

OCT  
2015

# UNEP DIGITAL METRICS

www.unep.org

OCT 2015



2,568,933 Visits

↑ 10%

since last month



6,118,079 Page Views

↑ 9%

since last month



00:23:41 Avg. Time Spent

↑ 10%

since last month



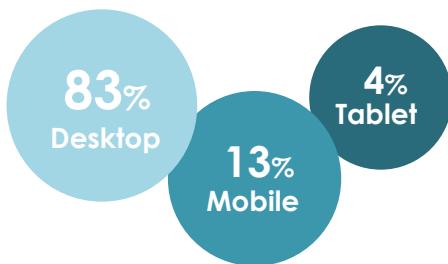
209,203 Returning Visitors

↑ 12%

since last month



Devices



190,623 Total Fans

6,802,734

People saw UNEP's messages

10.7% ↑

Total Fans from last month

166% ↑

Total Reach from last month

Top Post:  
**UNEP Champions of the Earth recap Video**  
 3,545,830 readers,  
 632,831 video views &  
 38,546 Likes/Comments/  
 Shares  
 58% male, 24% aged between 18-34



445,770 Total Followers

Top Tweet:  
**The week in wildlife images via @guardianeco**  
 447 retweets  
 932 favourites

2.8% ↑

Total Followers from last month

7.4M

IMPRESSIONS By UNEP Tweets

61% male,  
 Located in USA,  
 UK and India



4,351 Total Subscribers

31,385 Total Views

7% ↑

Total Subscribers from last month

14.6% ↓

Total Views from last month

Top Video:  
**The Antarctic Ozone Hole**  
 10,161 views



Followers compared to previous month: 17% ↑

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# VISITS

Month	Total visits	Average per Day	Average Visit Duration
Oct-15	2,568,933	85,631	0:23:41
Sep-15	2,343,224	73,225	0:21:29
Aug-15	2,185,033	68,282	0:19:35
Total for last three months	7,097,190		

## KEY FACTS

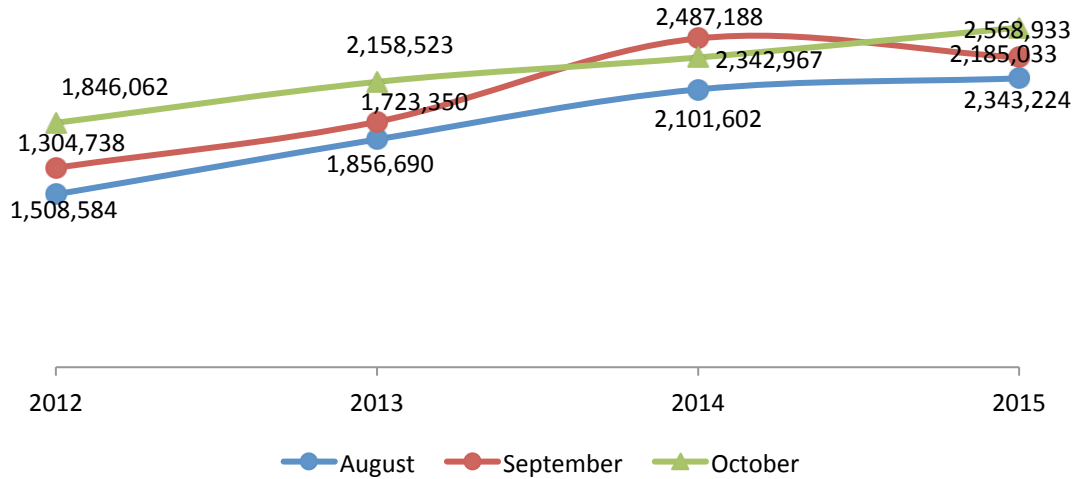
Total visits year to date: 23,610,956

Visits compared to previous month  
10% ↑

Wednesday was the most active and  
Saturday the least active day

Average visits per visitor 1.54 Compared to  
previous month 10% ↓

### Total monthly visits compared to the previous years



#### \* Bounce rate

the percentage of visitors to a particular website who navigate away from the site after viewing only one page.

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# VISITORS

Month	Total visitors	Daily average	Peak day
Oct-15	1,664,616	55,487	7-Oct
Sep-15	1,370,662	45,688	13-Sep
Aug-15	1,223,407	40,780	30-Jul
<b>Total visitors for last 3 months</b>	<b>4,258,685</b>		

Source: Webtrends

## Most popular browsers used by visitors

Browser	% of total
Chrome	46.78%
Internet Explorer	17.88%
Firefox	14.35%
Safari	11.87%
Opera Mini	3.24%
Android Browser	1.42%
UC Browser	1.04%
Edge	1.02%
Safari (in-app)	0.75%
Opera	0.07%

Source: Google Analytics

## KEY FACTS

Total visitors year to date: 14,249,366

Visitors compared to previous month  
21% ↑

Returning visitors compared to previous month  
12% ↑

Source: Webtrends

## UNEP visitors by age group

**25-34 - 32.36%**

**18-24 - 28.44%**

35-44 - 18.40%

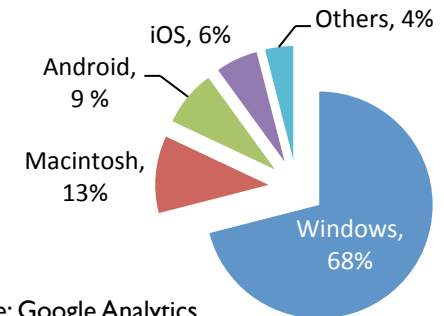
45-54 - 10.20%

55-64 - 6.43%

65+ - 4.18%

61% of UNEP audience is between ages 18-34 years

## Most popular operating systems used by visitors



Source: Google Analytics



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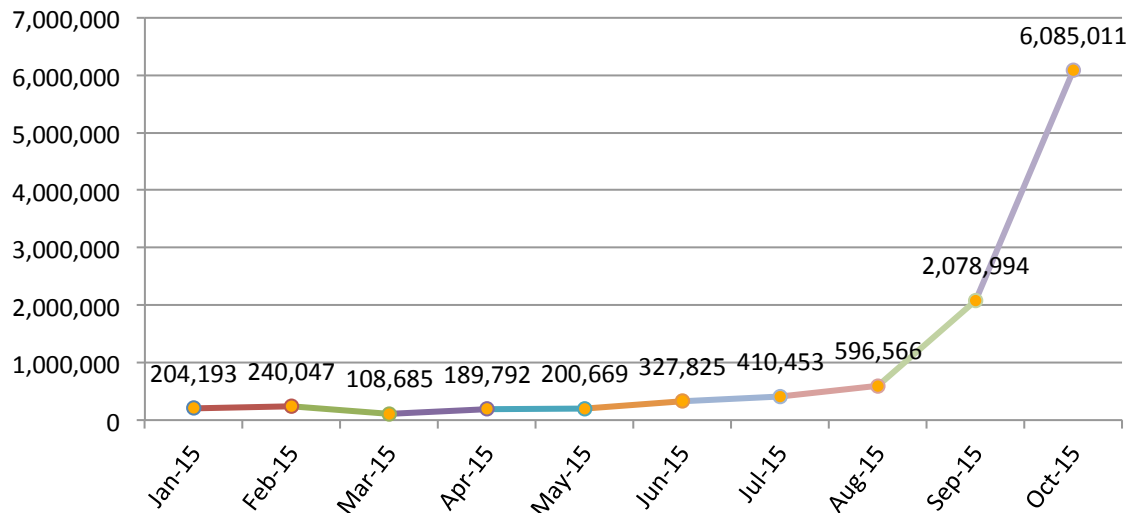
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# UPLOADS

Uploads trends from Jan 2015 to date



## KEY FACTS

Total uploads this month were 6,085,011 compared to the baseline 5695% ↑

Baseline : 105,000

### Content types

- Html (html, css, js, asp, aspx)
- Images (jpg, png, gif)
- Documents (doc, xls, ppt)
- Videos (avi, mov, mp4, flv)

	Most updated sites	Uploads	% Uploads
1	<a href="http://www.unep.org/resourceefficiency/">http://www.unep.org/resourceefficiency/</a>	1,451,685	24%
2	<a href="http://www.unep.org/esm/">http://www.unep.org/esm/</a>	633,575	10%
3	<a href="http://www.unep.org/10YFP/">http://www.unep.org/10YFP/</a>	608,014	10%
4	<a href="http://www.unep.org/yearbook/">http://www.unep.org/yearbook/</a>	452,618	7%
5	<a href="http://www.unep.org/Civil-Society/">http://www.unep.org/Civil-Society/</a>	142,351	7%
6	<a href="http://www.unep.org/ecosystemmanagement/">http://www.unep.org/ecosystemmanagement/</a>	138,666	2%
7	<a href="http://www.unep.org/post2015/">http://www.unep.org/post2015/</a>	121,669	2%
8	<a href="http://www.unep.org/ieacp/iea/greeneconomy/">http://www.unep.org/ieacp/iea/greeneconomy/</a>	102,355	2%
9	<a href="http://www.unep.org/chemicalsandwaste/">http://www.unep.org/chemicalsandwaste/</a>	77,702	1%
10	<a href="http://www.unep.org/climatechange/">http://www.unep.org/climatechange/</a>	74,518	1%

### \* Uploads

Uploaded files indicate the content that has changed on the website either through updates to existing content or insertion of new content types including pages (html, asp, aspx files), documents (pdf, .doc, .docx) and images (jpeg, gif, e.t.c)

Source: Webtrends

## Top 20 most Visited Microsites this Month

1	WED - Global
2	UNEP Annual Report 2013
3	Climate Change
4	Resource Efficiency
5	DEWA
6	Experts
7	Regional Office for Africa (ROA)
8	GEO
9	Climate and Clean Air Coalition (CCAC)
10	Green Economy
11	UNEP and the Post-2015 Agenda
12	Disasters and Conflicts
13	Environmental Education and Training
14	Transport
15	Chemicals and Waste
16	UNEP Year Book Report
17	Governing Council (GC)
18	IEA Community Platform
19	The Partnership for Clean Fuels and Vehicles (PCFV)
20	Regional Seas

Source: Webtrends

## KEY FACTS

Top listed websites based on Google ranking using the search term "UNEP":

1. UNEP
2. UNEP Finance Initiative: Innovative financing for sustainability
3. UNEP-World Conservation Monitoring Centre (WCMC)
4. UNEP/GRID-Sioux Falls
5. GRID-Arendal
6. Celebrate the Billion Tree Campaign
7. Forside - UNEP DTU PARTNERSHIP
8. Great Apes Survival Partnership – GRASP
9. UNEP - DHI Partnership – Centre on Water and Environment
10. UNDP-UNEP Poverty-Environment Initiative: UNPEI

\* **Microsite**

A microsite is a separately promoted part of a larger website. A microsite is designed to meet separate objectives and has a separate web address (or Uniform Resource Locator) as its home page. Typically, a microsite resides on the same web server and reflects the branding and overall visual design of the larger site with which it is associated.

## Top 10 Countries this Month

	Country	New Users	% of Total
1	United States	33,570	16.35%
2	India	14,447	7.04%
3	United Kingdom	13,876	6.76%
5	Canada	7,983	3.89%
4	Kenya	7,492	3.65%
7	Australia	6,897	3.36%
6	France	6,172	3.01%
8	Germany	5,541	2.70%
9	Philippines	5,494	2.68%
10	Switzerland	3,332	1.62%

## Top 10 Cities this Month

	City	New Users	% of Total
1	London	4,552	2.22%
2	New Delhi	4,259	2.07%
3	Nairobi	3,127	1.52%
4	New York	2,790	1.36%
5	Sydney	2,585	1.26%
6	Paris	2,161	1.05%
7	Quezon City	1,855	0.90%
8	Geneva	1,779	0.87%
9	Washington	1,571	0.77%
10	Bangkok	1,209	0.59%

Source: Google Analytics

## KEY FACTS

The website reached 229 countries and 10670 cities this month.

Northern America was the continent with most visits at (20%), Western Europe was second (11%) and Southern Asia third (10% of total visits)

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# REFERRALS

## Top 10 Referring Domains this month

	Domain	Visits	% of total visits
1	Direct Traffic	1,702,312	66%
2	google.com	192,860	8%
3	google.co.in	91,218	4%
4	google.co.uk	32,884	1%
5	google.co.ph	23,311	1%
6	Bing.com	21,870	1%
7	google.com.mx	19,112	1%
8	google.ca	18,131	1%
9	google.com.au	15,269	1%
10	Google.fr	15,005	1%

Source: Webtrends

## KEY FACTS

Google remains the top referral to the UNEP website

### \* **Direct Traffic**

Represents traffic to the web site with no referrer either due to:

- the visitor typed the domain name directly into their browser,
- the visitor bookmarked the site, or
- the visitor clicked on an email, shortcut, or other direct link

### \* **Referring Domain**

A website that refers a visitor to your site by linking to it.



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# SEARCH TERMS

## KEY FACTS

Over 190,021 search terms

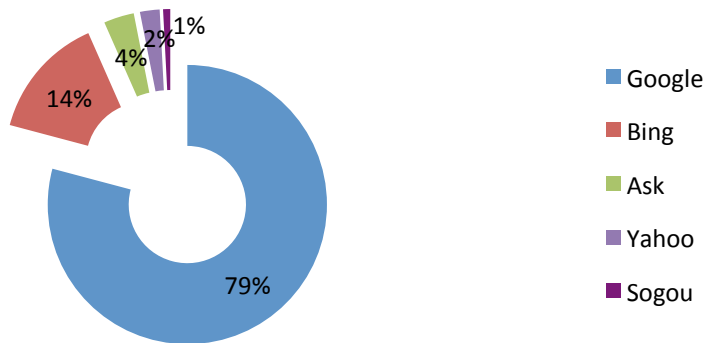
### Top 10 search terms this month

unep	4,425
world environment day	1,672
biodiversity pdf	1,024
africa water	902
Black sea	679
wed	566
solid waste management	431
solid waste management pdf	406
environment day	403
biodiversity	400

### Top 5 search terms last month

1. unep
2. biodiversity pdf
3. world environment day
4. Black sea
5. rio declaration

### Top search engines used to reach www.unep.org



#### \* Search term

The terms or phrases a visitor used to find your site using any search engine

Source: Webtrends



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# DOWNLOADS

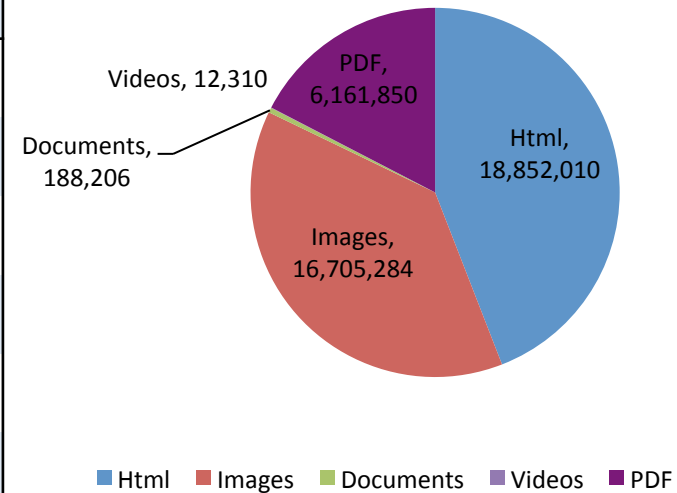
## Top 10 Publications this Month

	Title
1	The United Nations Environment Programme and the 2030 Agenda Global Action for People and the Planet
2	The financial system we need, The UNEP inquiry Report
3	Uncovering pathways towards an inclusive green economy A summary for leaders
4	UNEP Year Book 2014
5	Global Waste Management Outlook
6	International Trade in Resources - A biophysical assessment
7	UNEP Annual Report 2014
8	Policy Coherence of the Sustainable Development Goals - A Natural Resource Perspective
9	Our Planet : Making Our Future Chemical-Safe
10	The role of forests in a green economy transformation in Africa

Source: Piwik

## KEY FACTS

### Top file types downloaded this month



### File types

- HTML (html, css, js, asp, aspx)
- Images (jpg, png, gif)
- Documents (doc, xls, ppt)
- Videos (avi, mov, mp4, flv)

Source: Webtrends



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# SOCIAL MEDIA OVERVIEW







## KEY FACTS

Total followers across all platforms  
3,461,895  
Compared to previous month 0.8% 






Highest follower growth this month was  
seen on English Facebook at 10.7% and  
Instagram, at 17%.

Follower growth also seen on French  
Twitter, English Twitter, Russian Facebook,  
Russian Twitter, WeChat and YouTube.



English		10.7%	190,623
French		2.6%	10,465
Spanish		2.1%	3,870
Russian		16%	961
Tunza		1.1%	11,504
ROWA		5.6%	1,232



English		2.8%	445,770
French		13.3%	3,688
Spanish		4.4%	2,611
Russian		3.4%	4,171
ROWA		2.4%	5,153



	7%	4,351
---	----	-------



	17%	18,625
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WeChat		10.2%	12,482
RenRen		0.016%	545,967
QQ		0.1%	2,104,051
Weibo		2.0%	96,371

## TWITTER

This month, UNEP's Twitter account recorded a 2.8% increase in followers from 433,682 to 445,770. This growth is mainly attributed to more frequent tweeting to accommodate a larger percentage of UNEP's diverse audience and engagement with accounts whose following is based on a similar mandate as that of UNEP's.

In addition to the UNEP's audience, review of analytics data informed that UNEP's Twitter audience is likely to engage with positive and informative news on the now adopted SDG's, climate change, marine wildlife, calls to engage in free online courses and climate pledge submissions from different countries ahead of COP21.

### What worked:

- + News on renewables
- + UN observance content
- + INDC submission news
- + News on climate change
- + #DidYouKnow tweets
- + UN 70 celebration
- + Call to register for Marine Litter MOOC

### What did not work:

- + Text-only Tweets
- + Images of press conferences

## FACEBOOK

This month Facebook account recorded a 10.7% increase in followers bringing the total number of fans from 179,314 to 190,623. This continued, strong increase in numbers is mainly attributed to a change in the nature of posts to fit users' preferences based on ongoing audience behavior analysis as well as increase in shareable and interactive video posts. The new approach features more interactive posts with news and videos resulting in the greatest user engagement. Additionally, UNEP's social media team has focused on ensuring any substantive or supportive comments on posts are replied to in a timely manner, which creates a stronger connection with followers.

Creative uses of the platform to fuel post sharing is a contributor to the growth of UNEP's Facebook audience and development of highly sharable, non event-related content will be key to continue such growth.

### What worked:

- + Environmental and wildlife news
- + Reports
- + Videos
- + UNEP Champions of the Earth recap video
- + Sustainable Development Goals posts
- + UN 70<sup>th</sup> Anniversary celebration posts
- + Call to register for Marine Litter MOOC

### What did not work:

- + Posts without strong accompanying images
- + News reporting that does not add value through the most sharable aspects of news/reports

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# SOCIAL MEDIA BENCHMARKS

## UNEP TWITTER FOLLOWERS COMPARED TO OTHER AGENCIES *(As per October 23rd)*

AGENCY	FOLLOWERS
UN	5,187,221
UNICEF	4,772,514
WWF	2,682,639
WHO	2,057,205
World Bank	1,581,378
Green Peace	1,462,283
WFP	1,052,012
UNDP	803,016
<b>UNEP</b>	<b>445,770</b>
UNFCCC	226,260
FAO News	174,918
IPCC	63,902
WMO	21,013
WRI Climate	13,749

UNEP's position remains constant despite 2.8% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	5,438,001
WWF	2,515,783
Green Peace	2,335,297
WHO	2,477,009
UN	1,864,069
World Bank	1,860,802
UNDP	1,101,272
FAO	712,264
WFP	686,187
<b>UNEP</b>	<b>190,623</b>
UNFCCC	135,737
WRI	97,123
WMO	43,960
IPCC	15,009

UNEP's position remains constant despite 10.7% increase in followers.



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# FACEBOOK OVERVIEW

UNEP has a total of **190,623** fans on Facebook as of October 23, 2015. This month **6,802,734** people saw UNEP's information from **78** posts

## TOP POST THIS MONTH *(shared on Saturday 3 October 2015)*

**UNEP**  
Published by unepweb@unep.org [?] - October 3 at 5:02pm · 🌐

Last Sunday, UNEP honoured the Champions of the Earth. The five individuals and organizations awarded - Bangladesh's HE Sheikh Hasina, National Geographic, Natura Brasil, Paul Polman and the Black Mamba Anti-Poaching Unit - made for an inspiring evening in New York. The event was hosted by UNEP Goodwill Ambassador Ian Somerhalder and Nikki Reed, with UNEP Goodwill Ambassador Gisele Bündchen taking part in the awards ceremony. So how did it go? Watch, find out and pass on their stories of environmental action! #UNEPChampions

**UNEP Champions of the Earth Gala**  
03:17

<b>3,545,830</b> People Reached		
<b>632,831</b> Video Views		
<b>38,546</b> Likes, Comments & Shares		
<b>35,470</b> Likes	<b>3,087</b> On Post	<b>32,383</b> On Shares
<b>1,078</b> Comments	<b>131</b> On Post	<b>947</b> On Shares
<b>1,998</b> Shares	<b>1,914</b> On Post	<b>84</b> On Shares
<b>326,017</b> Post Clicks		
<b>77,001</b> Clicks to Play 🎵	<b>56</b> Link Clicks	<b>248,960</b> Other Clicks 🎯
NEGATIVE FEEDBACK		
<b>224</b> Hide Post	<b>54</b> Hide All Posts	
<b>1</b> Report as Spam	<b>35</b> Unlike Page	

3,545,830 people reached Boost Unavailable

3k Likes 106 Comments 1.9k Shares

👍 Like    💬 Comment    ➦ Share

## KEY FACTS

### October 2015 Summary

Fans: **190,623**  
Posts: **78**  
Total reach: **6,802,734**  
Comments: **4,299**  
Shares: **15,357**  
Likes: **98,765**  
Link clicks: **3707**  
Video views: **968,452**  
New fans: **11,309**  
Engagement rate: **2.8%**

*Last month UNEP reached 2,574,336 people through 87 posts, and gained 6,602 new fans, with a 2.8% engagement rate*

### Best day of the month

Saturday 3 October 2015 UNEP reached 3,545,830 unique individuals.

### Key data on this day

- Champions of the Earth recap video

Source: FB Insights



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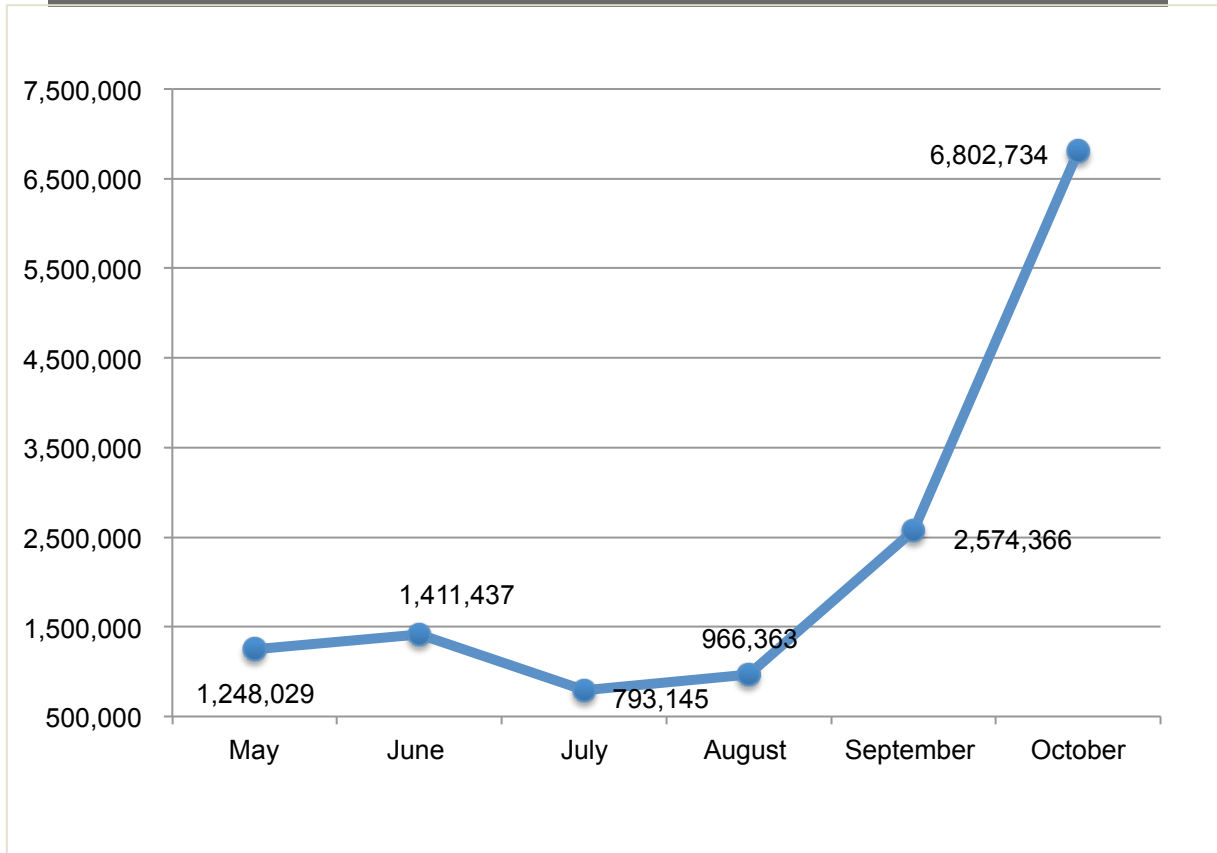
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# FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

## KEY FACTS

Total number of unique people reached since May 2015:

**13,796,074**

Average number of people reached per post since May 2015

**29,044**

***This is the highest ever recorded reach on UNEP Facebook***

## NUMBER OF POSTS SHARED

Month	No. of posts
OCTOBER 2015	78
SEPTEMBER 2015	87
AUGUST 2015	65
JULY 2015	65
JUNE 2015	97
MAY 2015	83
<b>TOTAL POSTS</b>	<b>475</b>

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



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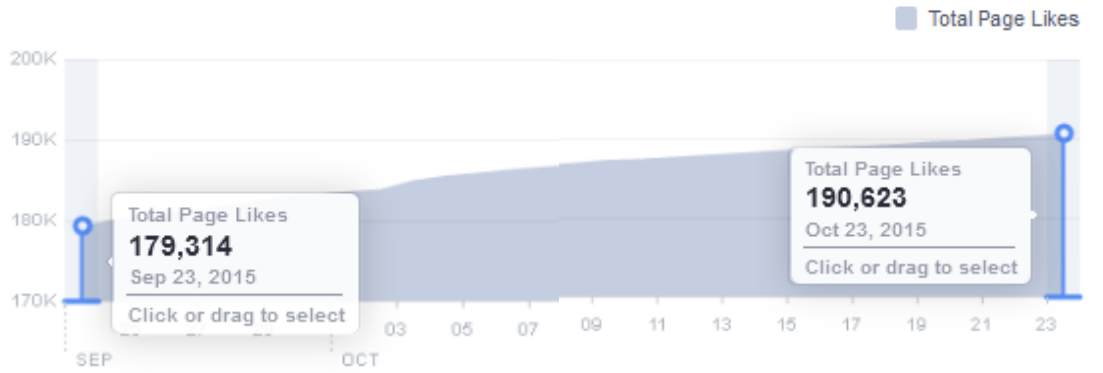
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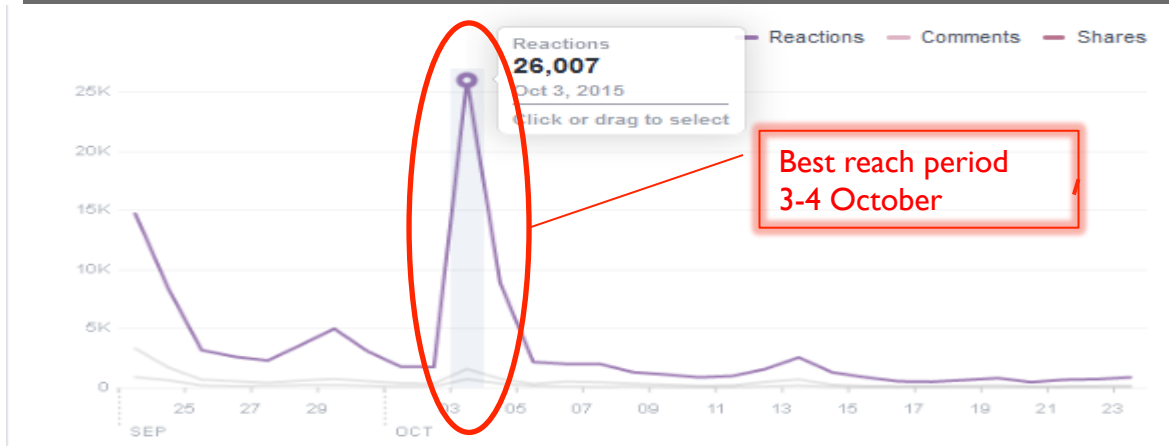
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# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## FACEBOOK MONTHLY GROWTH



## MONTHLY ENGAGEMENT



Source: FB Insights

## KEY FACTS

UNEP Facebook page continues to maintain momentum in growth, recording a significant percentage increase in followers with audience-optimised posts, featuring captivating images with explanatory text.

Fans compared to previous month 10.7% ↑

### Best reach period 3-4 October 2015

Champions of The Earth recap video recorded a reach of 3,545,830 unique users.

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

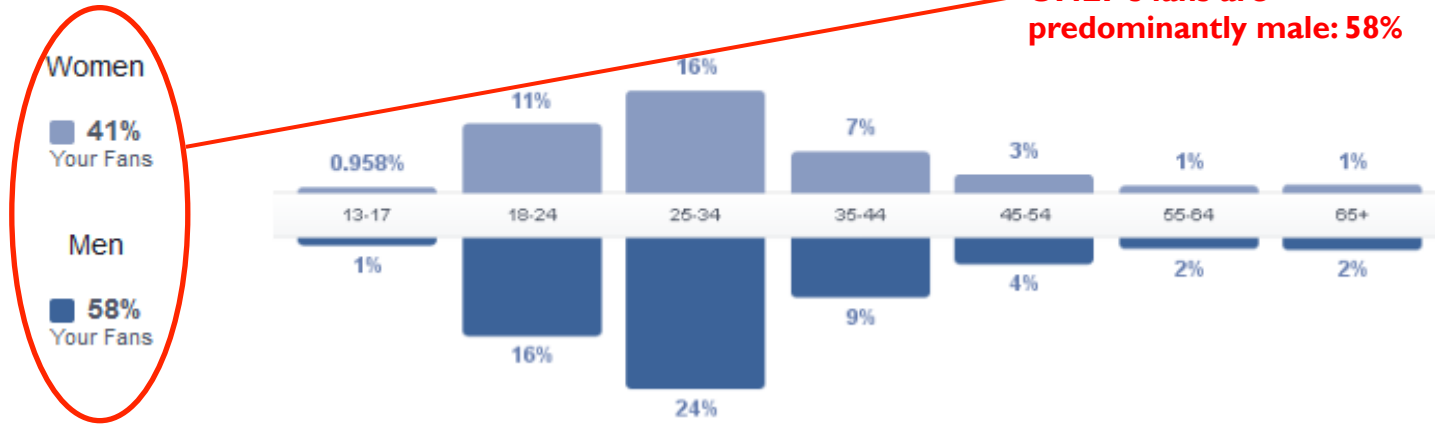
\* **Engagement rate** is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/weekly basis.

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



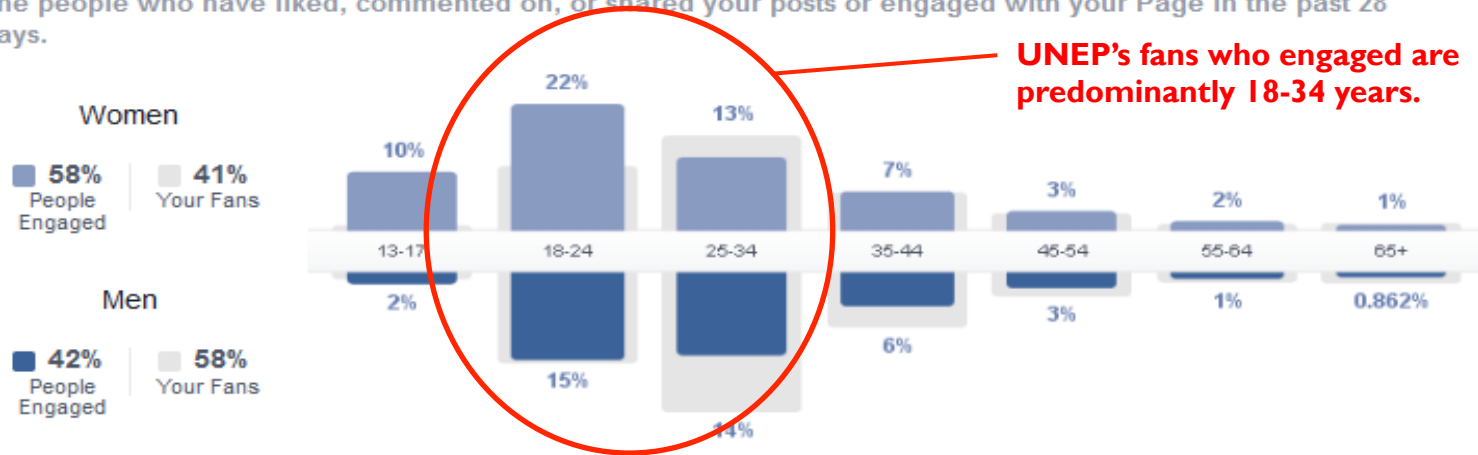
# FACEBOOK DEMOGRAPHICS

The people who like your Page



SOURCE: FACEBOOK INSIGHTS

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



SOURCE: FACEBOOK INSIGHTS

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# FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	People Enga...	City	People Enga...	Language	People Enga...
Bangladesh	16,419	Dhaka, Dhaka Division,...	10,295	English (US)	34,186
United States of America	6,746	Chittagong, Chittagong ...	1,305	English (UK)	10,016
Brazil	6,370	São Paulo, SP, Brazil	1,092	Portuguese (Brazil)	6,255
India	3,074	Mexico City, Distrito Fe...	672	Spanish	4,871
Mexico	2,945	Sylhet, Sylhet Division,...	633	French (France)	3,323
Italy	2,248	London, England, Unite...	605	Italian	2,136
France	2,181	Nairobi, Kenya	578	Spanish (Spain)	1,694
United Kingdom	2,136	Dubai, United Arab Emi...	551	German	1,142
Canada	1,335	Riyadh, Riyadh Region,...	505	Romanian	603
Philippines	1,334	Kuala Lumpur, Malaysia	426	Portuguese (Portugal)	597

Source: FB Insights

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# FACEBOOK BENCHMARKS

Page	Total Page Likes	From Last Wee	Posts This Wee	Engagement This Week
1  UNICEF	5.4m 	▲ 0.5%	20	268.9K 
2  WWF	2.5m 	▲ 0.3%	18	68.3K 
3  World Health Organizati...	2.5m 	▲ 0.5%	23	31.7K 
4  Greenpeace International	2.3m 	▲ 0.2%	27	109K 
5  World Bank	1.9m 	0%	32	5.9K 
6  UNEP	191.2K 	▲ 0.8%	23	3.6K 
7  United Nations	1.9m 	▲ 0.4%	46	33.4K 
8  United Nations Develop...	1m 	▲ 0.6%	47	17.5K 
9  Food and Agriculture Or...	712.3K 	▲ 0.5%	12	7.5K 
10  World Food Programme	686.2K 	▲ 4,149.5%	5	251 

Source: FB Insights

UNEP's position remains constant despite increase in likes and engagements.  
\*statistics comparison is in real-time last month.



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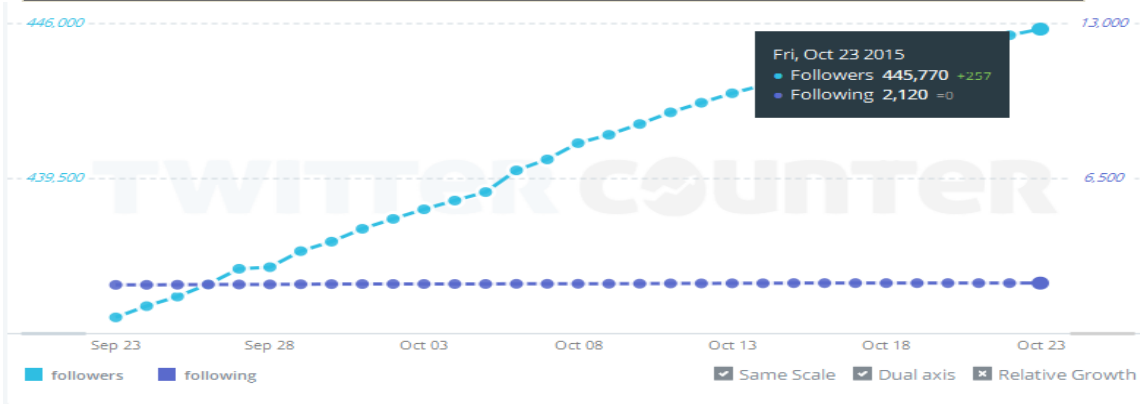
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# TWITTER OVERVIEW

## OCTOBER 2015 FOLLOWER GROWTH



SOURCE: TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH



UN Environment @UNEP · Oct 4

The week in [#wildlife](#) images from [@guardianeco](#): [ow.ly/SZg48](#) Owen Humphreys/PA



447 Retweets 932 Favourites



UN Environment @UNEP · Sep 29

RT @unfccc: The Gambia submits its [#climateaction](#) plan ahead of [#COP21](#): [bit.ly/1KFO7Gm](#) [#INDC](#) [#Action2015](#)



21 Retweets 17 Favourites

## KEY FACTS

### October 2015 Summary

Followers: **445,770**

Tweets: **498 (13 per day)**

Replies: **1.4K (46 per day)**

Mentions: **6.4K**

Retweets: **18.5K (598 per day)**

Favourites: **14.3K (461 per day)**

Impressions: **7.4M (239K per day)**

New followers: **12,088**

Engagement rate: **1.0%**

### Top tweets of the month

**447 Retweets 932 Favourites 370K Impressions**

The week in [#wildlife](#) images from [@guardianeco](#): [ow.ly/SZg48](#) Pic; Owen Humphreys/PA

Tweeted on 4 October 2015

**21 Retweets 17 Favourites 629K Impressions**

RT @unfccc: The Gambia submits its [#climateaction](#) plan ahead of [#COP21](#) [bit.ly/1KFO7Gm](#) [#INDC](#) [#Action2015](#)

Tweeted on 29 September 2015



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WEBSITE

2  
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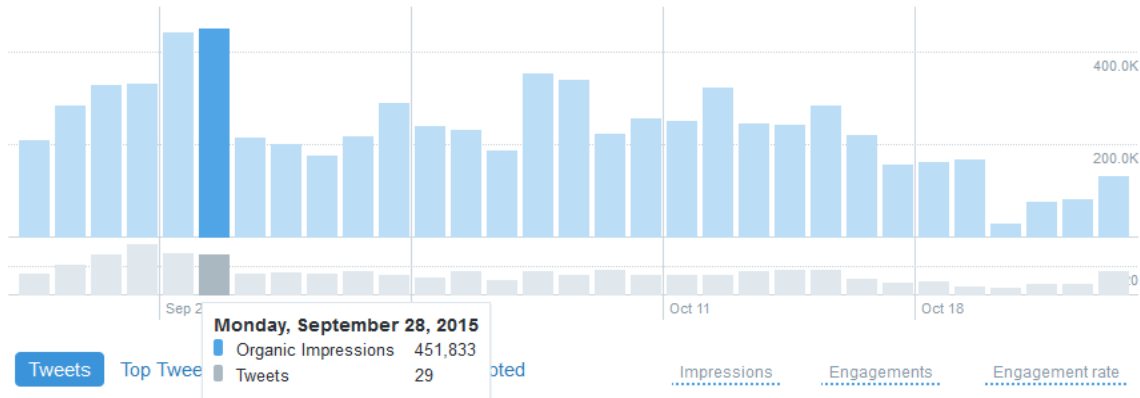
6  
LANGUAGES

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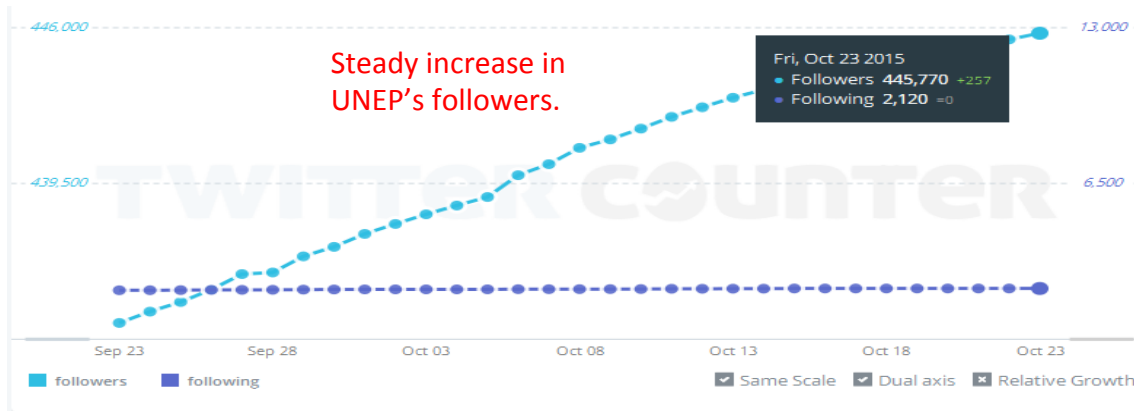
OCT  
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# TWITTER OVERVIEW

## BEST DAY THIS MONTH: Monday 28 September 2015



SOURCE: TWITTER ANALYTICS



SOURCE: TWITTER COUNTER

## KEY FACTS

### Best day of the month

Monday, 28 September 2015 UNEP recorded 451,833 impressions mainly attributed The Gambia's INDC submission.

### Key data on this day

- Buzz about COP21
- Tweets on submitted INDCs
- Champions of the Earth awards round-up
- Champions of the Earth live coverage

Impressions compared to previous month  
-5.1% ↓

Followers compared to previous month  
2.8% ↑

\* **Impressions** - Twitter Analytics defines impressions as the number of times people saw a tweet on Twitter.



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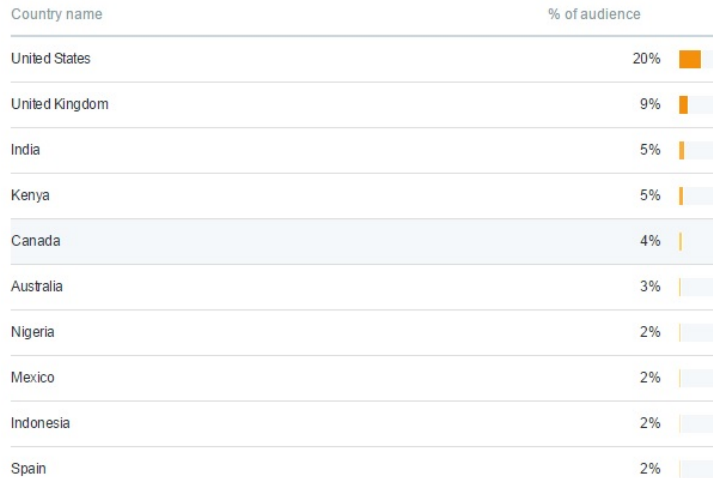
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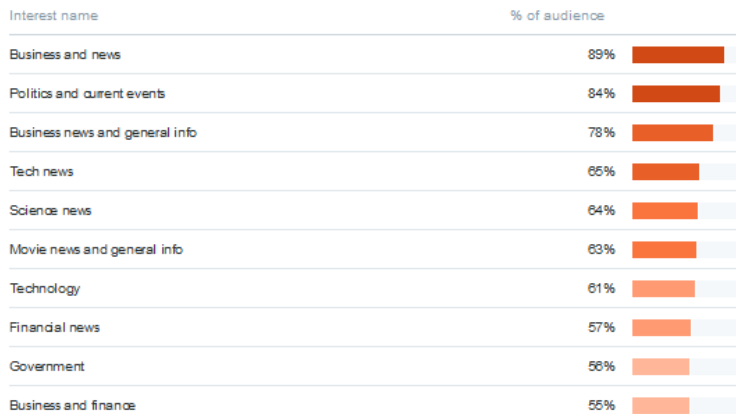
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# TWITTER DEMOGRAPHICS AND LOCATIONS

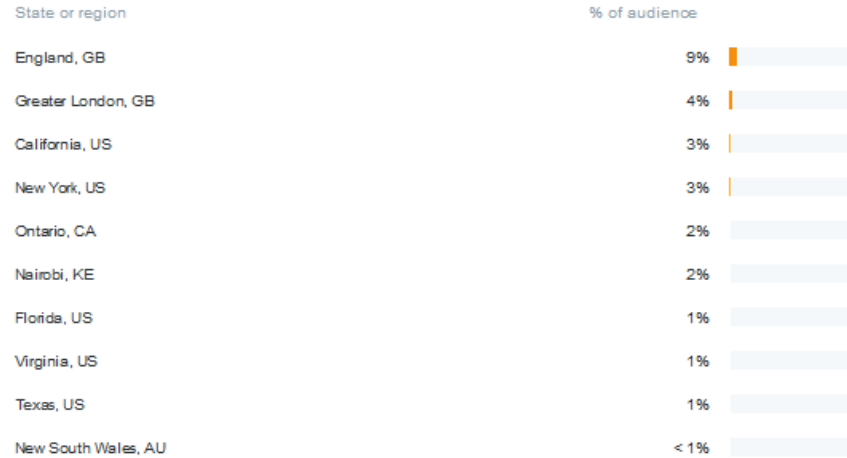
## Country



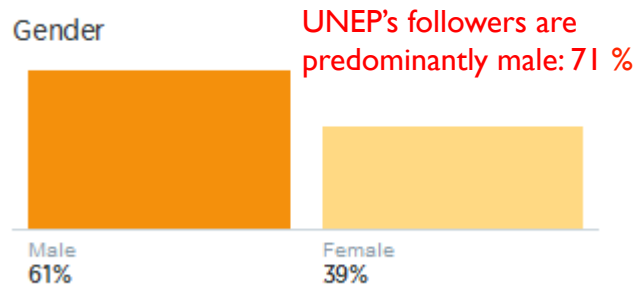
## Interests



## Region



## Gender



SOURCE: TWITTER ANALYTICS

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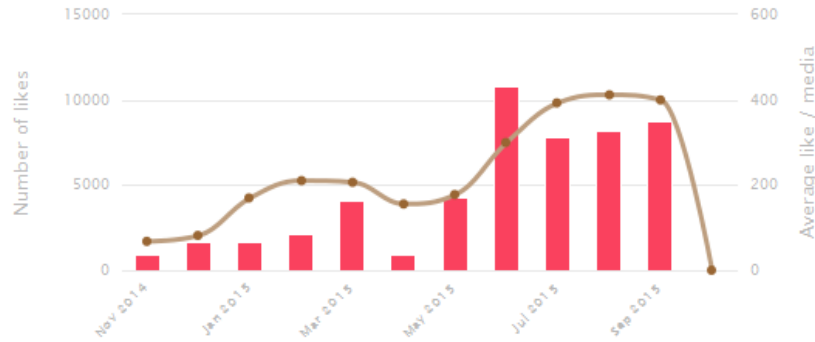
# INSTAGRAM OVERVIEW

## OCTOBER TOTALS (September 24- OCTOBER 24)

SOURCE

From followers  
79.8%

GROWTH HISTORY



## TOP MEDIA THIS MONTH

MOST COMMENTED



18



14



13



12

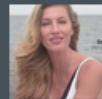


11

MOST LIKED



874



702



698



693



464

## KEY FACTS

### September 2015 Summary

Followers: **18,625**

Likes: **7,511**

Posts: **17**

Comments: **67**

New followers: **2,764**

Un-followers: **349**

Followers compared to previous month

**17%** ↑

### Top media of the month

**693 likes**

UNEP Goodwill Ambassador @gisele congratulates majority-female Black Mamba Anti-Poaching Unit on their #UNEPChampions Award.

#UNEP #wildlife #conservation #environment #environnement #environmental #eco #medioambiente #mediambient #meioambiente

Source: Iconosquare



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# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH

Watch time  
Minutes

56,557 ▼

Average view duration  
Minutes

1:48 ▲

Views

31,186 ▼

Likes

282 ▲

Dialikes

9 ▲

Comments

44 ▲

Shares

585 ▲

Videos in playlists

192 ▲

Subscribers

179 ▲

## TOP 10 VIDEOS VIEWED THIS MONTH

Top 10 Videos

[Browse all content](#)

Video	Watch time (minutes) ⌵	Views ⌵	Likes ⌵
<a href="#">The Antarctic Ozone Hole -- From Discovery to Re...</a>	10,161 (18%)	1,659 (5.3%)	0
<a href="#">Ozone Song</a>	4,606 (8.1%)	1,735 (5.6%)	6
<a href="#">Seven Billion Dreams. One Planet. Consume with...</a>	4,121 (7.3%)	3,476 (11%)	34
<a href="#">HE Sheikh Hasina, 2015 Champion of the Earth</a>	3,105 (5.5%)	2,461 (7.9%)	52
<a href="#">A Bottle's Odyssey</a>	2,499 (4.4%)	2,736 (8.8%)	2
<a href="#">Black Mamba Anti-Poaching Unit, 2015 Champio...</a>	1,952 (3.5%)	1,534 (4.9%)	14
<a href="#">Preventing Our Oceans from Becoming Dumps</a>	1,898 (3.4%)	634 (2.0%)	4
<a href="#">Captains of Spaceship Earth, Eye on Earth Summ...</a>	1,809 (3.2%)	1,269 (4.1%)	15
<a href="#">Briefing on the State of the Environment</a>	1,617 (2.9%)	129 (0.4%)	0
<a href="#">Paul Polman, 2015 Champion of the Earth</a>	1,484 (2.6%)	1,044 (3.3%)	4

## KEY FACTS

### October 2015 Summary

Subscribers: **4,351**

Views: **31,185**

Minutes watched: **56,558**

New Subscribers: **282**

*Last month UNEP recorded 36,737 views, 61,436 minutes watched and a gain of 166 new subscribers.*

*\*YouTube recently changed its analytics algorithm, prioritising watch time over views and lifetime views on each video*

Subscribers compared to previous month  
7% ▲

Views compared to previous month  
15% ▼

### New in Top 10 videos

- The Antarctic Ozone Hole 10,161 minutes
- Seven Billion Dreams One Planet Consume With Care 4,121 minutes
- Black Mamba Anti-Poaching Unit, 2015 Champions of the Earth 1,652 minutes



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# YOUTUBE DEMOGRAPHICS

## Top geographies

Watch time

- United States (21%)
- Philippines (6.2%)
- United Kingdom (5.8%)
- Brazil (5.0%)
- Australia (4.7%)



## Gender

Views

- Male (58%)
- Female (42%)



## Traffic sources

Watch time

- External (37%)
- YouTube search (22%)
- Suggested videos (16%)
- Other (24%)



## Playback locations

Watch time

- YouTube watch page (74%)
- Embedded in external websites and apps (26%)
- YouTube channel page (0.5%)



## CHINESE

## WeChat Top post

独家 | 海洋垃圾治理的免费在线课程：10月26日开课 2015-10-22

[查看图文详解](#) [加入图文对比](#)

## 22 October 2015

Massive Open Online Course (MOOC) on marine litter call to register for course.

12,105 Reach 1476 RT

## CHINESE

## NEW FOLLOWERS

Sina Weibo: 1,938

QQ: -2998

Renren: -88

WeChat: 1,299

## CHINESE CONTENT HIGHLIGHTS

## WHAT WORKED

- Posts on popular campaigns including the International Lead Paint Prevention Week
- Posts calling users to register for UNEP's MOOC on marine litter
- Posts on popular articles including UNEP ED Achim Steiner's article
- Increase in number of posts

Fans on **WeChat** and **Sina Weibo** continue to rise. Slight decrease in **QQ** audience. This is because social media users continue to move to WeChat.

**RenRen** audience numbers continue to drop due to decrease in use of platform by users as well as popularity. The possibility that RenRen might be phased out as a Chinese social media platform remains.

## Sina Weibo Top post

从这个角度来思考，你又觉得整个森林价值几何呢？或者一片红树林沼泽？一片草原？从美学的角度来看，这些环境资产，如同许多艺术作品一样，是无价的。强力转发执行主任@阿奇姆施泰纳 这篇专栏文章《我们的环境价值几何》。

@阿奇姆施泰纳

今年5月，梵高所绘的法国南部景观遗迹—阿利斯康的秋天画作，拍卖超过六千六百万美元，接近最有史以来最为高昂的景观画。如果六千六百万美元能让你买一副画着一排白杨树的画，你觉得一排白杨树值多少钱呢？我们的环境价值几何？答应大家的TIME杂志中文版文章来了，戳这里：[执行主任《时代》...](#)

执行主任《时代》杂志专栏 | 我...  
今年5月，梵高所绘的法国南部景观遗迹—阿利斯康的秋天画作，拍

文章详情 4

10月13日 16:50 来自 微博 weibo.com 转发 77 | 评论 10 | 14

10月13日 16:55 来自 微博 weibo.com

阅读 15.6万 推广 | 转发 51 | 评论 3 | 3

## 13 October 2015

UNEP ED Achim Steiner's article : How much does our planet mean to us?

Reach: 156,000 unique users  
Shares: 51  
Likes & comments: 6

## f FACEBOOK


Total audience: **961**  
 Total Posts: **33** **RUSSIAN**   
 Total Reach: **18,446**  
 New likes: **141**  
*Vs 64 posts, 17.5K Reach and 131 new likes last month*

Total audience: **10,465**  
 Total Posts: **101** **FRENCH**   
 Total Reach: **48,358K**  
 New likes: **266**  
*Vs 103 posts, 30K reach and 217 new likes last month*

Total audience: **3,870** **SPANISH**   
 Total Posts: **10**  
 Total Reach: **4,684K**  
 New likes: **80**  
*Vs 17 posts, 7.5K Reach and 68 new likes last month*

Total audience: **1,232** **UNEP ROWA**  
 Total Posts: **287**  
 Total Reach: **10.9K**  
 New likes: **65**  
*Vs 194 posts, 63.2K Reach and 41 new likes last month*

## 🐦 TWITTER



Total followers: **4,171**  
 Total Tweets: **678** **RUSSIAN**   
 Total Impressions: **92.5K**  
 New followers: **138**  
*Vs 314 tweets, 40.1K Reach and 587 new followers*

Total followers: **3,688**  
 Total Tweets: **192** **FRENCH**   
 Total impressions: **165.5K**  
 New followers: **433**  
*Vs 104 tweets 149.3K Reach and 348 new followers last month*

Total followers: **2,611** **SPANISH**   
 Total Tweets: **40**  
 Total Impressions: **25.8K**  
 New followers: **111**  
*Vs. 44 tweets, 22.5K Reach and 100 new followers last month*

Total followers: **5,153** **UNEP ROWA**  
 Total Tweets: **260**  
 Total Impressions: **91.8K**  
 New followers: **123**  
*Vs 195 tweets, 34.5K Reach and 239 new followers last month*

## LANGUAGE CONTENT HIGHLIGHTS

**Top Tweet** earned 4,737 impressions  

Le communiqué de presse sur le rapport de synthèse des **#INDCs** est disponible: [bit.ly/1ScXjov](http://bit.ly/1ScXjov) **#COP21**  
[pic.twitter.com/aQOXCayKSF](http://pic.twitter.com/aQOXCayKSF) @CCNUCC



🔄 17 ⭐ 9

**Top Tweet** earned 11K impressions  

[VIDÉO] Comprendre les enjeux de la **#COP21** en dix chiffres [lemonde.fr/cop21/video/20...](http://lemonde.fr/cop21/video/20...) via @lemondefr  
[pic.twitter.com/PbNPDdkx85](http://pic.twitter.com/PbNPDdkx85)



👤 1 🔄 61 ⭐ 19

## 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

**Followers:** Users who have subscribed to your Twitter 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:** Is the *potential* number of users that saw the tweet. E.g. if you have 2,000 followers and send the same message two times, your reach is 2,000 but impressions is 4,000 - because those 2000 people could potentially have seen the message twice.

**Reach:** Is the total number of estimated unique Twitter users that saw a tweet from UNEP.

**Tweets:** Any message you send out to your followers.