

JAN
2018

UNEP DIGITAL METRICS

JAN
2018

SOCIAL MEDIA OVERVIEW



English	↑	1%	623,864
French	↑	0.9%	56,774
Spanish	↑	3%	127,948
Russian	↑	2.1%	6,565
Tunza	↑	0.3%	13,513
ROWA	↑	10%	5,722



English	↑	1.3%	703,788
French	↑	2.4%	15,590
Spanish	↑	6.2%	37,609
Russian	↑	0.3%	8,253
ROWA	↑	5%	11,452



	↑	6%	10,961
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	↑	8%	166,315
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KEY FACTS

Total followers across all platforms 1,918,229
 Compared to previous month 2% ↑
 Highest follower growth this month was seen on Arabic Facebook at 10%, Arabic Twitter at 5%, Instagram at 8%.
 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

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TWITTER

This month, UN Environment’s Twitter account recorded a 1.3% increase in followers from 694,641 to 703,778. The platform recorded commendable audience growth despite continued platform stagnation. This month UN Environment continued to engage audiences through the #BeatPollution campaign. Audiences were engaged by sharing the outcomes of the assembly’s discussions and decisions around different facets of pollution. UN Environment continues to keep audiences engaged by sharing content from the #CleanSeas and #BreatheLife campaigns. UN Environment also engaged audiences in a poll for the 2018 World Environment day tagline and continues to encourage greater interaction by posting engaging content. This includes polls on different topics to spark interest and action; and data visualisation posts, thereby fuelling and keeping alive the conversation on pollution. 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 #WorldEnvironmentDay

What did not work:

+ Text-only Tweets
+ Announcements related to events

FACEBOOK

This month, UN Environment’s Facebook account recorded a 1% increase in followers bringing the total number of fans from 617,364 to 623,864. The increase in numbers is mainly attributed to engaging and interactive content shared on the outcomes of the #BeatPollution assembly UN Environment continues to keep audiences engaged by sharing content from the #CleanSeas and #BreatheLife campaigns.

UN Environment also engaged audiences in a poll for the 2018 World Environment day tagline and continues to encourage greater interaction by posting engaging content. To keep fans engaged on the topic of pollution, particularly plastic pollution ahead of this year’s World Environment Day.

Following the most recent algorithm change by Facebook, UN Environment has seen a drop in engagement this month and will monitor the situation and make adjustments to adapt to the changes.

What worked:

+ Interactive and engaging campaigns; #CleanSeas #BeatPollution #BreatheLife #WorldEnvironmentDay

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

f FACEBOOK

Total audience: **6,565**
 Total Posts: **8**
 Total Reach: **11K**
 New likes: **137**
Vs 12 posts, 9K reach and 71 new likes last month

RUSSIAN



Total audience: **56,774**
 Total Posts: **14**
 Total Reach: **95K**
 New likes: **527**
Vs 31 posts, 1.4M reach and 2,557 new likes last month

FRENCH



Total audience: **127,948**
 Total Posts: **59**
 Total Reach: **1.5M**
 New likes: **3,516**
Vs 56 posts, 6.9M reach and 4,835 new likes last month

SPANISH



Total audience: **5,722**
 Total Posts: **35**
 Total Reach: **35M**
 New likes: **503**
Vs 43 posts, 34M Reach and 701 new likes last month

ARABIC



🐦 TWITTER

Total followers: **8,229**
 Total Tweets: **5**
 Total Impressions: **9K**
 New followers: **26**
Vs 5 tweets, 9K Reach and 26 followers last month

RUSSIAN



Total followers: **15,590**
 Total Tweets: **30**
 Total impressions: **139K**
 New followers: **362**
Vs 69 tweets 212K Reach and 723 new followers last month

FRENCH



Total followers: **37,609**
 Total Tweets: **132**
 Total Impressions: **3M**
 New followers: **2,209**
Vs. 132 tweets, 2.7M Reach and 2,202 new followers last month

SPANISH



Total followers: **11,452**
 Total Tweets: **124**
 Total Impressions: **178K**
 New followers: **502**
Vs 85 tweets, 317K Reach and 451 new followers last month

ARABIC



LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

UN Environment
 Over the past 70 yrs, at least 40% of all conflicts within national borders are related to competition over natural resources. More from the #Frontiers2017 report here: bit.ly/2jp38pP

Competition over increasingly scarce natural resources - land, water, timber, oil, minerals - can create tensions and ignite conflicts among users. In many cases, tensions can lead to violent conflicts and forced dispossession of land are increasingly common in Latin America as a result of mining.

UN Environment
 In 2015, over 9 million deaths were attributable to pollution. The case to #BeatPollution is overwhelming on public health grounds alone. bit.ly/2qpRHns

6:05 PM - 6 Jan 2018

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.