

SEP
2016

UNEP DIGITAL METRICS

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2016

SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 1,090,472
 Compared to previous month 2.1% ↑
 Highest follower growth this month was seen on Spanish Facebook at 17.4% , French Facebook at 16.1% & Spanish Twitter at 13%
 Strong follower growth also seen on Arabic Facebook at 8.5%
 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 ways to engage the Chinese audience



English	↑	2.6%	274,752
French	↑	12%	18,645
Spanish	↑	17.4%	12,084
Russian	↑	4%	4,332
Tunza	↑	0.4%	12,328
ROWA	↑	8.5%	2,387



English	↑	1.2%	540,997
French	↑	7%	8,734
Spanish	↑	13%	9,214
Russian	↑	5%	6,776
ROWA	↑	3%	7,629



	↓	0.1%	5,853
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	↑	6.2%	63,378
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WeChat	↑	9.3%	18,516
RenRen	↓	0.003%	545,833
QQ	↓	0.33%	2,092,880
Weibo	↑	1.4%	107,234



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TWITTER

This month, UN Environment's Twitter account recorded a 1.2% increase in followers from 534,598 to 540,997. This is mainly attributed to the decreased platform popularity among users as well as algorithm changes that have not enriched the platform as foreseen. To engage followers UN Environment has continued to create impactful posts with compelling visuals to attract and capture the attention of the audience. This has been done through quick, engaging campaigns, where UN Environment has had its audience participate in social media activities. UN Environment's female audience has increased to 51% from 41% despite the slower follower growth. This is mainly attributed to the use of relatable language and posts to the female audience.

Additionally, review of analytics data informed that UN Environment's Twitter audience is likely to engage with news on renewables, marine ecosystems, wildlife crime, campaigns to raise awareness on endangered species and content encouraging audiences to participate through action.

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

FACEBOOK

This month, UN Environment's Facebook account recorded a 2.6% increase in followers bringing the total number of fans from 267,917 to 274,779. This continued increase in numbers is mainly attributed to the sharing of short informative posts and video on environmental news and stories of impact. UN Environment's audience in the 18-34 demographic has now balanced out to 20%-20% male-female owing to relatable posts, language and calls to action.

Continued implementation of the new approach featuring more interactive and impactful posts with news and videos as well as participation in campaigns and crowdsourcing activities to amplify awareness of current environmental issues continue to amplify user engagement.

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

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SOCIAL MEDIA BENCHMARKS

UNEP TWITTER FOLLOWERS COMPARED TO OTHER AGENCIES *(As per 23 September)*

AGENCY	FOLLOWERS
UN	7,675,430
UNICEF	5,653,246
WHO	2,965,760
WWF	2,594,725
World Bank	2,016,534
Greenpeace	1,579,288
WFP	1,266,335
UNDP	1,013,422
UN Environment	540,997
UNFCCC	311,299
FAO News	196,238
World Resources Inst	29,513
IPCC	77,589
WMO	29,511

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

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

AGENCY	FOLLOWERS
UNICEF	6,357,725
WWF	2,936,372
WHO	2,935,518
Greenpeace	2,683,786
UN	2,116,232
World Bank	2,059,519
UNDP	1,212,539
FAO	932,103
WFP	823,782
UN Environment	274,779
UNFCCC	173,494
WRI	112,268
WMO	94,820
IPCC	19,977

UNEP's position remains constant despite 2.6% increase in followers.



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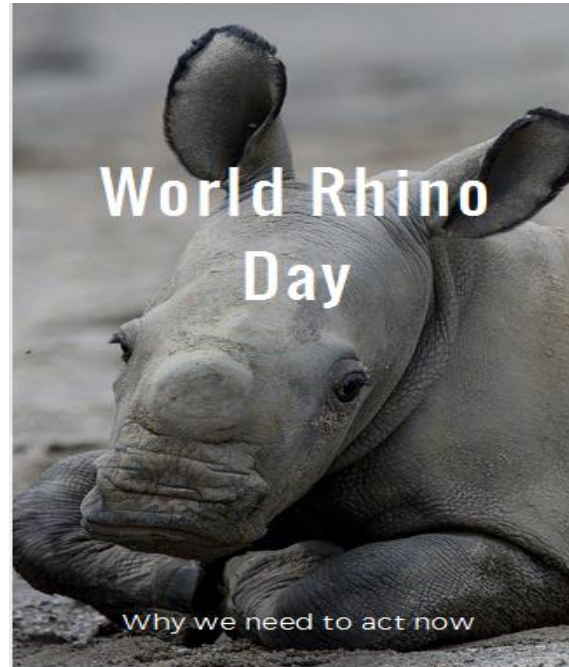
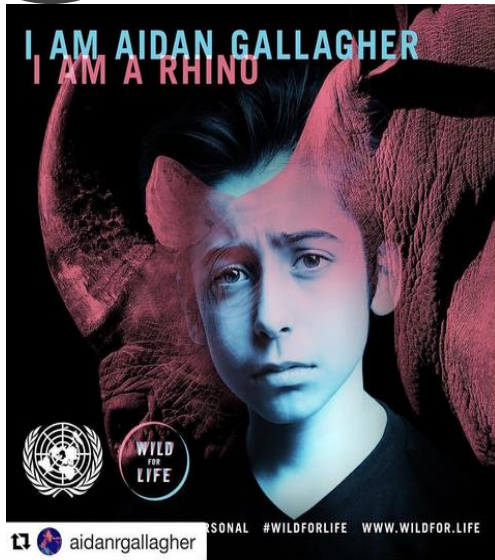
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22 September 2016 World Rhino Day Highlights



- For #WorldRhinoDay UN Environment social media platforms engaged audiences through 73 posts on Steller, Facebook, Twitter and Instagram.
- On Steller UN Environment published an engaging story with striking facts and figures on why it is important to take action to protect rhinos against poaching. The story recorded over 8,000 views.
- UN environment ran 4 quizzes in poll questions on Twitter which recorded 96,500 Impressions of the total 425,701 impressions including language those on platforms.
- UN Environment published 18 posts on Facebook recording a reach of 56,499 unique users.
- UN Environment also engaged Black Mambas Collet Ngobeni and Felicia Moga'kane, Nickelodeon child actor, Aidan Gallagher and Celebrity chef Buddy Velastro. They pledged to end illegal trade in wildlife by participating in the #WildForLife campaign.
- On Instagram, UN Environment reposted Aidan Gallagher's post and shared one other post which recorded a total of 1,479 likes and 20 comments

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FACEBOOK OVERVIEW

UN Environment has a total of **274,752** fans on Facebook as of 23 September 2016. This month **2,301,117** people saw UN Environment's information from **82** posts

TOP POST THIS MONTH *(shared on 18 September 2016)*



UN Environment
Published by SocialFlow [?] · September 18 at 10:00am · 🌐

127,808 People Reached

3,157 Reactions, Comments & Shares

The International Criminal Court (ICC) will start focusing on crimes linked to environmental destruction, the illegal exploitation of natural resources and unlawful dispossession of land. More: [#EcoCrime](http://bit.ly/2crZCFm)



International court to prosecute environmental crimes in major shift

Until now, the ICC has focused on prosecuting four main crimes: genocide, crimes against humanity, war crimes and the crime of aggression.

REUTERS.COM | BY CHRIS ARSENAULT

127,808 people reached

Boost Unavailable

40 Comments 718 Shares

2,114 Like

110 Love

5 Haha

21 Wow

1 Angry

178 Comments

731 Shares

3,546 Post Clicks

8 Photo Views

1,124 On Post

75 On Post

3 On Post

13 On Post

1 On Post

56 On Post

718 On Post

990 On Shares

35 On Shares

2 On Shares

8 On Shares

0 On Shares

122 On Shares

13 On Shares

2,271 Other Clicks

NEGATIVE FEEDBACK

17 Hide Post 7 Hide All Posts

0 Report as Spam 0 Unlike Page

KEY FACTS

September 2016 Summary

Fans: **274,752**
 Posts: **82**
 Total reach: **2,301,117**
 Comments: **1,322**
 Likes: **28,681**
 Shares: **8,229**
 Video views: **474,707**
 New fans: **6,835**
 Engagement rate: **1%**

Last month UN Environment reached 10,413,316 people through 95 posts, and gained 13,464 new fans, with a 2% engagement rate

Best day of the month

Sunday 18 September 2016 UN Environment reached 274,572 unique individuals

Key data on this day

- The ICC announcement to prosecute environment crimes

Source: FB Insights



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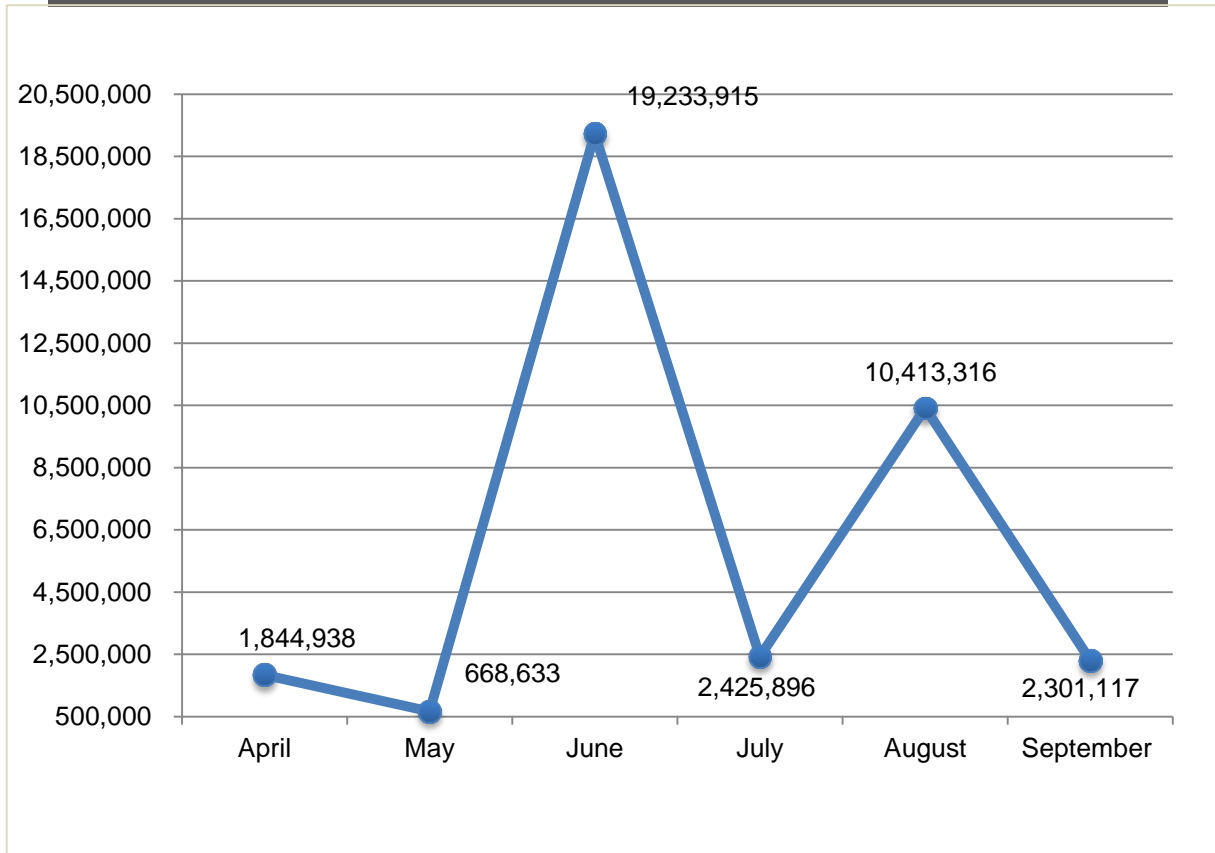
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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since April 2016:

36,887,815

Average number of people reached per post since April 2015

61,892

NUMBER OF POSTS SHARED

Month	No. of posts
SEPTEMBER	82
AUGUST	95
JULY	76
JUNE	175
MAY	82
APRIL	86
TOTAL POSTS	596

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



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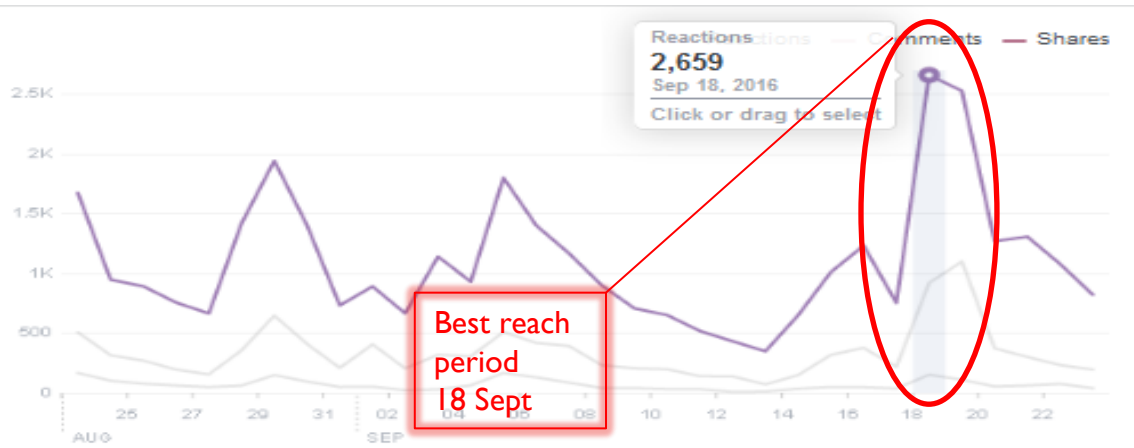
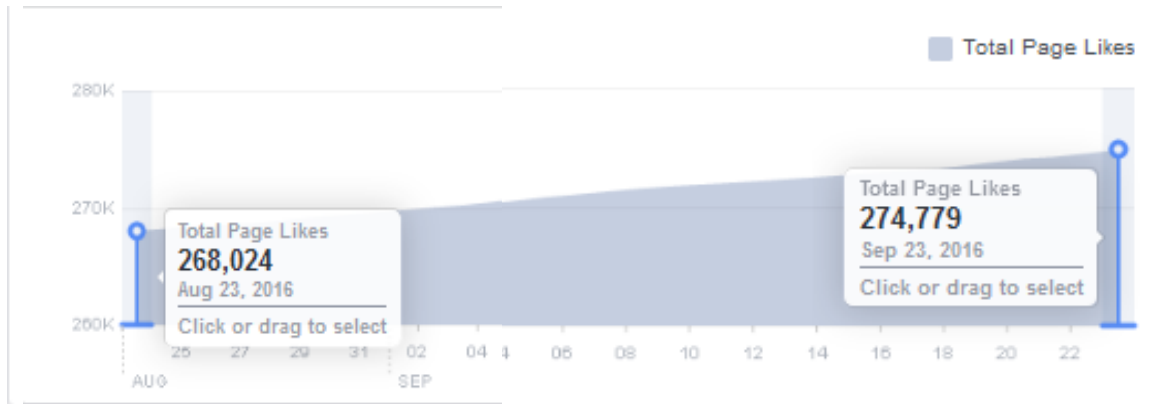
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FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

KEY FACTS

UN Environment's Facebook page continues to maintain momentum in growth, recording a 2.6% 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.

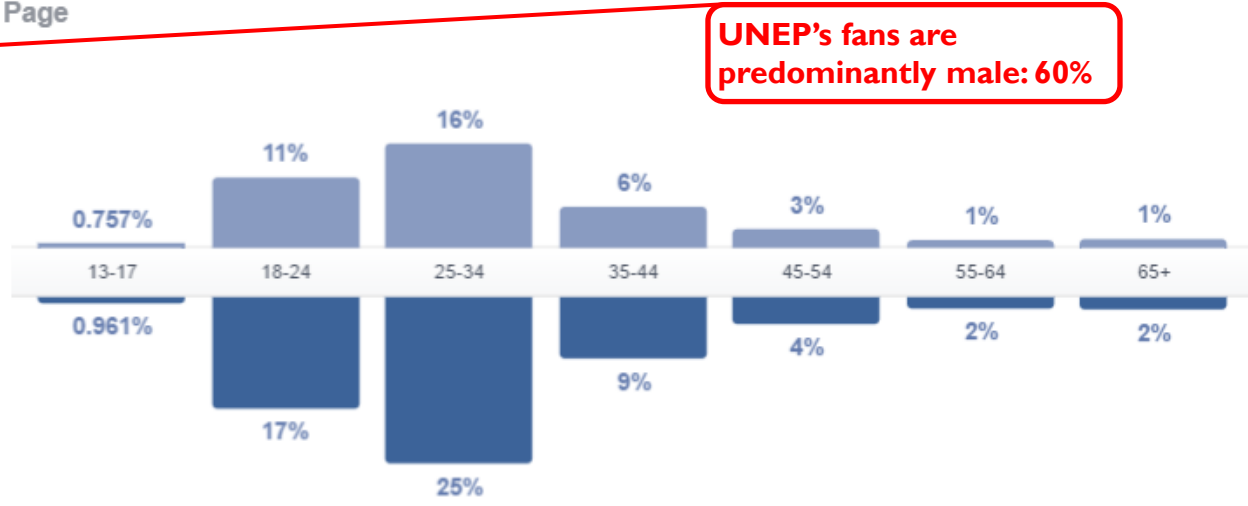
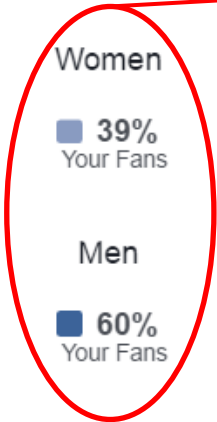
- **Reach** is the total number of estimated unique fans that saw any post from UNEP.
- Impressions by users is the number of estimated unique fans who saw a post as a result of a share.

* **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.

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

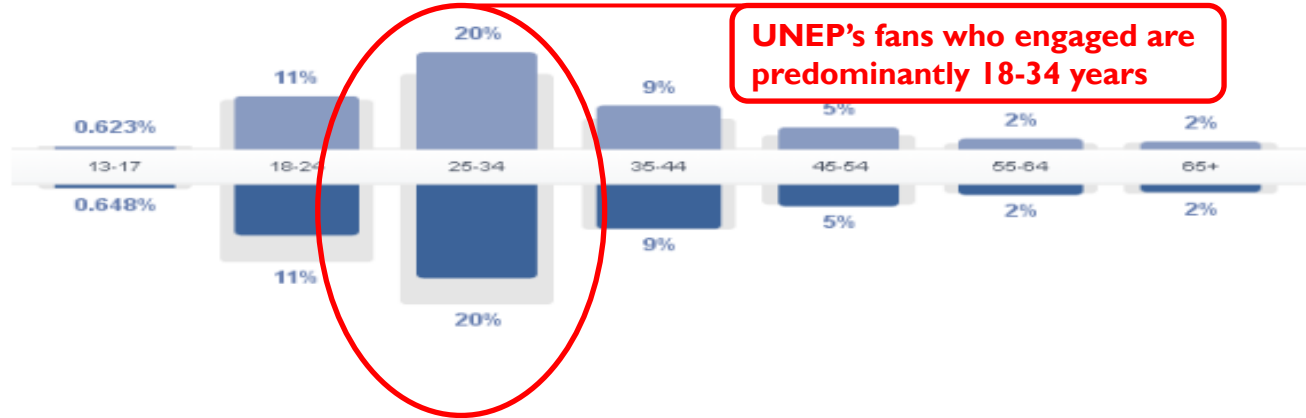
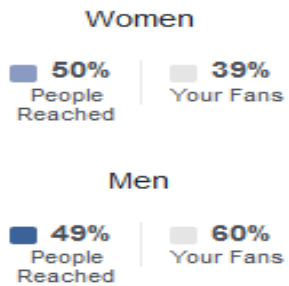

FACEBOOK DEMOGRAPHICS

The people who like your Page



SOURCE: FACEBOOK INSIGHTS

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



SOURCE: FACEBOOK INSIGHTS

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FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	32,119	Dhaka, Dhaka Division,...	14,815	English (US)	144,893
Bangladesh	20,526	Nairobi, Kenya	11,220	English (UK)	47,594
United States of America	17,856	New Delhi, Delhi, India	4,747	Spanish	15,447
Kenya	14,360	Kathmandu, Bagmati Z...	3,527	French (France)	11,950
Malaysia	9,823	Lima, Lima Region, Peru	2,303	Portuguese (Brazil)	8,474
Brazil	9,028	Mexico City, Distrito Fe...	2,239	Arabic	5,615
Pakistan	8,422	Phnom Penh, Cambodia	2,223	Italian	4,562
Philippines	7,088	London, England, Unite...	2,106	Spanish (Spain)	4,221
Mexico	6,180	Kuala Lumpur, Malaysia	2,032	German	3,247
Nepal	5,901	Tunis, Tunis Governor...	1,994	Portuguese (Portugal)	2,989

Source: FB Insights

FACEBOOK BENCHMARKS

1		UNICEF	6.4m 	▲ 0.2%	29	184K 
2		WWF	2.9m 	▲ 0.1%	11	35.3K 
3		World Health Organizati...	2.9m 	▲ 0.3%	15	53.7K 
4		Greenpeace International	2.7m 	▲ 0.1%	32	92.1K 
5		United Nations	2.1m 	▲ 0.6%	58	43.5K 
6		World Bank	2.1m 	▲ 0.3%	17	3.9K
7		United Nations Develop...	1.1m 	▲ 0.2%	9	2.1K
8		Food and Agriculture Or...	932.1K 	▲ 0.4%	31	22.5K 
9		World Food Programme	823.8K 	▲ 0.3%	5	197
YOU 10		UN Environment	275.5K	▲ 0.5%	19	4.2K

UN Environment's position remains the same despite increase in number of fans. UNEP requires an increase in engagement to remain competitive.

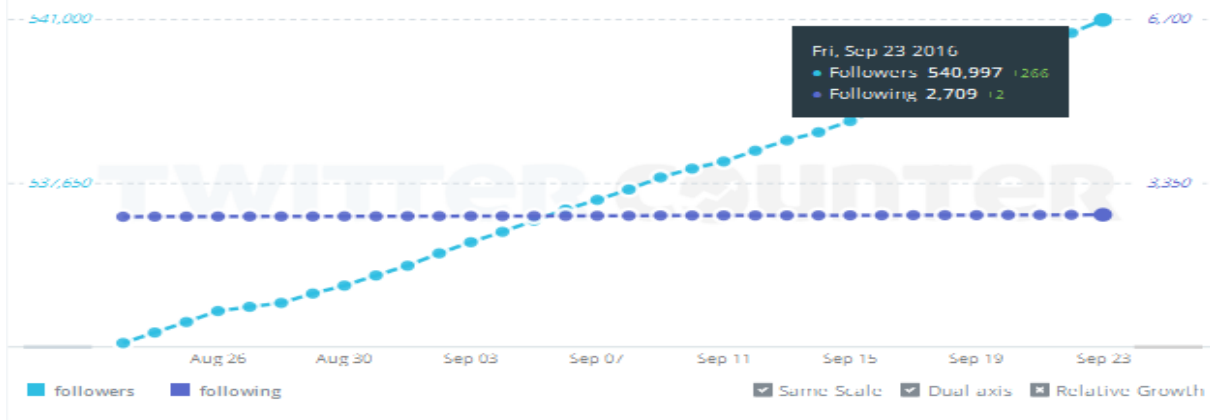
*statistics comparison is in real-time last month.

Source: FB Insights

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TWITTER OVERVIEW

SEPTEMBER 2016 FOLLOWER GROWTH



SOURCE: TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH



The Earth's deepest lake needs our attention. @LewisPugh visited & swam Lake Baikal: watch & join in his experience.



RETWEETS 3,712 LIKES 793

10:01 AM - 17 Sep 2016



Reducing demand is one of the most innovative & creative areas of conservation: bit.ly/2cp9vln #WildForLife



RETWEETS 157 LIKES 258

7:36 PM - 11 Sep 2016

KEY FACTS

September 2016 Summary

Followers: **540,997**

Tweets: **321**

Replies: **1.1K (33 per day)**

Mentions: **6.1K**

Retweets: **26.5K (829K per day)**

Likes: **22.9K (717 per day)**

Impressions: **6.6M (207K per day)**

New followers: **6,399**

Engagement rate: **1%**

Top tweets of the month

3712 Retweets 793 Likes 130K Impressions

The Earth's deepest lake needs our attention. @LewisPugh visited & swam Lake Baikal: watch & join his experience. pic.twitter.com/AzIKReB4WV

Tweeted on 17 September 2016

157 Retweets 258 Likes 97K Impressions

Reducing demand is one of the most innovative & creative areas of conservation: bit.ly/2cp9vln #WildForLife

Tweeted on 11 September 2016



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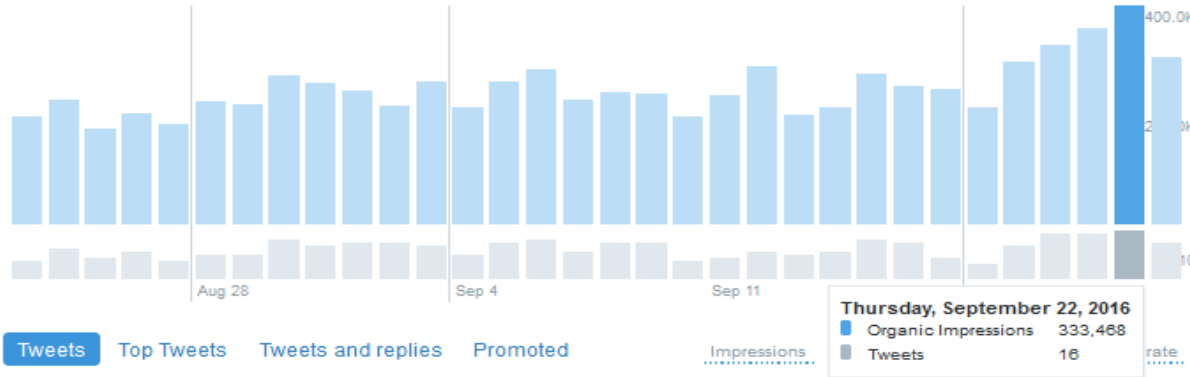
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TWITTER OVERVIEW

BEST DAY THIS MONTH: THURSDAY 4 AUGUST 2016



KEY FACTS

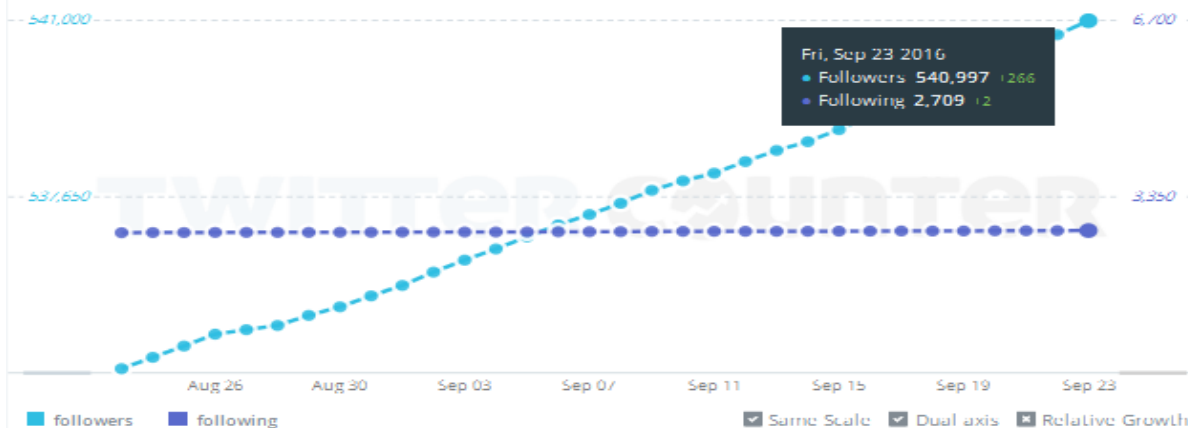
Best day of the month

Thursday, 22 September 2016
UN Environment recorded
333,408 impressions.

Key data on this day

- World Rhino Day

Impressions compared to previous month **20%** ↓
Followers compared to previous month **1.2%** ↑



SOURCE: TWITTER COUNTER

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



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TWITTER DEMOGRAPHICS AND LOCATIONS

Country

Country name	% of audience
United States	19%
United Kingdom	10%
India	8%
Kenya	5%
Canada	4%
Australia	3%
Spain	2%
France	2%
Brazil	2%
Mexico	2%

Interests

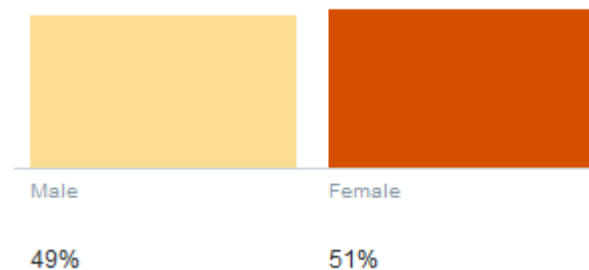
Interest name	% of audience
Business and news	89%
Politics and current events	85%
Business news and general info	78%
Tech news	64%
Movie news and general info	63%
Technology	62%
Science news	61%
Financial news	57%
Business and finance	56%
Government	56%

Region

State or region	% of audience
England, GB	9%
Greater London, GB	4%
California, US	4%
Nairobi, KE	2%
Ontario, CA	2%
New York, US	2%
South East England, GB	1%
Florida, US	1%
New South Wales, AU	< 1%
Maharashtra, IN	< 1%

UNEP's female audience has increased to 51% from 41% last month

Gender



SOURCE: TWITTER ANALYTICS



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INSTAGRAM OVERVIEW

SEPTEMBER TOP MEDIA

MARINE LITTER AFFECTS



MARINE LITTER COMES IN DIFFERENT SIZES



ECONOMIC ACTIVITIES IMPACTED BY MARINE LITTER



Top media of the month

1,557 Likes

Marine litter is a serious problem and has far reaching effects. What are they?

#cleanseas #marinelitter #ocean
#environment #environment
#medioambiente #medioambiente

Top media of the month

1,375 Likes

Double tap if you support #ClimateAction
With the US and China ratifications of the #ParisAgreement, 40% of global emissions are now covered.

#ClimateChange #Environment
#medioambiente #meioambiente
#GlobalGoals

KEY FACTS

August 2016 Summary

Followers: **63,378**

Posts: **29**

New followers: **3,678**

Following: **228**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month
6.2% ↑

Top media video media of the month

**CLIMATE CHANGE IS AN
ECONOMIC PROBLEM.**

3,419 Views 1,186 Likes

Climate change is a GLOBAL problem and it is a solvable one. We need to work together to do so and to achieve the #GlobalGoals.

#ClimateChange #Environment
#medioambiente #meioambiente
#GlobalGoals

Source: instagram.com

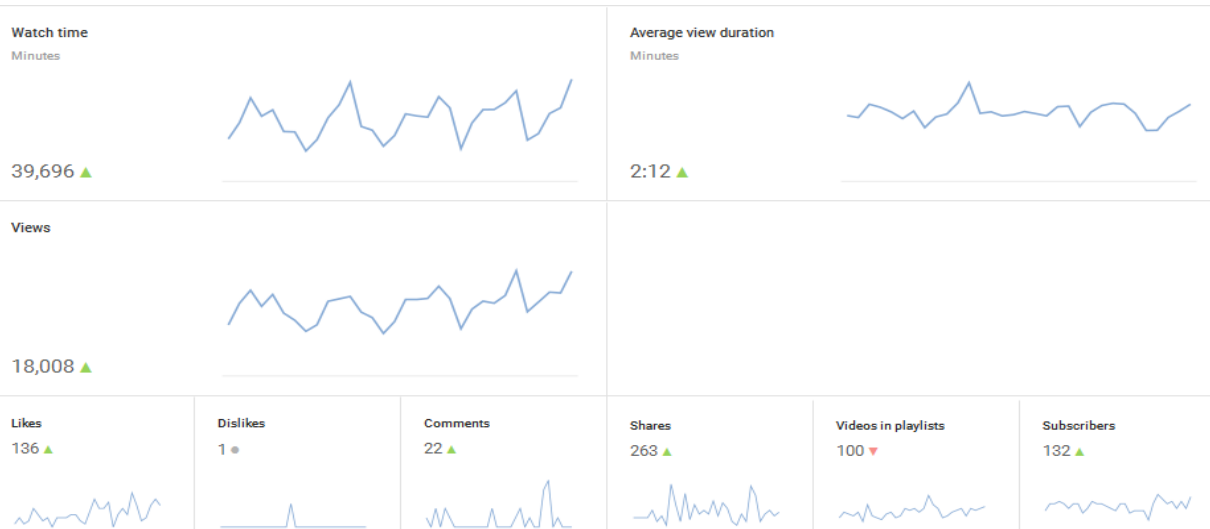
13 CLIMATE ACTION



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YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Ozone Song	11,349 20%	5,104 15%	21	5
A Bottle's Odyssey	8,753 15%	9,433 28%	5	1
The Antarctic Ozone Hole – From Discovery...	7,180 12%	1,190 3.5%	1	0
Le Trou d'ozone en Antarctique - De la déc...	5,235 9.1%	926 2.7%	2	0
Seven Billion Dreams. One Planet. Consum...	2,334 4.1%	2,024 6.0%	12	2
Precious Ozone - The Size of it	1,795 3.1%	942 2.8%	3	1
Mumbai Beach Clean-Up	1,709 3.0%	1,966 5.8%	5	1
UN Environment Chief Erik Solheim's Ozon...	1,556 2.7%	669 2.0%	12	0
Why do we need to change our food syste...	1,082 1.9%	451 1.3%	4	0
Poverty and Environment Initiative (PEI) in ...	566 1.0%	109 0.3%	2	0

KEY FACTS

August 2016 Summary

Subscribers: **5,859**

Views: **33,776**

Watch time: **57,615**

New Subscribers: **-6**

Last month UN Environment recorded 26,449 views, 38,879 minutes watched and a gain of 430 new subscribers.

Subscribers compared to previous month

0.1% ▼

Views compared to previous month

27% ▲

New in Top 10 videos

- **Precious Ozone**
- **Erik Solheim Ozone Day Message**
- **Why do we need to change the focus of our food systems?**
- **UNEP-UNDP Poverty Environment Initiative in Rwanda**



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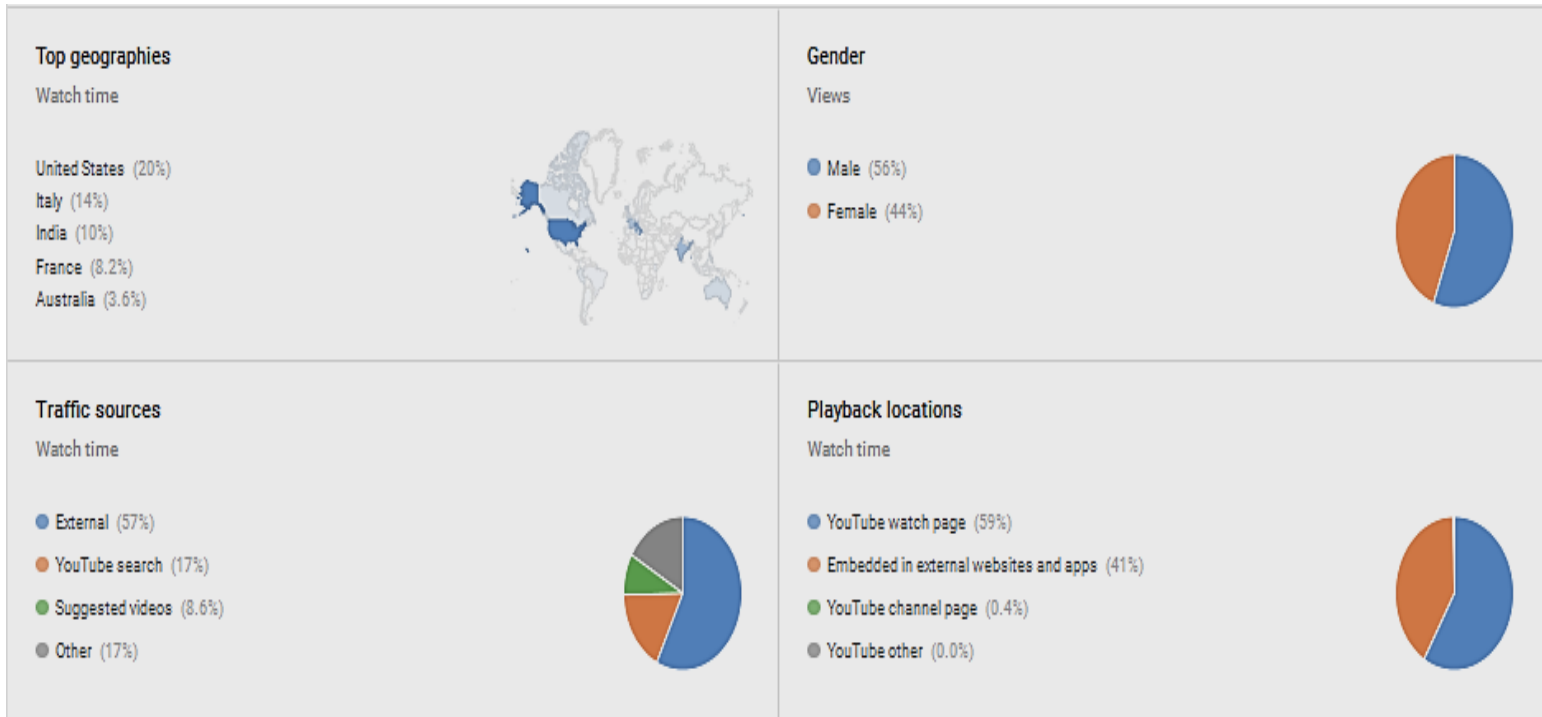
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YOUTUBE DEMOGRAPHICS



INSIGHTS

- Analytics indicate an increase in the female audience up 11% from 33% last month.
- Italy features as a new location 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 an increase in publishing video content and a possible increase in audience on both Twitter and Youtube platforms

CHINESE

UN Environment WeChat Top post

2016年9月12日——联合国环境署海洋卫士、国际海洋挑战赛冠军刘易斯·皮尤和俄罗斯联邦圣彼得堡环保员加尔德这一世界上最强硬、古老的湖泊。贝加尔湖被誉为“蓝色海洋博物馆”，很多物种都为其独有，世界上其他湖泊无法比拟。



“然而，当前贝加尔湖正遭受工业污染和气候变暖的双重打击。”刘易斯·皮尤在湖中游泳时接受采访时表示。在一年一度的贝加尔湖马拉松赛中，刘易斯·皮尤向贝加尔湖发起挑战，希望通过自己的实际行动唤起人们对贝加尔湖生态环境的关注。入水前他重申，“我们必须加倍努力保护贝加尔湖。”

Top WeChat post: 16 August 2016

UN Environment's Patron of the Oceans Lewis Pugh's swim in Lake Baikal to raise awareness on dangers facing the Lake.

Views: 2,599

Reposts and favourites: 214

UN Environment Sina Weibo Top post



联合国环境规划署

9月11日 20:30 来自 微博 weibo.com

为推动结束非法野生动植物贸易，2016年，我们在全球发起#WildForLife##为生命呐喊#行动。联合国环境规划署亲善大使@李冰冰 作为全球九位发起人之一，请来了六位好朋友共同为8种濒危珍稀物种生命呐喊。他们来自不同领域，拥有强大的公益环保热情与社会影响力。猜猜他们都是谁？



阅读 595.4万 推广 76850 7438 13170

Top Weibo post: 27 August 2016

UN Environment announcement of upcoming #WildForLife campaign with Chinese champions' silhouettes.

Views: 5.954 M

Likes: 13,170

Comments: 7,438

Reposts: 76,850



CHINESE

WeChat Summary

Followers : 18,516

Posts: 12

Reach: 222K

Impressions: 34K

Likes: 277

New followers: 250

Weibo Summary

Followers : 117,243

Posts: 105

Impressions: 8.54M

Likes: 41,576

Comments: 15,082

New followers: 10,003

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- #WildForLife campaign launch with participation from UN Environment GWA Li BingBing.
- Protection of Lake Baikal, from UN Environment Patron of the oceans Lewis Pugh. There was engagement on the subject in Weibo and WeChat
- News on climate change impacts and mitigation.

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: **4,332**

Total Posts: **40**

Total Reach: **90K**

New likes: **160**

Vs 61 posts, 120K Reach and 160 new likes last month

RUSSIAN



Total audience: **18,645**

Total Posts: **56**

Total Reach: **282K**

New likes: **2,004**

Vs 47 posts, 266K reach and 2,312 new likes last month

FRENCH



Total audience: **12,804**

Total Posts: **50**

Total Reach: **139K**

New likes: **1,625**

Vs 39 posts, 323K Reach and 1,495 new likes last month

SPANISH



Total audience: **2,387**

Total Posts: **42**

Total Reach: **3.4m?**

New likes: **186**

Vs 22 posts, 427K Reach and 81 new likes last month

ARABIC



🐦 TWITTER

Total followers: **6,776**

RUSSIAN



Total Tweets: **580**

Total Impressions: **326K**

New followers: **294**

Vs 618 tweets, 393K Reach and 204 followers

Total followers: **8,734**

Total Tweets: **145**

Total impressions: **308K**

New followers: **560**

Vs 116 tweets 269K Reach and 312 new followers last month

FRENCH



Total followers: **9,214**

Total Tweets: **164**

Total Impressions: **733K**

New followers: **966**

Vs. 157 tweets, 455K Reach and 842 new followers last month

SPANISH



Total followers: **7,629**

Total Tweets: **91**

Total Impressions: **107K**

New followers: **224**

Vs 114 tweets, 160K Reach and 187 new followers last month

ARABIC



LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Ambiente @PNUMA



Colaboremos para reducir la [#basuramarina](#), por ejemplo, usando menos plásticos y reciclando. [#MaresLimpios](#)



RETWEETS
284

LIKES
191

2:24 PM - 16 Sep 2016

ONU Ambiente Published by Maria Amparo Lasso [?] · August 31 at 2:18am



Urge profundizar el conocimiento científico sobre el [#cambio climático](#) para tomar decisiones informadas. En este video te mostramos algunos datos sobre las consecuencias de este fenómeno en [#ALC](#), incluidos en nuestro reciente informe GEO-6. Si quieres saber más, revisa la publicación: bit.ly/1TpAuzy

See Translation



19,600 people reached

Boost Unavailable

4.1K Views

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.