## 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.

### FACEBOOK

<table>
<thead>
<tr>
<th>Language</th>
<th>Growth (%)</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>5%</td>
<td>295,311</td>
</tr>
<tr>
<td>French</td>
<td>27%</td>
<td>28,481</td>
</tr>
<tr>
<td>Spanish</td>
<td>20%</td>
<td>17,933</td>
</tr>
<tr>
<td>Russian</td>
<td>3%</td>
<td>4,595</td>
</tr>
<tr>
<td>Tunza</td>
<td>1.3%</td>
<td>12,449</td>
</tr>
<tr>
<td>ROWA</td>
<td>2.4%</td>
<td>2,527</td>
</tr>
</tbody>
</table>

### TWITTER

<table>
<thead>
<tr>
<th>Language</th>
<th>Growth (%)</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>2%</td>
<td>555,991</td>
</tr>
<tr>
<td>French</td>
<td>7%</td>
<td>9,828</td>
</tr>
<tr>
<td>Spanish</td>
<td>13%</td>
<td>12,120</td>
</tr>
<tr>
<td>Russian</td>
<td>4%</td>
<td>7,252</td>
</tr>
<tr>
<td>ROWA</td>
<td>3.4%</td>
<td>8,133</td>
</tr>
</tbody>
</table>

### YOUTUBE

- 3.2% growth
- 6,285 followers

### WEIBO

- 11% growth
- 72,540 followers

### SOCIAL MEDIA HIGHLIGHTS

- **Facebook**:
  - English: 5%
  - French: 27%
  - Spanish: 20%
  - Russian: 3%
  - Tunza: 1.3%
  - ROWA: 2.4%

- **Twitter**:
  - English: 2%
  - French: 7%
  - Spanish: 13%
  - Russian: 4%
  - ROWA: 3.4%

- **YouTube**:
  - Growth: 3.2%
  - Followers: 6,285

- **Weibo**:
  - Growth: 11%
  - Followers: 72,540

- **ROWA**:
  - Growth: 2.4%
  - Followers: 2,527
## 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 22nd 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 22nd 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
### UNEP Twitter Followers Compared to Other Agencies

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

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

### UNEP Facebook Followers Compared to Other Agencies

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

UNEP’s position remains constant despite 5% increase in followers.
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 | 19 | November 4 at 11:45pm | UNEP

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 Athenasäidi

582,856 People Reached
13,671 Reactions, Comments & Shares
10,705 Likes
920 Love
17 Haha
102 Wow
9 Sad
4 Angry
294 Comments:
1,639 Shares
20,985 Post Clicks
7,316 Photo Views
199 Link Clicks
13,470 Other Clicks

FACEBOOK OVERVIEW

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
**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>November</td>
<td>78</td>
</tr>
<tr>
<td>October</td>
<td>88</td>
</tr>
<tr>
<td>September</td>
<td>82</td>
</tr>
<tr>
<td>August</td>
<td>95</td>
</tr>
<tr>
<td>July</td>
<td>76</td>
</tr>
<tr>
<td>June</td>
<td>172</td>
</tr>
<tr>
<td><strong>TOTAL POSTS</strong></td>
<td><strong>591</strong></td>
</tr>
</tbody>
</table>

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**

*Reach* is the total number of estimated unique fans that saw any post from UNEP.
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.

\[
\text{Eng.Rate} = \left( \frac{\text{Engaged users}}{\text{Reach}} \right) \times 100
\]
The people who like your Page

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

UNEPE’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**: 52% People Engaged
- **Men**: 47% People Engaged

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

Source: FB Insights
## FACEBOOK BENCHMARKS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Logo</th>
<th>Name</th>
<th>Followers</th>
<th>Growth</th>
<th>Engagement</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="unicef.png" alt="Unicef Logo" /></td>
<td>UNICEF</td>
<td>6.4m</td>
<td>▲ 0.2%</td>
<td>19</td>
<td>98.3K</td>
</tr>
<tr>
<td>2</td>
<td><img src="who.png" alt="World Health Organization Logo" /></td>
<td>World Health Organization</td>
<td>3m</td>
<td>▲ 0.5%</td>
<td>20</td>
<td>69.7K</td>
</tr>
<tr>
<td>3</td>
<td><img src="wwf.png" alt="WWF Logo" /></td>
<td>WWF</td>
<td>3m</td>
<td>▲ 0.2%</td>
<td>12</td>
<td>71.5K</td>
</tr>
<tr>
<td>4</td>
<td><img src="greenpeace.png" alt="Greenpeace International Logo" /></td>
<td>Greenpeace International</td>
<td>2.7m</td>
<td>▲ 0.2%</td>
<td>37</td>
<td>95.9K</td>
</tr>
<tr>
<td>5</td>
<td><img src="un.png" alt="United Nations Logo" /></td>
<td>United Nations</td>
<td>2.2m</td>
<td>▲ 0.3%</td>
<td>28</td>
<td>12.6K</td>
</tr>
<tr>
<td>6</td>
<td><img src="worldbank.png" alt="World Bank Logo" /></td>
<td>World Bank</td>
<td>2.2m</td>
<td>▲ 0.2%</td>
<td>31</td>
<td>86.8K</td>
</tr>
<tr>
<td>7</td>
<td><img src="undp.png" alt="United Nations Development Programme Logo" /></td>
<td>United Nations Development Programme</td>
<td>1.1m</td>
<td>▲ 0.3%</td>
<td>6</td>
<td>2.9K</td>
</tr>
<tr>
<td>8</td>
<td><img src="fao.png" alt="Food and Agriculture Organization Logo" /></td>
<td>Food and Agriculture Organization</td>
<td>957.1K</td>
<td>▲ 0.5%</td>
<td>33</td>
<td>27.6K</td>
</tr>
<tr>
<td>9</td>
<td><img src="wfp.png" alt="World Food Programme Logo" /></td>
<td>World Food Programme</td>
<td>838.8K</td>
<td>▲ 0.3%</td>
<td>3</td>
<td>248</td>
</tr>
<tr>
<td>10</td>
<td><img src="une.png" alt="UN Environment Logo" /></td>
<td>UN Environment</td>
<td>296.7K</td>
<td>▲ 1%</td>
<td>22</td>
<td>8.4K</td>
</tr>
</tbody>
</table>

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
**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 #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*
**BEST DAY THIS MONTH: SATURDAY 15 OCTOBER 2016**

- **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.
TWITTER DEMOGRAPHICS AND LOCATIONS

UNEP's Male audience has increased to 57% from 56% last month.

### Regions

<table>
<thead>
<tr>
<th>State or region</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>England, GB</td>
<td>9%</td>
</tr>
<tr>
<td>Greater London, GB</td>
<td>4%</td>
</tr>
<tr>
<td>California, US</td>
<td>4%</td>
</tr>
<tr>
<td>Nairobi, KE</td>
<td>2%</td>
</tr>
<tr>
<td>Ontario, CA</td>
<td>2%</td>
</tr>
<tr>
<td>New York, US</td>
<td>2%</td>
</tr>
<tr>
<td>South East England, GB</td>
<td>1%</td>
</tr>
<tr>
<td>Florida, US</td>
<td>1%</td>
</tr>
<tr>
<td>New South Wales, AU</td>
<td>&lt; 1%</td>
</tr>
<tr>
<td>Maharashtra, IN</td>
<td>&lt; 1%</td>
</tr>
</tbody>
</table>

### Interests

<table>
<thead>
<tr>
<th>Interest name</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and news</td>
<td>85%</td>
</tr>
<tr>
<td>Politics and current events</td>
<td>85%</td>
</tr>
<tr>
<td>Business news and general info</td>
<td>78%</td>
</tr>
<tr>
<td>Tech news</td>
<td>64%</td>
</tr>
<tr>
<td>Movie news and general info</td>
<td>63%</td>
</tr>
<tr>
<td>Technology</td>
<td>62%</td>
</tr>
<tr>
<td>Science news</td>
<td>61%</td>
</tr>
<tr>
<td>Financial news</td>
<td>57%</td>
</tr>
<tr>
<td>Business and finance</td>
<td>50%</td>
</tr>
<tr>
<td>Government</td>
<td>56%</td>
</tr>
</tbody>
</table>
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 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 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

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 #ennvironment #medioambiente #meioambiente #Chile
**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
INSIGHTS

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

**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 9th global conference on health promotion attended by Erik Solheim
- #EnvConflictDay – Erik Solheim’s video message on the environment as an unpublicized victim of war

**CHINESE CONTENT HIGHLIGHTS**

**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*

**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*
SOCIAL MEDIA - LANGUAGES

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**

- **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**

- **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**

- **Total audience:** 2,527
- **Total Posts:** 55
- **Total Reach:** 408K
- **New likes:** 61
- **Vs 40 posts, 338K Reach and 79 new likes last month**

TWITTER
- **Total followers:** 7,252
- **Total Tweets:** 514
- **Total Impressions:** 374K
- **New followers:** 265
- **Vs 580 tweets, 277K Reach and 483 followers**

- **Total followers:** 9,828
- **Total Tweets:** 160
- **Total Impressions:** 390K
- **New followers:** 611
- **Vs 158 tweets 308K Reach and 483 new followers last month**

- **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**

- **Total followers:** 8,133
- **Total Tweets:** 210
- **Total Impressions:** 173K
- **New followers:** 278
- **Vs 125 tweets, 116K Reach and 450 new followers last month**

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

- **ONU Ambiente**: Published by Sales Dogu III. 28 October at 16:30 - Share
  - Загрязнение воздуха - превысило 1 из 8 смертей в мире. Это невидимый убийца, и мы должны остановить его! Повторите свое отношение к проблеме и положите к Финишной линии. Слушайте в комментариях, что вы можете сделать для улучшения качества воздуха. #LowAir
  - 12,455 people reached
  - 41 views
  - 41 shares
  - 1 like
  - 2 comments
  - Share

- **UNEP**: Published by Sales Dogu III. 28 October at 16:30 - Share
  - Los países deben actuar con rapidez para cumplir las promesas del Acuerdo de París si queremos tener alguna posibilidad de mitigar los impactos más graves del cambio climático.
  - Erik Solheim, Director Ejecutivo de ONU Ambiente
  - 270 links 6 comments 475 20161220

- **UNEP**: Published by Sales Dogu III. 28 October at 16:30 - Share
  - 12,455 people reached
  - 41 views
  - 41 shares
  - 1 like
  - 2 comments
  - Share

FACEBOOK
- **Total followers:** 9,828
- **Total Posts:** 43
- **Total Reach:** 219K
- **New follows:** 265
- **Vs 60 posts, 262K reach and 3717 new likes last month**

TWITTER
- **Total followers:** 7,252
- **Total Posts:** 43
- **Total Reach:** 90K
- **New follows:** 133
- **Vs 33 posts, 69K reach and 130 new likes last month**

YOUTUBE
- **Total followers:** 5,828
- **Total Posts:** 43
- **Total Reach:** 90K
- **New follows:** 1,321
- **Vs 156 tweets, 768K Reach and 1,298 new followers last month**
**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.