### Social Media Overview

**Total followers across all platforms:** 3,659,238

Compared to previous month 1.05%

Highest follower growth this month was seen on Spanish Facebook at 12.3%, English Facebook at 9.1%, Spanish Twitter at 13.2%, French Twitter at 8.9% and Arabic Facebook at 5.7%.

Follower growth also seen on Instagram at 19.8%, Russian Twitter, Arabic Twitter, WeChat and YouTube. As users have abandoned QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat.

#### FACEBOOK

<table>
<thead>
<tr>
<th>Language</th>
<th>Growth</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>9.1%</td>
<td>251,541</td>
</tr>
<tr>
<td>French</td>
<td>4.9%</td>
<td>12,787</td>
</tr>
<tr>
<td>Spanish</td>
<td>12.1%</td>
<td>7,428</td>
</tr>
<tr>
<td>Russian</td>
<td>6.3%</td>
<td>3,763</td>
</tr>
<tr>
<td>Tunza</td>
<td>1.4%</td>
<td>12,104</td>
</tr>
<tr>
<td>ROWA</td>
<td>5.7%</td>
<td>2,040</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>2.7%</td>
<td>522,706</td>
</tr>
<tr>
<td>French</td>
<td>8.9%</td>
<td>7,504</td>
</tr>
<tr>
<td>Spanish</td>
<td>13.2%</td>
<td>6,146</td>
</tr>
<tr>
<td>Russian</td>
<td>7.5%</td>
<td>6,140</td>
</tr>
<tr>
<td>ROWA</td>
<td>3.9%</td>
<td>6,731</td>
</tr>
</tbody>
</table>

#### YOUTUBE

<table>
<thead>
<tr>
<th>Platform</th>
<th>Growth</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>WeChat</td>
<td>2.33%</td>
<td>17,762</td>
</tr>
<tr>
<td>RenRen</td>
<td>0.003%</td>
<td>545,833</td>
</tr>
<tr>
<td>QQ</td>
<td>0.33%</td>
<td>2,092,880</td>
</tr>
<tr>
<td>Weibo</td>
<td>0.35%</td>
<td>106,793</td>
</tr>
</tbody>
</table>

#### Instagram

<table>
<thead>
<tr>
<th>Platform</th>
<th>Growth</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>19.8%</td>
<td>51,626</td>
</tr>
</tbody>
</table>
### TWITTER

This month, UNEP’s Twitter account recorded a 2.7% increase in followers from 511,584 to 522,706. This is mainly attributed to an increase in social media activities around the second session of the United Nations Environment Assembly, shortly followed by World Environment Day on 5 June. Live coverage of UNEA2 fared significantly better than pre-conference content. To engage followers UNEP has continued to create engaging and impactful posts with compelling visuals to attract and capture the attention of the audience. UNEP’s Twitter account increased its activity throughout UNEA and launched the Wild For Life campaign. World Environment Day was a great opportunity to mobilize the audience on Twitter and the Environmental Crime report released on the eve of WED allowed @UNEP to build strong momentum in ahead of the day. Additionally, review of analytics data informed that UNEP’s Twitter audience is likely to engage with positive news on outcomes following the signing of the Paris Agreement, and news renewables and marine ecosystems. UNEP’s Twitter audience is also likely to engage with video content calling for action on the environment and climate change.

**What worked:**
- Live coverage of #UNEA2
- #WorldEnvironmentDay
- #WildForLife posts

**What did not work:**
- Text-only Tweets
- Images of conference daises

### FACEBOOK

This month Facebook account recorded a 9.1% increase in followers bringing the total number of fans from 230,597 to 251,541. This continued, strong increase in numbers is mainly attributed to the paid social ads used to boost the most engaging World Environment Day content. Continued implementation of the new approach featuring more interactive posts with news and videos as well as participation in campaigns to amplify awareness of current environmental issues continue to amplify user engagement. Creative uses of the platform to fuel post sharing contribute to the growth of UNEP’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, UNEP will work to share content that can be tied back to programmatic successes.

**What worked:**
- World Environment Day
- News on Climate Change
- Wild For Life posts
- Stories created using Facebook’s Canvas application

**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 UNEP’s work that lack a “human” side
## UNEP Twitter Followers Compared to Other Agencies (As per 24 June)

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UN</td>
<td>7,357,058</td>
</tr>
<tr>
<td>UNICEF</td>
<td>5,510,405</td>
</tr>
<tr>
<td>WHO</td>
<td>2,913,665</td>
</tr>
<tr>
<td>WWF</td>
<td>2,324,027</td>
</tr>
<tr>
<td>World Bank</td>
<td>1,852,584</td>
</tr>
<tr>
<td>Greenpeace</td>
<td>1,555,498</td>
</tr>
<tr>
<td>WFP</td>
<td>1,197,727</td>
</tr>
<tr>
<td>UNDP</td>
<td>973,121</td>
</tr>
<tr>
<td><strong>UNEP</strong></td>
<td><strong>522,706</strong></td>
</tr>
<tr>
<td>UNFCCC</td>
<td>297,414</td>
</tr>
<tr>
<td>FAO News</td>
<td>191,833</td>
</tr>
<tr>
<td>World Resources Inst</td>
<td>128,097</td>
</tr>
<tr>
<td>IPCC</td>
<td>74,645</td>
</tr>
<tr>
<td>WMO</td>
<td>27,385</td>
</tr>
</tbody>
</table>

UNEP’s position remains constant despite 2.7% increase in followers.

## UNEP Facebook Followers Compared to Other Agencies (As per 24 June)

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNICEF</td>
<td>6,126,881</td>
</tr>
<tr>
<td>WWF</td>
<td>2,876,076</td>
</tr>
<tr>
<td>WHO</td>
<td>2,806,858</td>
</tr>
<tr>
<td>Greenpeace</td>
<td>2,618,702</td>
</tr>
<tr>
<td>World Bank</td>
<td>2,027,575</td>
</tr>
<tr>
<td>UN</td>
<td>2,016,348</td>
</tr>
<tr>
<td>UNDP</td>
<td>1,093,804</td>
</tr>
<tr>
<td>FAO</td>
<td>878,349</td>
</tr>
<tr>
<td>WFP</td>
<td>781,994</td>
</tr>
<tr>
<td><strong>UNEP</strong></td>
<td><strong>251,541</strong></td>
</tr>
<tr>
<td>UNFCCC</td>
<td>166,261</td>
</tr>
<tr>
<td>WRI</td>
<td>108,931</td>
</tr>
<tr>
<td>WMO</td>
<td>79,859</td>
</tr>
<tr>
<td>IPCC</td>
<td>18,037</td>
</tr>
</tbody>
</table>

UNEP’s position remains constant despite 9.1% increase in followers.
FACEBOOK OVERVIEW

UNEPA has a total of 251,541 fans on Facebook as of 24 June 2016. This month 19,233,915 people saw UNEP's information from 175 posts.

KEY FACTS

June 2016 Summary
- Fans: 251,541
- Posts: 175
- Total reach: 19,233,915
- Comments: 1,364
- Shares: 12,894
- Reactions: 107,075
- Post clicks: 958,414
- Video views: 2,215,771
- New fans: 21,004
- Engagement rate: 4%

Last month UNEP reached 668,633 people through 82 posts, and gained 4,034 new fans, with a 1% engagement rate.

Best day of the month
Sunday 5 June 2016 UNEP reached 4,204,458 unique individuals.

Key data on this day
- Posts sharing content to celebrate WED2016.
NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

**NUMBER OF POSTS SHARED**

<table>
<thead>
<tr>
<th>Month</th>
<th>No. of posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUNE 2016</td>
<td>175</td>
</tr>
<tr>
<td>MAY 2016</td>
<td>82</td>
</tr>
<tr>
<td>APRIL 2016</td>
<td>86</td>
</tr>
<tr>
<td>MARCH 2016</td>
<td>81</td>
</tr>
<tr>
<td>FEBRUARY 2015</td>
<td>91</td>
</tr>
<tr>
<td>JANUARY 2015</td>
<td>75</td>
</tr>
<tr>
<td>DECEMBER 2015</td>
<td>79</td>
</tr>
<tr>
<td><strong>TOTAL POSTS</strong></td>
<td><strong>669</strong></td>
</tr>
</tbody>
</table>

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

**JUNE 2016**

**FACEBOOK MONTHLY REACH**

**KEY FACTS**

Total number of unique people reached since November 2015: **28,708,225**

Average number of people reached per post since November 2015 **42,912**

Source: FB Insights
FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

KEY FACTS

UNEP Facebook page continues to maintain momentum in growth, recording a percentage 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% of your fans are female
- 60% of your fans are male

UNEP’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
- 22% of engaged people are female
- 39% of your fans are female

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

Men
- 78% of engaged people are male
- 60% of your fans are male
## 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>28,678</td>
<td>Dhaka, Dhaka Division, Bangladesh</td>
<td>13,475</td>
<td>English (US)</td>
<td>133,950</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>18,680</td>
<td>Nairobi, Kenya</td>
<td>10,955</td>
<td>English (UK)</td>
<td>42,144</td>
</tr>
<tr>
<td>United States of America</td>
<td>15,291</td>
<td>New Delhi, Delhi, India</td>
<td>4,223</td>
<td>Spanish</td>
<td>14,125</td>
</tr>
<tr>
<td>Kenya</td>
<td>13,880</td>
<td>Kathmandu, Bagmati Zone, Nepal</td>
<td>3,863</td>
<td>French (France)</td>
<td>10,686</td>
</tr>
<tr>
<td>Malaysia</td>
<td>9,616</td>
<td>Kuala Lumpur, Malaysia</td>
<td>2,186</td>
<td>Portuguese (Brazil)</td>
<td>8,160</td>
</tr>
<tr>
<td>Brazil</td>
<td>8,567</td>
<td>Lima, Lima Region, Peru</td>
<td>2,137</td>
<td>Arabic</td>
<td>5,188</td>
</tr>
<tr>
<td>Pakistan</td>
<td>7,849</td>
<td>Phnom Penh, Cambodia</td>
<td>2,088</td>
<td>Italian</td>
<td>4,179</td>
</tr>
<tr>
<td>Philippines</td>
<td>6,766</td>
<td>London, England, United Kingdom</td>
<td>1,976</td>
<td>Spanish (Spain)</td>
<td>3,931</td>
</tr>
<tr>
<td>Nepal</td>
<td>5,805</td>
<td>Cairo, Cairo Governorate</td>
<td>1,848</td>
<td>Portuguese (Portugal)</td>
<td>2,715</td>
</tr>
<tr>
<td>Mexico</td>
<td>5,778</td>
<td>Mexico City, Distrito Federal</td>
<td>1,589</td>
<td>German</td>
<td>2,693</td>
</tr>
</tbody>
</table>

Source: FB Insights
# FACEBOOK BENCHMARKS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Page</th>
<th>Name</th>
<th>Fans</th>
<th>Change</th>
<th>Engagement</th>
<th>Posts</th>
<th>Posts Last Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>🎨</td>
<td>UNICEF</td>
<td>6.1m</td>
<td>▲ 0.1%</td>
<td>19</td>
<td>179.6K</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>🦊</td>
<td>WWF</td>
<td>2.9m</td>
<td>▲ 0.4%</td>
<td>8</td>
<td>108.2K</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>🌐</td>
<td>World Health Organization</td>
<td>2.8m</td>
<td>▲ 0.3%</td>
<td>12</td>
<td>11.4K</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>🌐</td>
<td>Greenpeace International</td>
<td>2.6m</td>
<td>▲ 0.3%</td>
<td>33</td>
<td>135.5K</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>🌐</td>
<td>World Bank</td>
<td>2m</td>
<td>▲ 0.2%</td>
<td>19</td>
<td>46.6K</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>🌐</td>
<td>United Nations</td>
<td>2m</td>
<td>▲ 0.3%</td>
<td>24</td>
<td>9.8K</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>🌐</td>
<td>United Nations Development Programme</td>
<td>1.1m</td>
<td>▲ 0.1%</td>
<td>14</td>
<td>4.3K</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>🌐</td>
<td>Food and Agriculture Organization</td>
<td>878.4K</td>
<td>▲ 0.3%</td>
<td>26</td>
<td>9.8K</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>🌐</td>
<td>World Food Programme</td>
<td>782K</td>
<td>▲ 0.2%</td>
<td>6</td>
<td>180</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>🌐</td>
<td>UNEP</td>
<td>251.7K</td>
<td>▲ 0.2%</td>
<td>29</td>
<td>3.1K</td>
<td></td>
</tr>
</tbody>
</table>

UNEP'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

JUNE 2016 FOLLOWER GROWTH

KEY FACTS

June 2016 Summary
Followers: 522,706
Tweets: 680
Replies: 2K (64 per day)
Mentions: 8.7K
Retweets: 37K (1.2K per day)
Likes: 31.1K (970 per day)
Impressions: 12.5M (390.8K per day)
New followers: 11,122
Engagement rate: 0.9%

Top tweets of the month
401 Retweets 371 likes 176K Impressions
Tomorrow is #WorldEnvironmentDay! What are you doing for #WED2016? Tell us: http://bit.ly/Register4WED
Tweeted on 4 June 2016

256 Retweets 256 likes 186K Impressions
Today is #WorldEnvironmentDay! How are you celebrating? Use #WED2016 & tell the world. http://wed2016.com/
Tweeted on 5 June 2016
JUNE 2016

TWITTER OVERVIEW

BEST DAY THIS MONTH: Wednesday 25 May 2016

Key facts:

**Best day of the month**
Monday, 25 May 2016 UNEP recorded 1,105,992 impressions.

**Key data on this day**
- Launch of the Wild For Life campaign

Impressions compared to previous month 15.7% ↑
Followers compared to previous month 2.7% ↑

Steady increase in UNEP’s followers.

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

JUNE 2016

UNEP's followers are predominantly male: 61%
Drop in female audience: 39%

<table>
<thead>
<tr>
<th>Region</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>England, GB</td>
<td>8%</td>
</tr>
<tr>
<td>Greater London, GB</td>
<td>4%</td>
</tr>
<tr>
<td>California, US</td>
<td>4%</td>
</tr>
<tr>
<td>New York, US</td>
<td>2%</td>
</tr>
<tr>
<td>Ontario, CA</td>
<td>2%</td>
</tr>
<tr>
<td>Nairobi, KE</td>
<td>2%</td>
</tr>
<tr>
<td>Illinois, US</td>
<td>1%</td>
</tr>
<tr>
<td>Maharashtra, IN</td>
<td>1%</td>
</tr>
<tr>
<td>Texas, US</td>
<td>1%</td>
</tr>
<tr>
<td>New South Wales, AU</td>
<td>&lt; 1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>21%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>10%</td>
</tr>
<tr>
<td>India</td>
<td>6%</td>
</tr>
<tr>
<td>Kenya</td>
<td>5%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>Australia</td>
<td>3%</td>
</tr>
<tr>
<td>France</td>
<td>3%</td>
</tr>
<tr>
<td>Mexico</td>
<td>2%</td>
</tr>
<tr>
<td>Spain</td>
<td>2%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interests</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and news</td>
<td>91%</td>
</tr>
<tr>
<td>Politics and current events</td>
<td>86%</td>
</tr>
<tr>
<td>Business news and general info</td>
<td>80%</td>
</tr>
<tr>
<td>Tech news</td>
<td>67%</td>
</tr>
<tr>
<td>Movie news and general info</td>
<td>67%</td>
</tr>
<tr>
<td>Science news</td>
<td>62%</td>
</tr>
<tr>
<td>Technology</td>
<td>62%</td>
</tr>
<tr>
<td>Business and finance</td>
<td>56%</td>
</tr>
<tr>
<td>Financial news</td>
<td>56%</td>
</tr>
<tr>
<td>Government</td>
<td>56%</td>
</tr>
</tbody>
</table>

SOURCE: TWITTER ANALYTICS
**INSTAGRAM OVERVIEW**

**JUNE 2016**

**MAY - JUNE TOP MEDIA**

**Top media of the month**

1,227 likes

On #WorldEnvironmentDay, stand with elephants. Tell us how you’re making a difference for the environment today.

#wed2016 #environment #medioambiente #meioambiente #conservation #wildlife #elephant

**Top media of the month**

1,045 likes

Happy #WorldOceansDay! Oceans cover 71% of the Earth’s surface and provide us with food, oxygen & jobs. What will you do to show your appreciation for our oceans today?

#water #ocean #environment #environnement #medioambiente #meioambiente #UNEP

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**KEY FACTS**

June 2016 Summary

- Followers: **51,626**
- Posts: **23**
- New followers: **8,519**
- Following: **220**

Followers compared to previous month **19.8%**
June 2016 Summary
Subscribers: 5,454
Views: 49,867
Watch time: 164,065
New Subscribers: 312

Last month UNEP recorded 26,531 views, 63,576 minutes watched and a gain of 406 new subscribers.

Subscribers compared to previous month 8.2% ▲
Views compared to previous month 88% ▲

New in Top 10 videos
• Closing Plenary of UNEA 2
• World Environment Day 2016 PSA
• UNEP Baobab Awards
YOUTUBE DEMOGRAPHICS

JUNE 2016

Top geographies
Watch time

- Kenya (26%)
- United States (8.7%)
- Egypt (6.6%)
- India (5.0%)
- Switzerland (4.0%)

Gender
Views

- Male (57%)
- Female (43%)

Traffic sources
Watch time

- External (34%)
- Direct or unknown (16%)
- YouTube channels (14%)
- Other (37%)

Playback locations
Watch time

- YouTube watch page (86%)
- Embedded in external websites and apps (13%)
- YouTube channel page (1.2%)
- YouTube other (0.0%)

Note: The image contains pie charts and a world map showing geographical distribution.
**ED’s WEIBO**

**Fans number:** 2,266

14 tweets posted in June.

**Top weibo:**
Achim Steiner wraps up his last day as Executive Director of UNEP and says thank you to everyone.

---

**WHAT WORKED**

- Executive Director Achim Steiner bids farewell to UNEP reposted by UNEP GWA Li Bingbing
- Celebrity engagement in World Environment Day event held in Shanghai advocating on sustainable consumption and production
- InforMEA

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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. UNEP is phasing out activity on both platforms to focus its social media efforts on **WeChat** and **Weibo**.

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**CHINESE CONTENT HIGHLIGHTS**

- 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. UNEP is phasing out activity on both platforms to focus its social media efforts on WeChat and Weibo.

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**CHINESE**

### UNEP WeChat Top post

- **14 posts/** June
- **25 June**
  - Vacancy Announcement: Experts on City District Energy Systems - Copenhagen Centre on Energy Efficiency
  - View: **3,225** Reposts and favourites: **1,099**
- **16 June**
  - Translation of Achim Steiner’s last commentary article on Our Planet: Final Reflections
  - View: **1,470** Retweets and favourites: **294**

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### UNEP Sina Weibo Top post

- **88 Posts/** June
- **Top Weibo post:**
  - **15 June 2016**
  - UNEP reposts a volunteer activity calling for people to grow more trees. A member of TFboys attended the activity as the charity ambassador.
  - Shares: **13,540**
  - Likes & comments: **5,267**
  - Reach: **334,000**
SOCIAL MEDIA - LANGUAGES

FACEBOOK
- Total audience: 3,763
- Total Posts: 63
- Total Reach: 110K
- New likes: 224
  - Vs 76 posts, 116K Reach and 543 new likes last month
- Total audience: 12,787
- Total Posts: 32
- Total Reach: 88.7K
- New likes: 587
  - Vs 60 posts, 96K reach and 534 new likes last month
- Total audience: 7,428
- Total Posts: 39
- Total Reach: 70K
- New likes: 805
  - Vs 43 posts, 112K Reach and 1,434 new likes last month

TWITTER
- Total followers: 6,140
- Total Posts: 1008
- Total Reach: 396.7K
- New likes: 428
  - Vs 905 tweets, 436K Reach and 465 followers
- Total followers: 7,504
- Total Posts: 163
- Total Reach: 677K
- New followers: 521
  - Vs 209 tweets, 420.7K Reach and 608 new followers last month
- Total followers: 6,146
- Total Posts: 124
- Total Reach: 472.9K
- New followers: 719
  - Vs 153 tweets, 429K Reach and 1,729 new followers last month

YOUTUBE
- Total audience: 2,040
- Total Posts: 69
- Total Reach: 324.5K
- New likes: 110
  - Vs 63 posts, 380.5K Reach and 238 new likes last month

LANGUAGES
- Total followers: 6,998
- Total Posts: 270
- Total Impressions: 397.3K
- New followers: 267
  - Vs 274 tweets, 391.6K Reach and 428 new followers last month

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**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.

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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.