

SEP
2017

UNEP DIGITAL METRICS

SEP
2017

SOCIAL MEDIA OVERVIEW



English	↑	3.4%	576,367
French	↑	4%	52,101
Spanish	↑	20%	106,254
Russian	↑	10%	5,950
Tunza	↑	1%	13,149
ROWA	↑	2%	3,470



English	↑	2%	664,540
French	↑	5%	14,130
Spanish	↑	8%	30,205
Russian	↑	4%	8,415
ROWA	↑	5%	10,227



	↑	5%	9,360
--	---	----	-------



	↑	7.3%	125,365
--	---	------	---------

KEY FACTS

Total followers across all platforms 1,729,744
 Compared to previous month 3.2% ↑
 Highest follower growth this month was seen on Spanish Facebook at 20% , Spanish Twitter at 8% Instagram at 7% and ROWA Twitter at 5%.
 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.



WeChat	↑	2%	24,971
RenRen	↓	0.003%	545,833
QQ	↓	0.33%	2,092,880
Weibo	↑	1.4%	140,377



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

6 LANGUAGES

7 GLOSSARY

TWITTER

This month, UN Environment's Twitter account recorded a 2% increase in followers from 652,289 to 664,540. The platform recorded commendable audience growth despite continued platform stagnation. UN Environment this month engaged audiences through the #BeatPollution and #CleanSeas campaigns. This was done with continued sharing of #BeatPollution and #CleanSeas content as well as the promotion of the single use plastic bag ban by the Kenyan government.

To engage followers UN Environment leveraged the #BeatPollution campaign, engaging the audience with interactive video content and informative infographics. UN Environment continues to encourage greater interaction by posting engaging content including polls on different topics to spark interest and action; and data visualisation posts, thereby fuelling and keeping alive, through replies, the conversation on different subjects including those under the #BreatheLife campaign. 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 #BeatPollution #BreatheLife #ClimateAction #ClimateChange

Data visualisation posts

+ Impactful and engaging participation in international days; #RhinoDay International Day for the Protection of the Ozone

Layer

What did not work:

+ Text-only Tweets

+ Announcements related to events

FACEBOOK

This month, UN Environment's Facebook account recorded a 3.4% increase in followers bringing the total number of fans from 559,818 to 576,367. The increase in numbers is mainly attributed to engaging and interactive content shared to build momentum ahead of the third UN Environment Assembly. This month UN Environment engaged audiences with the #BeatPollution campaign. This was done with continued sharing of #BeatPollution video content and infographics. UN Environment also continued to keep alive the conversation around plastic pollution by sharing video content to mark the 100 week anniversary of the Versova Beach Clean-Up.

UN Environment continued to engage audiences with content on the Breathe Life campaign. UN Environment continues to share impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution including data visualisation posts with a strong message.

What worked:

+ Interactive and engaging campaigns; #CleanSeas #BeatPollution

+ Impactful and engaging participation in international days;

#RhinoDay International Day for the Protection of the Ozone Layer

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

SEP
2017

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	9,513,185
UNICEF	6,446,808
WHO	3,948,274
WWF	3,799,780
World Bank	2,637,614
Greenpeace	1,702,618
WFP	1,515,886
UNDP	1,172,950
UN Environment	664,540
UNFCCC	422,482
FAO News	222,300
World Resources Inst	142,594
IPCC	94,028
WMO	40,378

UNEP's position remains constant despite 2% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,998,651
WHO	3,424,359
WWF	3,033,085
Greenpeace	2,870,239
UN	2,530,825
World Bank	2,342,640
UNDP	1,183,605
FAO	1,098,863
WFP	882,037
UN Environment	576,367
UNFCCC	219,777
World Resource Inst	118,294
WMO	123,703
IPCC	28,548

UNEP's position remains constant despite 3.4% increase in followers.



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

6
LANGUAGES

7
GLOSSARY

SEP
2017

FACEBOOK OVERVIEW

UN Environment has a total of **576,367** fans on Facebook as of 23 September 2017.
This month **1,821,956** people saw UN Environment's information from 75 posts

TOP POST THIS MONTH *(shared on 15 September 2017)*

UN Environment
Published by Dave Cole (?) · September 15 at 2:00pm · 🌐

Afroz Shah has been leading the World's Largest Beach Clean-Up for 100 weeks. 7.2 million kilograms of trash later, he and the Versova Resident Volunteers are working harder than ever for our environment. Join Afroz & commit to #BeatPollution: beatpollution.org #CleanSeas

World's Largest Beach Clean-Up - 100 Weeks
00:48

384,999 people reached **Boost Unavailable**

👍❤️😂 1.8K 60 Comments 1.9K Shares

👍 Like 🗨 Comment ➦ Share

Performance for Your Post

384,999 People Reached

90,588 Video Views

9,424 Reactions, Comments & Shares

6,025 👍 Like	1,544 On Post	4,481 On Shares
-----------------	------------------	--------------------

695 ❤️ Love	208 On Post	487 On Shares
----------------	----------------	------------------

14 😂 Haha	1 On Post	13 On Shares
--------------	--------------	-----------------

202 😮 Wow	53 On Post	149 On Shares
--------------	---------------	------------------

210 😞 Sad	23 On Post	187 On Shares
--------------	---------------	------------------

38 😡 Angry	1 On Post	37 On Shares
---------------	--------------	-----------------

282 Comments	67 On Post	215 On Shares
-----------------	---------------	------------------

1,966 Shares	1,936 On Post	30 On Shares
-----------------	------------------	-----------------

14,405 Post Clicks

2,097 Clicks to Play 🎵	199 Link Clicks	12,109 Other Clicks 📄
---------------------------	--------------------	--------------------------

KEY FACTS

September 2017 Summary

Fans: **576,367**

Posts: **75**

Total reach: **1,821,956**

Comments: **4,304**

Likes: **108,594**

Shares: **30,548**

Video views: **839,464**

New fans: **18,849**

Engagement rate: **0.02%**

Last month UN Environment reached 8,410,360 people through 68 posts, and gained 12,269 new fans, with a 0.02% engagement rate

Best day of the month

Thursday 3 August 2017 UN Environment reached 5,806,049 unique individuals

Key data on this day

- Data visualisation: Temperature anomalies arranged by country from 1900 to 2016

Source: FB Insights



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

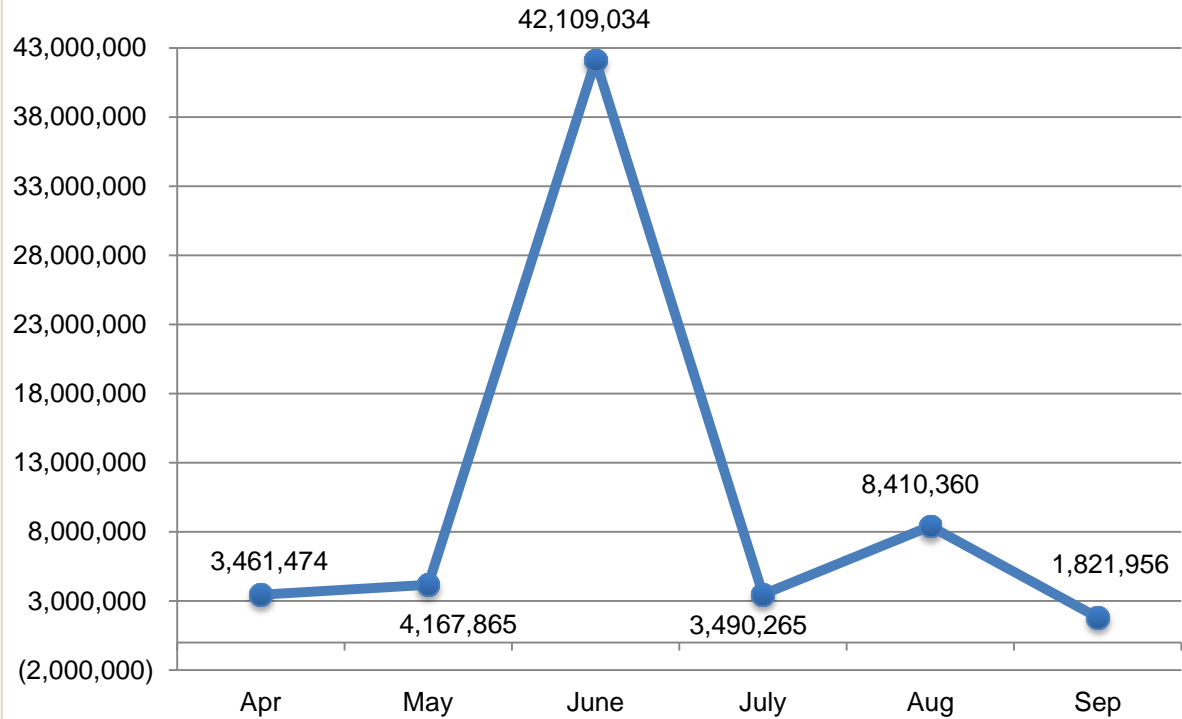
6
LANGUAGES

7
GLOSSARY

SEP
2017

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 April 2017 :
63,460,954

Average number of people reached per post since April 2017:
136,182

NUMBER OF POSTS SHARED

Month	No. of posts
SEPTEMBER	75
AUGUST	68
JULY	65
JUNE	90
MAY	78
APRIL	90
TOTAL POSTS	466

* **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

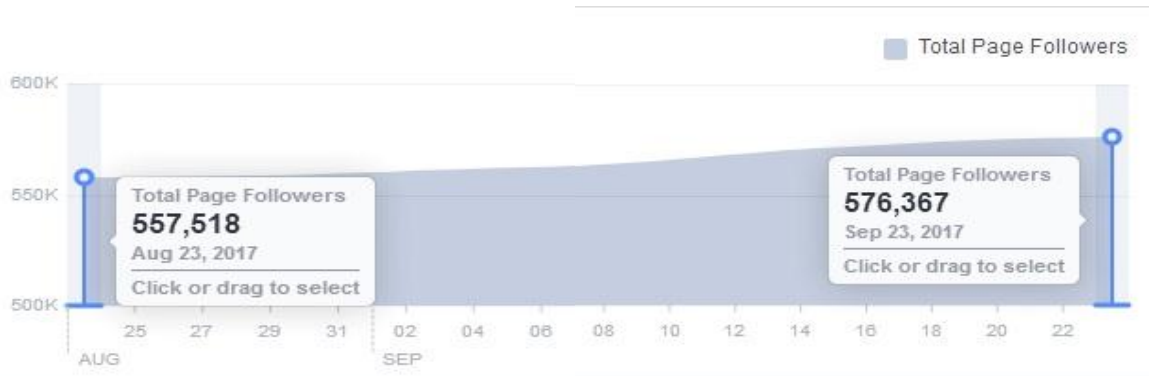
6
LANGUAGES

7
GLOSSARY

SEP
2017

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 3.4% 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 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.

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



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

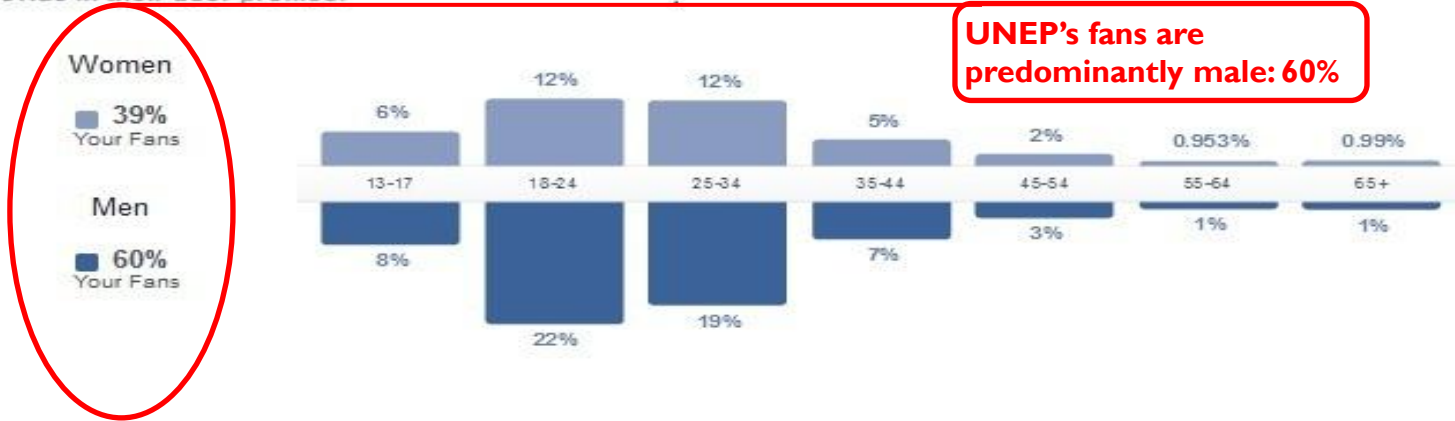
5 YOUTUBE

6 LANGUAGES

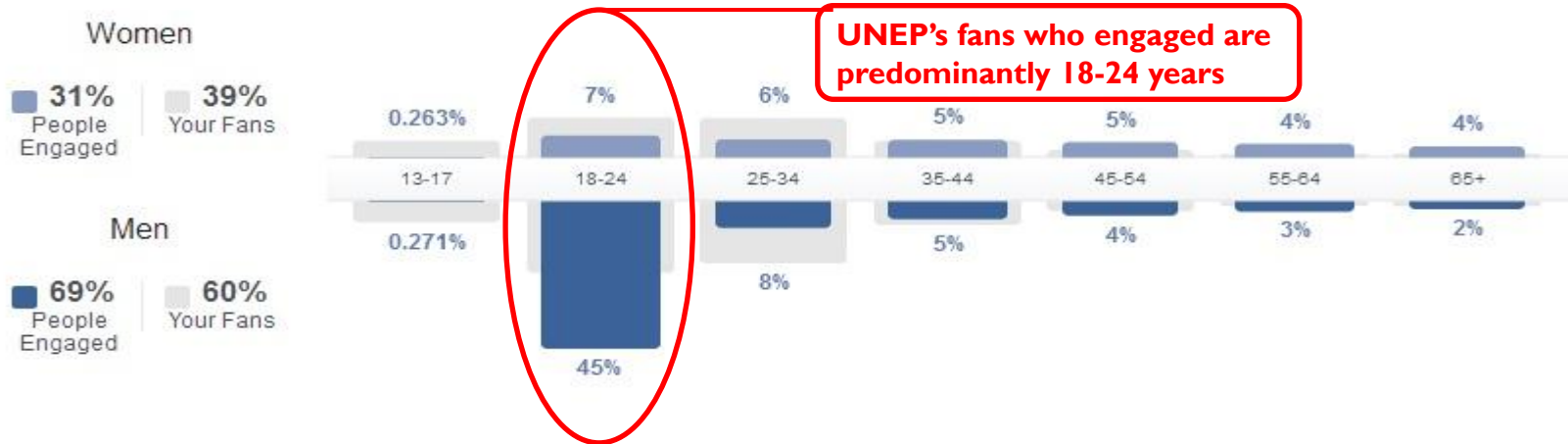
7 GLOSSARY

FACEBOOK DEMOGRAPHICS

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



The number of People Talking About the Page by user age and gender.



SOURCE: FACEBOOK INSIGHTS

SEP
2017

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
Indonesia	132,968	Bekasi, West Java, Ind...	29,167	English (US)	215,598
India	95,206	Sidoarjo, East Java, In...	23,342	Indonesian	129,869
United States of America	31,530	Medan, North Sumatra...	20,617	English (UK)	111,086
Bangladesh	23,623	Dhaka, Dhaka Division...	18,375	Spanish	24,458
Kenya	17,621	Nairobi, Kenya	15,001	French (France)	19,120
Brazil	12,585	New Delhi, Delhi, India	7,918	Portuguese (Brazil)	11,843
Pakistan	11,835	Calcutta, West Bengal,...	7,730	Arabic	8,848
Malaysia	11,170	Bandung, West Java, I...	6,857	Italian	7,567
Philippines	10,291	Lucknow, Uttar Prades...	5,548	Spanish (Spain)	6,287
Mexico	9,931	Semarang, Central Jav...	5,316	Portuguese (Portugal)	5,270

Source: FB Insights

FACEBOOK BENCHMARKS

1		UNICEF	7m		0%	15	89K	
2		World Health Organizati...	3.4m		▲0.1%	18	51.7K	
3		WWF	3m		0%	5	11.7K	
4		Greenpeace International	2.9m		0%	25	42.4K	
5		United Nations	2.5m		▲0.2%	25	31.2K	
6		World Bank	2.3m		▲0.2%	19	4.1K	
7		United Nations Develop...	1.2m		0%	4	541	
8		Food and Agriculture Or...	1.1m		▲0.2%	15	23.5K	
9		World Food Programme	882K		▲0.1%	0	0	
YOU 10		UN Environment	584K		▲0.6%	15	6.5K	

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

SEP
2017

TWITTER OVERVIEW

SEPTEMBER 2017 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

UN Environment @UNEP
 Has Kenya just imposed the world's toughest law against plastic bags?
bit.ly/2xqA2vE | @Independent #CleanSeas #NoPlasticBagsKE



UN Environment @UNEP
 100 weeks & 7.2 million kg of trash later, @AfrozShah1 is working harder than ever to #BeatPollution.
 Join him: beatpollution.org



KEY FACTS

September 2017 Summary

Followers: **664,540**

Tweets: **158**

Replies: **1.3K (42 per day)**

Mentions: **7.9K**

Retweets: **22.8K (713 per day)**

Likes: **27.9K (871 per day)**

Impressions: **6.5M (203K per day)**

New followers: **12,251**

Engagement rate: **1.3%**

Top tweets of the month

2,620 Retweets 2,029 Likes 480K Impressions

Impressions

Sad news- leading elephant conservationist Wayne Lotter of @PAMSFoundation shot & killed in Tanzania: <http://bit.ly/2uNg1BE>
 #WildforLife

Tweeted on 18 August 2017

971 Retweets 3,276 Likes 462K Impressions

Open defecation = a health concern that touches nearly a billion lives
 @akshaykumar & @psbhumi address this global issue in @ToiletTheFilm

Tweeted on 11 August 2017



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

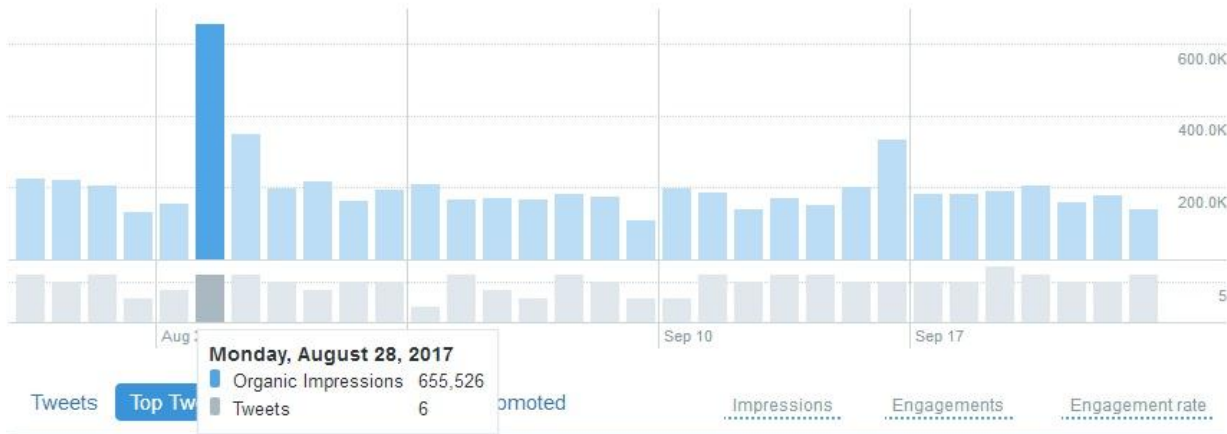
6 LANGUAGES

7 GLOSSARY

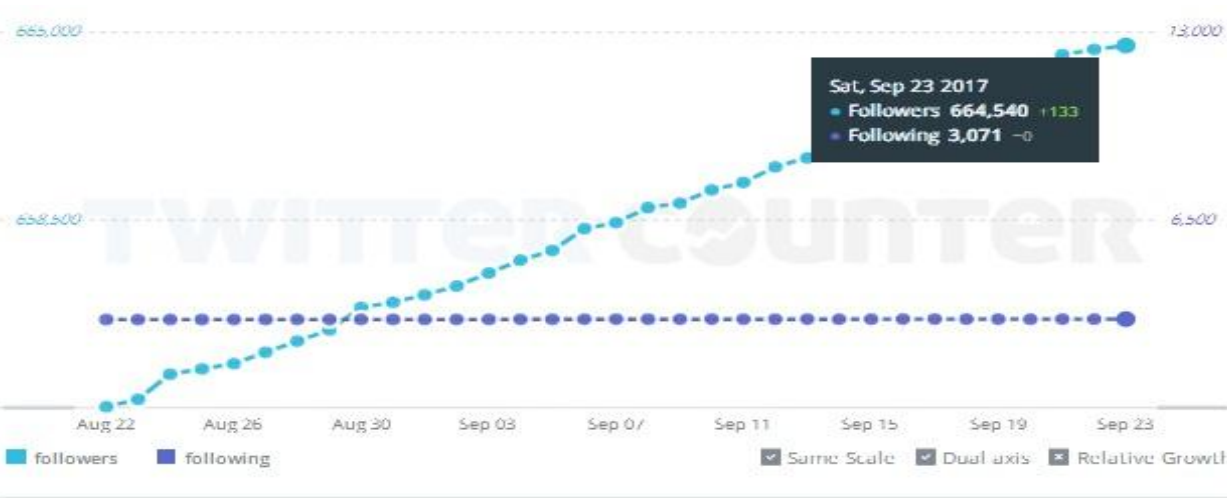
SEP
2017

TWITTER OVERVIEW

BEST DAY THIS MONTH: MONDAY, 28 AUGUST 2017



SOURCE: TWITTER ANALYTICS



SOURCE: TWITTER COUNTER

KEY FACTS

Best day of the month

Monday, 28 August 2017, UN Environment recorded 655,526 impressions.

Key data on this day

- Ban on single-use plastics in Kenya comes to effect and is cited as the world's toughest law against plastic bags.

Impressions compared to previous month **3.7%** ↓

Followers compared to previous month **2%** ↑

* **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

SEP
2017

TWITTER DEMOGRAPHICS AND LOCATIONS

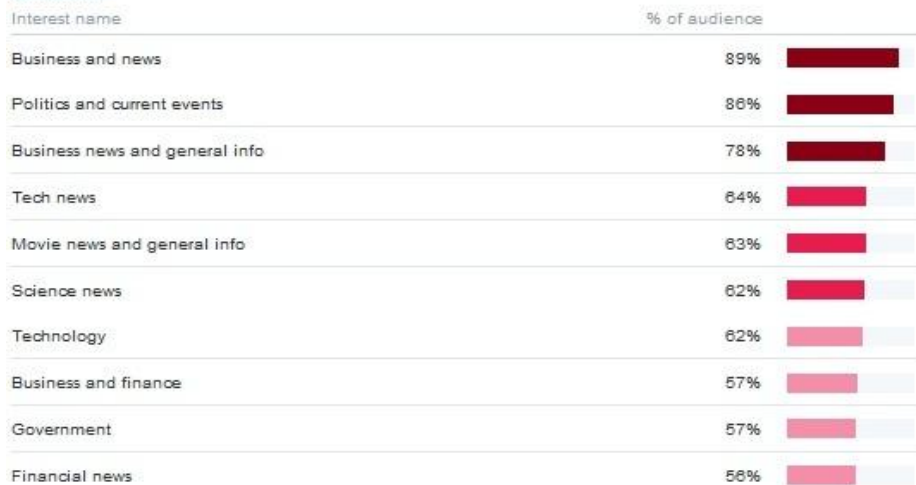
Country



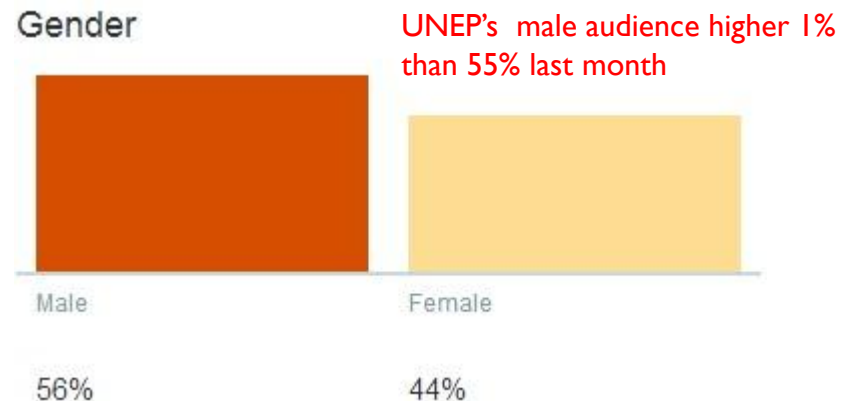
Region



Interests



Gender



SOURCE: TWITTER ANALYTICS



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

6 LANGUAGES

7 GLOSSARY

SEP
2017

INSTAGRAM OVERVIEW

SEPTEMBER TOP MEDIA

Source: instagram.com

Top media of the month

2,600 Likes

Maldives has joined the UN Environment #CleanSeas campaign to eliminate marine litter, becoming the 28th country globally to do so. As part of its commitment, Maldives will undertake a national campaign to reduce single-use plastics and look to reduce and intercept plastics in oceans. Let's #BeatPollution together!

Pic: Shifaaz Shamoon/@unsplash

Top media of the month

2,500 Likes

We depend on freshwater for growing food, drinking water and sustaining biodiversity. Let's #KeepItCLEAR!

#wwwweek #BeatPollution

Pic : Bratxtin Stuntz/@unsplash

KEY FACTS

September 2017 Summary

Followers: **116,869**

Posts: **11**

New followers: **8,496**

Following: **273**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month
7.3% ↑

Top media video media of the month



12,154 Views 3,800 Likes

100 weeks and 7.2 million kg of trash later, @afrozshh_ is working harder than ever to #BeatPollution. Post a heart below to show your support for the efforts of Aproz and the Versova Resident Volunteers. #CleanSeas



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

6
LANGUAGES

7
GLOSSARY

SEP
2017

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
World Pangolin Day 2017	6,159 7.5%	9,214 1.4%	22	1
Ozone Song	4,301 5.3%	2,762 4.3%	12	0
The Antarctic Ozone Hole -- From Discovery to ...	4,007 4.9%	835 1.3%	4	0
Seven Billion Dreams. One Planet. Consume wi...	3,915 4.8%	3,707 5.8%	40	1
¿Por qué el manejo de nuestros recursos natur...	3,574 4.4%	1,677 2.6%	16	0
The Hole - A film on the Montreal Protocol, nar...	3,419 4.2%	1,430 2.2%	7	1
Young Champions of the Earth: Eddy Frank Vá...	3,253 4.0%	2,426 3.8%	38	5
Largest Beach Clean-Up Marks 100 Weeks	2,376 2.9%	3,234 5.1%	19	2
Le Trou d'ozone en Antarctique - De la découve...	2,209 2.7%	401 0.6%	0	0
Young Champions of the Earth: Coline Billon	1,979 2.4%	1,201 1.9%	12	1

KEY FACTS

September 2017 Summary

Subscribers: **8,958**

Views: **63,958**

Watch time: **81,583**

New Subscribers: **402**

Last month UN Environment recorded 53,713 views, 63,528 minutes watched and a gain of 61 subscribers.

Subscribers compared to previous month

5% ▲

Views compared to previous month

19% ▲

New in Top 10 videos

- Largest Beach Clean-Up Marks 100 Weeks
- UN Environment Young Champion of the Earth: Eddy Frank
- UN Environment Young Champion of the Earth: Coline Billon



1
WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

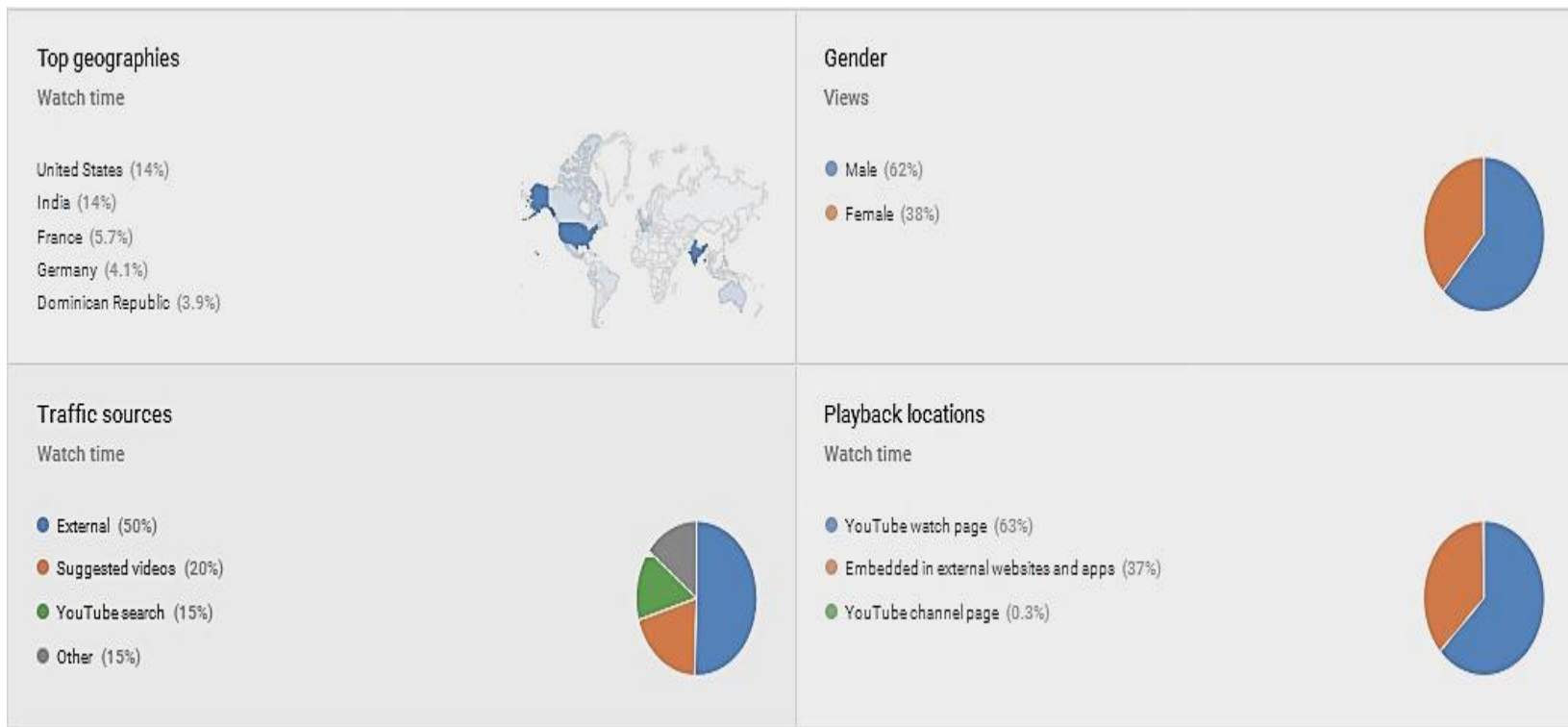
4
TWITTER

5
YOUTUBE

6
LANGUAGES

7
GLOSSARY

YOUTUBE DEMOGRAPHICS



INSIGHTS

- Analytics indicate an increase in the female audience up 3% from 35% last month.
- Also featured in top geographies this month, Dominican Republic.
- This month, UN Environment’s YouTube audience recorded and increase in engagement with interactive and impactful videos featured in the top ten including the UN Environment Young Champions of the Earth video series and the 100 week anniversary of the Largest Beach Clean-Up.

CHINESE

UN Environment WeChat Top post

联合国环境署任命可持续金融专家马骏博士为特别顾问



Top WeChat post: 9 September 2017

UN Environment Appoints Sustainable Finance Guru Dr. ma Jun as Special Advisor

Views: 2,189
Reposts and favourites: 165



联合国环境署执行主任
埃里克·索尔海姆

UN Environment Sina Weibo Top post



联合国环境规划署

9月13日 11:58 来自 iPhone 6

环境署迎来新的亲善大使@李晨，他作为亲善大使，将致力于建立有效的伙伴关系并提高公众的环境与健康意识，其中包括助力环境署在中国开展“生命呼吸”运动，推动社会聚焦空气污染问题。让我们和亲善大使一起，带上话题词#战胜污染#加入我们，做出你的承诺，让我们携手迈向#零污染地球#。@微公益 ...
展开全文



Top Weibo post: 13 September 2017

Actor, producer and celebrity Li Chen was designated as a UN Environment Goodwill Ambassador in Beijing. In his role as GWA, he will work towards creating effective partnerships and awareness on environment and health, including air pollution in China.

Views: 16 million
Reposts and favourites: 15,399



CHINESE

WeChat Summary

Followers : 24,971
Posts: 16
Reach: 391K
Reposts: 1,897
Likes: 333
New followers: 400

Weibo Summary

Followers : 140,377
Posts: 63
Impressions: 18M
Likes: 2,080
Comments: 962
New followers: 1,878

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- Workshop on Sustainability and Textile Global Value Chain; Efficient Cooperation with Chinese-State-Run Group; South-South Cooperation fund
- Launch of Pollution Free Planet Report
- International Youth Forum; Kubuqi Business Model
- World Cycling Day; UN Environment & Mobike announcement
- World Rhino Day

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: **5,950**

Total Posts: **55**

Total Reach: **752K**

New likes: **547**

Vs 32 posts, 113K reach and 113 new likes last month

RUSSIAN



Total audience: **52,101**

Total Posts: **16**

Total Reach: **123K**

New likes: **2,101**

Vs 37 posts, 296K reach and 1,494 new likes last month

FRENCH



Total audience: **106,254** **SPANISH**

Total Posts: **53**

Total Reach: **2M**

New likes: **19,467**

Vs 47 posts, 1.5M reach and 16,175 new likes last month



Total audience: **3,470** **ARABIC**

Total Posts: **43**

Total Reach: **62K**

New likes: **65**

Vs 36 posts, 58K Reach and 56 new likes last month



🐦 TWITTER

Total followers: **8,415**

RUSSIAN



Total Tweets: **407**

Total Impressions: **401K**

New followers: **315**

Vs 202 tweets, 96K Reach and 170 followers

Total followers: **14,130**

Total Tweets: **20**

Total impressions: **79K**

New followers: **665**

Vs 58 tweets 195K Reach and 298 new followers last month

FRENCH



Total followers: **30,205** **SPANISH**

Total Tweets: **112**

Total Impressions: **1.8M**

New followers: **2,345**

Vs. 112 tweets, 2M Reach and 1,915 new followers last month



Total followers: **10,227** **ARABIC**

Total Tweets: **78**

Total Impressions: **71K**

New followers: **462**

Vs 98 tweets, 108K Reach and 202 new followers last month

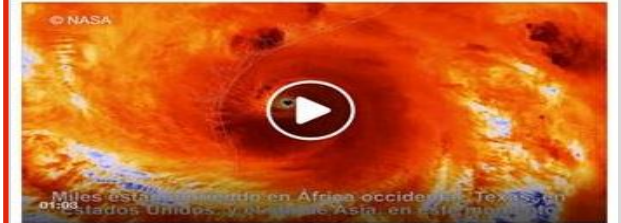


LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Medio Ambiente
Publicado por Maria Amparo Lasso (7) · 5 de septiembre a las 8:51 ·

Somos testigos de una tragedia global a causa de las inundaciones. Los científicos lo habían advertido: el #cambioclimático aumentaría la intensidad y los efectos devastadores de los desastres naturales. El Director Ejecutivo de ONU Medio Ambiente, Erik Solheim, pide al mundo más acciones de #conservación y adaptación para prevenir nuevas catástrofes.



Obtén más Me gusta, comentarios y contenido compartido
Promociona esta publicación por \$2 para llegar a 3.200 personas.

366 946 personas alcanzadas

Promocionar publicación

ONU Environnement
@UNEPfr



"Les événements climatiques extrêmes sont plus fréquents et plus dévastateurs" -- @ErikSolheim



Inondations : « Ce qui arrive était exactement prévu »
Le chef du Programme des Nations unies pour l'environnement souligne que les événements climatiques extrêmes sont plus fréquents et plus dévastateurs, ...
lemonde.fr

1:03 PM - 1 Sep 2017

57 Retweets 24 Likes



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.

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

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.