### VISITS

<table>
<thead>
<tr>
<th>Month</th>
<th>Total visits</th>
<th>Average per Day</th>
<th>Average Visit Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 2015</td>
<td>2,238,911</td>
<td>77,203</td>
<td>00:10:53</td>
</tr>
<tr>
<td>Feb 2015</td>
<td>2,267,932</td>
<td>70,872</td>
<td>00:19:22</td>
</tr>
<tr>
<td>Jan 2015</td>
<td>1,752,090</td>
<td>54,752</td>
<td>00:18:54</td>
</tr>
</tbody>
</table>

**Total visits of Year To Date**: 6,258,933

---

### KEY FACTS

- **Visits compared to previous month**: 1.28%
- **Mondays are the most active and Saturdays the least active days**
- **Average visits per visitor**: 1.64
  - Compared to previous month: 1.24%
- **59% Bounce rate on UNEP homepage**

---

*Bounce rate*

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

### KEY FACTS

- Visitors compared to previous month: 0.24%
- Returning visitors compared to previous month: 0.1%
- Gender distribution: Male 42.3%, female 57.7%

### Month-wise Visitors

<table>
<thead>
<tr>
<th>Month</th>
<th>Total visitors</th>
<th>Daily average</th>
<th>Peak day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 2015</td>
<td>1,363,972</td>
<td>45,466</td>
<td>3-Mar</td>
</tr>
<tr>
<td>Feb 2015</td>
<td>1,367,226</td>
<td>45,574</td>
<td>3-Feb</td>
</tr>
<tr>
<td>Jan 2015</td>
<td>1,071,339</td>
<td>35,771</td>
<td>21-Jan</td>
</tr>
<tr>
<td>Total visitors of Year To Date</td>
<td>3,802,537</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Most popular browsers used by visitors

<table>
<thead>
<tr>
<th>Browser</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome</td>
<td>40.95%</td>
</tr>
<tr>
<td>Internet Explorer</td>
<td>25.09%</td>
</tr>
<tr>
<td>Firefox</td>
<td>15.50%</td>
</tr>
<tr>
<td>Safari</td>
<td>11.37%</td>
</tr>
<tr>
<td>Opera Mini</td>
<td>2.85%</td>
</tr>
<tr>
<td>Android Browser</td>
<td>1.53%</td>
</tr>
<tr>
<td>Opera</td>
<td>0.65%</td>
</tr>
<tr>
<td>Safari (in-app)</td>
<td>0.54%</td>
</tr>
<tr>
<td>UC Browser</td>
<td>0.44%</td>
</tr>
<tr>
<td>S40 Ovi Browser</td>
<td>0.37%</td>
</tr>
</tbody>
</table>

### Most popular operating systems used by visitors

- Windows: 72%
- Macintosh: 12%
- Android: 7%
- Unknown: 1%
- iOS: 6%
- Linux: 1%
- Others: 1%

65% of UNEP audience is between ages 18-34 years.

Source: Webtrends and Google Analytics
### PAGE VIEWS

<table>
<thead>
<tr>
<th>Month</th>
<th>Total page views</th>
<th>Daily Average</th>
<th>Average Page Views per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 2015</td>
<td>3,690,969</td>
<td>127,274</td>
<td>1.66</td>
</tr>
<tr>
<td>Feb 2015</td>
<td>9,981,504</td>
<td>311,922</td>
<td>4.4</td>
</tr>
<tr>
<td>Jan 2015</td>
<td>7,974,890</td>
<td>249,215</td>
<td>4.55</td>
</tr>
</tbody>
</table>

### KEY FACTS

Top pages visitors use to enter our website are:

1. UNEP Home page
2. News Centre
3. Climate Technology Centre and Network (CTCN)
4. UNEP International Environmental Technology Centre
5. UNEP Employment

The sharp reduction in page views could be attributed to the upgrade of the analytics tool, and change of filtering parameters. 

**Webtrends done in February 2015**

#### Popular pages in Mar 2015

| 1 | http://www.unep.org/          |
| 2 | http://www.unep.org/rss/      |
| 3 | http://www.unep.org/newscentre/|
| 4 | http://www.unep.org/vacancies/|
| 5 | http://www.unep.org/climatechange/ctcn/ |
| 6 | http://www.unep.org/wed/      |
| 7 | http://www.unep.org/climatechange/ |
| 8 | http://www.unep.org/disastersandconflicts/ |
| 9 | http://www.unep.org/resourceefficiency/ |
| 10| http://www.unep.org/publications/ |
| 11| http://www.unep.org/IETC/     |
| 12| http://www.unep.org/greeneconomy/ |
| 13| http://www.unep.org/roa/      |
| 14| http://www.unep.org/energy/    |
| 15| http://www.unep.org/oare/      |

#### Popular pages in Feb 2015

| 1 | http://www.unep.org/          |
| 2 | http://www.unep.org/newscentre/|
| 3 | http://www.unep.org/rss/      |
| 4 | http://www.unep.org/resourceefficiency/ |
| 5 | http://www.unep.org/vacancies/|
| 6 | http://www.unep.org/climatechange/ |
| 7 | http://www.unep.org/IETC/     |
| 8 | http://www.unep.org/about/    |
| 9 | http://www.unep.org/wed/      |
| 10| http://www.unep.org/ccac/     |
| 11| http://www.unep.org/ecomystemmanagement |
| 12| http://www.unep.org/disastersandconflicts/ |
| 13| http://www.unep.org/greeneconomy/ |
| 14| http://www.unep.org/roa/      |
| 15| http://www.unep.org/experts/   |

Source: Webtrends
**UPLOADS**

**Most updated sites**

<table>
<thead>
<tr>
<th></th>
<th>Most updated sites</th>
<th>Uploads</th>
<th>% Uploads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><a href="http://www.unep.org/ieacp/iea/trainers.aspx">http://www.unep.org/ieacp/iea/trainers.aspx</a></td>
<td>37,030</td>
<td>34%</td>
</tr>
<tr>
<td>2</td>
<td><a href="http://www.unep.org/newscentre/">http://www.unep.org/newscentre/</a></td>
<td>8,931</td>
<td>8%</td>
</tr>
<tr>
<td>3</td>
<td><a href="http://www.unep.org/resourceefficiency/">http://www.unep.org/resourceefficiency/</a></td>
<td>5,396</td>
<td>5%</td>
</tr>
<tr>
<td>4</td>
<td><a href="http://www.unep.org/chemicalsandwaste/">http://www.unep.org/chemicalsandwaste/</a></td>
<td>3,290</td>
<td>3%</td>
</tr>
<tr>
<td>5</td>
<td><a href="http://www.unep.org/vacancies/subscribe/">http://www.unep.org/vacancies/subscribe/</a></td>
<td>3,056</td>
<td>3%</td>
</tr>
<tr>
<td>6</td>
<td><a href="http://www.unep.org/disastersandconflicts/">http://www.unep.org/disastersandconflicts/</a></td>
<td>2,574</td>
<td>2%</td>
</tr>
<tr>
<td>7</td>
<td><a href="http://www.unep.org/climatechange/">http://www.unep.org/climatechange/</a></td>
<td>2,311</td>
<td>2%</td>
</tr>
<tr>
<td>8</td>
<td><a href="http://www.unep.org/greeneconomy/">http://www.unep.org/greeneconomy/</a></td>
<td>2,120</td>
<td>2%</td>
</tr>
<tr>
<td>9</td>
<td><a href="http://www.unep.org/esm/">http://www.unep.org/esm/</a></td>
<td>2,053</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td><a href="http://www.unep.org/OzonAction/virtual-tour-new/">http://www.unep.org/OzonAction/virtual-tour-new/</a></td>
<td>2,022</td>
<td>2%</td>
</tr>
</tbody>
</table>

**KEY FACTS**

Total uploads this month were 108,685 compared to previous month 54.72%.

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

*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, etc).

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. GRID-Arendal
5. UNEP/GRID-Sioux Falls
6. UNEP - MAP
7. Forside - UNEP DTU PARTNERSHIP
8. UNEP - DHI Partnership – Centre on Water and Environment
9. UNEP - Life Cycle Initiative
10. UNEP TEEB Office
11. GreenUp - UNEP
12. UNDP-UNEP Poverty-Environment Initiative: UNPEI
13. GRASP-Great Apes Survival Partnership

*Micro-site*

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 homepage. 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.
# COUNTRIES

## Top 10 Countries Mar 2015

<table>
<thead>
<tr>
<th>Country</th>
<th>% of Total</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>14.55%</td>
<td>33,641</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>7.49%</td>
<td>17,309</td>
</tr>
<tr>
<td>India</td>
<td>6.43%</td>
<td>14,855</td>
</tr>
<tr>
<td>Kenya</td>
<td>3.58%</td>
<td>8,283</td>
</tr>
<tr>
<td>Canada</td>
<td>3.72%</td>
<td>8,603</td>
</tr>
<tr>
<td>France</td>
<td>3.32%</td>
<td>7,702</td>
</tr>
<tr>
<td>Germany</td>
<td>3.33%</td>
<td>7,702</td>
</tr>
<tr>
<td>Australia</td>
<td>3.32%</td>
<td>7,672</td>
</tr>
<tr>
<td>China</td>
<td>2.83%</td>
<td>6,544</td>
</tr>
<tr>
<td>Philippines</td>
<td>2.70%</td>
<td>6,232</td>
</tr>
</tbody>
</table>

## Top 10 Cities Mar 2015

<table>
<thead>
<tr>
<th>City</th>
<th>% of Total</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nairobi</td>
<td>3.04%</td>
<td>3,490</td>
</tr>
<tr>
<td>London</td>
<td>2.29%</td>
<td>5,459</td>
</tr>
<tr>
<td>Geneva</td>
<td>1.53%</td>
<td>2,746</td>
</tr>
<tr>
<td>New Delhi</td>
<td>1.42%</td>
<td>3,516</td>
</tr>
<tr>
<td>Sydney</td>
<td>1.36%</td>
<td>3,562</td>
</tr>
<tr>
<td>Paris</td>
<td>1.28%</td>
<td>2,018</td>
</tr>
<tr>
<td>New York</td>
<td>1.24%</td>
<td>2,478</td>
</tr>
<tr>
<td>Shanghai</td>
<td>0.98%</td>
<td>2,455</td>
</tr>
<tr>
<td>Madrid</td>
<td>0.91%</td>
<td>2,567</td>
</tr>
<tr>
<td>Bengaluru</td>
<td>0.90%</td>
<td>2,580</td>
</tr>
</tbody>
</table>

Source: Google Analytics

---

## KEY FACTS

The website reached 235 countries and 10,464 cities this month. Compared to previous month 8% and 83% respectively.

North America was the continent with most visits at (18%), Western Europe was second (13%) and Northern Europe third (10% of total visits).
### Top 10 Referring Domains in Mar 2015

<table>
<thead>
<tr>
<th>Domain</th>
<th>Visits</th>
<th>% of total visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1    Direct Traffic</td>
<td>1,080,276</td>
<td>48%</td>
</tr>
<tr>
<td>2    google.com</td>
<td>169,420</td>
<td>8%</td>
</tr>
<tr>
<td>3    google.co.in</td>
<td>57,883</td>
<td>3%</td>
</tr>
<tr>
<td>4    google.co.uk</td>
<td>40,032</td>
<td>1%</td>
</tr>
<tr>
<td>5    google.com.ph</td>
<td>20,511</td>
<td>1%</td>
</tr>
<tr>
<td>6    google.com.mx</td>
<td>17,799</td>
<td>1%</td>
</tr>
<tr>
<td>7    google.ca</td>
<td>17,147</td>
<td>1%</td>
</tr>
<tr>
<td>8    bing.com</td>
<td>16,608</td>
<td>1%</td>
</tr>
<tr>
<td>9    google.fr</td>
<td>14,355</td>
<td>1%</td>
</tr>
<tr>
<td>10   google.com.au</td>
<td>14,079</td>
<td>1%</td>
</tr>
</tbody>
</table>

*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.

Source: Webtrends
SEARCH TERMS

MAR 2015

Top 10 Search Terms in Mar 2015

<table>
<thead>
<tr>
<th>Term</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>unep</td>
<td>3,715</td>
</tr>
<tr>
<td>green economy</td>
<td>783</td>
</tr>
<tr>
<td>world environment day</td>
<td>695</td>
</tr>
<tr>
<td>solid waste management</td>
<td>597</td>
</tr>
<tr>
<td>climate change</td>
<td>585</td>
</tr>
<tr>
<td>united nations environment programme unep, lake alemaya. environmental change hotspots. Division of early warning and assessment (DEWA).</td>
<td>584</td>
</tr>
<tr>
<td>biomass burning in sub-sahara countries in africa</td>
<td>546</td>
</tr>
<tr>
<td>biodiversity</td>
<td>435</td>
</tr>
<tr>
<td>agenda 21</td>
<td>431</td>
</tr>
<tr>
<td>future outlook of environmental sustainability</td>
<td>360</td>
</tr>
</tbody>
</table>

Top 5 search terms last month
1. unep
2. Ocean waste
3. Tourism
4. Glaciers
5. Solid waste management

Source: Webtrends

KEY FACTS

Over 669 search terms in this month

Top search engines used to reach www.unep.org

1. Google 90%
2. Bing 4.2%
3. Yahoo 2.7%
4. Baidu 1.3%
5. Ask 1%

Other, 5%
### Top 10 Publications in Mar 2015

<table>
<thead>
<tr>
<th>March 2015</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Our Planet: time for global action 2015</td>
<td>115</td>
</tr>
<tr>
<td>2. Our Planet: climate for life</td>
<td>88</td>
</tr>
<tr>
<td>3. Aligning the financial system</td>
<td>69</td>
</tr>
<tr>
<td>4. Africa's adaptation gap 2: Bridging the gap – mobilising sources</td>
<td>39</td>
</tr>
<tr>
<td>5. Climate finance for cities and buildings: a handbook for local governments</td>
<td>30</td>
</tr>
<tr>
<td>6. Climate change: implications for investors and financial institutions</td>
<td>31</td>
</tr>
<tr>
<td>7. South-South trade in renewable energy: a trade flow analysis of selected environmental goods</td>
<td>23</td>
</tr>
<tr>
<td>8. Africa's Adaptation Gap: technical report</td>
<td>22</td>
</tr>
<tr>
<td>9. Keeping track of adaptation actions in africa: Targeted Fiscal Stimulus Actions Making a Difference</td>
<td>21</td>
</tr>
<tr>
<td>10. Natural resources and conflict</td>
<td>2</td>
</tr>
</tbody>
</table>

**Top file types downloaded this month**

- **Documents** (pdf, 8,412,839)
- **Images** (jpg, png, gif, 16,289,203)
- **HTML** (html, css, js, asp, aspx, 17,757,774)
- **Videos** (avi, mov, mp4, flv, 50,096)

Source: Webtrends & Piwik
**SOCIAL MEDIA OVERVIEW**

### Key Facts

- **Total followers across all platforms**: 3,286,387
  - Compared to previous month 0.8%
- **Highest follower growth this month** was seen on Instagram, Russian FB and French Twitter

### Facebook

- **English**: -0.7% 149,013
- **French**: -3.8% 9,077
- **Spanish**: 1.3% 3,134
- **Russian**: 4.7% 420
- **Tunza**: -2.9% 10,750

### Twitter

- **English**: 3.6% 345,245
- **French**: 26.7% 1,665
- **Spanish**: 4.8% 1,642
- **Russian**: 6.6% 2,986

### YouTube

- **1.5%** 3,104

### Instagram

- **22.5%** 3,518

---

*Facebook recently had a cleanup exercise where they deleted all ghost and dormant accounts. The drop in Facebook fans could be attributed to the cleanup exercise by Facebook.*
SOCIAL MEDIA HIGHLIGHTS

3 March
WorldWildlifeDay
#WorldwildlifeDay recorded a total of 65,567 tweets and a reach of 130M users. #SeriousAboutWildlifeCrime recorded a total of 25,083 tweets and a reach of 62.5M users.
UNEP sent out 26 tweets, 3 posts and a photo album on Facebook, and shared two images in Instagram.
GWA’s Ian Somerhalder, Gisele Bundchen & Don Cheadle supported the campaign.

14 – 18 March
#WCDRR
From March 16-20 #WCDRR recorded a total of 26,306 tweets and a total reach of 48M users.
UNEP sent out 38 tweets, 8 FB posts and 4 photos on Instagram, shared a social media pack with RIO’s and UN agencies and did live-tweeting from the conference.

RT – retweet
FB – facebook
### TWITTER

March saw a rise in number of tweets, favorites, RT’s and replies and an overall higher engagement rate than last month (Feb was 1.35%, March 1.5%). This suggests that a higher tweet rate might increase engagement, and tweet frequency should be advanced next month to test this thesis. However, the average retweet rate was 52 RTs per post, a decrease by 26% compared to last month (was 70), which could suggest otherwise. Increasing RT rate (how to) should be a focus area for next month.

Follower increase remained steady compared to last month although slightly under the average for the past six months (March was 13,674, average 14,156.5)

**What worked:**
+ Fact driven and strong content (positive/negative)
+ Emotional content
+ Visual content: Visual posts / infographics / videos give good returns
+ RT’s of fact and visual solid content from other credible accounts

**What did not work:**
+ Text only posts (should be further reduced)
+ General announcements (of e.g. events – necessary but more context often needed)
+ ‘Talking heads’ visuals and videos

### FACEBOOK

The number of posts on FB was up this month, and although the overall reach was slightly lower than Feb figures, the engagement rate for March was higher than last month (4.4% compared to 4% last month). As on twitter this could suggest that a higher post rate could increase engagement rates. The average post per day have been two for a while, and the team should experiment with 3-4 posts daily next month.

**What worked:**
+ Fact driven and strong content (positive/negative)
+ Emotional content
+ ‘Big’ environment news (e.g. agreement in Sendai)
+ World Wildlife Day visuals
+ Solar Impulse news
+ Children’s Painting contest
+ Hot topics: Forests, Disaster Risk Reduction, Ecosystems, Clean Energy (SI), Climate change

**What did not work:**
+ General call outs to join International Days (IWD/Water Day)
+ Ready-made content for IWD saw low engagement rates
+ Promotion of this months UNEP reports
+ Timing: should be timed to peak hours
SOCIAL MEDIA BENCHMARKS

**UNEPC TWEET FOLLOWERS COMPARED TO OTHER AGENCIES (As per March 20th)**

- UN: 3,686,648
- UNICEF: 3,838,132
- WHO: 2,194,784
- WWF: 1,665,157
- Green Peace: 1,288,660
- World Bank: 1,189,307
- WFP: 899,463
- UNDP: 650,613
- UNEP: 345,245
- UNFCC: 162,799
- FAO News: 155,188

**UNEP FACEBOOK FOLLOWERS COMPARED TO OTHER AGENCIES (As per March 20th)**

- UN: 4,800,161
- UNICEF: 4,800,161
- WHO: 2,211,287
- WWF: 2,101,946
- Green Peace: 1,682,137
- World Bank: 1,603,713
- WFP: 826,022
- UNDP: 599,788
- FAO: 591,311
- UNEP: 149,013
- UNFCC: 114,124
FACEBOOK OVERVIEW

UNEP has a total of 149,013 fans on Facebook as of March 20, 2015. This month 594,218 people saw UNEP’s information from 66 posts.

TOP POST THIS MONTH (shared on Saturday 7th at 11:31am)

Every year around 200 million people are affected by disasters. More than 75% of all disasters are linked to climate and hydro-meteorological hazards, with climate change expected to increase existing vulnerabilities to disasters. Ecosystem degradation is one of the major drivers of disaster risk, with 30-50% of the population in developing countries living in environmentally fragile areas.

#WCDRR starts next week: http://ow.ly/JXKFn

Source: FB Insights

KEY FACTS

March 2015 Summary
Fans: 149,013
Posts: 66
Total reach: 594,218
Comments: 410
Shares: 3,178
Likes: 13,116
Link clicks: 2,926
New fans: 2,673
Engagement rate: 4.4%

Last month UNEP reached 628,170 people through 60 posts, and gained 2,672 new fans.

Best day of the month
Monday, March 7 UNEP reached 41,488 unique individuals.

Key data on this day

- Disaster Risk Reduction post (posted)
- International Women’s Day content
- Monthly top post published
- Strong and factual messaging
- 1297 stories created based on UNEP’s posts
FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH

MONTHLY ENGAGEMENT

**KEY FACTS**

Total number of people who saw UNEP's post (i.e. reach) decreased 5.5% compared to last month.

Fans compared to previous month 0.7%.

---

*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.

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

**Number of Unique People Reached over the Last 6 Months**

<table>
<thead>
<tr>
<th>Month</th>
<th>No. of Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCTOBER 2014</td>
<td>54</td>
</tr>
<tr>
<td>NOVEMBER 2014</td>
<td>77</td>
</tr>
<tr>
<td>DECEMBER 2014</td>
<td>68</td>
</tr>
<tr>
<td>JANUARY 2015</td>
<td>54</td>
</tr>
<tr>
<td>FEBRUARY 2015</td>
<td>60</td>
</tr>
<tr>
<td>MARCH 2015</td>
<td>67</td>
</tr>
<tr>
<td><strong>TOTAL POSTS</strong></td>
<td><strong>380</strong></td>
</tr>
</tbody>
</table>

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

**Key Facts**

- Total number of unique people reached since Oct 2014: 3,779,942
- Average number of people reached per post since Oct 2014: 10,327
The people who like your Page

**Women**
- 42% of your fans are women,
- 46% of all Facebook users are women.

**Men**
- 57% of your fans are men,
- 54% of all Facebook users are men.

Source: Facebook Insights

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

**Women**
- 44% of those who engaged were women,
- 42% of your fans were engaged.

**Men**
- 55% of those who engaged were men,
- 57% of your fans were engaged.

Source: Facebook Insights

- UNEP's fans are predominantly male: 57%.
- UNEP fans who engage are predominantly 18-34 years old.
# Facebook Fans - Countries, Cities and Languages

<table>
<thead>
<tr>
<th>Country</th>
<th>People Engaged</th>
<th>Country</th>
<th>People Engaged</th>
<th>Language</th>
<th>People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>1,197</td>
<td>Nairobi, Kenya</td>
<td>257</td>
<td>English (US)</td>
<td>5,254</td>
</tr>
<tr>
<td>United States of America</td>
<td>895</td>
<td>Dhaka, Bangladesh</td>
<td>189</td>
<td>English (UK)</td>
<td>1,520</td>
</tr>
<tr>
<td>Philippines</td>
<td>360</td>
<td>Kathmandu, Nepal</td>
<td>136</td>
<td>Spanish</td>
<td>629</td>
</tr>
<tr>
<td>Kenya</td>
<td>325</td>
<td>New Delhi, Delhi, India</td>
<td>124</td>
<td>French (France)</td>
<td>388</td>
</tr>
<tr>
<td>Brazil</td>
<td>314</td>
<td>Bangkok, Thailand</td>
<td>118</td>
<td>Portuguese (Brazil)</td>
<td>292</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>313</td>
<td>Mexico City, Distrito Feder...</td>
<td>101</td>
<td>Spanish (Spain)</td>
<td>174</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>313</td>
<td>London, England, United ...</td>
<td>98</td>
<td>Italian</td>
<td>150</td>
</tr>
<tr>
<td>Mexico</td>
<td>269</td>
<td>Cairo, Cairo Governorate, ...</td>
<td>72</td>
<td>German</td>
<td>150</td>
</tr>
<tr>
<td>Pakistan</td>
<td>239</td>
<td>New York, NY</td>
<td>69</td>
<td>Arabic</td>
<td>132</td>
</tr>
<tr>
<td>Australia</td>
<td>231</td>
<td>Mumbai, Maharashtra, India</td>
<td>65</td>
<td>Indonesian</td>
<td>102</td>
</tr>
</tbody>
</table>

Source: FB Insights
## FACEBOOK BENCHMARKS

<table>
<thead>
<tr>
<th>Page</th>
<th>Total Page Likes</th>
<th>New Page Likes</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>unicef UNICEF</td>
<td>4.8m</td>
<td>▼3.7% from last week</td>
<td>36</td>
</tr>
<tr>
<td>2</td>
<td>WWF</td>
<td>2.2m</td>
<td>▼0.8% from last week</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>World Health Organization</td>
<td>2.1m</td>
<td>▼1% from last week</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>United Nations</td>
<td>1.7m</td>
<td>▼1.6% from last week</td>
<td>31</td>
</tr>
<tr>
<td>5</td>
<td>World Bank</td>
<td>1.6m</td>
<td>▼1.7% from last week</td>
<td>27</td>
</tr>
<tr>
<td>6</td>
<td>United Nations Development Programme</td>
<td>825.9K</td>
<td>▼1.4% from last week</td>
<td>30</td>
</tr>
<tr>
<td>7</td>
<td>Food and Agriculture Organization</td>
<td>599.7K</td>
<td>▲0.3% from last week</td>
<td>18</td>
</tr>
<tr>
<td>8</td>
<td>World Food Programme</td>
<td>591.3K</td>
<td>▲0.4% from last week</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>UNEP</td>
<td>148K</td>
<td>▼1.7% from last week</td>
<td>14</td>
</tr>
<tr>
<td>10</td>
<td>Green Peace</td>
<td>132.4K</td>
<td>▼6.6% from last week</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: FB Insights
TWITTER OVERVIEW

TOP TWEETS THIS MONTH

366 Retweets 226 favourites, 97,879 impressions
Today @solarimpulse airplane attempts 1st flight around the world using only #solar power: http://ow.ly/K5nyl
Tweeted on 9 Mar 2015

150 Retweets 60 Favorites, 76,491 impressions
3rd @UN Conference on Disaster Risk Reduction starts tmrw in #Sendai. Follow on #WCDRR & here: http://ow.ly/Khg0U
Tweeted on 7 March 2015

MARCH 2015 Follower Growth

March 2015 Summary
Followers: 345,245
Tweets: 234 (159 last month)
Replies: 903
Mentions: 3.3k
Retweets: 12.1K
Favourites: 5.9K
Impressions: 3.1M / 107.2 per day
New followers: 13,674
Engagement rate: 1.5% (last month 1.3%)

TOP TWEETS OF THE MONTH

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WEBSITE  SOCIAL MEDIA HIGHLIGHTS  FACEBOOK  TWITTER  YOUTUBE  LANGUAGES  GLOSSARY
**TWITTER OVERVIEW**

**BEST DAY THIS MONTH**

*Monday, March 3rd* UNEP recorded 291,805 Impressions

Key data on this day:
- World Wildlife Day (WWD)
- Wangari Maathai Day
- 26 tweets sent
- Content input from UNODC on illegal wildlife trade
- UNEP joined & promoted WWD Thunderclap campaign

**UNEP RETWEET RATE**

@UNEP’s average retweet rate was 52 RTs per post in March, a decrease by 26% compared to last month (was 70).

*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.*

**SOURCE:** TWITTER ANALYTICS

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**SOURCE:** TWITTER ANALYTICS
UNEPA's followers are predominantly male: 69%
## March 2015 Summary

- **Followers:** 3,518
- **Likes:** 3,318
- **Posts:** 15
- **Comments:** 67
- **New followers:** 38
- **Un-followers:** 9

Followers compared to previous month: 22.5%

### Top media of the month

- **595 likes | 11 comments**
  
  Sometimes, #UNEPChampions make the impossible, possible. The search has begun. Get ready to nominate your Champion!

  [Link](http://bit.ly/1F5ez8D) #UNEPChampions #searchbegins #environment #leadership #change #climate #future #award @unitednations @unfoundation @undp_

  Posted on 18 Feb 2015

### Key Facts

- **March 2015 Summary**
  - **Followers:** 3,518
  - **Likes:** 3,318
  - **Posts:** 15
  - **Comments:** 67
  - **New followers:** 38
  - **Un-followers:** 9

Followers compared to previous month: 22.5%

### MARCH TOTALS (Feb17-March19)

<table>
<thead>
<tr>
<th></th>
<th>Likes</th>
<th>Avg/media</th>
<th>Feb: 1,965</th>
<th>+68.85%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td></td>
<td></td>
<td>Feb: 197</td>
<td>+12.57%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Comments</th>
<th>Avg/media</th>
<th>Feb: 52</th>
<th>+28.85%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td></td>
<td>Feb: 5</td>
<td>-14.1%</td>
<td></td>
</tr>
</tbody>
</table>

### Top Media This Month

#### Most Liked

<table>
<thead>
<tr>
<th>Media</th>
<th>Likes</th>
<th>Comments</th>
<th>Hashtags</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td>595</td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
</tbody>
</table>

#### Most Commented

<table>
<thead>
<tr>
<th>Media</th>
<th>Likes</th>
<th>Comments</th>
<th>Hashtags</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td>13</td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
</tbody>
</table>

**Source:** Iconosquare
KEY FACTS

March 2015 Summary

Subscribers: 3,104
Views: 17,225
Minutes watched: 36,593
Lifetime views: 810,194
New Subscribers: 88

Last month UNEP recorded 14,045 views, 31,198 minutes was watched and 74 new subscribers gained.

TOP 10 VIDEOS VIEWED THIS MONTH

<table>
<thead>
<tr>
<th>Video Description</th>
<th>Views</th>
<th>View Change</th>
<th>Minutes Watched</th>
<th>Minute Change</th>
<th>Comment Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>A bottle's Odyssey</td>
<td>6,479</td>
<td>38%</td>
<td>6,096</td>
<td>17%</td>
<td>5</td>
</tr>
<tr>
<td>The Antarctic Ozone Hole - From Discovery</td>
<td>1,916</td>
<td>11%</td>
<td>14,436</td>
<td>39%</td>
<td>4</td>
</tr>
<tr>
<td>Monk seal rescue. Mauritania</td>
<td>931</td>
<td>6.4%</td>
<td>1,434</td>
<td>3.9%</td>
<td>4</td>
</tr>
<tr>
<td>UNEP Executive Director World Wildlife Day</td>
<td>312</td>
<td>1.8%</td>
<td>648</td>
<td>1.8%</td>
<td>9</td>
</tr>
<tr>
<td>Gisele Bündchen experiences energy poverty</td>
<td>588</td>
<td>1.6%</td>
<td>1,049</td>
<td>2.9%</td>
<td>1</td>
</tr>
<tr>
<td>Oceanographer Sylvia Earle awarded Lifetime</td>
<td>258</td>
<td>1.5%</td>
<td>299</td>
<td>0.8%</td>
<td>5</td>
</tr>
<tr>
<td>Champions of the Earth 2015</td>
<td>253</td>
<td>1.5%</td>
<td>275</td>
<td>0.8%</td>
<td>5</td>
</tr>
<tr>
<td>Dutch ocean crusader Boyan Slat awarded to</td>
<td>250</td>
<td>1.5%</td>
<td>501</td>
<td>1.4%</td>
<td>2</td>
</tr>
<tr>
<td>Island solutions: Sustainable tourism for secu...</td>
<td>216</td>
<td>1.2%</td>
<td>277</td>
<td>0.8%</td>
<td>2</td>
</tr>
<tr>
<td>UNEP: A briefing on the eve of COP 20 in Lim...</td>
<td>207</td>
<td>1.2%</td>
<td>544</td>
<td>1.5%</td>
<td>0</td>
</tr>
</tbody>
</table>
YOUTUBE DEMOGRAPHICS

Demographics

Top Countries
- Netherlands
- United States
- Belgium
- United Kingdom
- Canada

Gender
- Male 53%
- Female 47%

Discovery

TOP PLAYBACK LOCATIONS
- Embedded player on other websites 52%
- YouTube watch page 47%
- YouTube channel page 1.4%
- Other 0.0%

TOP TRAFFIC SOURCES
- Unknown – embedded player 52%
- YouTube search 15%
- Unknown – direct 11%
- Other 22%
**FACEBOOK**

**RUSSIAN**
- Total audience: 420
- Total Posts: 100
- Total Reach: 7,455 (average 19.3 per post)
- New likes: 29
  - Vs 76 posts, 7,759 Reach and 44 new likes last month

**FRENCH**
- Total audience: 9,077
- Total Posts: 60
- Total Reach: 4,877 (average 140 per post)
- New likes: 10 (no change from last month)
  - Vs 51 posts, 6510 reach and 10 new likes last month

**SPANISH**
- Total audience: 3,184
- Total Posts: 9
- Total Reach: 4,060
- New likes: 50
  - Vs 11 posts, 8134 Reach and 40 new likes last month

**TWITTER**

**RUSSIAN**
- Total followers: 2,986
- Total Tweets: 637
- Total Impressions: 687.7K
- New followers: 186
  - Vs 332 tweets, 200K Reach and 200 new followers last month

**FRENCH**
- Total followers: 1,665
- Total Tweets: 147
- Total Impressions: 89.6K
- New followers: 351
  - Vs 96 tweets, 88.9K Reach and 183 new followers last month

**SPANISH**
- Total followers: 1,642
- Total Tweets: 43
- Total Impressions: 145K
- New followers: 42
  - Vs. 52 tweets, 61.9K Reach and 51 new followers last month

**CHINESE**

**NEW FOLLOWERS**
- Sina Weibo: 3,179
- QQ: 2,761
- Renren: 14
- WeChat: 368

**CHINESE CONTENT HIGHLIGHTS**
- Monthly Top Post
  - World Wildlife Day
    - 81,000 reach, 1,227 shares, 76 comments, 28 likes
- International Children’s Painting Competition
- Women and Sustainable Development
- ED attended UN World Conference on Disaster Risk Reduction

Fans on WeChat rising although we continue to lose audience on RenRen (attributed to audience trends – RenRen is now not considered an essential platform to engage on.)
**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.

**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.

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

**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.