

MAR  
2016

# UNEP DIGITAL METRICS

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# SOCIAL MEDIA OVERVIEW

## KEY FACTS







Total followers across all platforms  
3,577,264

Compared to previous month 0.8% 






Highest follower growth this month was seen on Russian Facebook at 27%, Instagram at 21% , ROWA and Spanish Facebook at 7.5% and Chinese WeChat at 6.4%.

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



English		2.9%	221,500
French		2.5%	11,163
Spanish		7.5%	4,653
Russian		22%	2,359
Tunza		0.5%	11,858
ROWA		7.5%	1,524



English		2.4%	496,962
French		6.4%	5,966
Spanish		4.2%	3,098
Russian		12%	4,912
ROWA		3.4%	6,026



		2.4%	4,842
--	---	------	-------



		21%	37,331
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WeChat		6.4%	15,000
RenRen		0.001%	545,866
QQ		0.04%	2,099,725
Weibo		2.4%	104,479

## TWITTER

This month, UNEP's Twitter account recorded a 2.4% increase in followers from 485,307 to 496,982. This growth – a pick up percentage-wise compared to last month's - is mainly attributed to an increase in social media activities given the onset of UN observance days which have prompted activity particularly among UN accounts that are UNEP's most prolific, high-follower engagers. During this period UNEP's twitter account increased it's activity for the observance of several UN days in succession including the 2016 World Wildlife Day, World Water Day, International Day of Forests and WWF's Earth Hour. UNEP continues to engage its audience successfully with polls.

In addition to the UNEP's audience, review of analytics data informed that UNEP's Twitter audience is likely to engage with positive and informative news on the Paris Agreement and news on renewables and action-oriented polls. UNEP's Twitter audience is also likely to respond to video content calling for action on the environment and climate change.

**What worked:**

- + News on renewables
- + Polls
- + News on climate change
- + #DidYouKnow tweets
- + Campaigns on official UN Observance Days

**What did not work:**

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

## FACEBOOK

This month Facebook account recorded a 2.9% increase in followers bringing the total number of fans from 215,359 to 221,500. This continued, strong increase in numbers is mainly attributed to greater use of video content to enhance story telling and engaging and inspiring posts with a human angle. Implementation of the new approach featuring more interactive posts with news and videos as well as participation in campaigns to present an awareness of the environmental state of the world continue to amplify user engagement.

Creative uses of the platform to fuel post sharing is a contributor to the growth of UNEP's Facebook audience and development of highly sharable, non event-related content will be key to continue such growth. In the future, new Facebook page content delivery options, such as slide shows, will be used innovatively to increase engagement and reach on a greater scale.

**What worked:**

- + Videos
- + News on renewables
- + News on Health and Environment
- + Sustainable Development Goals posts

**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

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# SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	6,921,341
UNICEF	5,346,495
WHO	2,851,848
WWF	2,112,366
World Bank	1,723,028
Green Peace	1,518,624
WFP	1,142,536
UNDP	927,799
<b>UNEP</b>	<b>496,982</b>
UNFCCC	279,530
FAO News	186,794
IPCC	71,124
WMO	24,678
WRI Climate	17,011

UNEP's position remains constant despite 2.4% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	5,945,537
WWF	2,730,599
WHO	2,717,399
Green Peace	2,492,872
UN	1,956,821
World Bank	1,912,292
UNDP	1,074,752
FAO	836,604
WFP	745,871
<b>UNEP</b>	<b>221,500</b>
UNFCCC	159,452
WRI	105,488
WMO	86,060
IPCC	16,984

UNEP's position remains constant despite 2.9% increase in followers.



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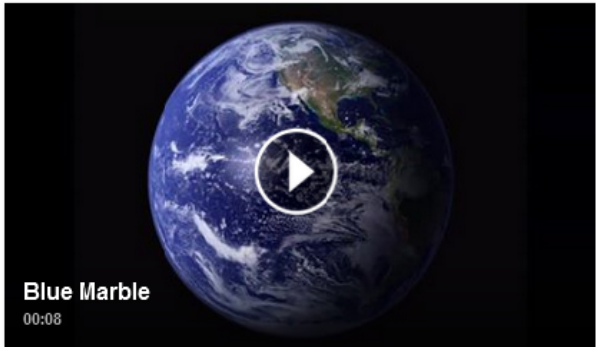
# FACEBOOK OVERVIEW

UNEP has a total of **221,500** fans on Facebook as of March 23, 2016. This month **2,738,444** people saw UNEP's information from **81** posts

## TOP POST THIS MONTH *(shared on Wednesday 6 March 2016)*

**UNEP**  
Published by Dave Cole (🌱) · March 6 at 1:26pm · 🌐

Happy #MothersDay to all of those celebrating and also to Mother Earth!  
Video: NASA



**Blue Marble**  
00:08

757,023 people reached Boost Post

👍❤️ 397      13 Comments   138 Shares

👍 Like   🗨 Comment   ➦ Share

757,023 People Reached

19,844 Video Views

706 Reactions, Comments & Shares

518 👍 Like	381 On Post	137 On Shares
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23 ❤️ Love	16 On Post	7 On Shares
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1 😲 Wow	0 On Post	1 On Shares
------------	--------------	----------------

1 😞 Sad	0 On Post	1 On Shares
------------	--------------	----------------

23 Comments	13 On Post	10 On Shares
----------------	---------------	-----------------

142 Shares	138 On Post	4 On Shares
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5,074 Post Clicks

3,124 Clicks to Play	3 Link Clicks	1,947 Other Clicks
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Source: FB Insights

## KEY FACTS

### March 2016 Summary

Fans: **221,500**

Posts: **81**

Total reach: **2,738,444**

Comments: **1,127**

Shares: **6,235**

Likes: **26,787**

Link clicks: **5,692**

Video views: **6,702**

New fans: **6,141**

Engagement rate: **1%**

*Last month UNEP reached 1,694,425 people through 91 posts, and gained 5,317 new fans, with a 1% engagement rate*

### Best day of the month

Sunday 6 March 2016 UNEP reached 757,023 unique individuals.

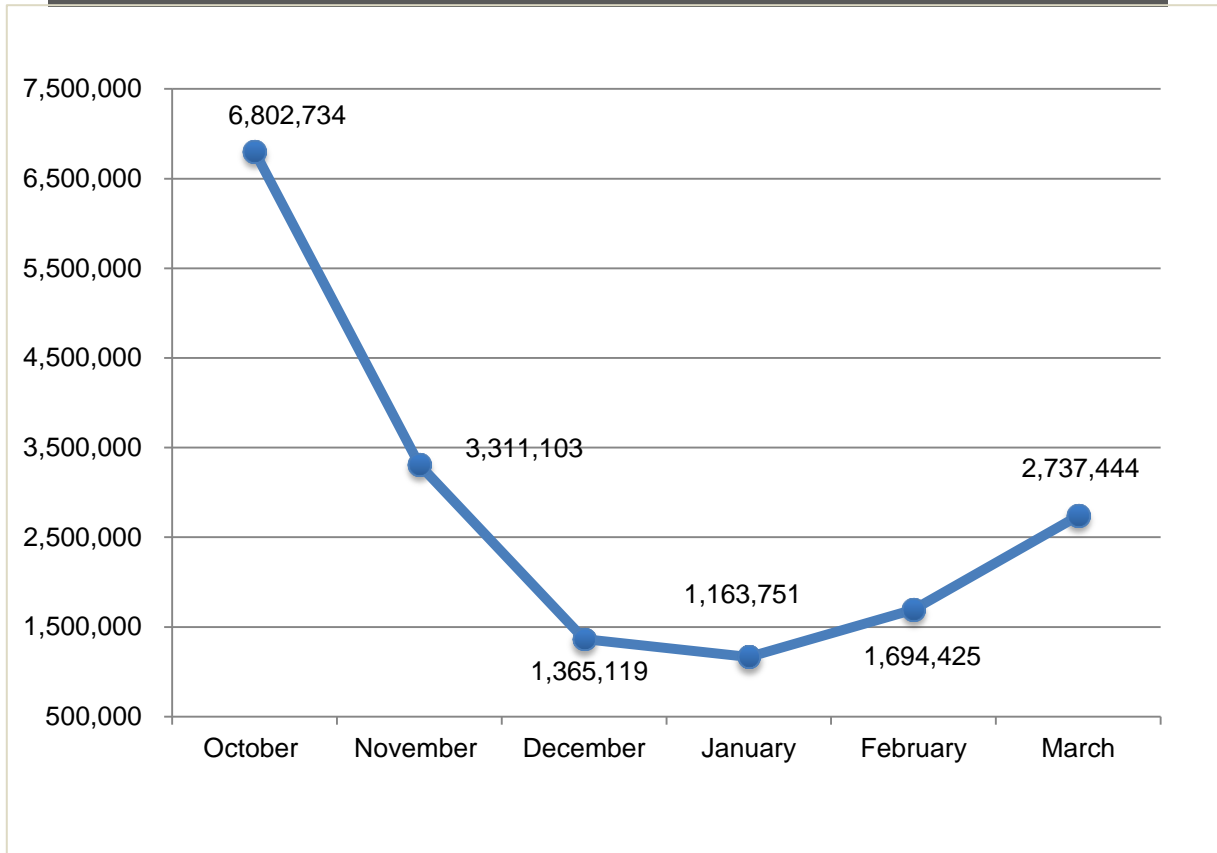
### Key data on this day

- Mother's Day celebration in the UK

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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 September 2015:

**17,074,576**

Average number of people reached per post since October 2015

**34,218**

## NUMBER OF POSTS SHARED

Month	No. of posts
MARCH 2016	81
FEBRUARY 2016	91
JANUARY 2015	75
DECEMBER 2015	79
NOVEMBER 2015	95
OCTOBER 2015	78
<b>TOTAL POSTS</b>	<b>499</b>

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



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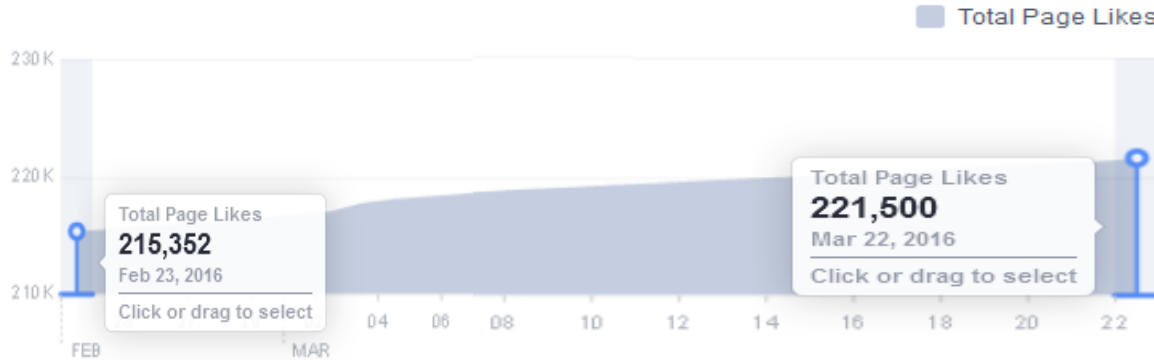
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# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## FACEBOOK MONTHLY GROWTH



## MONTHLY ENGAGEMENT



Source: FB Insights

## KEY FACTS

UNEP Facebook page continues to maintain momentum in growth, recording a percentage increase in followers with audience-optimised posts, featuring explanatory text accompanied by embedded links as well as audio-visual media.

Fans compared to previous month 2.9% ↑

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

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

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



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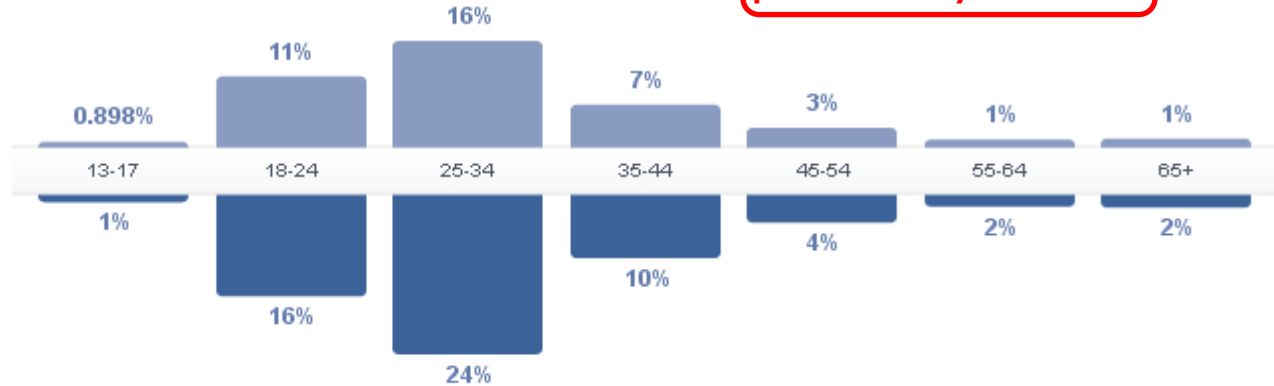
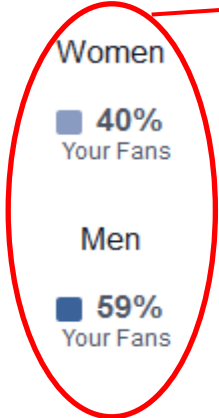
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# FACEBOOK DEMOGRAPHICS

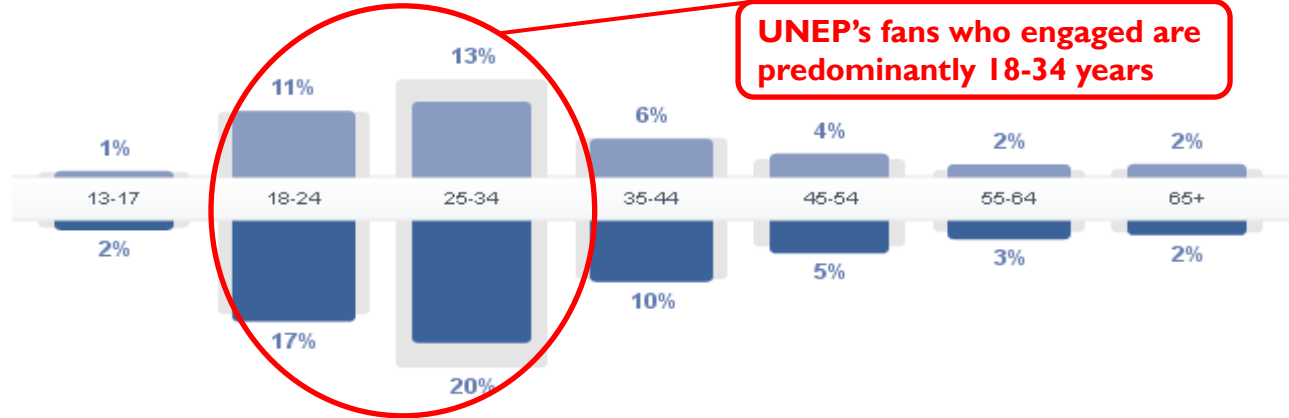
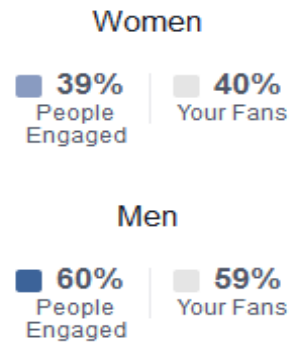
The people who like your Page



UNEP's fans are predominantly male: 59%

SOURCE: FACEBOOK INSIGHTS

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



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

SOURCE: FACEBOOK INSIGHTS



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# FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	People Engaged	City	People Engaged	Language	People Engaged
United States of America	2,556	Dhaka, Dhaka Division...	811	English (US)	13,054
India	1,948	Istanbul, Istanbul Provi...	690	English (UK)	2,924
Turkey	1,884	Nairobi, Kenya	612	Turkish	1,800
Bangladesh	1,306	New Delhi, Delhi, India	273	Spanish	1,083
United Kingdom	849	Ankara, Ankara Provinc...	229	French (France)	960
Kenya	791	London, England, Unit...	224	Portuguese (Brazil)	592
Philippines	710	Mexico City, Distrito Fe...	167	Italian	467
Brazil	640	Kathmandu, Bagmati ...	156	German	377
Canada	640	New York, NY	152	Spanish (Spain)	313
Mexico	591	Bangkok, Thailand	139	Arabic	308

Source: FB Insights

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# FACEBOOK BENCHMARKS

1		UNICEF	5.9m 	▲ 0.2%	19	158.2K 
2		WWF	2.7m 	▲ 0.4%	13	98.7K 
3		World Health Organizati...	2.7m 	▲ 0.1%	5	10.1K 
4		Greenpeace International	2.5m 	▲ 0.3%	26	79.4K 
5		United Nations	2m 	▲ 0.2%	34	12.4K 
6		World Bank	1.9m 	▲ 0.1%	27	102.6K 
7		United Nations Develop...	1.1m 	▲ 0.2%	15	5.9K 
8		Food and Agriculture Or...	836.6K 	▲ 0.6%	22	21.9K 
9		World Food Programme	745.8K 	▲ 0.4%	5	255 
YOU 10		UNEP	222.4K 	▲ 0.5%	22	4.1K 

UNEP's position remains the same increase in number of fans. UNEP requires and increase in engagement to remain competitive  
\*statistics comparison is in real-time last month.

Source: FB Insights



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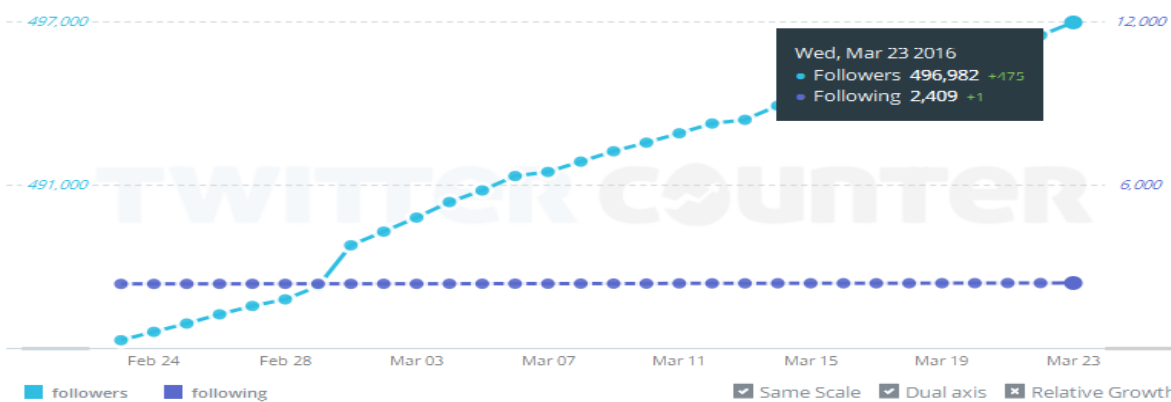
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# TWITTER OVERVIEW

## MARCH 2016 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH



UN Environment @UNEP - Mar 2

When we damage the planet we damage ourselves - UNEP Ambassador @giseleofficial on #WWD2016: [ow.ly/YZrri](http://ow.ly/YZrri)



512 995



UN Environment @UNEP - Mar 20

#EarthHour celebrated in China with UNEP Ambassador @libingbinglove & a focus on sustainable lifestyles @earthhour



186 294

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## KEY FACTS

### March 2016 Summary

Followers: **496,982**

Tweets: **395 (12 per day)**

Replies: **1.4K (47 per day)**

Mentions: **6.7K**

Retweets: **31K (878 per day)**

Likes: **23K (1K per day)**

Impressions: **10.8M (359K per day)**

New followers: **11,675**

Engagement rate: **1%**

### Top tweets of the month

512 Retweets 995K likes 223K Impressions

When we damage the planet we damage ourselves - UNEP Ambassador @giseleofficial on #WWD2016: [ow.ly/YZrri](http://ow.ly/YZrri)  
Tweeted on 2 March 2016

186 Retweets 294 likes 158K Impressions

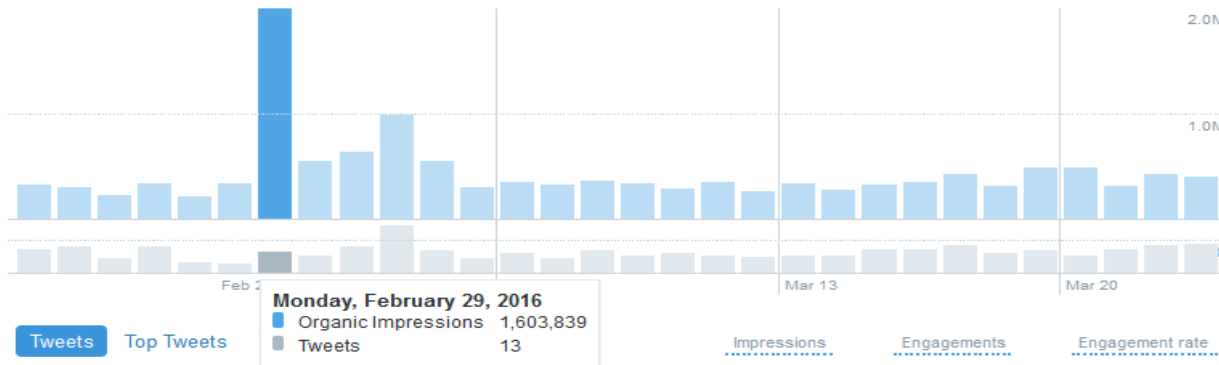
#EarthHour celebrated in China with UNEP Ambassador @libingbinglove & a focus on sustainable lifestyles @earthhour  
Tweeted on 20 March 2016



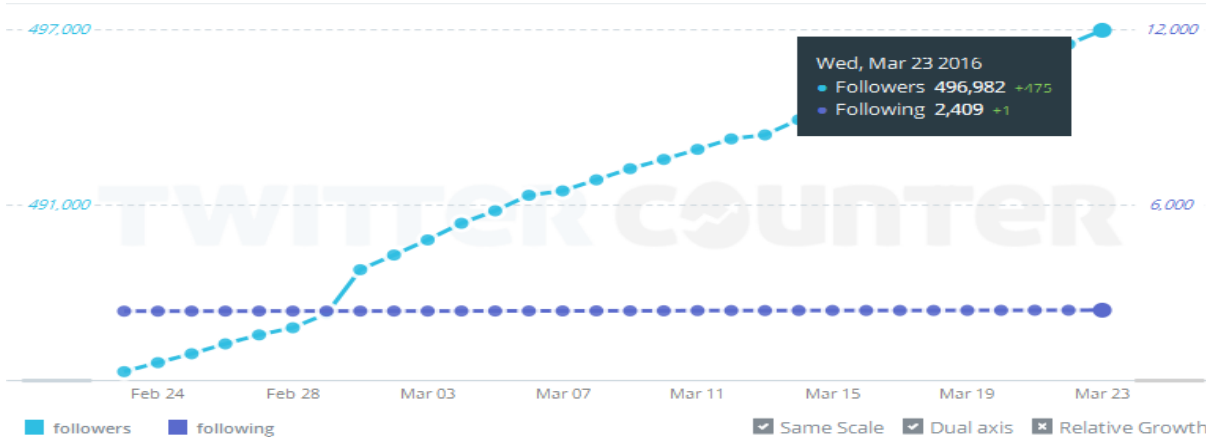
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# TWITTER OVERVIEW

**BEST DAY THIS MONTH: Monday 29 February 2016**



SOURCE: TWITTER ANALYTICS



SOURCE: TWITTER COUNTER

## KEY FACTS

### Best day of the month

Monday, 29 February 2016 UNEP recorded 1,603,839 impressions .

### Key data on this day

- UN Messenger of Peace & environmentalist @LeoDiCaprio wins first Oscar Award
- #LeapDay celebrations

Impressions compared to previous month **35%** ↑  
 Followers compared to previous month **2.4%** ↑

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



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# TWITTER DEMOGRAPHICS AND LOCATIONS

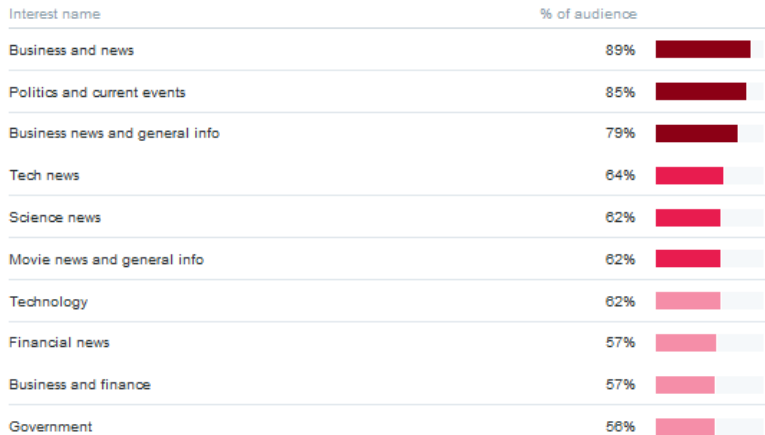
## Country



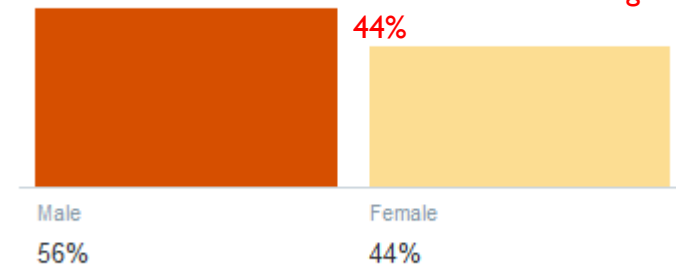
## Region



## Interests



## Gender



UNEP's followers are predominantly male: 56 %  
Female audience has grown to 44%

SOURCE: TWITTER ANALYTICS



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# INSTAGRAM OVERVIEW

## FEBRUARY – MARCH (February-March)


### KEY FACTS

#### March 2016 Summary

Followers: **37,331**


Likes/Post: **786**

Posts: **323**

Engagement rate : **2.2%** 

New followers: **6,520** 

Following: **205**

Followers compared to previous month  
**21%** 

#### Top media of the month

1,723 likes

“When we carelessly exploit the planet, and all of her precious species of plants and animals, we damage ourselves. We are prt of nature and all life is connected. If you hurt once species you hurt them all, and we humans are not exempt.” UNEP Goodwill Ambassador @gisele is supporting #WorldWildlifeDay – join her call to globla action by sharing a pic showing how the future of wildlife is in your hands.

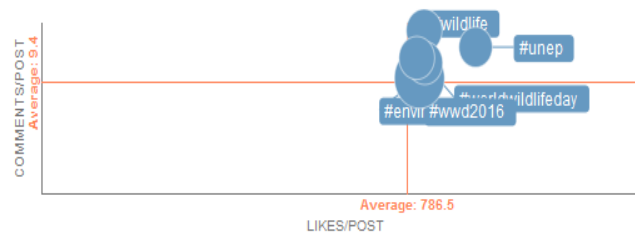
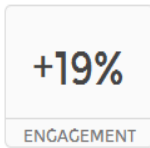
1,094 likes

Happy #InternationalDayofForests ! Forests are vital to fresh water supply and protecting our forests is part of achieveing the Global Goals . #IntIForestDay #environment environment #medioambiente #meioambiente #GlobalGoals

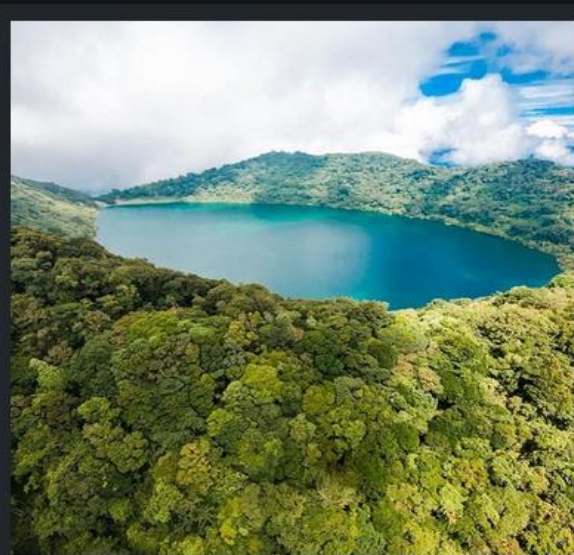
Source: Union Metrics

#unep is your top hashtag.

Of the hashtags you use most, #unep received **19% more engagement** than your average post. Consider using it and your other top hashtags more often for more likes and comments on future posts.



## TOP MEDIA THIS MONTH



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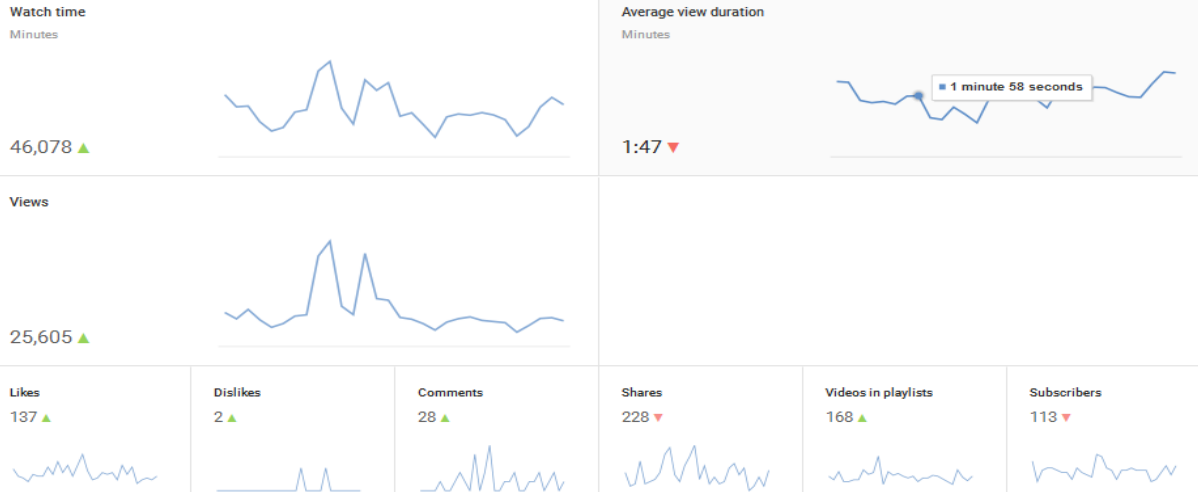
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# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH



## TOP 10 VIDEOS VIEWED THIS MONTH

Top 10 Videos [Browse all content](#)

Video	Watch time (minutes) Ⓢ ↓	Views Ⓢ	Likes Ⓢ
<a href="#">The Antarctic Ozone Hole – From Discovery to Re...</a>	13,458 (29%)	2,039 (8.0%)	8
<a href="#">A Bottle's Odyssey</a>	6,519 (14%)	7,080 (28%)	5
<a href="#">Seven Billion Dreams. One Planet. Consume with...</a>	3,199 (6.9%)	2,730 (11%)	23
<a href="#">Gisele Bündchen experiences energy poverty in A...</a>	1,595 (3.5%)	450 (1.8%)	4
<a href="#">Ozone Song</a>	1,161 (2.5%)	675 (2.6%)	6
<a href="#">Preventing Our Oceans from Becoming Dumps</a>	776 (1.7%)	354 (1.4%)	3
<a href="#">UNEP eco-tourism series Malewa Wildlife Lodge I...</a>	751 (1.6%)	282 (1.1%)	0
<a href="#">Le Trou d'ozone en Antarctique - De la découv...</a>	679 (1.5%)	117 (0.5%)	0
<a href="#">HE Sheikh Hasina, 2015 Champion of the Earth</a>	565 (1.2%)	595 (2.3%)	6
<a href="#">TEDx Talk by David Jensen 'Natural Resources a...</a>	560 (1.2%)	147 (0.6%)	0

## KEY FACTS

### March 2016 Summary

Subscribers: **4,842**

Views: **25,603**

Watch time: **46,077**

New Subscribers: **133**

*Last month UNEP recorded 18,008 views, 39,696 minutes watched and a gain of 112 new subscribers.*

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

Subscribers compared to previous month  
2.8% ▲

Views compared to previous month  
42% ▲

### New in Top 10 videos

- Increase in watch time across all top 10 videos with The Antarctic Ozone recording 18,458 minutes.



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# YOUTUBE DEMOGRAPHICS

## Top geographies

Watch time

- United States (28%)
- Italy (12%)
- United Kingdom (6.1%)
- India (4.1%)
- Kenya (3.8%)



## Gender

Views

- Male (55%)
- Female (45%)



## Traffic sources

Watch time

- External (38%)
- Suggested videos (22%)
- YouTube search (20%)
- Other (20%)



## Playback locations

Watch time

- YouTube watch page (63%)
- Embedded in external websites and apps (36%)
- YouTube channel page (0.8%)
- YouTube other (0.0%)



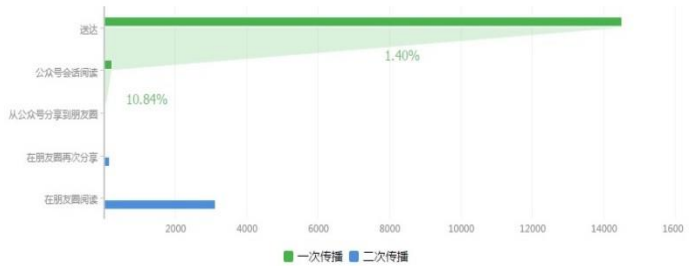


## CHINESE

### WeChat Top post

环境署携手新华社打击非法野生动物贸易 | 新华社社长领导小... / 数据详细

转化率



**24 March 2016**

Chinese state news agency teams up with UNEP to end Illegal Trade in Wildlife—Xinhua President visited UNEP and adopted elephant at the Sheldrick Wildlife Trust. *Reach 147,375 Retweets and favourites: 2,891*

## CHINESE



**Fans number: 1,864, increased by 17% with 23 tweets posted in March 2016**

### CHINESE CONTENT HIGHLIGHTS

#### WHAT WORKED

- Li Bingbing's Earth Hour Editorial.
- WWD 2016 social media campaign #InOurHands, endorsed by a dozen of Chinese celebrities and movie producers that are friends with UNEP.
- Mercury story came as second most popular WeChat story.
- 'How Sustainable Development Can Change the World' was favoured by a great number of fans.

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

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

### Sina Weibo Top post



联合国环境规划署

3月21日 16:27 来自 微博 weibo.com

【环境署评论】地球一小时之后，我们必须意识到，如果想让这个世界变得更好，那么仅仅是在短时间内关掉电灯是远远不够的。我们需要改变我们的生活方式，改变我们的消费模式，通过我们共同做出的成千上万的决定来保护我们的家园。只有让正确的理念深入骨髓，我们才能让世界变得更加有序。

@李冰冰

今年在#地球一小时# 听见一句话，触目惊心：我们的地球不是从祖先那儿传下来的，而是问后代借来的。我们正在透支地球！八年来，我们每一次熄灯都不仅仅为了节约60分钟的照明用电，而是警醒自己，你还记得环保这件事吗？渺小不可怕，无作为才可怕。环保路漫漫，与诸君共勉！



3月20日 10:04

1812 1525 17207

阅读 5.5万 推广 57 13 58

**19 March 2016**

UNEP GWA Li Bingbing calls for sustainable lifestyles and an end to illegal wildlife products during the Earth Hour Beijing event, co-organized by WWF and UNEP.

*Shares: 1,812  
Likes & comments: 18,732  
Reach: 55,000*

## f FACEBOOK

Total audience: **2,359**  
 Total Posts: **32**  
 Total Reach: **60K**  
 New likes: **430**  
*Vs 49 posts, 62K Reach and 405 new likes last month*

**RUSSIAN**



Total audience: **11,163**  
 Total Posts: **69**  
 Total Reach: **92K**  
 New likes: **276**  
*Vs 30 posts, 47K reach and 185 new likes last month*

**FRENCH**



Total audience: **4,653**  
 Total Posts: **0**  
 Total Reach: **0**  
 New likes: **292**  
*Vs 0 posts, 0K Reach and 13 new likes last month*

**SPANISH**



Total audience: **1,524**  
 Total Posts: **73**  
 Total Reach: **136K**  
 New likes: **106**  
*Vs 46 posts, 70K Reach and 67 new likes last month*

**UNEP ROWA**

## 🐦 TWITTER

Total followers: **4,912**  
 Total Tweets: **499**  
 Total Impressions: **191K**  
 New followers: **576**  
*Vs 661 tweets, 140K Reach and 136 followers last month*

**RUSSIAN**



Total followers: **5,966**  
 Total Tweets: **219**  
 Total impressions: **339K**  
 New followers: **360**  
*Vs 158 tweets 152K Reach and 286 new followers last month*

**FRENCH**



Total followers: **3,098**  
 Total Tweets: **0**  
 Total Impressions: **0K**  
 New followers: **114**  
*Vs. 1 tweets, 14K Reach and 0 new followers last month*

**SPANISH**



Total followers: **6,026**  
 Total Tweets: **154**  
 Total Impressions: **111K**  
 New followers: **196**  
*Vs 236 tweets, 163K Reach and 209 new followers last month*

**UNEP ROWA**

## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

**阿奇姆施泰纳** 3月3日 21:52 来自 iPhone 6 Plus  
 今天是世界野生动植物日，保护生物的多样性是我们的共同责任。  
 肯尼亚 United Nations



阅读 2939 推广 3 评论 2 点赞 17

**ЮНЕП** @UNEP\_Russian  
 Сегодня международный День счастья! #HappyDay! "Хлопайте в ладоши, если чувствуете счастье" @Pharrell #HappinessDay



RETWEETS 1,335 LIKES 1,229  
 4:25 p.m. · 20 Mar 2016

## 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.