### SOCIAL MEDIA OVERVIEW

#### KEY FACTS

**Total followers across all platforms: 1,122,066**

Compared to previous month, 5%

Highest follower growth this month was seen on Spanish Facebook at 22%, French Facebook at 20% & Spanish Twitter at 11%

Strong follower growth also seen on Russian Facebook at 7%

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.

<table>
<thead>
<tr>
<th>Language</th>
<th>Increase</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>English</strong></td>
<td>2.8%</td>
<td>282,508</td>
</tr>
<tr>
<td><strong>French</strong></td>
<td>20%</td>
<td>22,362</td>
</tr>
<tr>
<td><strong>Spanish</strong></td>
<td>22%</td>
<td>14,978</td>
</tr>
<tr>
<td><strong>Russian</strong></td>
<td>3%</td>
<td>4,462</td>
</tr>
<tr>
<td><strong>Tunza</strong></td>
<td>0.5%</td>
<td>12,294</td>
</tr>
<tr>
<td><strong>ROWA</strong></td>
<td>3.3%</td>
<td>2,466</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language</th>
<th>Increase</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>English</strong></td>
<td>1.2%</td>
<td>547,242</td>
</tr>
<tr>
<td><strong>French</strong></td>
<td>5.5%</td>
<td>9,217</td>
</tr>
<tr>
<td><strong>Spanish</strong></td>
<td>11%</td>
<td>10,427</td>
</tr>
<tr>
<td><strong>Russian</strong></td>
<td>7%</td>
<td>6,987</td>
</tr>
<tr>
<td><strong>ROWA</strong></td>
<td>6%</td>
<td>7,855</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Platform</th>
<th>Increase</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WeChat</strong></td>
<td>3.4%</td>
<td>19,144</td>
</tr>
<tr>
<td><strong>RenRen</strong></td>
<td>0.003%</td>
<td>545,833</td>
</tr>
<tr>
<td><strong>QQ</strong></td>
<td>0.33%</td>
<td>2,092,880</td>
</tr>
<tr>
<td><strong>Weibo</strong></td>
<td>2.1%</td>
<td>110,627</td>
</tr>
</tbody>
</table>
This month, UN Environment’s Twitter account recorded a 1.2% increase in followers from 540,997 to 547,242. 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, review of analytics data informed that UN Environment’s Twitter audience is likely to engage with news on renewables, marine ecosystems, wildlife crime, campaigns to raise awareness on endangered species 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, with the most recent being the #LoveAir campaign on air quality.

**What worked:**
+ 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

This month, UN Environment’s Facebook account recorded a 2.8% increase in followers bringing the total number of fans from 274,779 to 282,508. 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. 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, wildlife crime and climate change
+ 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 (As per 23 October)

<table>
<thead>
<tr>
<th>Agency</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>UN</td>
<td>7,812,960</td>
</tr>
<tr>
<td>UNICEF</td>
<td>5,702,608</td>
</tr>
<tr>
<td>WHO</td>
<td>3,002,234</td>
</tr>
<tr>
<td>WWF</td>
<td>2,690,983</td>
</tr>
<tr>
<td>World Bank</td>
<td>2,062,860</td>
</tr>
<tr>
<td>Greenpeace</td>
<td>1,586,122</td>
</tr>
<tr>
<td>WFP</td>
<td>1,288,441</td>
</tr>
<tr>
<td>UNDP</td>
<td>1,031,053</td>
</tr>
<tr>
<td><strong>UN Environment</strong></td>
<td><strong>547,242</strong></td>
</tr>
<tr>
<td>UNFCCC</td>
<td>317,755</td>
</tr>
<tr>
<td>FAO News</td>
<td>203,193</td>
</tr>
<tr>
<td>World Resources Inst</td>
<td>78,812</td>
</tr>
<tr>
<td>IPCC</td>
<td>78,812</td>
</tr>
<tr>
<td>WMO</td>
<td>30,457</td>
</tr>
</tbody>
</table>

UNEP’s position remains constant despite 1.2% increase in followers.

### UNEP Facebook Followers Compared to Other Agencies (As per 23 October)

<table>
<thead>
<tr>
<th>Agency</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNICEF</td>
<td>6,395,655</td>
</tr>
<tr>
<td>WHO</td>
<td>2,999,797</td>
</tr>
<tr>
<td>GreenPeace</td>
<td>2,701,067</td>
</tr>
<tr>
<td>UN</td>
<td>2,154,410</td>
</tr>
<tr>
<td>WWF</td>
<td>2,149,834</td>
</tr>
<tr>
<td>World Bank</td>
<td>2,148,948</td>
</tr>
<tr>
<td>UNDP</td>
<td>1,132,174</td>
</tr>
<tr>
<td>FAO</td>
<td>951,934</td>
</tr>
<tr>
<td>WFP</td>
<td>832,507</td>
</tr>
<tr>
<td><strong>UN Environment</strong></td>
<td><strong>282,508</strong></td>
</tr>
<tr>
<td>UNFCCC</td>
<td>182,554</td>
</tr>
<tr>
<td>WRI</td>
<td>112,473</td>
</tr>
<tr>
<td>WMO</td>
<td>97,786</td>
</tr>
<tr>
<td>IPCC</td>
<td>20,728</td>
</tr>
</tbody>
</table>

UNEP’s position remains constant despite 2.8% increase in followers.
FACEBOOK OVERVIEW

UN Environment has a total of 285,384 fans on Facebook as of 23 October 2016. This month 2,260,943 people saw UN Environment's information from 88 posts.

TOP POST THIS MONTH (shared on 28 September 2016)

"I want to protect our heritage." The Black Mamba Anti-Poaching Unit is a group of young women on the front lines of poaching in South Africa. Our Chief Erik Solheim met with the Black Mambas last week – watch and learn why these inspiring conservationists are making a difference for their communities. #WildforLife

170,822 People Reached
32,228 Video Views
3,907 Reactions, Comments & Shares

- 2,534 Likes
- 451 Loves
- 3 Hahas
- 31 Wows
- 6 Sads
- 3 Angrys

Source: FB Insights

KEY FACTS

October 2016 Summary
- Fans: 285,384
- Posts: 88
- Total reach: 2,260,943
- Comments: 877
- Likes: 22,778
- Shares: 4,561
- Video views: 41,843
- New fans: 10,632
- Engagement rate: 1.1%

Last month UN Environment reached 2,301,117 people through 82 posts, and gained 6,835 new fans, with a 1% engagement rate.

Best day of the month
Wednesday 28 September 2016 UN Environment reached 170,822 unique individuals.

Key data on this day
- Erik Solheim meets the Black Mambas
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>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>MAY</td>
<td>82</td>
</tr>
<tr>
<td>TOTAL POSTS</td>
<td>595</td>
</tr>
</tbody>
</table>

Source: FB Insights

**KEY FACTS**

Total number of unique people reached since May 2016: **37,303,820**
Average number of people reached per post since May 2016: **62,695**

*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 4% increase in followers with audience-optimized posts, featuring explanatory text accompanied by embedded links as well as audio-visual media. The combined use of audience optimized posts with occasional paid promotion has caused a steady increase in page reach and likes. Posting easy-to-share content should maintain steady growth.

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

*Impressions by users* is the number of estimated unique fans who saw a post as a result of a share.

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

Eng.Rate = (Engaged users/Reach) * 100
FACEBOOK DEMOGRAPHICS

The people who like your Page

Women
- 39% Your Fans

Men
- 60% Your Fans

UNEPA’s fans are predominantly male: 60%

The number of people your post was served to in the past 28 days.

Women
- 49% People Reached
- 39% Your Fans

Men
- 50% People Reached
- 60% Your Fans

UNEPA’s fans who engaged are predominantly 18-34 years

SOURCE: FACEBOOK INSIGHTS
## 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>32,913</td>
<td>Dhaka, Dhaka Division</td>
<td>15,323</td>
<td>English (US)</td>
<td>144,790</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>20,919</td>
<td>Nairobi, Kenya</td>
<td>11,646</td>
<td>English (UK)</td>
<td>54,235</td>
</tr>
<tr>
<td>United States of America</td>
<td>18,469</td>
<td>New Delhi, Delhi, India</td>
<td>4,948</td>
<td>Spanish</td>
<td>16,022</td>
</tr>
<tr>
<td>Kenya</td>
<td>14,597</td>
<td>Kathmandu, Bagmati, Nepal</td>
<td>4,008</td>
<td>French (France)</td>
<td>12,519</td>
</tr>
<tr>
<td>Malaysia</td>
<td>9,857</td>
<td>Lima, Lima Region, Peru</td>
<td>2,395</td>
<td>Portuguese (Brazil)</td>
<td>8,655</td>
</tr>
<tr>
<td>Brazil</td>
<td>9,254</td>
<td>Phnom Penh, Cambodia</td>
<td>2,332</td>
<td>Arabic</td>
<td>5,824</td>
</tr>
<tr>
<td>Pakistan</td>
<td>8,770</td>
<td>London, England, UK</td>
<td>2,296</td>
<td>Italian</td>
<td>4,704</td>
</tr>
<tr>
<td>Philippines</td>
<td>7,250</td>
<td>Mexico City, Distrito</td>
<td>2,061</td>
<td>Spanish (Spain)</td>
<td>4,366</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6,531</td>
<td>Tunis, Tunis Governor</td>
<td>1,926</td>
<td>German</td>
<td>3,352</td>
</tr>
<tr>
<td>Mexico</td>
<td>6,373</td>
<td>Cairo, Cairo Governor</td>
<td>1,909</td>
<td>Portuguese (Portugal)</td>
<td>3,117</td>
</tr>
</tbody>
</table>

Source: FB Insights
### FACEBOOK BENCHMARKS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Username</th>
<th>Fans</th>
<th>Change</th>
<th>Posts</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>unicef</td>
<td>6.4m</td>
<td>0.1%</td>
<td>18</td>
<td>80.2K</td>
</tr>
<tr>
<td>2</td>
<td>WHO</td>
<td>3m</td>
<td>-0.4%</td>
<td>28</td>
<td>72.1K</td>
</tr>
<tr>
<td>3</td>
<td>WWF</td>
<td>2.9m</td>
<td>0.1%</td>
<td>11</td>
<td>58.4K</td>
</tr>
<tr>
<td>4</td>
<td>Greenpeace International</td>
<td>2.7m</td>
<td>0.2%</td>
<td>30</td>
<td>94K</td>
</tr>
<tr>
<td>5</td>
<td>United Nations</td>
<td>2.2m</td>
<td>0.3%</td>
<td>19</td>
<td>13K</td>
</tr>
<tr>
<td>6</td>
<td>World Bank</td>
<td>2.1m</td>
<td>0.1%</td>
<td>23</td>
<td>69.8K</td>
</tr>
<tr>
<td>7</td>
<td>United Nations Development Programme</td>
<td>1.1m</td>
<td>0.2%</td>
<td>3</td>
<td>767</td>
</tr>
<tr>
<td>8</td>
<td>Food and Agriculture Organization</td>
<td>952K</td>
<td>0.4%</td>
<td>29</td>
<td>40.3K</td>
</tr>
<tr>
<td>9</td>
<td>World Food Programme</td>
<td>832.5K</td>
<td>0.2%</td>
<td>2</td>
<td>48</td>
</tr>
<tr>
<td>10</td>
<td>UN Environment</td>
<td>285.4K</td>
<td>0.5%</td>
<td>16</td>
<td>8.7K</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
**TWITTER OVERVIEW**

**OCTOBER 2016 FOLLOWER GROWTH**

**TOP TWEETS THIS MONTH**

1. **History is made! #MontrealProtocol countries agree to curb powerful greenhouse gases in largest climate breakthrough since Paris.**
   - Retweets: 1039
   - Likes: 981
   - Impressions: 200K
   - Tweeted on 15 October 2016

2. **France just became the first country to ban all plastic plates, cups, and utensils:**
   - Retweets: 433
   - Likes: 462
   - Impressions: 140K
   - Tweeted on 28 September 2016

**October 2016 Summary**
- Followers: 547,242
- Tweets: 321
- Replies: 1.2K (39 per day)
- Mentions: 5.8K
- Retweets: 25.1K (683K per day)
- Likes: 24.8K (800 per day)
- Impressions: 6.6M (214K per day)
- New followers: 6,245
- Engagement rate: 1.2%

**Top tweets of the month**
- 1039 Retweets 981 Likes 200K Impressions
  - History is made! #MontrealProtocol countries agree to curb powerful greenhouse gases in largest climate breakthrough since Paris.
  - Tweeted on 15 October 2016

- 433 Retweets 462 Likes 140K Impressions
  - France just became the first country to ban all plastic plates, cups, and utensils:
  - Tweeted on 28 September 2016
**Twitter Overview**

**Best Day This Month: Saturday 15 October 2016**

UN Environment recorded 295,238 impressions.

**Key Data on this Day**
- Montreal Protocol Kigali Agreement

**Key Facts**

- **Best Day of the Month**
  Saturday, 15 October 2016
  UN Environment recorded 295,238 impressions.

- **Steady Increase in UNEP’s Followers.**

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

Followers compared to previous month **1.2%**

**Twitter Counter**

Source: Twitter Counter
### Twitter Demographics and Locations

#### Region

<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>65%</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>56%</td>
</tr>
<tr>
<td>Government</td>
<td>56%</td>
</tr>
</tbody>
</table>

UNEPE's Male audience has increased to 56% from 49% last month.

**Gender**

- **Male**: 56%
- **Female**: 44%

**Source:** Twitter Analytics
INSTAGRAM OVERVIEW

OCT 2016

KEY FACTS

October 2016 Summary
Followers: 65,407
Posts: 26
New followers: 2,029
Following: 238
Gender: 59% ♂ 41% ♀
Average age range: 18-34

Followers compared to previous month 3.2%

OCTOBER TOP MEDIA

Top media of the month
1,774 Likes
History has been made! In the largest climate breakthrough since the #ParisAgreement nearly 200 countries have agreed to curb greenhouse gases under the #MontrealProtocol. The #climateaction momentum continues!
#climate #environment #ozone

Top media of the month
1,425 Likes
Elephants are intelligent emotional creatures. They are gardeners of the forests and savannahs. Have you seen #elephants in the wild? Tell us where below!
#wildforlife #wildlife

Top media video media of the month
2,363 Views 642 Likes
Today is #WorldTourismDay – how many of these #ecotravel tips have you followed?
#Travel #Sustainability #GreenPassport

Source: instagram.com
October 2016 Summary

Subscribers: 6,090
Views: 34,664
Watch time: 58,312
New Subscribers: 231

Last month UN Environment recorded 33,776 views, 57,615 minutes watched and a gain of -6 subscribers.

KEY FACTS

New in Top 10 videos

- TED Talk by David Jensen
- Preventing Our Oceans from Becoming Dumpsites
- Coastal Ecosystems
- Briefing on the State of the Environment
- Black Mambas Anti-Poaching Unit: 2015 Champions of the Earth
INSIGHTS

• Analytics indicate an increase in the female audience up 10% from 44% last month.
• Netherlands, United Kingdom and Phillipines feature as a new locations in top geographies

On the Radar

• Tech news indicates the intention of Google to purchase Twitter. This may mean the integration of Youtube and Twitter. UN Environment is on the lookout for this development which may mean and increase in publishing video content and a possible increase in audience on both Twitter and Youtube platforms.
Countries agree to curb powerful greenhouse gases in largest climate breakthrough since Paris

Views: 4,749
Reposts and favourites: 542

Brief wrap-up video of CITES CoP17 held in Johannesburg, South Africa from September 24- October 5, 2016.

Views: 581,000
Reposts and favourites: 497

WHAT WORKED
• News on #CITES #CoP17: UNEP WeChat released Lewis Pugh’s Op-ed, Turning turtle on the illicit wildlife trade; as well as @Li Bingbing’s op-ed Time for tears is past, it’s time for action
• #Kigali Amendment: China took lead in Montreal Protocol Amendment Negotiation, where 200 countries struck a landmark deal to reduce the emissions of GHGs.

Fans on WeChat and Sina Weibo continue to rise. RenRen and QQ audience numbers continue to drop due to decrease in use of the platforms, which have now been effectively abandoned by audiences. UN Environment is phasing out activity on both platforms to focus its social media efforts on WeChat and Weibo.
**SOCIAL MEDIA - LANGUAGES**

**FACEBOOK**
- Total audience: 4,462
- Total Posts: 33
- Total Reach: 68K
- New likes: 130
  - Vs 40 posts, 90K reach and 160 new likes last month

- Total audience: 22,262
- Total Posts: 60
- Total Reach: 262K
- New likes: 3,717
  - Vs 56 posts, 282K reach and 2004 new likes last month

- Total audience: 14,987
- Total Posts: 47
- Total Reach: 232K
- New likes: 2,611
  - Vs 50 posts, 139K reach and 1,625 new likes last month

**TWITTER**
- Total followers: 6,987
  - Total Tweets: 580
  - Total Impressions: 277K
  - New followers: 483
  - Vs 580 tweets, 326K Reach and 294 followers

- Total followers: 9,217
  - Total Tweets: 158
  - Total Impressions: 308K
  - New followers: 483
  - Vs 560 tweets 308K Reach and 560 new followers last month

- Total followers: 10,427
  - Total Tweets: 144
  - Total Impressions: 657K
  - New followers: 1,000
  - Vs. 164 tweets, 733K Reach and 1,625 new followers last month

**YOUTUBE**
- Total audience: 2,466
  - Total Posts: 40
  - Total Reach: 338K
  - New likes: 79
    - Vs 42 posts, 427K Reach and 186 new likes last month

**LANGUAGE CONTENT HIGHLIGHTS**
- L’#AccordDeParis sur le climat entrera en vigueur dans 30 jours !
  - UNEP
  - Published by Babu Dogo 19th - 29 September at 15:45 - ©

  Жизнь 1,8 миллиарда человек зависят от лесов. Еда, вода, только, лекарства... И это не полный список того, что нам дает лес. Что мы будем делать, если на земле не останется лесов? Каким будет наше будущее? Есть ли у нас шанс сохранить нашу планету? Мы получаем множество фотографий от участников конкурса "Лесной глаз" и хотели бы поделиться хотя бы с малой частью прекрасных снимков с нами. Смотри и получай удовольствие от леса из разных уголков мира вместе с нами.

  Присылай. See more

5,975 people reached
**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 website 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 website 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.

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**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.

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

**Fans:** Users who "like" a particular page on Facebook.

**Followers:** Users who have subscribed to Twitter/Instagram updates and will see your Tweets show up in their news stream.

**Replies:** Replies are mentions that start with the @ handle of a specific user you're engaging.

**Retweet:** A retweet is when a user shares a post of another user with their followers. Twitter enables this action with their "retweet" button.

**Impressions:** Based on Twitter's definition, the number of people who saw a tweet on the platform.

**Reach:** Is the total number of estimated unique users that saw each post by UNEP.

**Tweet:** Any message posted on Twitter that is displayed to followers.