# SOCIAL MEDIA OVERVIEW

**AUG 2016**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Language</th>
<th>Growth</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>English</td>
<td>5.3%</td>
<td>267,917</td>
</tr>
<tr>
<td></td>
<td>French</td>
<td>16.1%</td>
<td>16,614</td>
</tr>
<tr>
<td></td>
<td>Spanish</td>
<td>18.2%</td>
<td>9,338</td>
</tr>
<tr>
<td></td>
<td>Russian</td>
<td>5.1%</td>
<td>4,172</td>
</tr>
<tr>
<td></td>
<td>Tunza</td>
<td>1%</td>
<td>12,270</td>
</tr>
<tr>
<td></td>
<td>ROWA</td>
<td>3.8%</td>
<td>2,201</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Platform</th>
<th>Language</th>
<th>Growth</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter</strong></td>
<td>English</td>
<td>1.1%</td>
<td>534,598</td>
</tr>
<tr>
<td></td>
<td>French</td>
<td>4%</td>
<td>8,174</td>
</tr>
<tr>
<td></td>
<td>Spanish</td>
<td>12.3%</td>
<td>7,702</td>
</tr>
<tr>
<td></td>
<td>Russian</td>
<td>3%</td>
<td>6,482</td>
</tr>
<tr>
<td></td>
<td>ROWA</td>
<td>2.6%</td>
<td>7,405</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Platform</th>
<th>Language</th>
<th>Growth</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YouTube</strong></td>
<td></td>
<td>7.7%</td>
<td>6,000</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td></td>
<td>7.6%</td>
<td>59,700</td>
</tr>
</tbody>
</table>

## 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.

## Social Media Highlights

- WeChat: 1% (18,266)
- RenRen: 0.003% (545,833)
- QQ: 0.33% (2,092,880)
- Weibo: 0.08% (107,231)
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
## SOCIAL MEDIA BENCHMARKS

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

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

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

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

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UN</td>
<td>7,557,102</td>
</tr>
<tr>
<td>UNICEF</td>
<td>6,323,195</td>
</tr>
<tr>
<td>WHO</td>
<td>2,921,353</td>
</tr>
<tr>
<td>WWF</td>
<td>2,893,957</td>
</tr>
<tr>
<td>Greenpeace</td>
<td>2,652,755</td>
</tr>
<tr>
<td>UN</td>
<td>2,083,279</td>
</tr>
<tr>
<td>World Bank</td>
<td>2,049,152</td>
</tr>
<tr>
<td>UNDP</td>
<td>1,112,894</td>
</tr>
<tr>
<td>FAO</td>
<td>912,630</td>
</tr>
<tr>
<td>WFP</td>
<td>811,472</td>
</tr>
<tr>
<td><strong>UN Environment</strong></td>
<td><strong>267,917</strong></td>
</tr>
<tr>
<td>UNFCCC</td>
<td>170,763</td>
</tr>
<tr>
<td>WRI</td>
<td>110,178</td>
</tr>
<tr>
<td>WMO</td>
<td>90,437</td>
</tr>
<tr>
<td>IPCC</td>
<td>19,427</td>
</tr>
</tbody>
</table>

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

**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.

Source: FB Insights
FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

<table>
<thead>
<tr>
<th>Month</th>
<th>No. of Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUGUST</td>
<td>95</td>
</tr>
<tr>
<td>JULY</td>
<td>76</td>
</tr>
<tr>
<td>JUNE</td>
<td>175</td>
</tr>
<tr>
<td>MAY</td>
<td>82</td>
</tr>
<tr>
<td>APRIL</td>
<td>86</td>
</tr>
<tr>
<td>MARCH</td>
<td>81</td>
</tr>
<tr>
<td>TOTAL POSTS</td>
<td>591</td>
</tr>
</tbody>
</table>

*Reach is the total number of estimated unique fans that saw any post from UNEP.*
FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

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
FACEBOOK DEMOGRAPHICS

The people who like your Page

Women: 39% of Your Fans
Men: 60% of Your Fans

UNEPA’s fans are predominantly male: 60%

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

Women: 53% People Engaged, 39% of Your Fans
Men: 46% People Engaged, 60% of Your Fans

UNEPA’s fans who engaged are predominantly 18-34 years
# Facebook Fans - Countries, Cities and Languages

<table>
<thead>
<tr>
<th>Country</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>31,417</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>20,296</td>
</tr>
<tr>
<td>United States of America</td>
<td>17,014</td>
</tr>
<tr>
<td>Kenya</td>
<td>14,180</td>
</tr>
<tr>
<td>Malaysia</td>
<td>9,744</td>
</tr>
<tr>
<td>Brazil</td>
<td>8,936</td>
</tr>
<tr>
<td>Pakistan</td>
<td>8,201</td>
</tr>
<tr>
<td>Philippines</td>
<td>6,987</td>
</tr>
<tr>
<td>Mexico</td>
<td>6,047</td>
</tr>
<tr>
<td>Nepal</td>
<td>5,883</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dhaka, Dhaka Division</td>
<td>14,497</td>
</tr>
<tr>
<td>Nairobi, Kenya</td>
<td>10,175</td>
</tr>
<tr>
<td>New Delhi, Delhi, India</td>
<td>4,581</td>
</tr>
<tr>
<td>Kathmandu, Bagmati</td>
<td>3,609</td>
</tr>
<tr>
<td>Lima, Lima Region, Peru</td>
<td>2,223</td>
</tr>
<tr>
<td>Phnom Penh, Cambodia</td>
<td>2,176</td>
</tr>
<tr>
<td>Kuala Lumpur, Malaysia</td>
<td>2,174</td>
</tr>
<tr>
<td>Mexico City, District</td>
<td>2,116</td>
</tr>
<tr>
<td>London, England, UK</td>
<td>2,087</td>
</tr>
<tr>
<td>Cairo, Cairo Government</td>
<td>1,945</td>
</tr>
</tbody>
</table>

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

Source: FB Insights
### FACEBOOK BENCHMARKS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Page</th>
<th>Name</th>
<th>Fans</th>
<th>Increase (%)</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UN</td>
<td>UNICEF</td>
<td>0.3m</td>
<td>0.1%</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>WW</td>
<td>WWF</td>
<td>2.9m</td>
<td>0.1%</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>WHO</td>
<td>World Health Organization</td>
<td>2.9m</td>
<td>0.2%</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>G</td>
<td>Greenpeace International</td>
<td>2.7m</td>
<td>0.2%</td>
<td>28</td>
</tr>
<tr>
<td>5</td>
<td>UN</td>
<td>United Nations</td>
<td>2.1m</td>
<td>1%</td>
<td>25</td>
</tr>
<tr>
<td>6</td>
<td>WB</td>
<td>World Bank</td>
<td>2m</td>
<td>0.1%</td>
<td>14</td>
</tr>
<tr>
<td>7</td>
<td>UN</td>
<td>United Nations Development</td>
<td>1.1m</td>
<td>0.3%</td>
<td>20</td>
</tr>
<tr>
<td>8</td>
<td>FAO</td>
<td>Food and Agriculture</td>
<td>912.7K</td>
<td>0.4%</td>
<td>29</td>
</tr>
<tr>
<td>9</td>
<td>WW</td>
<td>World Food Programme</td>
<td>811.5K</td>
<td>0.5%</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>UN</td>
<td>UNEP</td>
<td>288.2K</td>
<td>0.5%</td>
<td>16</td>
</tr>
</tbody>
</table>

UN Environment’s position remains the same despite an 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
**TOP TWEETS THIS MONTH**

Elephant poaching in Africa down, but still far too high - @CITES: ow.ly/UeYn302H5zl #WildForLife pic.twitter.com/vbwkXiFAWq

Tweeted on 28 July 2016

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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**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 1,666 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
**TWITTER OVERVIEW**

**BEST DAY THIS MONTH: THURSDAY 4 AUGUST 2016**

- **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.*
UNEPA's female audience has increased to 41% from 39% last month.
**KEY FACTS**

**August 2016 Summary**
- Followers: **59,700**
- Posts: **35**
- New followers: **5,327**
- Following: **228**

Followers compared to previous month **7.8%**

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**AUGUST TOP MEDIA**

**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

**Top media of the month**
1,057 likes

Can you define the importance 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

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Source: Iconosquare
### 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 10-year journey

### TOP 10 VIDEOS VIEWED THIS MONTH

<table>
<thead>
<tr>
<th>Title</th>
<th>Watch Time</th>
<th>Average View Duration</th>
<th>Likes</th>
<th>Dislikes</th>
<th>Comments</th>
<th>Shares</th>
<th>Videos in playlists</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumbai Beach Clean-Up</td>
<td>10,647</td>
<td>11,522</td>
<td>43%</td>
<td>4%</td>
<td>14%</td>
<td>56</td>
<td>14</td>
<td>136</td>
</tr>
<tr>
<td>Ozona Song</td>
<td>3,510</td>
<td>1,916</td>
<td>72%</td>
<td>0%</td>
<td>0%</td>
<td>1</td>
<td>1</td>
<td>150</td>
</tr>
<tr>
<td>The Antarctic Ozone Hole - From Discover...</td>
<td>2,430</td>
<td>518</td>
<td>20%</td>
<td>0%</td>
<td>0%</td>
<td>1</td>
<td>1</td>
<td>150</td>
</tr>
<tr>
<td>‘Achim Steiner in UNEP, a 10-year journey’</td>
<td>2,655</td>
<td>350</td>
<td>13%</td>
<td>0%</td>
<td>0%</td>
<td>4</td>
<td>0</td>
<td>150</td>
</tr>
<tr>
<td>Seven Billion Dreams, One Planet, One Future</td>
<td>2,067</td>
<td>1,737</td>
<td>66%</td>
<td>0%</td>
<td>0%</td>
<td>21</td>
<td>0</td>
<td>150</td>
</tr>
<tr>
<td>Why do we need to change our food system?</td>
<td>1,586</td>
<td>578</td>
<td>22%</td>
<td>0%</td>
<td>0%</td>
<td>6</td>
<td>0</td>
<td>150</td>
</tr>
<tr>
<td>A Bottle’s Odyssey</td>
<td>1,200</td>
<td>1,416</td>
<td>53%</td>
<td>0%</td>
<td>0%</td>
<td>6</td>
<td>0</td>
<td>150</td>
</tr>
<tr>
<td>UNEP Town Hall Meeting - 29 June 2016</td>
<td>484</td>
<td>60</td>
<td>0.2%</td>
<td>0%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>150</td>
</tr>
<tr>
<td>WORLD ENVIRONMENT DAY 2010</td>
<td>407</td>
<td>424</td>
<td>16%</td>
<td>0%</td>
<td>0%</td>
<td>1</td>
<td>0</td>
<td>150</td>
</tr>
<tr>
<td>HE Sheikh Hasina, 2015 Champion of the E.</td>
<td>475</td>
<td>546</td>
<td>21%</td>
<td>0%</td>
<td>0%</td>
<td>1</td>
<td>0</td>
<td>150</td>
</tr>
</tbody>
</table>
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%)
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*

**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.

**CHINESE CONTENT HIGHLIGHTS**

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**.
## 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
  - 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
  - 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
- **French**
  - Total audience: 4,172
  - Total Posts: 61
  - Total Reach: 120K
  - New likes: 218
    - Vs 34 posts, 103K Reach and 191 new likes last month
  - 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
  - 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
- **Spanish**
  - Total audience: 4,172
  - Total Posts: 61
  - Total Reach: 120K
  - New likes: 218
    - Vs 34 posts, 103K Reach and 191 new likes last month
  - 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
  - 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 last month
- **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
- **Programme des Nations Unies pour l’Environnement (UNEP)**
  - [Add 5 new photos](https://www.unep.org/)
  - 9 August at 05:00 - 4
  - *Bravo à Lewis Pugh, à Clean up Versova Beach et à tous les bénévoles ayant participé au plus grand nettoyage de plage de l’histoire à Mumbai, en Inde !*
  - *Les bénévoles ont ramassé 1,3 million de kg d’ordures sur la plage de Versova !*
  - *Quel est le pouvoir des citoyens sur leur environnement ?* De telles mesures pourraient-elles être applicables dans votre zone ? *Dites-nous ce que vous pensez en commentaire !* #MumbaiBeachClean

- **ONU Ambiente**
  - [Add 5 new photos](https://www.unenvironment.org)
  - 9 August at 05:00 - 4
  - *Hoy es el Día de los Pueblos #Indígenas. ¡Celebramos su relación única con los ecosistemas que habitan!*
  - [View translation](https://www.unenvironment.org)
**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.

**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.

\[
\text{Eng.Rate} = \left( \frac{\text{Engaged users}}{\text{Reach}} \right) \times 100
\]

**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.