


AUG  
2016

# UNEP DIGITAL METRICS

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# 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



	7.7%	6,000
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	7.6%	59,700
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WeChat		1%	18,266
RenRen		0.003%	545,833
QQ		0.33%	2,092,880
Weibo		0.08%	107,231

## 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

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# 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
<b>UN Environment</b>	<b>534,598</b>
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
<b>UN Environment</b>	<b>267,917</b>
UNFCCC	170,763
WRI	110,178
WMO	90,437
IPCC	19,427

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



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# 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)*

UNEP  
Published by Dave Cole [?] - August 10 at 11:21am

1 week, 610,000 kg of trash cleaned. United Nations Patron of the Ocean Lewis Pugh joined local volunteers in Mumbai, India last weekend to take part in the world's largest beach clean-up. Watch to understand the power of the collective to bring positive change for our environment.

**LARGEST BEACH CLEAN-UP**  
**MUMBAI, INDIA**

The World's Largest Beach Clean-Up  
01:08

8,361,481 people reached

Boost Unavailable

11K  
900 Comments 40K Shares

Like Comment Share

**8,361,481** People Reached

**2,712,136** Video Views

**183,656** Reactions, Comments & Shares

<b>102,270</b> Like	<b>9,616</b> On Post	<b>92,654</b> On Shares
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<b>5,315</b> Love	<b>619</b> On Post	<b>4,696</b> On Shares
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<b>208</b> Haha	<b>7</b> On Post	<b>201</b> On Shares
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<b>11,742</b> Wow	<b>1,027</b> On Post	<b>10,715</b> On Shares
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<b>6,400</b> Sad	<b>284</b> On Post	<b>6,116</b> On Shares
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<b>3,501</b> Angry	<b>112</b> On Post	<b>3,389</b> On Shares
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<b>13,525</b> Comments	<b>1,200</b> On Post	<b>12,325</b> On Shares
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<b>40,892</b> Shares	<b>40,155</b> On Post	<b>737</b> On Shares
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**642,250** Post Clicks

<b>101,689</b> Clicks to Play	<b>1,462</b> Link Clicks	<b>539,099</b> Other Clicks
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NEGATIVE FEEDBACK

**1,338** Hide Post

**171** Hide All 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



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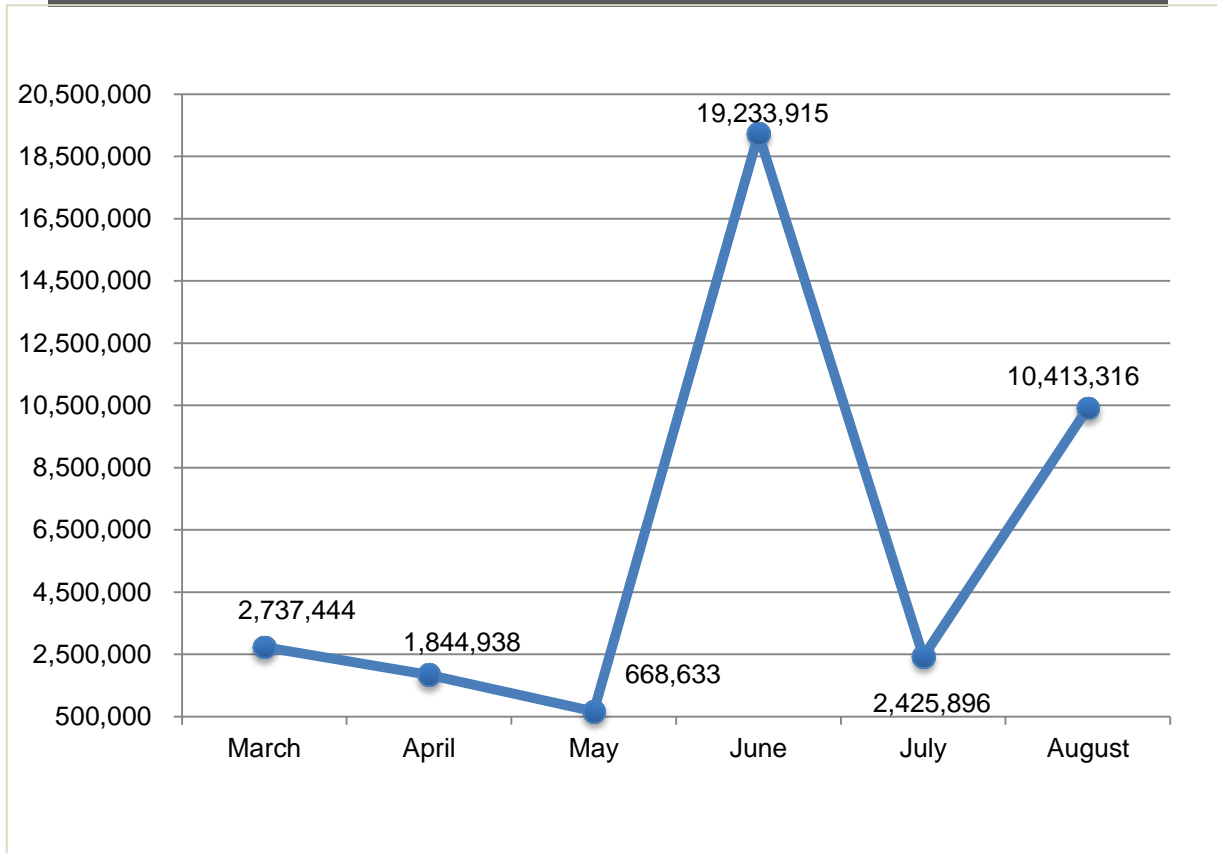
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# FACEBOOK MONTHLY REACH

## NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

## KEY FACTS

Total number of unique people reached since 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
<b>TOTAL POSTS</b>	<b>591</b>

\* **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.

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



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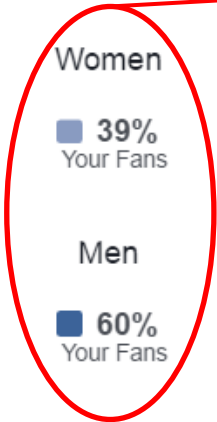
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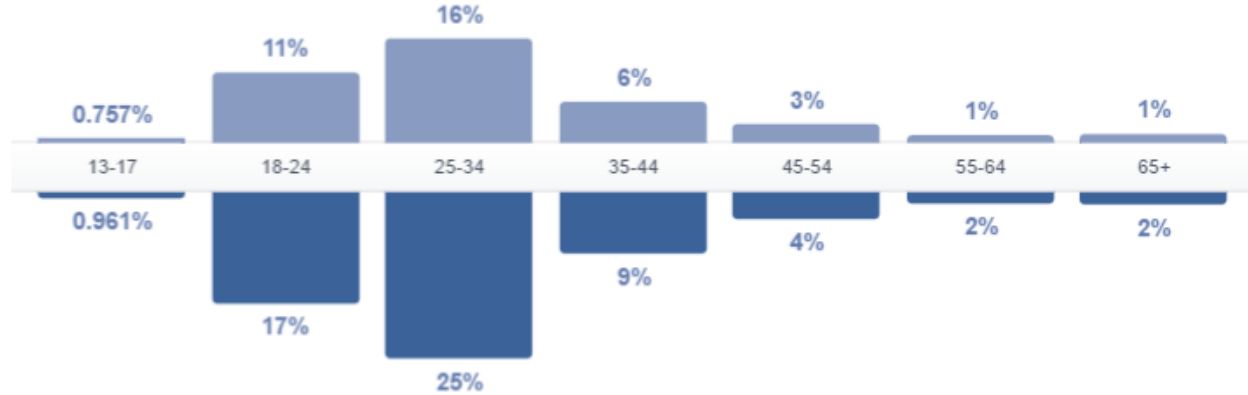
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# FACEBOOK DEMOGRAPHICS

## The people who like your Page

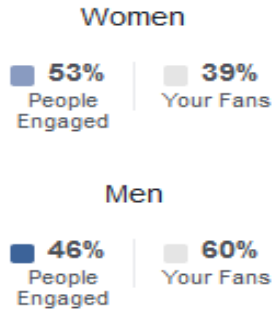


**UNEP's fans are predominantly male: 60%**

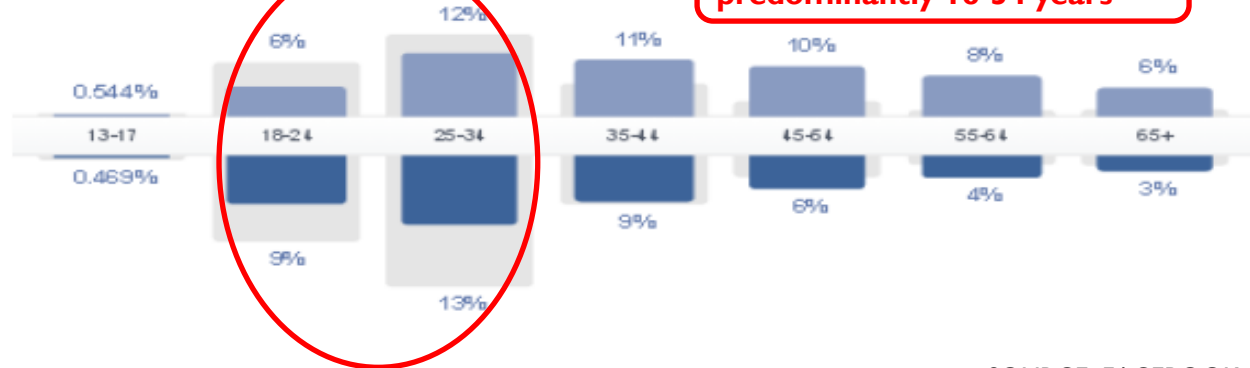


SOURCE: FACEBOOK INSIGHTS

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



**UNEP's fans who engaged are predominantly 18-34 years**



SOURCE: FACEBOOK INSIGHTS



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# FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	31,417	Dhaka, Dhaka Divisio...	14,497	English (US)	141,574
Bangladesh	20,298	Nairobi, Kenya	10,175	English (UK)	45,798
United States of Am...	17,014	New Delhi, Delhi, India	4,581	Spanish	14,880
Kenya	14,180	Kathmandu, Bagmat...	3,609	French (France)	11,488
Malaysia	9,744	Lima, Lima Region, ...	2,223	Portuguese (Brazil)	8,411
Brazil	8,936	Phnom Penh, Camb...	2,178	Arabic	5,450
Pakistan	8,201	Kuala Lumpur, Mala...	2,174	Italian	4,450
Philippines	6,987	Mexico City, Distrito ...	2,116	Spanish (Spain)	4,103
Mexico	6,047	London, England, U...	2,087	German	3,107
Nepal	5,863	Cairo, Cairo Governo...	1,945	Portuguese (Portugal)	2,911

Source: FB Insights

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# 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



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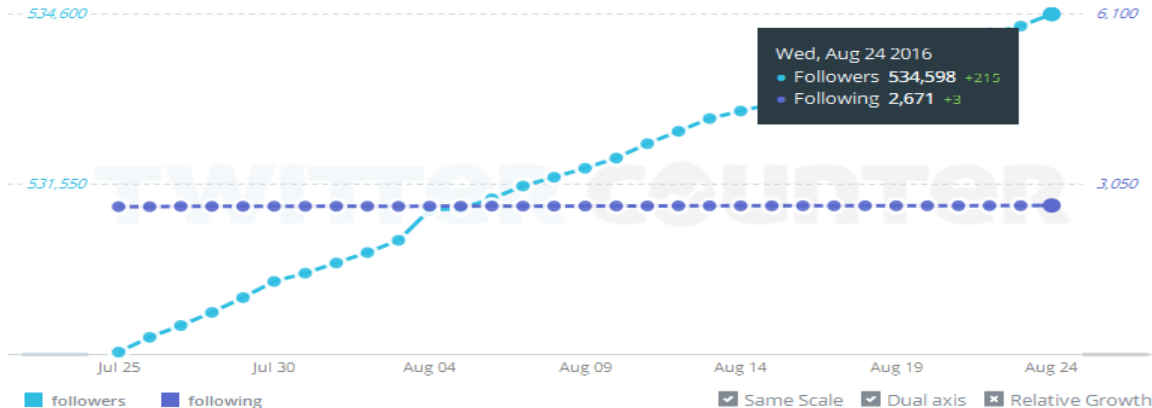
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# TWITTER OVERVIEW

## AUGUST 2016 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH

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



60 883 1666



**The World's Largest Beach Clean-Up**  
For 43 weeks, volunteers have been working to clean Versova Beach in Mumbai, India. Lewis Pugh, United Nations Patron of the Oceans, joined them in their efforts to improve our environment.



## 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](http://ow.ly/UeYn302H5zl)  
#WildForLife [pic.twitter.com/vbwkXiFAWq](http://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/ @lewispuh  
<https://amp.twimg.com/v/bc7da9bb-3d14-4e44-9b11-f1277a9ed370>

Tweeted on 10 August 2016



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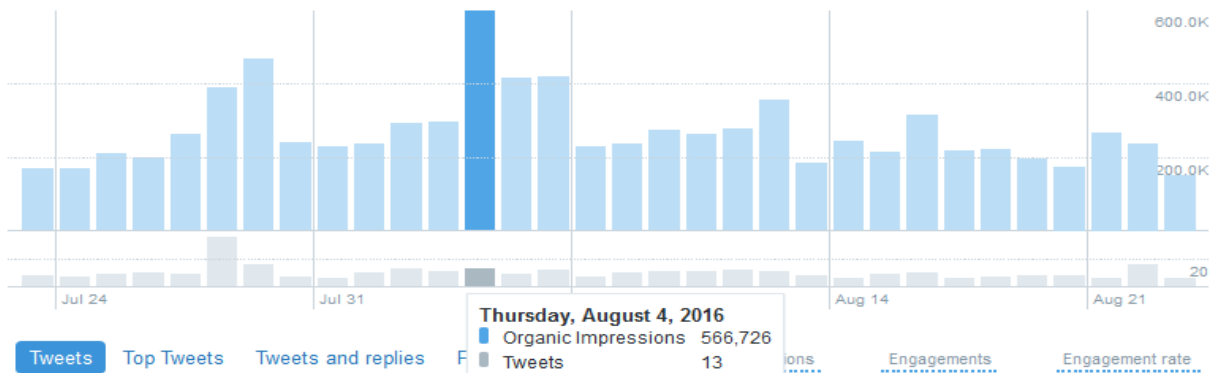
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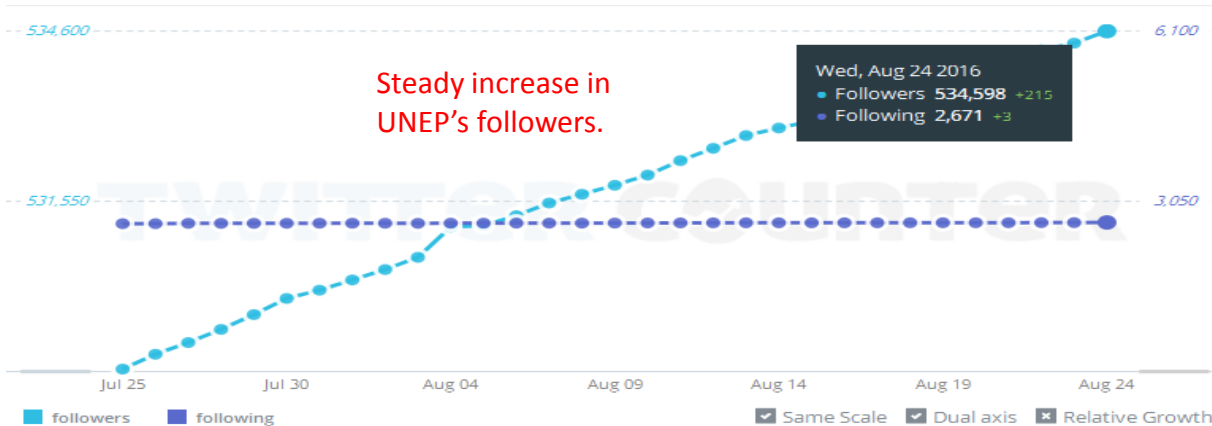
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# TWITTER OVERVIEW

## 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	8%
Kenya	5%
Canada	4%
Australia	3%
Spain	2%
France	2%
Brazil	2%
Mexico	2%

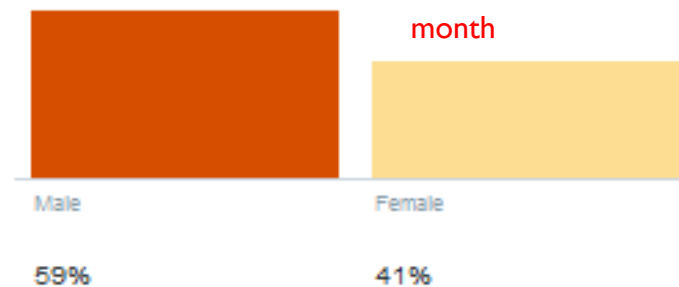
## Interests

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%

## 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%

## Gender



UNEP's female audience has increased to 41% from 39% last month

SOURCE: TWITTER ANALYTICS



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# INSTAGRAM OVERVIEW

## AUGUST TOP MEDIA



### 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



### 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



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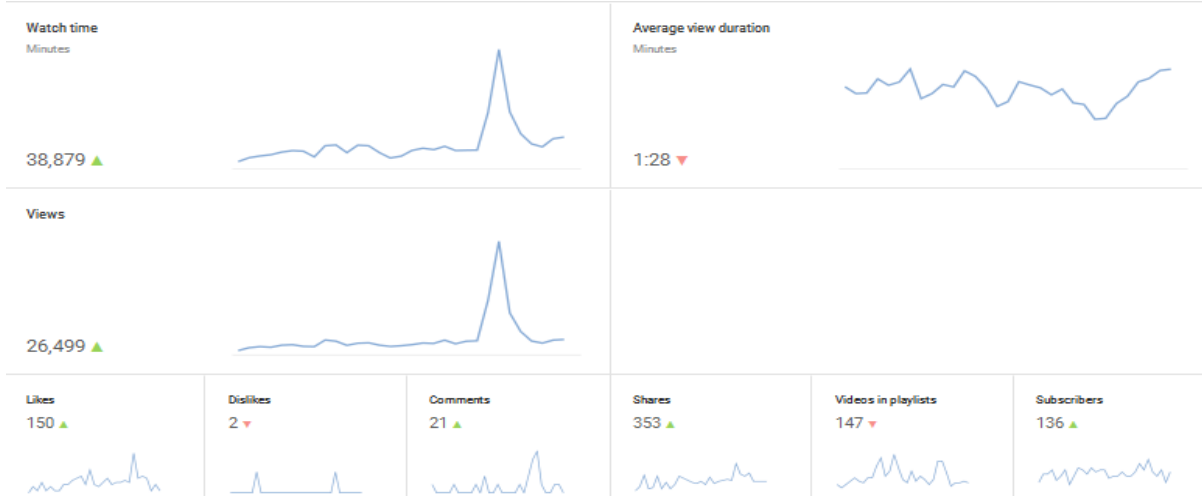
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# YOUTUBE

## 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%)





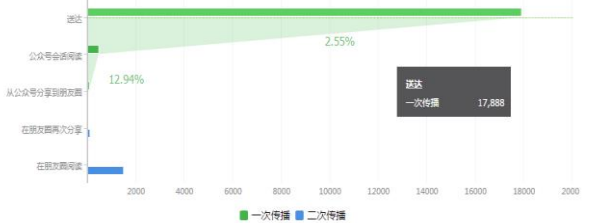
## CHINESE

### UN Environment WeChat Top post

垃圾问题的根本不是塑料，而是冷漠 / 数据详情

图文详情 多媒体详情

转化率



### 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



## 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**.

### UN Environment Sina Weibo Top post



联合国环境规划署

8月27日 13:33 来自 iPhone 6s

一个树，一颗树🌳快用你的支付宝为我们的地球召唤绿色能量吧🌱#为地球种棵棵树#

@支付宝

【为地球种棵树】支付宝为4.5亿实名用户推出了“碳账户”。大家通过支付宝完成挂号、行走捐、缴水电燃气费等环保行为后，碳账户会计算出减少的碳排放量，当减少的碳排放量达到一定值后就可以换取一个树。这颗树不仅会长在你的账户里，我们还会联合公益组织等机构在地球上种下一颗真正的树。蚂蚁森林活... 展开全文



8月27日 08:30 来自 微博 weibo.com

233 | 197 | 643

阅读 22.3万 推广

48

3

9

### 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



## f FACEBOOK

Total audience: **4,172**

Total Posts: **61**

Total Reach: **120K**

New likes: **218**

*Vs 34 posts, 103K Reach and 191 new likes last month*

**RUSSIAN**



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*

**FRENCH**



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: **2,201**

Total Posts: **22**

Total Reach: **427K**

New likes: **81**

*Vs 12 posts, 406K Reach and 80 new likes last month*

**ARABIC**



## 🐦 TWITTER

Total followers: **6,482**

**RUSSIAN**



Total Tweets: **618**

Total Impressions: **393K**

New followers: **204**

*Vs 299 tweets, 153K Reach and 138 followers*

Total followers: **8,174**

Total Tweets: **116**

Total impressions: **269K**

New followers: **312**

*Vs 127 tweets 309K Reach and 358 new followers last month*

**FRENCH**



Total followers: **7,702**

Total Tweets: **157**

Total Impressions: **455K**

New followers: **842**

*Vs. 88 tweets, 316K Reach and 782 new followers last month*

**SPANISH**



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*

**ARABIC**



## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

Programme des Nations Unies pour l'Environnement  
UNEP added 5 new photos.  
9 August at 03:00 · 🌐

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 région ? Dites-nous ce que vous pensez en commentaire ! #MumbaiBeachClean



ONU Ambiente  
PNLMA @PNLMA

Hoy es el Día de los Pueblos #Indígenas.  
¡Celebremos su relación única con los ecosistemas que habitan!



RETWEETS 172 LIKES 144  
5:01 PM - 9 Aug 2016

## 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.