

MAR
2017







UNEP DIGITAL METRICS






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SOCIAL MEDIA OVERVIEW

KEY FACTS





Total followers across all platforms 1,337,620
 Compared to previous month 3% 
 Highest follower growth this month was seen on Spanish Facebook at 31% , Spanish Twitter at 11% and French Facebook at 7.3%
 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.

Platform	Change	Growth %	Followers
English		3.3%	333,932
French		7.3%	40,104
Spanish		31%	47,105
Russian		3%	5,069
Tunza		1%	12,848
ROWA		1.3%	2,813

Platform	Change	Growth %	Followers
English		1.1%	605,818
French		4%	11,629
Spanish		11%	18,664
Russian		2%	7,801
ROWA		2.5%	8,921

Platform	Change	Growth %	Followers
YouTube		4.3%	7,251

Platform	Change	Growth %	Followers
Instagram		8%	91,538

Platform	Change	Growth %	Followers
WeChat		3.3%	21,397
RenRen		0.003%	545,833
QQ		0.33%	2,092,880
Weibo		5.1%	129,723

TWITTER

This month, UN Environment’s Twitter account recorded a 1.1% increase in followers from 599,118 to 605,818. The platform recorded commendable audience growth despite continued platform stagnation; however, the monthly growth was lower in March due to spam accounts unfollowing @UNEP. To engage followers UN Environment leveraged the #CleanSeas campaign, engaging the audience with interactive video and compelling posts. For World Wildlife Day, UN Environment engaged audiences through the #WildforLife campaign by launching 5 new flagship species. World Water Day video content also resonated well with the audience. It featured compelling messages and calls to action against wasting water.

UN Environment continues to encourage greater interaction by posting engaging content to spark interest and action, thereby fuelling and taking part in the conversation on different subjects. UN Environment’s Twitter audience is consistently engaging with video content calling for action on the environment and climate change.

What worked:

- + Interactive and engaging campaigns: #CleanSeas #WildforLife
- + Impactful and engaging participation in UN observer days; World Wildlife Day and World Water Day
- + News on endangered species

What did not work:

- + Text-only Tweets
- + Announcements related to events such as webinars

FACEBOOK

This month, UN Environment’s Facebook account recorded a 3.3% increase in followers bringing the total number of fans from 323,306 to 333,932. This continued increase in numbers is mainly attributed to the sharing of short, informative posts and videos 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 have increased user engagement. UN Environment continues to engage the audience with content from the #CleanSeas campaign, which was well received by fans after the launch last month. UN Environment also continues sharing impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution. Posting interactive and engaging video content to celebrate World Water Day also brought strong reach and audience involvement.

What worked:

- + World Water Day, Clean Seas and content encouraging the audience to connect with nature.
- + News on air quality, wildlife crime, climate change and stories on human impact on the environment.

What did not work:

- + News reporting that does not add value through the most sharable aspects of news/reports
- + Updates on programmatic work that lack a “human” side

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SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	8,668,186
UNICEF	5,950,862
WHO	3,457,224
WWF	3,213,098
World Bank	2,313,313
Greenpeace	1,643,899
WFP	1,402,020
UNDP	1,094,491
UN Environment	605,881
UNFCCC	369,706
FAO News	212,563
World Resources Inst	136,465
IPCC	85,736
WMO	35,961

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

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

AGENCY	FOLLOWERS
UNICEF	6,680,890
WHO	3,217,369
Greenpeace	2,797,942
UN	2,286,421
WWF	3,005,921
World Bank	2,219,772
UNDP	1,187,532
FAO	1,047,149
WFP	862,021
UN Environment	333,932
UNFCCC	211,664
World Resource Inst	116,337
WMO	110,005
IPCC	24,619

UNEP's position remains constant despite 3.3% increase in followers.

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FACEBOOK OVERVIEW

UN Environment has a total of **333,936** fans on Facebook as of 23 March 2017. This month **4,291,733** people saw UN Environment's information from **93** posts

TOP POST THIS MONTH *(shared on 17 March 2017)*

UN Environment
Published by Dave Cole [?] · March 17 at 5:33pm · 🌐

Are you a waster?💎
The answer is yes - we're all wasters when it comes to wastewater: 80% of it just flows back to nature untreated, polluting the environment and wasting a precious resource.
Let's reduce the quantity and pollution of our wastewater, and safely reuse as much as we can.... [See More](#)

337,830 People Reached
83,531 Video Views
5,481 Reactions, Comments & Shares

3,445 Like	617 On Post	2,828 On Shares
116 Love	23 On Post	93 On Shares
2 Haha	0 On Post	2 On Shares
24 Wow	6 On Post	18 On Shares
77 Sad	34 On Post	43 On Shares
7 Angry	0 On Post	7 On Shares
177 Comments	26 On Post	151 On Shares
1,635 Shares	1,579 On Post	56 On Shares

11,544 Post Clicks
2,256 Clicks to Play | **32** Link Clicks | **9,256** Other Clicks

337,830 people reached [Boost Unavailable](#)
680 Reactions | 19 Comments | 1.5K Shares

KEY FACTS

March 2017 Summary

Fans: **333,932**

Posts: **93**

Total reach: **4,291,733**

Comments: **2,520**

Likes: **61,536**

Shares: **17,889**

Video views: **218,248**

New fans: **10,726**

Engagement rate: **1.2%**

Last month UN Environment reached 4,048,146 people through 93 posts, and gained 11,263 new fans, with a 1.2% engagement rate

Best day of the month

Friday 17 March 2017 UN Environment reached 337,830 unique individuals

Key data on this day

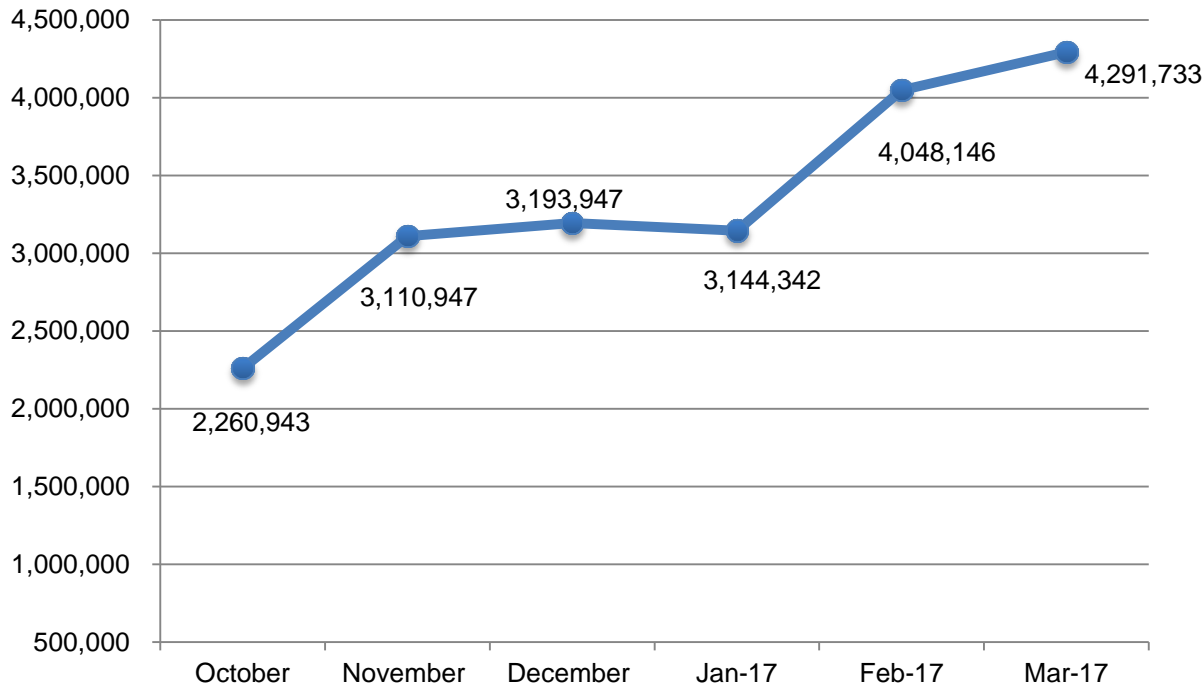
- Teaser video ahead of World Water Day

Source: FB Insights

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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 October 2016:

20,050,058

Average number of people reached per post since October 2016:

37,830

NUMBER OF POSTS SHARED

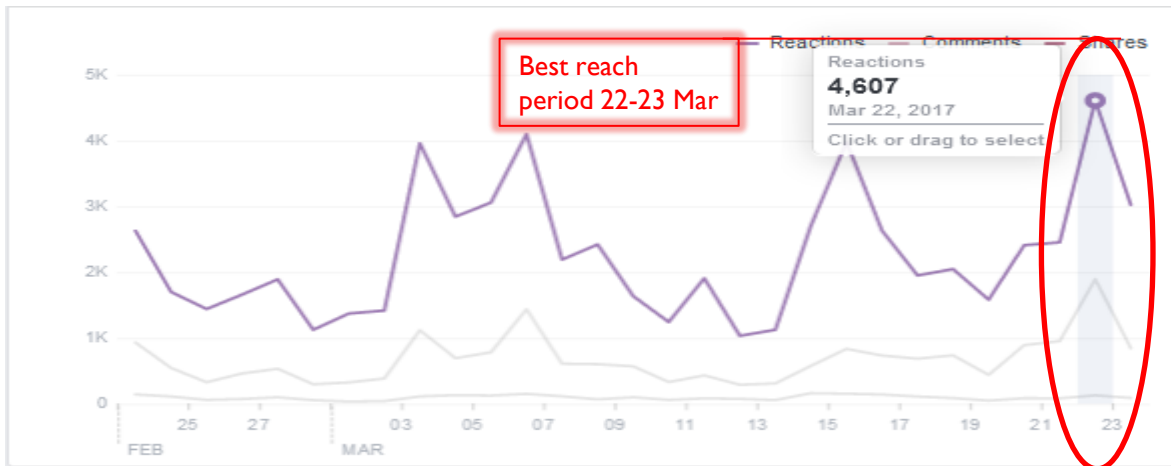
Month	No. of posts
MARCH 2017	93
FEBRUARY 2017	93
JANUARY 2017	82
DECEMBER	96
NOVEMBER	78
OCTOBER	88
TOTAL POSTS	530

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

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FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

KEY FACTS

UN Environment's Facebook page continues to maintain momentum in growth, recording a 3.3% 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.

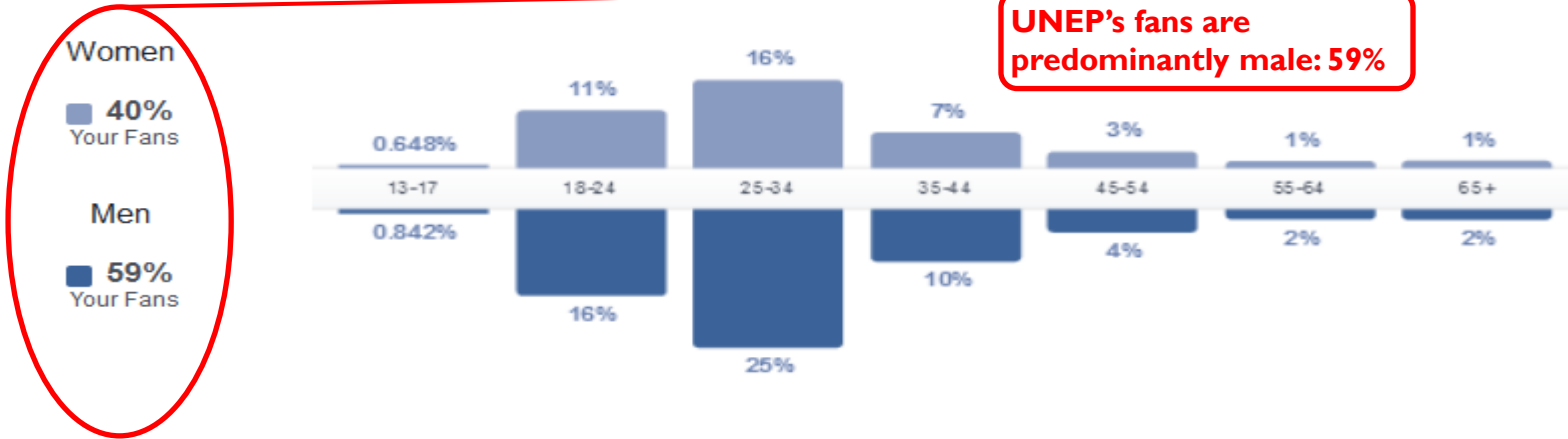
- **Reach** is the total number of estimated unique fans that saw any post from UN Environment.
- **Impressions by users** is the number of estimated unique fans who saw a post as a result of a share.

* **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.

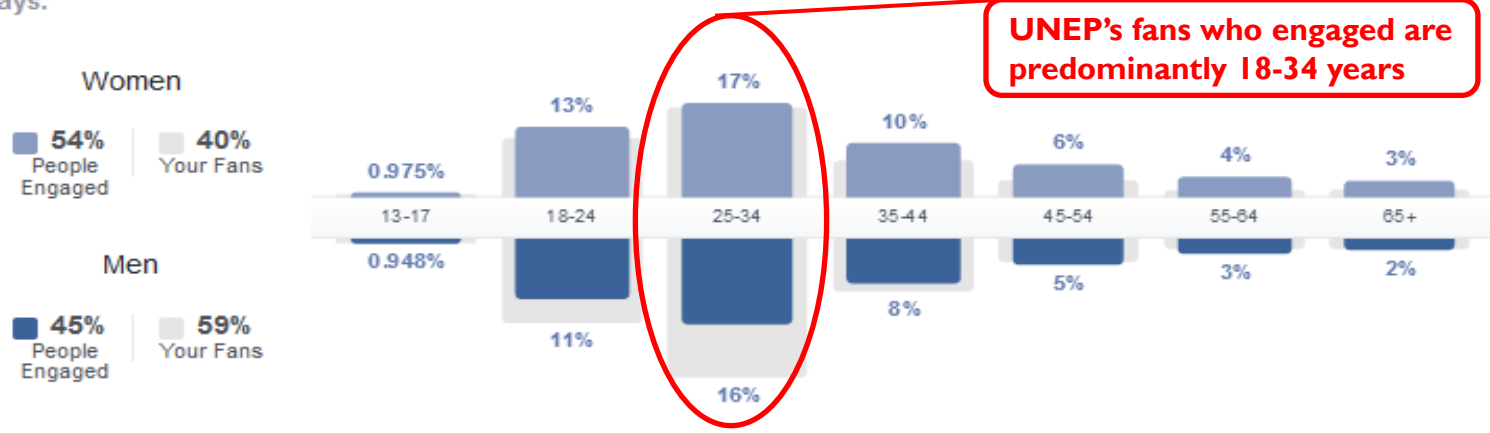
$$\text{Eng.Rate} = (\text{Engaged users}/\text{Reach}) * 100$$

FACEBOOK DEMOGRAPHICS

The people who like your Page



The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.



SOURCE: FACEBOOK INSIGHTS

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FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	37,977	Dhaka, Dhaka Division...	16,662	English (US)	162,477
United States of America	23,166	Nairobi, Kenya	12,631	English (UK)	68,705
Bangladesh	22,467	New Delhi, Delhi, India	5,747	Spanish	19,712
Kenya	15,425	Kathmandu, Bagmati ...	3,938	French (France)	15,955
Malaysia	10,273	Lima, Lima Region, Peru	2,956	Portuguese (Brazil)	9,627
Brazil	10,220	Mexico City, Distrito Fe...	2,798	Arabic	7,184
Pakistan	10,186	Phnom Penh, Cambodia	2,775	Italian	5,567
Philippines	8,457	London, England, Unit...	2,774	Spanish (Spain)	5,315
United Kingdom	8,291	Lagos, Lagos State, Ni...	2,544	German	4,089
Mexico	7,992	Kabul, Kabul Province,...	2,326	Portuguese (Portugal)	3,978

Source: FB Insights

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FACEBOOK BENCHMARKS

1		UNICEF	6.7m		▲ 0.1%	14	48.5K	
2		World Health Organizati...	3.2m		▲ 0.2%	19	56.7K	
3		WWF	3m		▲ 0.4%	232	47.8K	
4		Greenpeace International	2.8m		▲ 0.2%	34	85.3K	
5		United Nations	2.3m		▲ 0.1%	20	8.6K	
6		World Bank	2.2m		▲ 0.2%	19	84K	
7		United Nations Develop...	1.2m		0%	4	1K	
8		Food and Agriculture Or...	1m		▲ 0.3%	22	24.3K	
9		World Food Programme	862K		▲ 0.1%	0	0	
YOU 10		UN Environment	336.3K		▲ 0.7%	29	12.4K	

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

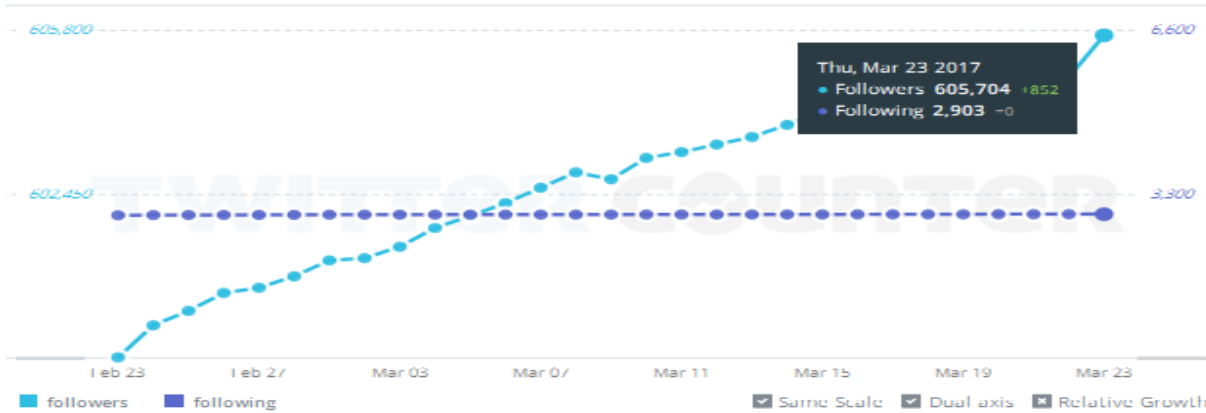
*statistics comparison is in real-time last month.

Source: FB Insights

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TWITTER OVERVIEW

MARCH 2017 FOLLOWER GROWTH



SOURCE: TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

UN @ UN Environment @UNEP

At least 8 million tonnes of plastics leak into the ocean each year. It's time to take ACTION for #CleanSeas: cleanseas.org



#CleanSeas Campaign Launch in Bali
UN Environment has launched the #CleanSeas campaign to turn the tide on plastic pollution. Be part of the solution at cleanseas.org

RETWEETS 822 LIKES 657

UN @ UN Environment @UNEP

Watch: @LewisPugh urges the public to take ACTION to stop plastic pollution from entering our oceans. cleanseas.org #CleanSeas



Lewis Pugh for #CleanSeas
60-90% of marine litter is plastic - Endurance Swimmer and UN Environment Patron of the Oceans Lewis Pugh urges the public to join the #CleanSeas campaign to protect our oceans from plastic pollution.

RETWEETS 382 LIKES 498

KEY FACTS

March 2017 Summary

Followers: **605,818**

Tweets: **239**

Replies: **1.3K (46 per day)**

Mentions: **5.3K**

Retweets: **28.8K (933 per day)**

Likes: **28.8K (898 per day)**

Impressions: **6.4M (220K per day)**

New followers: **6,700**

Engagement rate: **1.5%**

Top tweets of the month

822 Retweets 657 Likes 132K Impressions

At least 8 million tonnes of plastics leak into the ocean each year. It's time to take ACTION for #CleanSeas : cleanseas.org
Tweeted on 14 March 2017

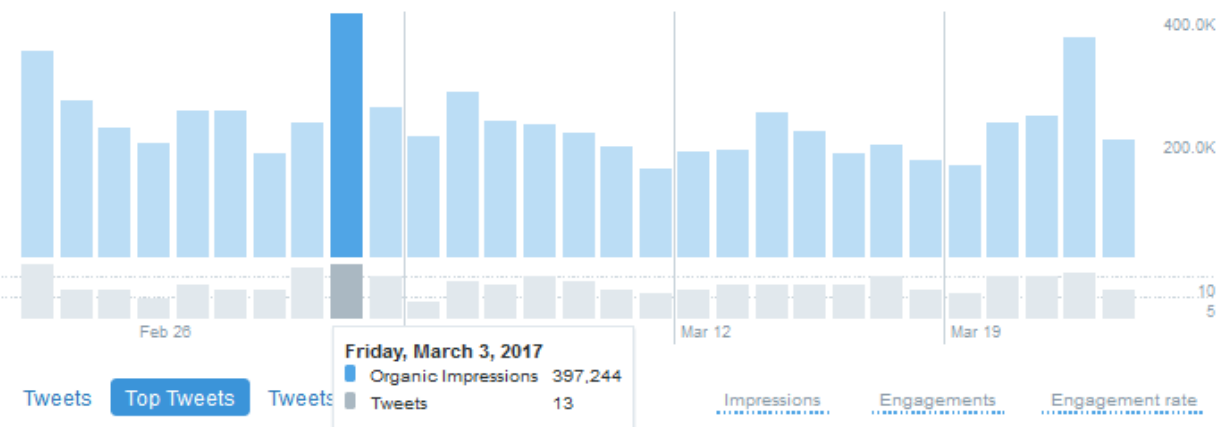
382 Retweets 498 Likes 124K Impressions

Watch: @LewisPugh urges the public to take ACTION to stop plastic pollution from entering our oceans. cleanseas.org
#CleanSeas
Tweeted on 23 February 2017

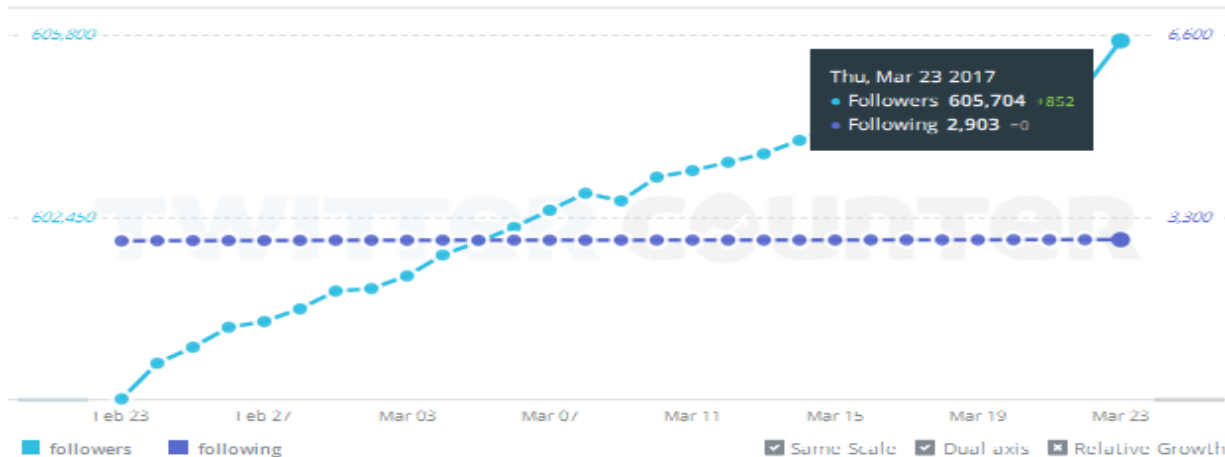
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TWITTER OVERVIEW

BEST DAY THIS MONTH: FRIDAY, MARCH 3, 2017



SOURCE: TWITTER ANALYTICS



SOURCE: TWITTER COUNTER

KEY FACTS

Best day of the month

Friday, 3 March 2017, UN Environment recorded 397,244 impressions.

Key data on this day

- Content to launch 5 new Wild for Life flagship species on World Wildlife Day

Impressions compared to previous month **17%** ↓

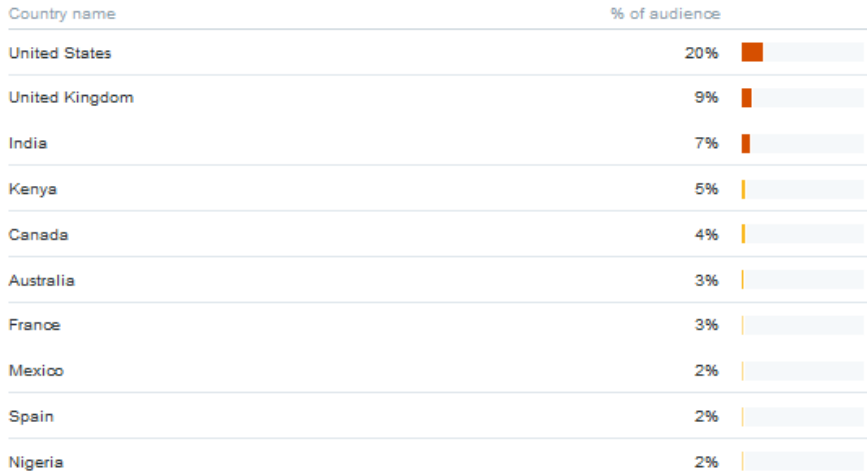
Followers compared to previous month **1.1%** ↑

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

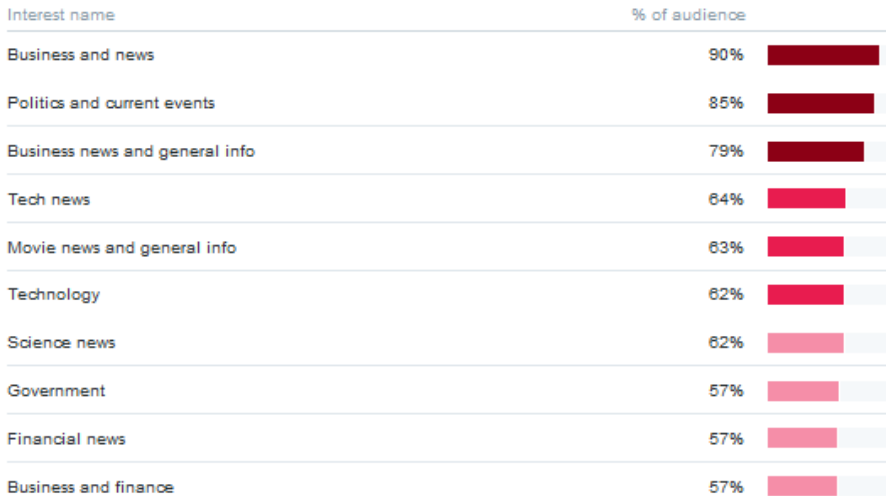
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TWITTER DEMOGRAPHICS AND LOCATIONS

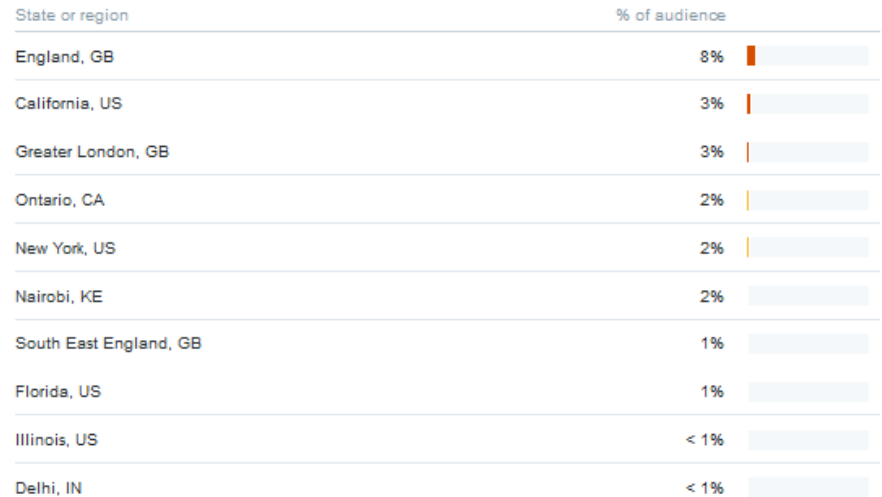
Country



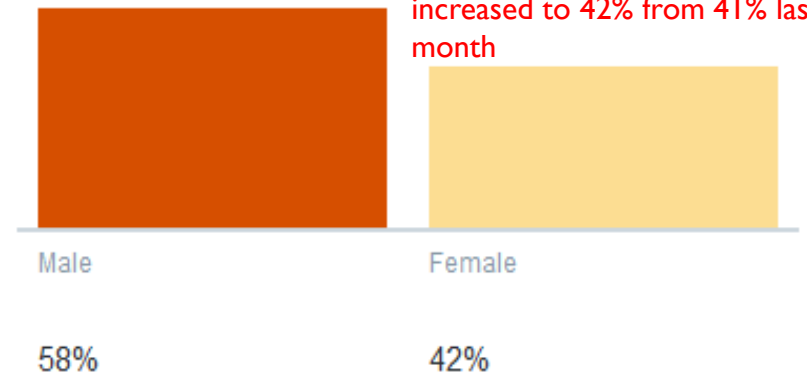
Interests



Region



Gender



SOURCE: TWITTER ANALYTICS

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INSTAGRAM OVERVIEW

MARCH TOP MEDIA

The heroes and champions of #CleanSeas



Rwanda & Bangladesh
have banned all plastic bags



Canada
added microbeads to its list of toxic substances



By 2020,
France
will ban single-use plastic cups, plates & cutlery



In 2017,
United States & United Kingdom
ban microbeads in cosmetics

#CleanSeas



Top media of the month

2,312 Likes

Governments are taking ACTION for #CleanSeas by working to prevent plastics from entering our oceans. What steps have your local or national governments taken? #ocean

Source: instagram.com

KEY FACTS

March 2017 Summary

Followers: **91,538**

Posts: **39**

New followers: **6,581**

Following: **255**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month
8% ↑

Top media video media of the month



12,721 Views 2,043 Likes

Happy #WorldPangolinDay! Double tap to show your love for this amazing animal that needs our help to survive and tag a friend who would enjoy this video below. Head to wild.forlife to raise your voice for pangolins! #wildforlife #wildlife #pangolin

Top media of the month

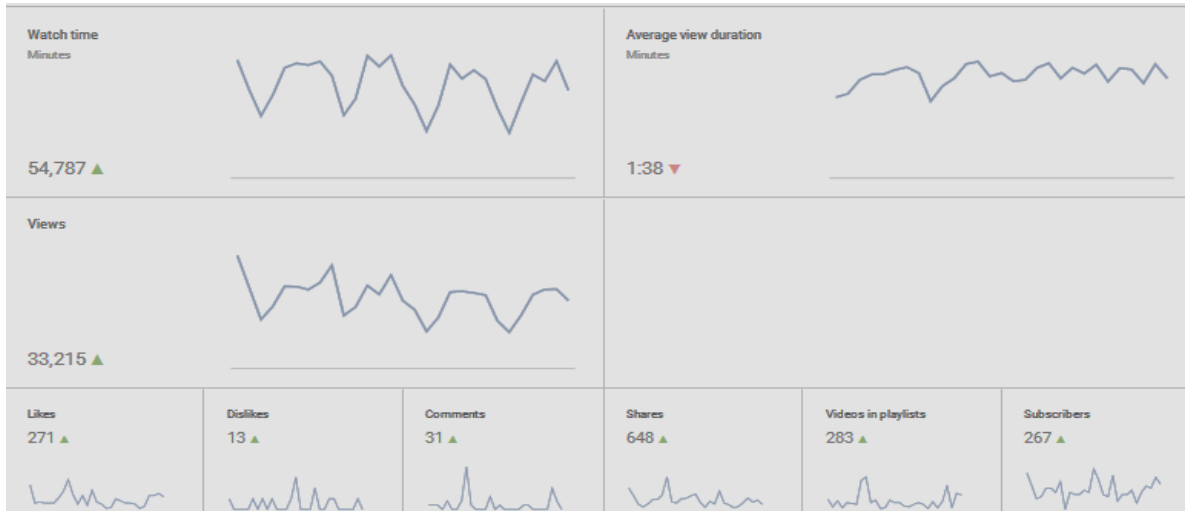
1,779 Likes

After Antigua & Barbuda banned plastic bags in 2016, the benefits were immediate: restoration of the pristine landscapes of the island and a boom in local businesses, who no longer had to purchase the bags. @unep is collaborating with Antigua & Barbuda to review and update the country's entire environmental management act. A new generation of environmental laws is in the works. #EnvironmentStories #CleanSeas

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YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Ozone Song	7,357 13%	3,643 11%	9	0
The Antarctic Ozone Hole – From Discovery ...	7,240 13%	1,136 3.4%	5	0
Seven Billion Dreams. One Planet. Consum...	4,179 7.6%	3,341 10%	34	0
Preventing Our Oceans from Becoming Du...	2,731 5.0%	1,023 3.1%	5	1
Why do we need to change our food system?	2,638 4.8%	1,111 3.3%	4	0
Mottainai Waste Facts & Figures	2,293 4.2%	1,306 3.9%	2	0
¿Por qué el manejo de nuestros recursos n...	2,173 4.0%	1,279 3.9%	5	0
Floating Gardens	1,259 2.3%	755 2.3%	4	0
Clean Seas -teaser	1,173 2.1%	2,528 7.6%	12	0
The Hole - A film on the Montreal Protocol, n...	1,119 2.0%	396 1.2%	2	0

KEY FACTS

March 2017 Summary

Subscribers: **7,251**

Views: **33,251**

Watch time: **54,787**

New Subscribers: **299**

Last month UN Environment recorded 30,807 views, 56,608 minutes watched and a gain of 219 subscribers.

Subscribers compared to previous month

4.3% ▲

Views compared to previous month

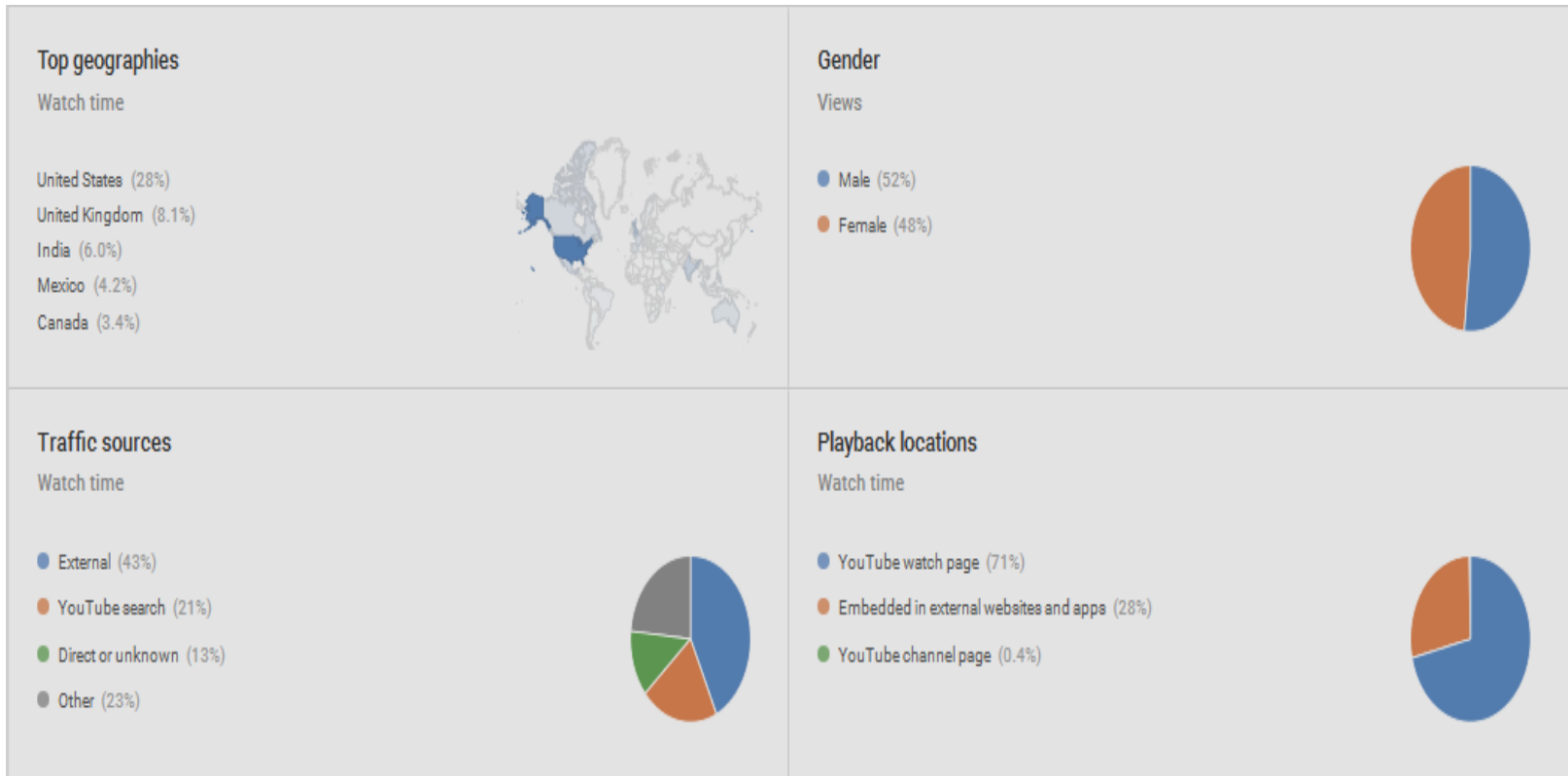
8% ▲

New in Top 10 videos

- Floating Gardens
- Clean Seas – teaser
- Mottainai Waste Facts and Figures
- The Hole- A film on the Montreal Protocol...

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YOUTUBE DEMOGRAPHICS



INSIGHTS

- Analytics indicate an increase in the female audience up 1% from 47% last month.
- Also featured in top geographies this month ,, an increase in the audience in the United Kingdom.
- This month, UN Environment’s YouTube audience recorded and increase in engagement with interactive and impactful videos featuring in the top ten including, #CleanSeas campaign teaser and Floating Gardens of Bangladesh.

CHINESE

UN Environment WeChat Top post

环境署驻华代表处招春季实习生啦！



Top WeChat post: 29 February 2017

Internship Job Vacancy: Getting an internship with UN Environment China office

Views: 3,088
Reposts and favourites: 187

UN Environment Sina Weibo Top post



Top Weibo post: 2 March 2017

A short video and message from Erik Solheim on World Wildlife Day calling on the members of the public to protect endangered species.

Views: 9.51 million
Reposts and favourites: 11,785

CHINESE

WeChat Summary

Followers : 21,387
Posts: 10
Reach: 209K
Reposts: 2,542
Likes: 327
New followers: 664

Weibo Summary

Followers : 129,723
Posts: 154
Impressions: 49.2M
Likes: 52,579
Comments: 15,668
New followers: 6,319

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- #CleanSeas staff blog post; Petter Malvik
- International Day of Forests 2017
- Erik Solheim editorial on China's leading global environment role; message on International Women's Day 2017
- World Water Day; Lake Naivasha clean-up
- Li BingBing's participation in the WildforLife and Earth Hour campaigns, calling on audiences to participate .

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**.

f FACEBOOK

Total audience: **5,069**

Total Posts: **55**

Total Reach: **114K**

New likes: **154**

Vs 33 posts, 78K reach and 115 new likes last month

RUSSIAN



Total audience: **40,104**

Total Posts: **58**

Total Reach: **575K**

New likes: **2,734**

Vs 61 posts, 484K reach and 2,717 new likes last month

FRENCH



Total audience: **47,105**

Total Posts: **44**

Total Reach: **930K**

New likes: **11,308**

Vs 54 posts, 1.4M reach and 10,033 new likes last month

SPANISH



Total audience: **2,813**

Total Posts: **39**

Total Reach: **232K**

New likes: **63**

Vs 42 posts, 277K Reach and 93 new likes last month

ARABIC



🐦 TWITTER

Total followers: **7,861**

RUSSIAN



Total Tweets: **365**

Total Impressions: **335K**

New followers: **155**

Vs 207 tweets, 97K Reach and 46 followers

Total followers: **11,629**

Total Tweets: **118**

Total impressions: **307K**

New followers: **438**

Vs 157 tweets 301K Reach and 395 new followers last month

FRENCH



Total followers: **18,664**

Total Tweets: **100**

Total Impressions: **1.4M**

New followers: **1,784**

Vs 117 tweets, 1.1M Reach and 1,355 new followers last month

SPANISH



Total followers: **8,921**

Total Tweets: **101**

Total Impressions: **160K**

New followers: **217**

Vs 98 tweets, 84K Reach and 182 new followers last month

ARABIC



LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Environnement
Publié par Agathe Hume (91-18 mars, 12:04 - 6)

Au Sénégal, des entreprises de recyclage du plastique ont fleuri un peu partout dans le pays.
L'Afrique étouffe sous ses déchets en plastique. Le Sénégal produit chaque année plus de 200 000 tonnes de déchets plastiques. L'État a bien tenté d'interdire les petits sacs en plastique, mais sans succès. Cinq millions de sachets plastiques sont utilisés tous les jours et finissent souvent leur vie dans la nature.
Des entreprises lucratives... Afficher la suite

34 847 Personnes atteintes

875 Réactions, commentaires et partages

636 J'aime	233 Sur la publication	403 Sur les partages
34 J'adore	11 Sur la publication	23 Sur les partages
1 Haha	0 Sur la publication	1 Sur les partages
8 Wouah	4 Sur la publication	4 Sur les partages
6 Triste	0 Sur la publication	6 Sur les partages
1 Grrr	0 Sur la publication	1 Sur les partages
36 Commentaires	10 Sur la publication	26 Sur les partages
153 Partages	153 Sur la publication	0 Sur les partages

1 112 Clips sur la publication

2 Affichages de photos 183 Clics sur des liens 927 Autres clics (0)

ONU Environnement
@UNEP

Célébrez la journée mondiale de la vie sauvage ac nous!
La jeunesse est à l'honneur, alors n'hésitez pas faire entendre votre voix! #WWD17

JOURNÉE MONDIALE DE LA VIE SAUVAGE 3 MARS

RETWEETS 34 LIKES 79

17:19 - 3 mars 2017

Adrian Grenier, Li Bingbing, Gael Garcia Bernal et Aidan Gallagher

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.