

NOV  
2016

# UNEP DIGITAL METRICS




UNEP







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2016

# SOCIAL MEDIA OVERVIEW






## KEY FACTS

Total followers across all platforms 1,173,587  
 Compared to previous month 5%   
 Highest follower growth this month was seen on French Facebook at 27% and Instagram at 11%  
 Strong follower growth was also seen on Spanish Twitter at 13%.  
 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.



English		5%	295,311
French		27%	28,481
Spanish		20%	17,933
Russian		3%	4,595
Tunza		1.3%	12,449
ROWA		2.4%	2,527




English		2%	555,991
French		7%	9,828
Spanish		13%	12,120
Russian		4%	7,252
ROWA		3.4%	8,133



	3.2%	6,285
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	11%	72,540
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WeChat		2.2%	19,566
RenRen		0.003%	545,833
QQ		0.33%	2,092,880
Weibo		1%	120,576



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## TWITTER

This month, UN Environment's Twitter account recorded a 2% increase in followers from 547,242 to 555,991. The continued slow growth of the platform, as well as failure of new platform features to spark resurgent interest in Twitter have brought more modest audience growth. 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 asked its audience participate in social media activities. Additionally, this month, the increase in followers is attributed to activity related to the 22<sup>nd</sup> Conference of the Parties to the UNFCCC in Marrakesh. UN Environment engaged followers with short videos from experts at Marrakesh as well as engaging & informative content from deliberations at the meeting. This change in strategy of coverage of events such as the Marrakesh climate conference was well received by audiences. UN Environment's Twitter audience is also likely to engage with video content calling for action on the environment and climate change, with the most recent being the #LoveAir campaign on air quality.

**What worked:**

- +Short video interviews from climate experts in Marrakesh
- + News on environment and wildlife crime
- +News and campaigns 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% increase in followers bringing the total number of fans from 295,311. This continued increase in numbers is mainly attributed to the sharing of short informative posts and video 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 continue to amplify user engagement.

This month, creative uses of the platform to share content from the 22<sup>nd</sup> Conference of the Parties to the UNFCCC in Marrakesh contributed to the growth of UN Environment's Facebook audience. 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:**

- +Short video posts from experts in Marrakesh
- +News on environment, wildlife crime, climate change and the Paris Agreement
- +Engaging video & animated infographics sharing impact stories with a human angle & briefly informative facts and figures.

**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 November)*

AGENCY	FOLLOWERS
UN	7,913,120
UNICEF	5,735,631
WHO	3,058,385
WWF	2,759,895
World Bank	2,085,010
Greenpeace	1,593,880
WFP	1,302,891
UNDP	1,040,571
<b>UN Environment</b>	<b>555,991</b>
UNFCCC	326,154
FAO News	204,805
World Resources Inst	132,681
IPCC	80,531
WMO	31,405

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

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

AGENCY	FOLLOWERS
UNICEF	6,440,241
WHO	3,048,760
GreenPeace	2,716,185
UN	2,176,475
WWF	2,174,201
World Bank	2,158,417
UNDP	1,140,064
FAO	966,610
WFP	838,457
<b>UN Environment</b>	<b>295,311</b>
UNFCCC	200,035
WRI	113,548
WMO	99,214
IPCC	21,482

UNEP's position remains constant despite 5% increase in followers.



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# FACEBOOK OVERVIEW

UN Environment has a total of **295,311** fans on Facebook as of 23 November 2016.  
This month **3,110,947** people saw UN Environment's information from **78** posts

## TOP POST THIS MONTH *(shared on 28 September 2016)*

UN Environment added 4 new photos.  
Published by Dave Cole · 1X · November 4 at 11:45pm · ©

Paris is celebrating the Paris Agreement on Climate Change's entry into force in a very fitting way - by "greening" the Eiffel Tower and the Arc de Triomphe!  
Photos: Tom Athenstädt

582,856 People Reached

13,671 Reactions, Comments & Shares

10,705 Like	3,132 On Post	7,573 On Shares
920 Love	257 On Post	663 On Shares
17 Haha	1 On Post	16 On Shares
102 Wow	35 On Post	67 On Shares
6 Sad	1 On Post	5 On Shares
4 Angry	0 On Post	4 On Shares
294 Comments	68 On Post	226 On Shares
1,639 Shares	1,590 On Post	49 On Shares

20,985 Post Clicks

7,316 Photo Views	199 Link Clicks	13,470 Other Clicks
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NEGATIVE FEEDBACK

53 Hide Post	13 Hide All Posts
1 Report as Spam	0 Unlike Page

582,856 people reached

Boost Unavailable

3.4K Reactions

52 Comments 1.5K Shares

Like Comment Share

## KEY FACTS

### November 2016 Summary

Fans: **295,311**

Posts: **78**

Total reach: **3,110,947**

Comments: **1,645**

Likes: **42,256**

Shares: **10,232**

Video views: **15,523**

New fans: **12,803**

Engagement rate: **1.2%**

*Last month UN Environment reached 2,260,943 people through 88 posts, and gained 10,632 new fans, with a 1.1% engagement rate*

### Best day of the month

Friday 4 November 2016 UN Environment reached 582,856 unique individuals

### Key data on this day

- Greening of the Eiffel Tower in celebration of the entry into force of the Paris Agreement.

Source: FB Insights



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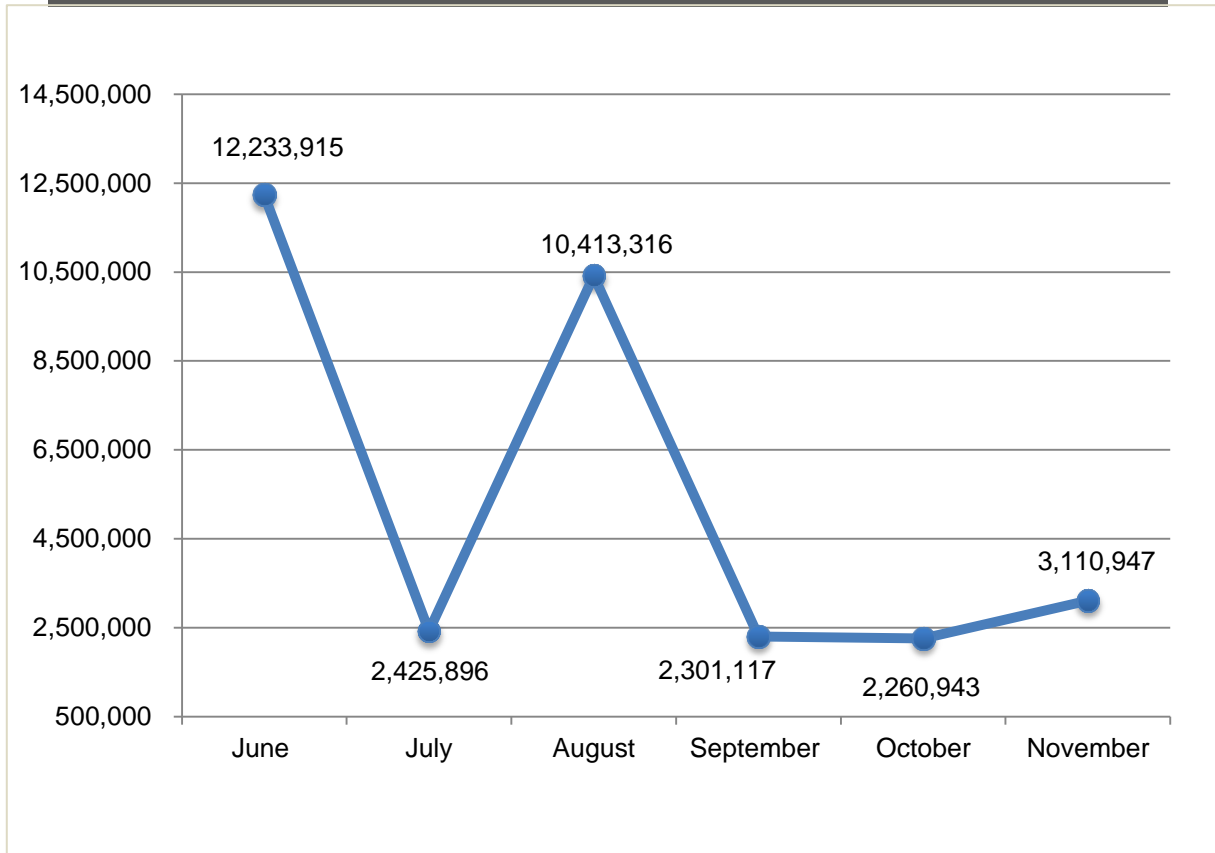
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# FACEBOOK MONTHLY REACH

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



Source: FB Insights

## KEY FACTS

Total number of unique people reached since June 2016:

**32,746,134**

Average number of people reached per post since June 2016

**55,408**

## NUMBER OF POSTS SHARED

Month	No. of posts
NOVEMBER	78
OCTOBER	88
SEPTEMBER	82
AUGUST	95
JULY	76
JUNE	172
<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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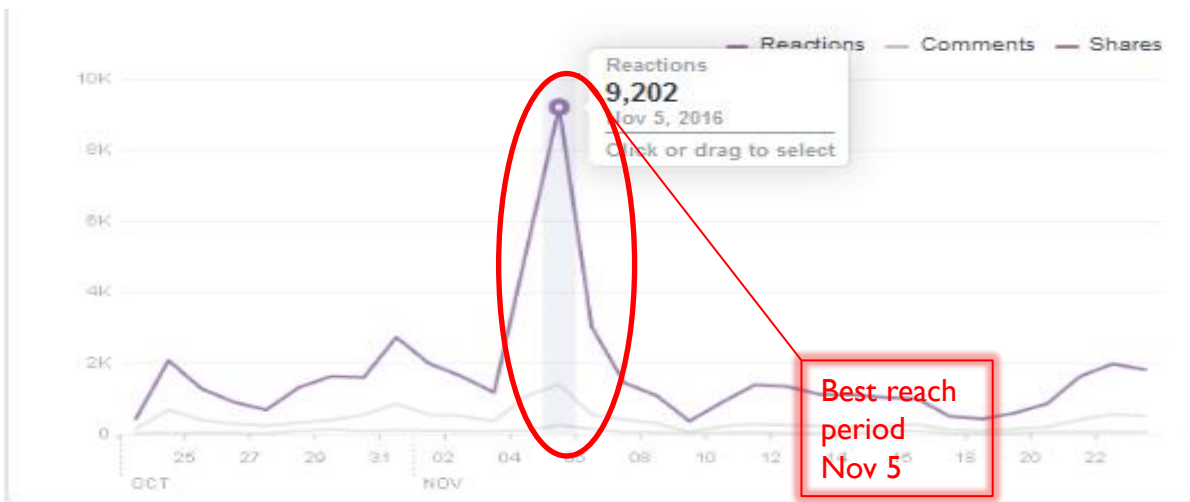
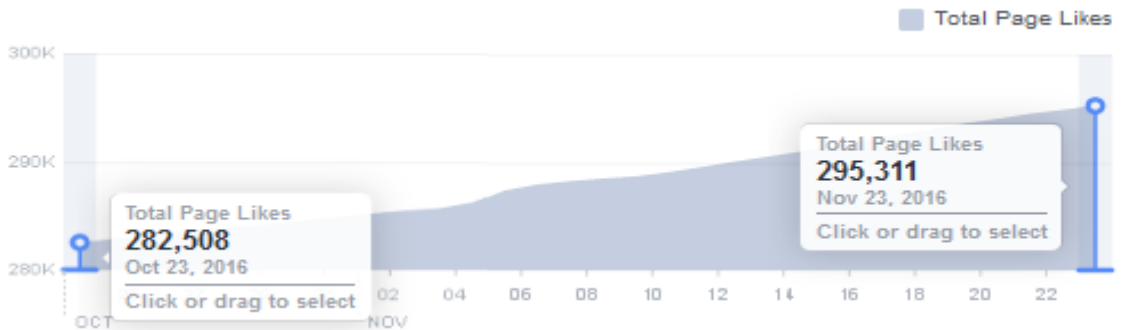
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# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

## KEY FACTS

UN Environment Facebook page continues to maintain momentum in growth, recording a 5% 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.

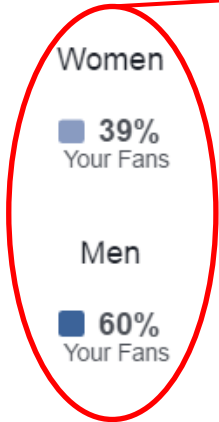
\* **Engagement rate** is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/weekly basis.

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

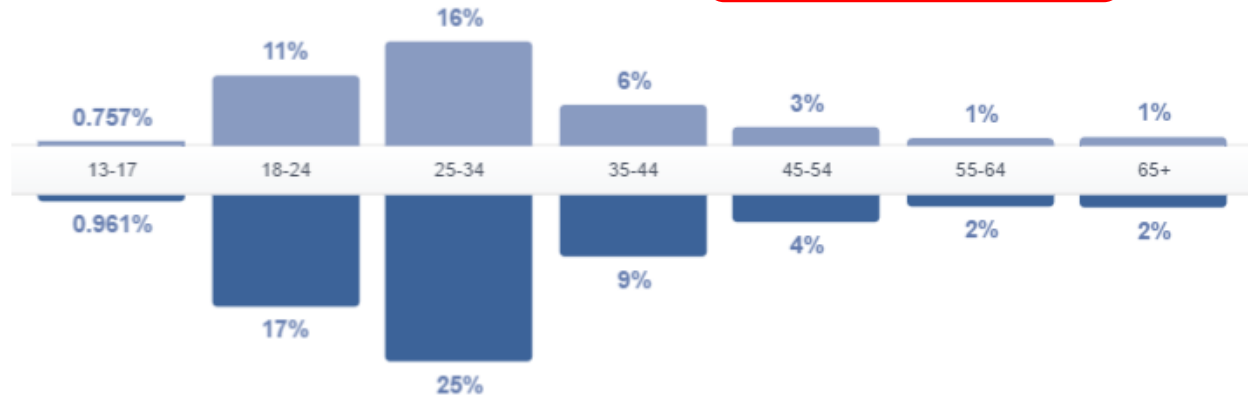


# FACEBOOK DEMOGRAPHICS

The people who like your Page

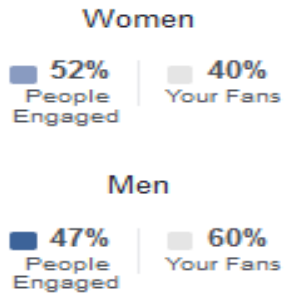


**UNEP's fans are predominantly male: 60%**

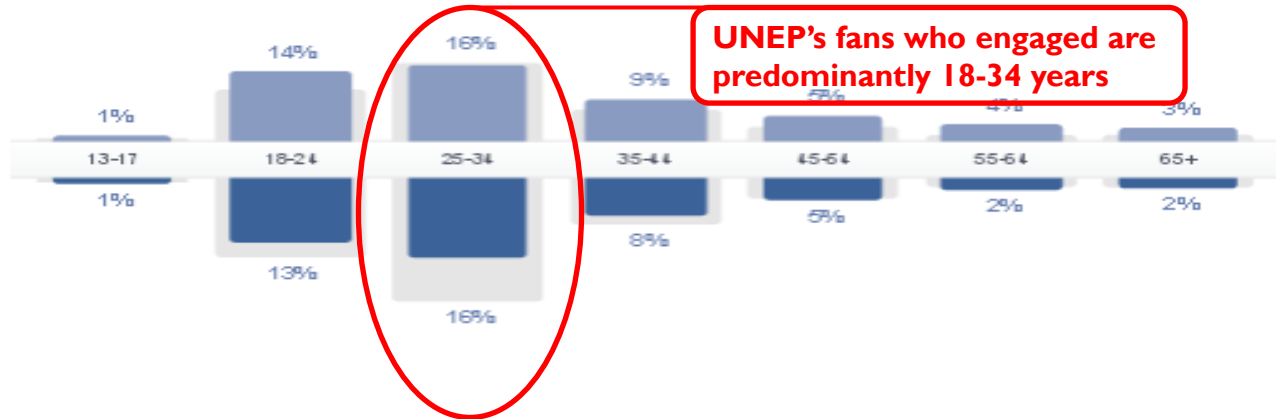


SOURCE: FACEBOOK INSIGHTS

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	33,917	Dhaka, Dhaka Division...	15,760	English (US)	148,336
Bangladesh	21,400	Nairobi, Kenya	11,825	English (UK)	57,319
United States of America	19,260	New Delhi, Delhi, India	5,128	Spanish	16,585
Kenya	14,764	Kathmandu, Bagmati ...	4,052	French (France)	13,364
Malaysia	9,912	Lima, Lima Region, Peru	2,458	Portuguese (Brazil)	8,841
Brazil	9,452	London, England, Unit...	2,437	Arabic	6,088
Pakistan	9,033	Phnom Penh, Cambodia	2,428	Italian	4,873
Philippines	7,453	Mexico City, Distrito Fe...	2,247	Spanish (Spain)	4,537
United Kingdom	7,023	Cairo, Cairo Governor...	1,993	German	3,468
Mexico	6,679	Bangalore, Karnataka, ...	1,976	Portuguese (Portugal)	3,232

Source: FB Insights



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# FACEBOOK BENCHMARKS

1		UNICEF	6.4m 	▲ 0.2%	19	98.3K 
2		World Health Organizati...	3m 	▲ 0.5%	20	59.7K 
3		WWF	3m 	▲ 0.2%	12	71.5K 
4		Greenpeace International	2.7m 	▲ 0.2%	37	95.9K 
5		United Nations	2.2m 	▲ 0.3%	28	12.6K 
6		World Bank	2.2m 	▲ 0.2%	31	86.6K 
7		United Nations Develop...	1.1m 	▲ 0.3%	6	2.9K 
8		Food and Agriculture Or...	967.1K 	▲ 0.5%	33	27.6K 
9		World Food Programme	838.8K 	▲ 0.3%	3	248 
YOU 10		UN Environment	295.7K 	▲ 1%	22	8.4K 

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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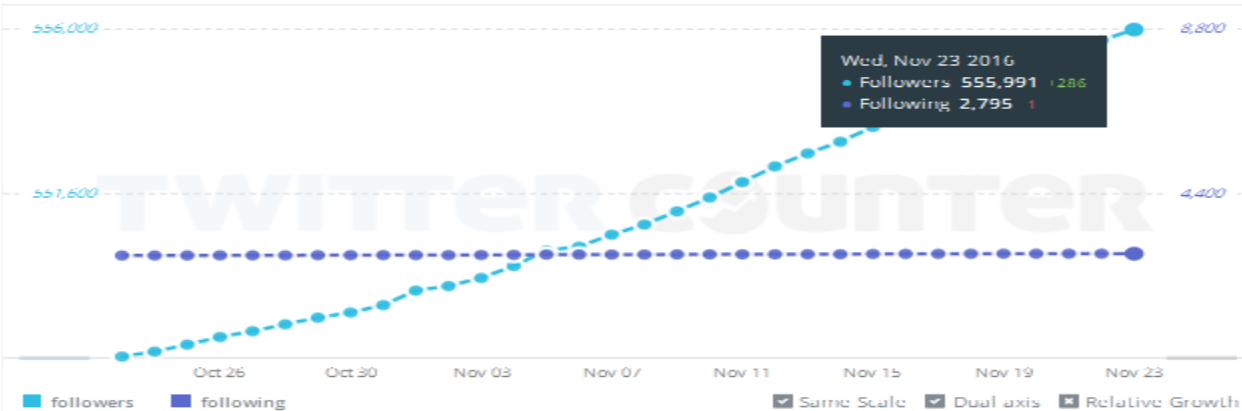
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# TWITTER OVERVIEW

## NOVEMBER 2016 FOLLOWER GROWTH



SOURCE: TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH



Even with [#ParisAgreement](#) pledges, world still heading for temperature rise of 2.9-3.4°C this century [bit.ly/2ercZcC](http://bit.ly/2ercZcC) [#EmissionsGap](#)



RETWEETS 542 LIKES 239

4:06 PM - 3 Nov 2016



Do you [#LoveAir](#) like we do? Show us what you do to reduce emissions and keep our air clean!



RETWEETS 199 LIKES 219

5:00 PM - 28 Oct 2016

## KEY FACTS

### November 2016 Summary

Followers: **555,991**

Tweets: **308**

Replies: **1.3K (41 per day)**

Mentions: **6.1K**

Retweets: **25.5K (797K per day)**

Likes: **24.8K (774 per day)**

Impressions: **7M (219K per day)**

New followers: **8,749**

Engagement rate: **1.1%**

### Top tweets of the month

542 Retweets 239 Likes 113K Impressions

Even with [#ParisAgreement](#) pledges, world still heading for temperature rise of 2.9-3.4°C this century [bit.ly/2ercZcC](http://bit.ly/2ercZcC) [#EmissionsGap](#)

*Tweeted on 3 November 2016*

199 Retweets 219 Likes 93K Impressions

Do you [#LoveAir](#) like we do? Show us what you do to reduce emissions and keep our air clean!

*Tweeted on 28 October 2016*



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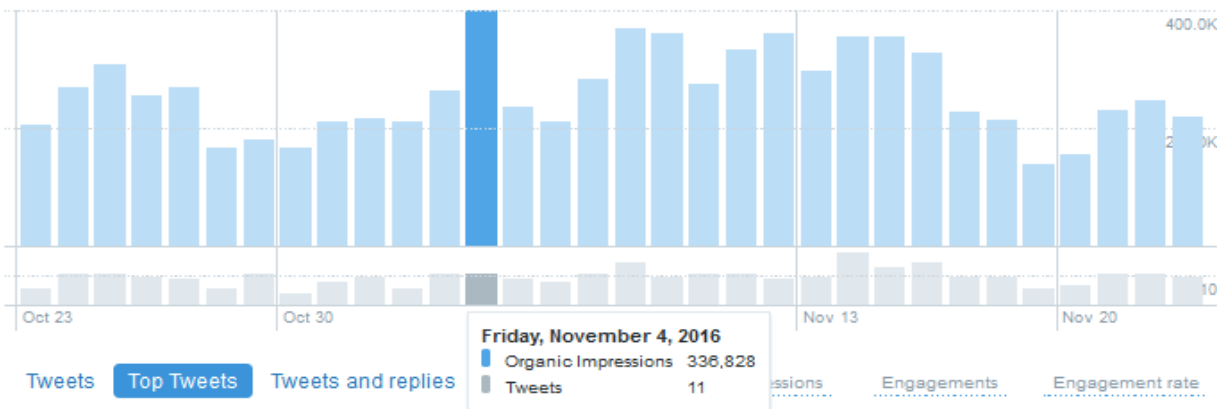
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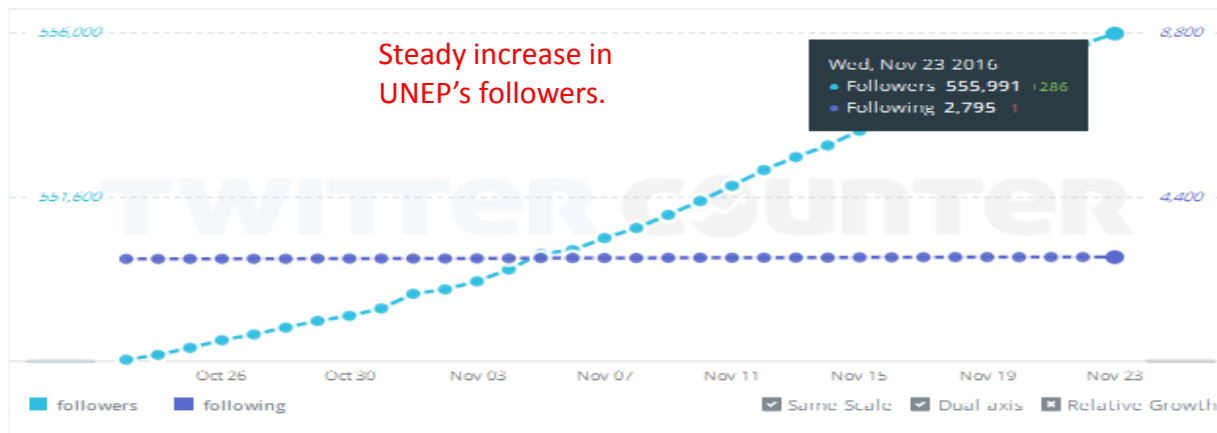
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# TWITTER OVERVIEW

## BEST DAY THIS MONTH: SATURDAY 15 OCTOBER 2016



SOURCE: TWITTER ANALYTICS



SOURCE: TWITTER COUNTER

## KEY FACTS

### Best day of the month

Friday, November 4, 2016  
UN Environment recorded 336,828 impressions.

### Key data on this day

- Entry into force of the #ParisAgreement

Impressions compared to previous month 6% ↑  
Followers compared to previous month 2% ↑

\* **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	6%
Kenya	5%
Canada	4%
Australia	3%
Spain	2%
France	2%
Brazil	2%
Mexico	2%

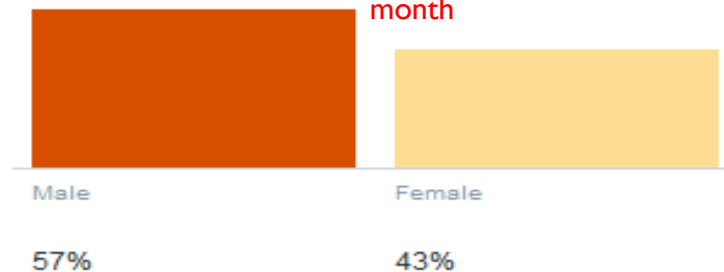
## Interests

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 Male audience has increased to 57% from 56% last month

SOURCE: TWITTER ANALYTICS



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# INSTAGRAM OVERVIEW

## NOVEMBER TOP MEDIA



### Top media of the month

1,604 Likes

It's official, the #ParisAgreement on climate change has entered into force. This success could not have been possible without the support of the public and the raising of voices across the world, especially on social media. Thank you! #climatechange #COP22 #ActionTime @UNFCCC



### Top media of the month

1,506 Likes

@tomprotti: "The amazing Cordillera de los Andes. En route to Chile for a UN assignment about the assistance provided by #CTCN in Chile to design a national system for monitoring climate change impacts on biological diversity and associated ecosystem services."  
@cop22ma #COP22 #environment #environment #medioambiente #meioambiente #Chile

## KEY FACTS

### November 2016 Summary

Followers: **72,540**

Posts: **32**

New followers: **7,133**

Following: **240**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month  
**11%** ↑

### Top media video media of the month



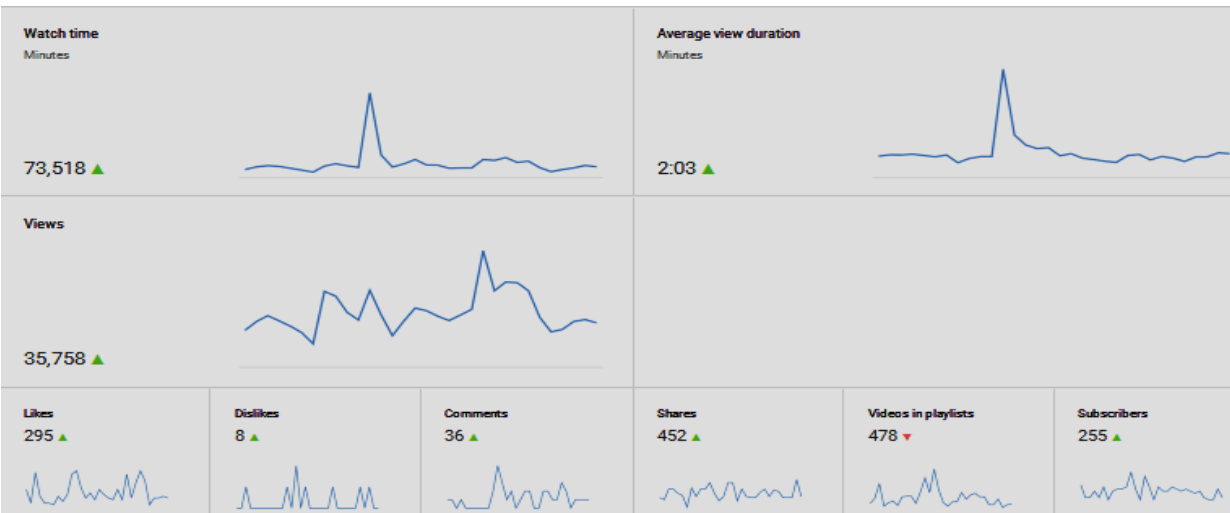
2,330 Views 680 Likes

2016 has tied with 2017 for the second lowest Arctic sea ice minimum in the satellite record, according to NSIDC/@NASA #climatechange #climate

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# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH



## TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
UNEP Live Stream	18,337 25%	1,296 3.6%	18	2
Ozone Song	9,199 13%	4,351 12%	20	3
The Antarctic Ozone Hole – From Discovery ...	6,349 8.6%	1,042 2.9%	4	2
A Bottle's Odyssey	4,245 5.8%	4,748 13%	4	0
Seven Billion Dreams. One Planet. Consum...	3,293 4.5%	2,996 8.4%	27	2
The Hole - A film on the Montreal Protocol, ...	1,717 2.3%	757 2.1%	5	0
Preventing Our Oceans from Becoming Du...	1,439 2.0%	497 1.4%	4	0
¿Por qué el manejo de nuestros recursos n...	1,380 1.9%	678 1.9%	7	0
Why do we need to change our food system?	1,196 1.6%	578 1.6%	4	0
COP22 Marrakech: Launch of Emissions G...	995 1.4%	1,111 3.1%	7	0

## KEY FACTS

### November 2016 Summary

Subscribers: **6,285**

Views: **35,758**

Watch time: **73,518**

New Subscribers: **195**

*Last month UN Environment recorded 34,664 views, 58,312 minutes watched and a gain of 231 subscribers.*

Subscribers compared to previous month

3.2%▲

Views compared to previous month

3.2%▲

### New in Top 10 videos

- **The Hole- A film on the Montreal Protocol**
- **Por que el manejo de nuestros recursos**
- **Why do we need to change our food systems?**
- **COP22 Marrakech: Launch of Emissions Gap Report**



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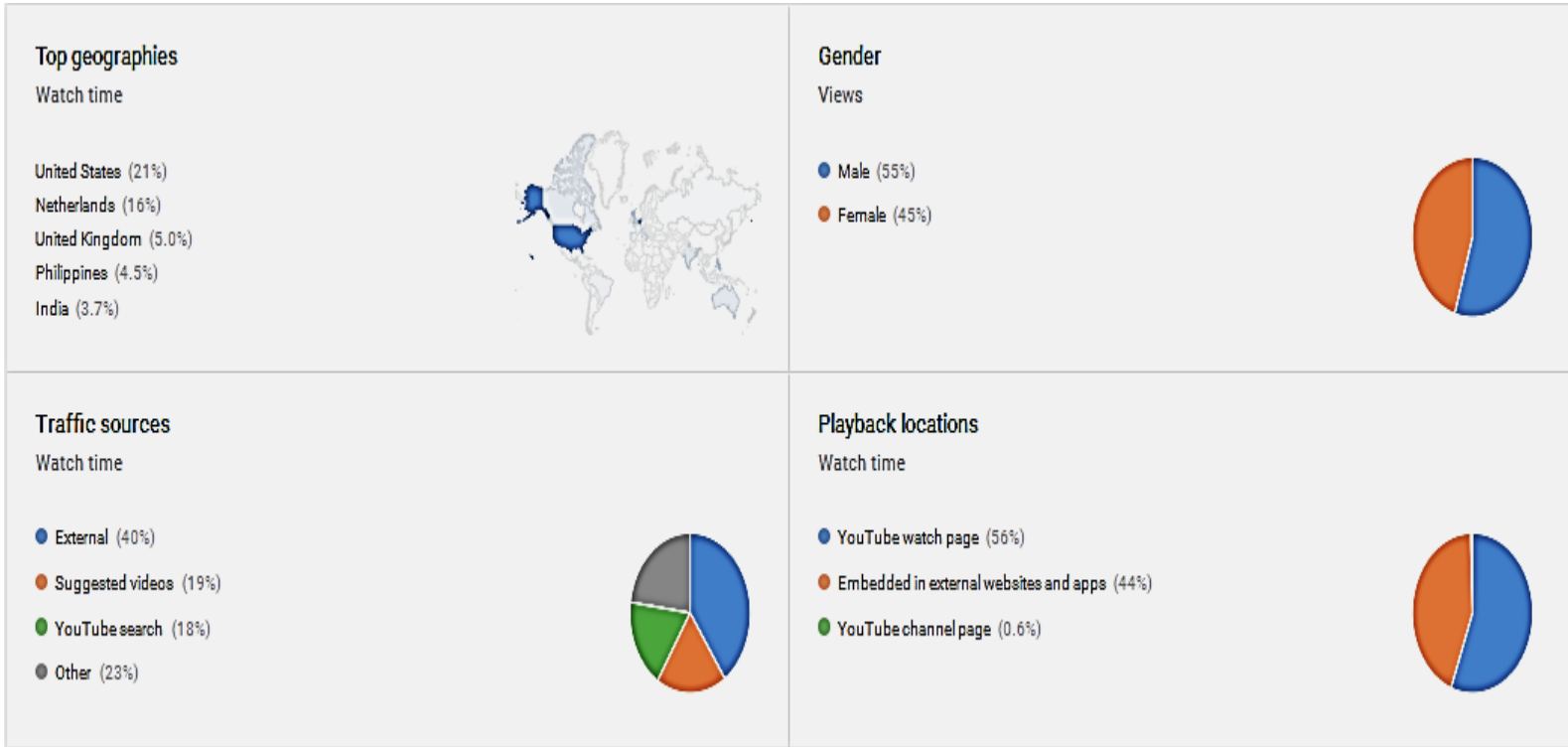
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# YOUTUBE DEMOGRAPHICS



## INSIGHTS

- Analytics indicate continue to show an increase in the female audience.
- This month, UN Environment’s YouTube audience recorded and increase in engagement owing to the interactive videos from the 22<sup>nd</sup> Conference of the Parties in Marrakech.
- The short interviews and sights and sounds of Marrakech resonated well with the audience.

## CHINESE

## UN Environment WeChat Top post

千万人因环境污染死亡 | 各国卫生和环境部长承诺采取气候行动改变现状

2016-11-16 新闻 联合国环境规划署



马拉喀什

2016年11月15日

每年有1250万人死于环境污染，各国卫生和环境部长，及高级官员承诺采取气候行动，减少相关死亡人数。

在马拉喀什举行的《联合国气候变化框架公约》第22次缔约方会议(COP 22)上，来自卫生和环保部门的20多名高级官员签署了《健康、环境和气候变化宣言》。旨在通过这项全球倡议更好地了解和对付气候和环境对人类健康产生的影响，减少与污染相关的死亡人数。

### Top WeChat post: 16 November 2016

Gathering at the COP22 climate meeting in Marrakech, health and environment ministers pledge climate actions to reduce 12.6 million environment related deaths.

Views: 1,424

Reposts and favourites: 228

## UN Environment Sina Weibo Top post



联合国环境规划署

11月11日 18:50 来自 微博 weibo.com

其实我们都一样 保护环境，就是保护我们自己

@WWF世界自然基金会

#绿道吉日# 昨晚浙江台，大家有看到那个霸屏一分钟的公益广告吗？WWF《其实我们都一样》讲述了一个关于万物共存的故事。能猫君特意准备了这个视频~ 请深呼吸，让自己沉静下来，用一分钟来欣赏这个最唯美，最走心的大片吧~ 保护环境，其实是在保护我们自己~ 秒拍视频



11月11日 17:22 来自 秒拍网页版 1882 | 123 | 581

阅读 8.9万 推广 | 339 | 26 | 232

### Top Weibo post: 11 November 2016

A video named 'we are similar', calls for peaceful co-existence between human beings and animals

Views: 89,000

Reposts and favourites: 339



## CHINESE

#### WeChat Summary

Followers : 19,566

Posts: 17

Reach: 326K

Reposts: 2,149

Likes: 180

New followers: 422

#### Weibo Summary

Followers : 120,576

Posts: 102

Impressions: 2.06M

Likes: 2,491

Comments: 558

New followers: 2,446

## CHINESE CONTENT HIGHLIGHTS

#### WHAT WORKED

- COP22 video clips and Greenpassport cards
- News on the Emissions Gap Report launch
- #LoveAir campaign encouraging people to participate by showing how they love air
- News on the 9<sup>th</sup> global conference on health promotion attended by Erik Solheim
- #EnvConflictDay – Erik Solheim's video message on the environment as an unpublicized victim of war

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: **4,595**

Total Posts: **43**

Total Reach: **90K**

New likes: **133**

*Vs 33 posts, 69K reach and 130 new likes last month*

**RUSSIAN**



Total audience: **28,241**

Total Posts: **45**

Total Reach: **219K**

New likes: **6,119**

*Vs 60 posts, 262K reach and 3717 new likes last month*

**FRENCH**



Total audience: **17,933**

Total Posts: **39**

Total Reach: **292K**

New likes: **2,938**

*Vs 47 posts, 232K reach and 2,611 new likes last month*

**SPANISH**



Total audience: **2,527**

Total Posts: **55**

Total Reach: **408K**

New likes: **61**

*Vs 40 posts, 338K Reach and 79 new likes last month*

**ARABIC**



## 🐦 TWITTER

Total followers: **7,252**

Total Tweets: **514**

Total Impressions: **374K**

New followers: **265**

*Vs 580 tweets, 277K Reach and 483 followers*

**RUSSIAN**



Total followers: **9,828**

Total Tweets: **160**

Total impressions: **390K**

New followers: **611**

*Vs 158 tweets 308K Reach and 483 new followers last month*

**FRENCH**



Total followers: **12,120**

Total Tweets: **91**

Total Impressions: **826K**

New followers: **1,321**

*Vs. 156 tweets, 768K Reach and 1,298 new followers last month*

**SPANISH**



Total followers: **8,133**

Total Tweets: **210**

Total Impressions: **173K**

New followers: **278**

*Vs 125 tweets, 116K Reach and 450 new followers last month*

**ARABIC**



## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

**ONU Ambiente**  
4 November at 09:34 · 🇪🇸

¡Histórico! Hoy entró en vigor el #AcuerdoParís. Aceleremos la #acciónclimática para construir un planeta más saludable entre todos. El mundo empezará a actuar de forma conjunta para frenar el calentamiento global y, muy pronto, el 15 de noviembre, en el marco de la #COP22, tendrá lugar la primera reunión de las partes de este acuerdo. bit.ly/2eGA4pf

Los países deben actuar con rapidez para cumplir las promesas del #AcuerdoParís si queremos tener alguna posibilidad de mitigar los impactos más graves del cambio climático.  
- Erik Solheim, Director Ejecutivo de ONU Ambiente

#AcuerdoParís  
TREATIES.UN.ORG

215 Likes · 6 Comments · 475 Shares

**UNEP**  
Published by Baba Dago 191 · 28 October at 16:39 · 🇷🇺

Загрязнение воздуха - причина 1 из 8 смертей в мире. Это невидимый убийца, и мы должны остановить его! Покажите ваше отношение к проблеме и любовь к #чистыйвоздух. Расскажите в комментариях, что вы можете сделать для улучшения качества воздуха. #LoveAir

12,455 people reached

4.1k Views

Like Comment Share

UNEP, Sergey Colin, Andrey Napolov and 22 others

41 shares

## 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.