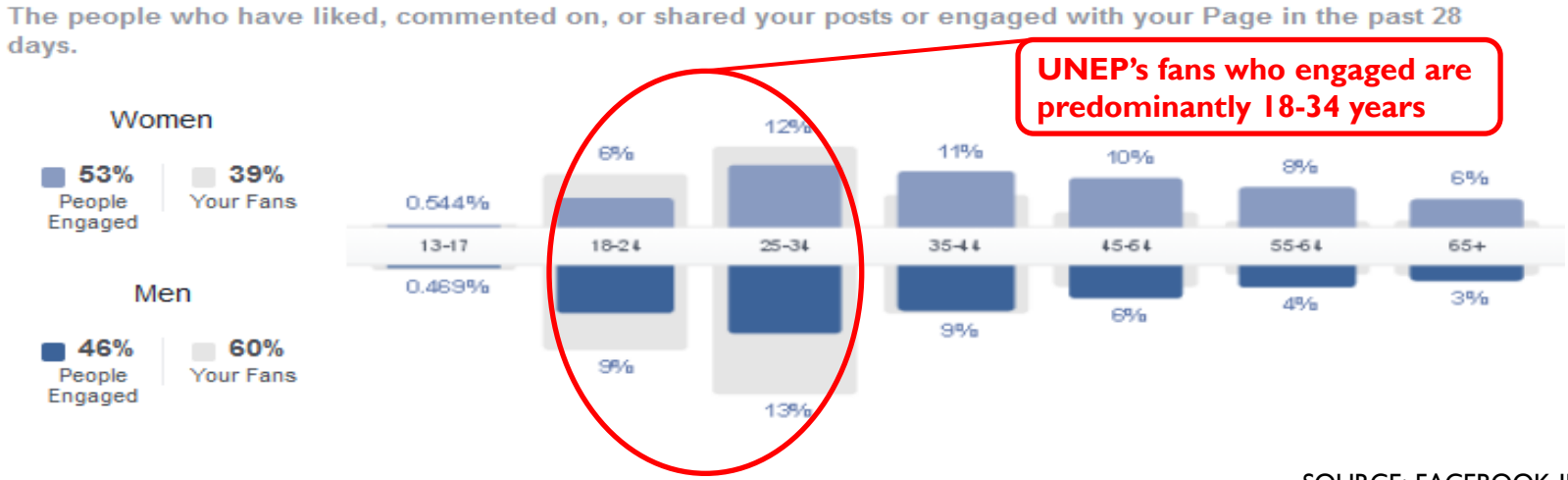
FACEBOOK DEMOGRAPHICS



SOURCE: FACEBOOK INSIGHTS



SOURCE: FACEBOOK INSIGHTS

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FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans
India	31,417
Bangladesh	20,296
United States of Am...	17,014
Kenya	14,180
Malaysia	9,744
Brazil	8,936
Pakistan	8,201
Philippines	6,967
Mexico	6,047
Nepal	5,863

City	Your Fans
Dhaka, Dhaka Divisio...	14,497
Nairobi, Kenya	10,175
New Delhi, Delhi, India	4,581
Kathmandu, Bagmat...	3,609
Lima, Lima Region, ...	2,223
Phnom Penh, Camb...	2,176
Kuala Lumpur, Mala...	2,174
Mexico City, Distrito ...	2,116
London, England, U...	2,087
Cairo, Cairo Governo...	1,945

Language	Your Fans
English (US)	141,574
English (UK)	45,796
Spanish	14,860
French (France)	11,486
Portuguese (Brazil)	8,411
Arabic	5,450
Italian	4,450
Spanish (Spain)	4,103
German	3,107
Portuguese (Portugal)	2,911

Source: FB Insights

AUG 2016

FACEBOOK BENCHMARKS

1	UNICEF	6.3m	▲0.1%	20	175.5K
2	WWF	2.9m	▲0.1%	10	50.4K
3	World Health Organizati...	2.9m	▲0.2%	11	25.8K
4	Greenpeace International	2.7m	▲0.2%	28	105.3K
5	United Nations	2.1m	▲1%	25	106.9K
6	World Bank	2m	▲0.1%	14	4.1K
7	United Nations Develop...	1.1m	▲0.3%	20	4.5K
8	Food and Agriculture Or...	912.7K	▲0.4%	29	27.1K
9	World Food Programme	811.5K	▲0.5%	10	452
YOU 10	UNEP	268.2K	▲0.5%	16	3.6K

UN Environment's position remains the same despite increase in number of fans. UNEP requires an increase in engagement to remain competitive.

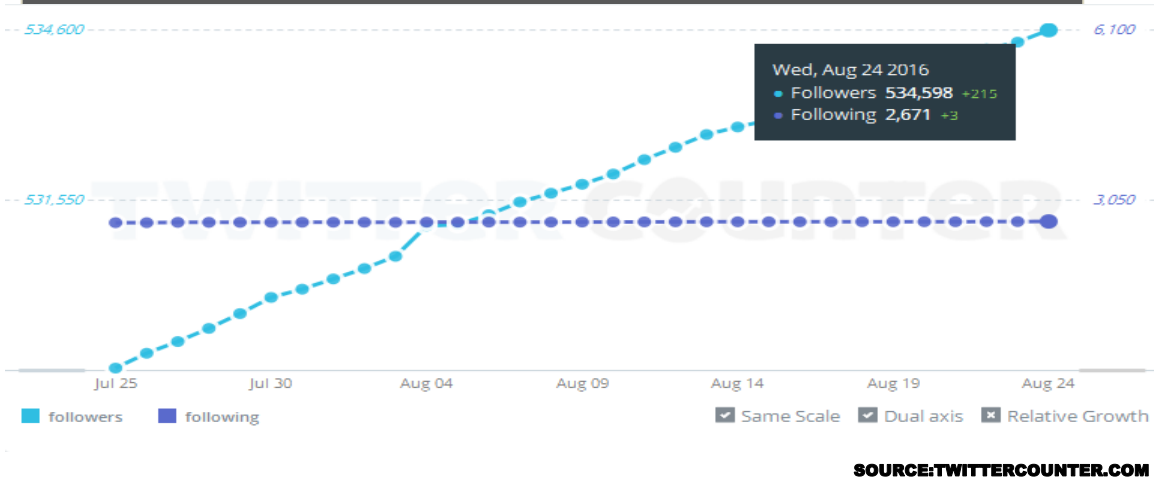
*statistics comparison is in real-time last month.

Source: FB Insights

AUG 2016

TWITTER OVERVIEW

AUGUST 2016 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

KEY FACTS

August 2016 Summary

Followers: **534,598**
Tweets: **320**
Replies: **1.3K (36 per day)**
Mentions: **6.2K**
Retweets: **26K (553K per day)**
Likes: **27K (476 per day)**
Impressions: **8.2M (256K per day)**
New followers: **5,995**
Engagement rate: **1.1%**

Top tweets of the month

883 Retweets 1666 likes 441K Impressions
Elephant poaching in Africa down, but still far too high- @CITES: ow.ly/UeYn302H5zl #WildForLife pic.twitter.com/vbwkXiFAWq
Tweeted on 28 July 2016

367 Retweets 373 likes 145K Impressions
Volunteers cleared 610K kg of trash from a beach in #India last weekend. Get inspired by their action w/ @lewispugh https://amp.twimg.com/v/bc7da9bb-3d14-4e44-9b11-f1277a9ed370
Tweeted on 10 August 2016

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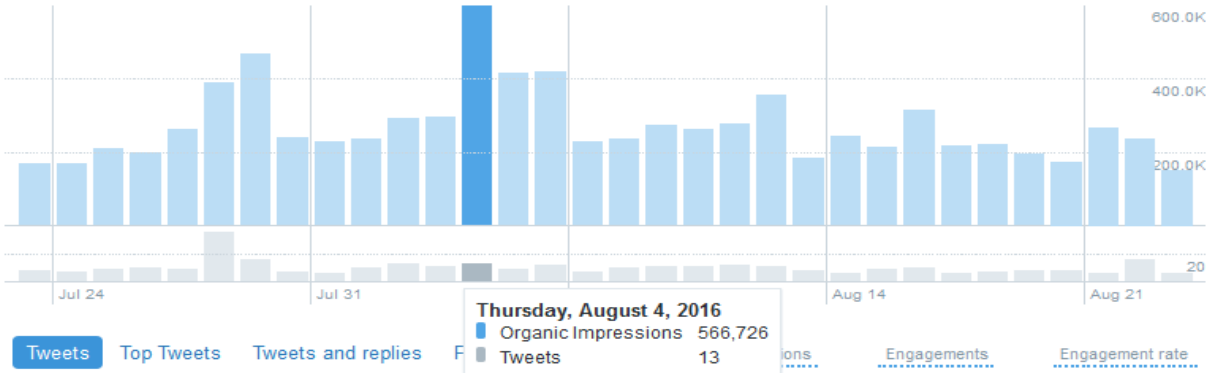
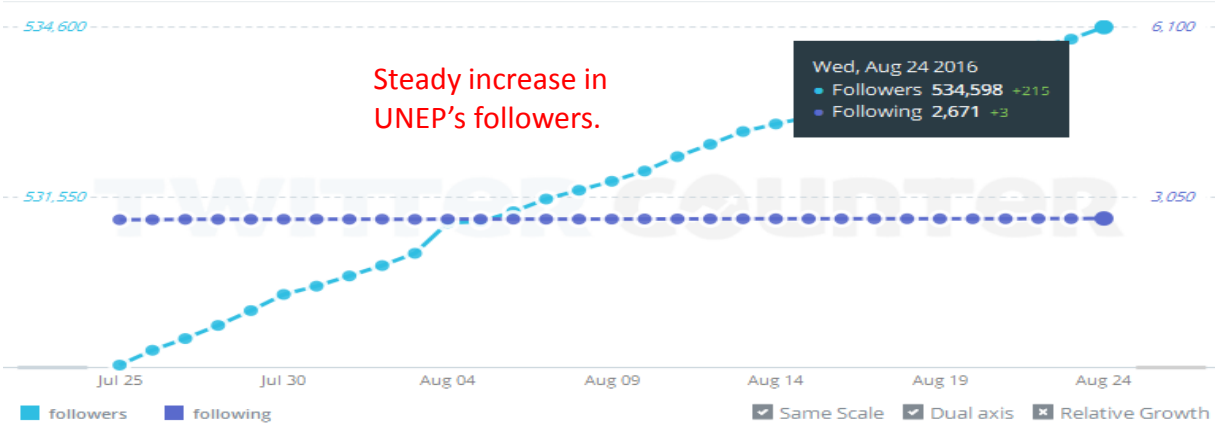
TWITTER OVERVIEW

BEST DAY THIS MONTH: THURSDAY 4 AUGUST 2016



SOURCE:TWITTER ANALYTICS



SOURCE:TWITTER COUNTER

KEY FACTS

Best day of the month

Thursday, 4 August 2016 UNEP recorded 566,726 impressions.

Key data on this day

- Launch of field to space biodiversity monitoring technology

Impressions compared to previous month **11%** ↑

Followers compared to previous month **1.1%** ↑

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

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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%

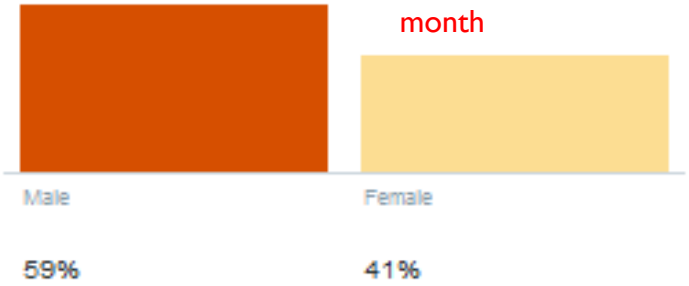
Region

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 female audience has increased to 41% from 39% last month

SOURCE:TWITTER ANALYTICS

AUG 2016

INSTAGRAM OVERVIEW

AUGUST TOP MEDIA

Top media of the month

1,057 likes

Can you define the impiortance of clean air? In Bosnia and Herzegovina, poor air quality is responsible for 44,000 years of life being lost every year. This is why clean air took centre stage at the Sarajevo Film Festival. Experts presented solutions including those easily available in district heating systems, public transport systems and energy efficiency that can help improve the quality of life of Bosnians. With the help of air monitoring stations, they will now be able to use accurate data… #CleanAir

Top media of the month

998 likes

Why is sea ice important? The less ice there is to reflect solar radiation, the more our Earth warms.
Have you seen Arctic ice in person?
#ClimateChange #Environment
#medioambiente #meioambiente
Photo: Peter Prokosch/ @gridarendal

KEY FACTS

August 2016 Summary

Followers: **59,700**

Posts: **35**

New followers: **5,327**

Following: **228**

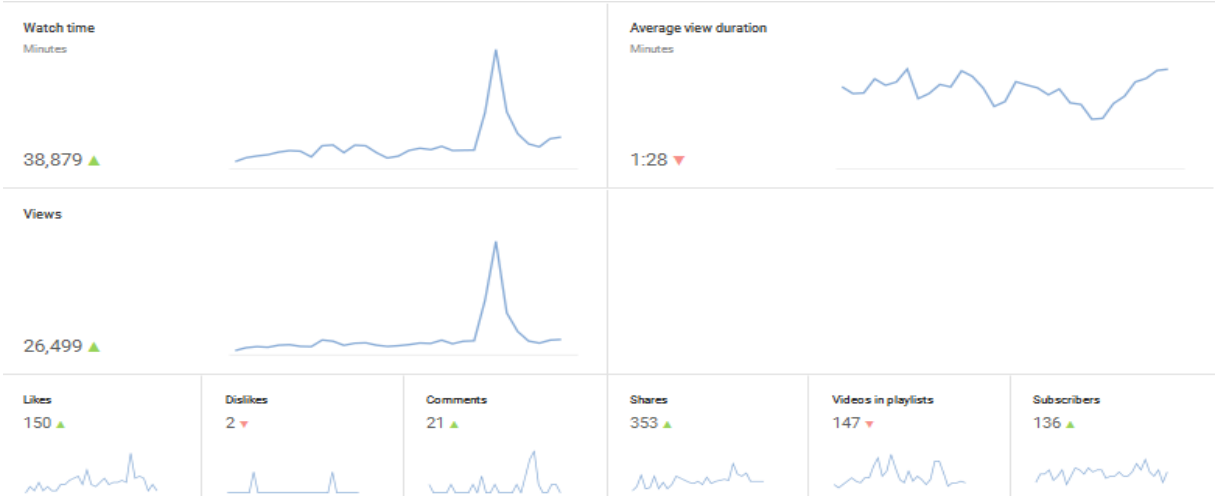
Followers compared to previous month
7.8% ↑

Source: Iconosquare

AUG 2016

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Mumbai Beach Clean-Up	10,647	27%	11,522	43%	56	14
Ozone Song	3,510	9.0%	1,916	7.2%	1	1
The Antarctic Ozone Hole – From Discover...	3,430	8.8%	518	2.0%	1	1
"Achim Steiner in UNEP; a 10-year journey"	2,655	6.8%	350	1.3%	4	0
Seven Billion Dreams. One Planet. Consum...	2,067	5.3%	1,737	6.6%	21	0
Why do we need to change our food syste...	1,586	4.1%	578	2.2%	6	0
A Bottle's Odyssey	1,230	3.2%	1,416	5.3%	6	0
UNEP Town Hall Meeting - 29 June 2016	694	1.8%	60	0.2%	0	0
WORLD ENVIRONMENT DAY 2016	567	1.5%	424	1.6%	1	0
HE Sheikh Hasina, 2015 Champion of the E...	475	1.2%	546	2.1%	1	0

KEY FACTS

August 2016 Summary

Subscribers**: 6,000**

Views: **26,499**

Watch time: **38,879**

New Subscribers: **430**

Last month UN Environment recorded 14,105 views, 30,760 minutes watched and a gain of 116 new subscribers.

Subscribers compared to previous month
7.7%

Views compared to previous month
88%

New in Top 10 videos

- **Mumbai Beach Clean-Up**
- **Achim Steiner in UNEP, a 10year Journey**

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YOUTUBE DEMOGRAPHICS

Top geographies

Watch time

United States (21%)
Australia (11%)
France (10%)
India (8.7%)
Philippines (3.5%)

Gender

Views

Male (67%)
Female (33%)

Traffic sources

Watch time

External (52%)
YouTube search (16%)
Direct or unknown (12%)
Other (20%)

Playback locations

Watch time

YouTube watch page (62%)
Embedded in external websites and apps (37%)
YouTube channel page (0.9%)
YouTube other (0.0%)

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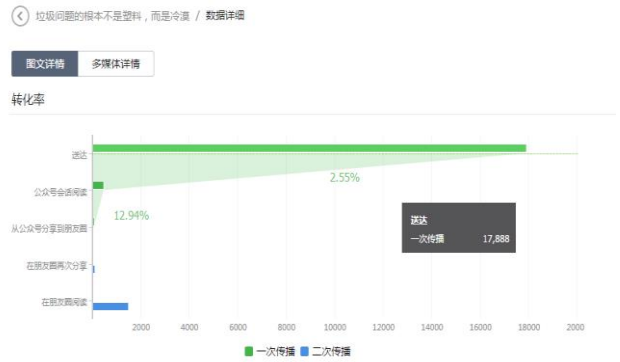
SOCIAL MEDIA - LANGUAGES

CHINESE

UN Environment WeChat Top post



Top WeChat post: 16 August 2016

The post included a food Waste infographic and two videos sharing information on sustainable food systems.

Views: 2,846
Reposts and favourites: 589

UN Environment Sina Weibo Top post

Top Weibo post: 27 August 2016

#Alipay Carbon Account
Alipay launches "Carbon Account" which reduces users' footprint. Alipay has 450M users and when they use it to register with a doctor, pay bills, transfer money, the account calculates their footprint score. The program has been supported by UN Environment and has had strong public appeal.
Impressions: 223,000
Likes, comments & reposts: 85

CHINESE

WeChat Summary
Followers : 18,266
Posts: 14
Reach: 279K
Impressions: 34K
Likes: 335
New followers: 175

Weibo Summary
Followers : 107,231
Posts: 90
Impressions: 722,725
Likes:1,130
Comments:358
New followers:88

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- Posts regarding the protection of animals and endangered species as well as species based campaigns.
- Marine litter- largest beach clean-up with Lewis Pugh.
- News on climate change impacts and mitigation.
- Green Passport eco-friendly travel tips.

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**.

AUG 2016

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **4,172**
Total Posts: **61**
Total Reach: **120K**
New likes: **218**
Vs 34 posts, 103K Reach and 191 new likes last month

FRENCH

Total audience: **16,641**
Total Posts: **47**
Total Reach: **266K**
New likes: **2,312**
Vs 55 posts, 212K reach and 1,542 new likes last month

SPANISH

Total audience: **9,338**
Total Posts: **39**
Total Reach: **323K**
New likes: **1,495**
Vs 35 posts, 14K Reach and 763 new likes last month

ARABIC

Total audience: **2,201**
Total Posts: **22**
Total Reach: **427K**
New likes: **81**
Vs 12 posts, 406K Reach and 80 new likes last month

TWITTER

RUSSIAN

Total followers: **6,482**
Total Tweets: **618**
Total Impressions: **393K**
New followers: **204**
Vs 299 tweets, 153K Reach and 138 followers

FRENCH

Total followers: **8,174**
Total Tweets: **116**
Total impressions: **269K**
New followers: **312**
Vs 127 tweets 309K Reach and 358 new followers last month

SPANISH

Total followers: **7,702**
Total Tweets: **157**
Total Impressions: **455K**
New followers: **842**
Vs. 88 tweets, 316K Reach and 782 new followers last month

ARABIC

Total followers: **7,405**
Total Tweets: **114**
Total Impressions: **160K**
New followers: **220**
Vs 220 tweets, 97.7K Reach and 187 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

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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.