www.unep.org

- 7% increase in visits since last month
- 2% decrease in page views since last month
- 8% decrease in average time spent since last month
- 5% increase in returning visitors since last month

Devices:
- 85% Desktop
- 11% Mobile
- 4% Tablet

MAY 2015

- 2,498,569 Visits
- 6,118,079 Page Views
- 00:15:40 Avg. Time Spent
- 85% Desktop
- 11% Mobile
- 4% Tablet

Top Post:
- IDB
- 28,766 readers and 600 Interactions
- 57% male, aged between 18-34

Top Tweet:
- ITU 50 YEAR Anniversary
- 92 retweets
- 79 favourites
- 69% male, Located in USA, UK and India

Top Video:
- A Bottle's Odyssey
- 20,240 views

- 155,853 Total Fans
- 2.2% increase in total fans from last month
- 6.2% decrease in total reach from last month

- 372,870 Total Followers
- 8% increase in total followers from last month
- 3.1M Impressions by UNEP Tweets

- 3,261 Total Subscribers
- 2.6% increase in total subscribers from last month
- 46% increase in total views from last month

30,341 Total Views

557,450 People saw UNEP's messages

Followers compared to previous month, 23.3%
**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>May 2015</td>
<td>2,498,569</td>
<td>80,599</td>
<td>00:15:40</td>
</tr>
<tr>
<td>April 2015</td>
<td>2,337,097</td>
<td>73,034</td>
<td>00:17:07</td>
</tr>
<tr>
<td>Mar 2015</td>
<td>2,238,911</td>
<td>77,203</td>
<td>00:10:53</td>
</tr>
<tr>
<td>Total for last three months</td>
<td>7,074,577</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**KEY FACTS**

- Total visits year to date: 11,094,599
- Visits compared to previous month 7% ↑
- Thursdays are the most active and Sundays the least active days
- Average visits per visitor 1.66
  Compared to previous month 5% ↑
- 51% 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.

*Source: Webtrends and Google Analytics*
**VISITORS**

**KEY FACTS**

- Total visitors year to date: 6,786,531
- Visitors compared to previous month 2%
- Returning visitors compared to previous month 5%

### Most popular browsers used by visitors

<table>
<thead>
<tr>
<th>Browser</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome</td>
<td>43.76%</td>
</tr>
<tr>
<td>Internet Explorer</td>
<td>23.89%</td>
</tr>
<tr>
<td>Firefox</td>
<td>14.88%</td>
</tr>
<tr>
<td>Safari</td>
<td>11.24%</td>
</tr>
<tr>
<td>Opera Mini</td>
<td>2.46%</td>
</tr>
<tr>
<td>Android Browser</td>
<td>1.33%</td>
</tr>
<tr>
<td>Opera</td>
<td>0.70%</td>
</tr>
<tr>
<td>UC Browser</td>
<td>0.53%</td>
</tr>
<tr>
<td>Safari (in-app)</td>
<td>0.49%</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>0.23%</td>
</tr>
</tbody>
</table>

64% of UNEP audience is between ages 18-34 years

### UNEP visitors by age group

- 25-34 - 33.40%
- 18-24 - 30.85%
- 35-44 - 13.74%
- 45-54 - 9.86%
- 55-64 - 6.62%
- 65+ - 5.53%

### Most popular operating systems used by visitors

- Windows 72%
- Macintosh, 12%
- iOS, 6%
- Android, 6%
- Others, 4%

Source: Webtrends and Google Analytics
### UPDATES

**Most updated sites**

<table>
<thead>
<tr>
<th>Rank</th>
<th>URL</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>53,402</td>
<td>27%</td>
</tr>
<tr>
<td>2</td>
<td><a href="http://www.unep.org/newscentre/">http://www.unep.org/newscentre/</a></td>
<td>8,723</td>
<td>4%</td>
</tr>
<tr>
<td>3</td>
<td><a href="http://www.unep.org/vacancies/subscribe/">http://www.unep.org/vacancies/subscribe/</a></td>
<td>2,841</td>
<td>1%</td>
</tr>
<tr>
<td>4</td>
<td><a href="http://www.unep.org/WED/">http://www.unep.org/WED/</a></td>
<td>2,812</td>
<td>1%</td>
</tr>
<tr>
<td>5</td>
<td><a href="http://www.unep.org/french/resourceefficiency/">http://www.unep.org/french/resourceefficiency/</a></td>
<td>2,395</td>
<td>1%</td>
</tr>
<tr>
<td>6</td>
<td><a href="http://www.unep.org/esm/">http://www.unep.org/esm/</a></td>
<td>1,970</td>
<td>1%</td>
</tr>
<tr>
<td>7</td>
<td><a href="http://www.unep.org/ieacp/iea/training/manual/module7/1129.aspx">http://www.unep.org/ieacp/iea/training/manual/module7/1129.aspx</a></td>
<td>1,948</td>
<td>1%</td>
</tr>
<tr>
<td>8</td>
<td><a href="http://www.unep.org/10YFP/">http://www.unep.org/10YFP/</a></td>
<td>1,659</td>
<td>1%</td>
</tr>
<tr>
<td>9</td>
<td><a href="http://www.unep.org/chemicalsandwaste/">http://www.unep.org/chemicalsandwaste/</a></td>
<td>1,626</td>
<td>1%</td>
</tr>
<tr>
<td>10</td>
<td><a href="http://www.unep.org/greeneconomy/">http://www.unep.org/greeneconomy/</a></td>
<td>1,539</td>
<td>1%</td>
</tr>
</tbody>
</table>

### KEY FACTS

**Total uploads this month were 200,669 compared to previous month 6%**

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, e.t.c)

Source: Webtrends
MICROSITES

Top 20 Microsites in Apr 2015

1. WED - Global
2. UNEP Year Book Report
3. Regional Office for Africa (ROA)
4. Resource Efficiency
5. GEO
6. UNEP and the Post-2015 Agenda
7. Climate and Clean Air Coalition (CCAC)
8. Green Economy
9. Climate Change
10. Chemicals and Waste
11. Transport
12. Environmental Education and Training
13. Governing Council (GC)
14. IEA Community Platform
15. The Partnership for Clean Fuels and Vehicles (PCFV)
16. Regional Seas
17. UNEA
18. OzonAction
19. Energy
20. Ecosystem Management

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-WW Conservation Monitoring Centre (WCMC)
4. GRID-Arendal
5. UNEP/GRID-Sioux Falls
6. UNEP - MAP
7. Forside - UNEP DTU PARTNERSHIP
8. UNEP DTU CDM/JI Pipeline Analysis and Database
9. Great Apes Survival Partnership - GRASP
10. UNEP - DHI Partnership – Centre on Water and Environment

*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 home page. Typically, a microsite resides on the same web server and reflects the branding and overall visual design of the larger site to which it is associated.
The website reached 233 countries and 10,947 cities this month. Compared to previous month 0.4% ↑ and 2% ↑ respectively.

North America was the continent with most visits at (18%), Western Europe was second (12%) and Northern Europe third (11% of total visits)

### Key Facts

**Top 10 Countries May 2015**

<table>
<thead>
<tr>
<th>Country</th>
<th>% of Total</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>14.77%</td>
<td>33,892</td>
</tr>
<tr>
<td>India</td>
<td>7.37%</td>
<td>16,919</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>7.29%</td>
<td>16,720</td>
</tr>
<tr>
<td>Australia</td>
<td>4.21%</td>
<td>9,657</td>
</tr>
<tr>
<td>Germany</td>
<td>2.99%</td>
<td>6,865</td>
</tr>
<tr>
<td>Canada</td>
<td>2.94%</td>
<td>6,746</td>
</tr>
<tr>
<td>China</td>
<td>2.92%</td>
<td>6,707</td>
</tr>
<tr>
<td>France</td>
<td>2.87%</td>
<td>6,579</td>
</tr>
<tr>
<td>Kenya</td>
<td>2.84%</td>
<td>6,516</td>
</tr>
<tr>
<td>Switzerland</td>
<td>1.95%</td>
<td>4,470</td>
</tr>
</tbody>
</table>

**Source:** Google Analytics

### Top 10 Cities May 2015

<table>
<thead>
<tr>
<th>City</th>
<th>% of Total</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>2.56%</td>
<td>5,875</td>
</tr>
<tr>
<td>New Delhi</td>
<td>2.27%</td>
<td>5,199</td>
</tr>
<tr>
<td>Sydney</td>
<td>1.58%</td>
<td>3,615</td>
</tr>
<tr>
<td>Bengaluru</td>
<td>1.23%</td>
<td>2,812</td>
</tr>
<tr>
<td>Geneva</td>
<td>1.19%</td>
<td>2,734</td>
</tr>
<tr>
<td>New York</td>
<td>1.10%</td>
<td>2,533</td>
</tr>
<tr>
<td>Nairobi</td>
<td>1.05%</td>
<td>2,407</td>
</tr>
<tr>
<td>Shanghai</td>
<td>1.05%</td>
<td>2,403</td>
</tr>
<tr>
<td>Paris</td>
<td>0.85%</td>
<td>1,948</td>
</tr>
<tr>
<td>Bangkok</td>
<td>0.74%</td>
<td>1,687</td>
</tr>
</tbody>
</table>

**Source:** Google Analytics
## Top 10 Referring Domains in Apr 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>1,607,471</td>
<td>64%</td>
</tr>
<tr>
<td>2 google.com</td>
<td>193,498</td>
<td>8%</td>
</tr>
<tr>
<td>3 google.co.in</td>
<td>67,778</td>
<td>3%</td>
</tr>
<tr>
<td>4 google.co.uk</td>
<td>41,040</td>
<td>2%</td>
</tr>
<tr>
<td>5 un-redd.org</td>
<td>33,494</td>
<td>1%</td>
</tr>
<tr>
<td>6 google.com.mx</td>
<td>22,679</td>
<td>1%</td>
</tr>
<tr>
<td>7 google.com.au</td>
<td>20,878</td>
<td>1%</td>
</tr>
<tr>
<td>8 Bing.com</td>
<td>19,763</td>
<td>1%</td>
</tr>
<tr>
<td>9 Google.ca</td>
<td>15,632</td>
<td>1%</td>
</tr>
<tr>
<td>10 Google.fr</td>
<td>14,672</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Webtrends

---

## KEY FACTS

Google remains the top referral to the UNEP website

* **Direct Traffic**
  Represents traffic to the website 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.
SEARCH TERMS

Top 10 Search Terms in Apr 2015

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>unep</td>
<td>3,644</td>
</tr>
<tr>
<td>world environment day</td>
<td>1,462</td>
</tr>
<tr>
<td>world environment day 2015</td>
<td>990</td>
</tr>
<tr>
<td>ghana</td>
<td>546</td>
</tr>
<tr>
<td>climate change</td>
<td>465</td>
</tr>
<tr>
<td>agenda 21</td>
<td>427</td>
</tr>
<tr>
<td>green economy</td>
<td>344</td>
</tr>
<tr>
<td>oare</td>
<td>343</td>
</tr>
<tr>
<td>dia mundial del medio ambiente</td>
<td>317</td>
</tr>
<tr>
<td>stockholm conference</td>
<td>295</td>
</tr>
</tbody>
</table>

Key Facts

Over 173,299 search terms in this month

Top 5 search terms last month
1. unep
2. Solid waste management
3. Africa
4. world environment day
5. ecosystems and human well-being

Source: Webtrends & Piwik

*Search term*

The terms or phrases a visitor used to find your site using any search engine
## Top 10 Publications in Apr 2015

<table>
<thead>
<tr>
<th>April 2015</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Our Planet: time for global action 2015</td>
<td>177</td>
</tr>
<tr>
<td>2  Global trends in renewable energy investment 2015</td>
<td>126</td>
</tr>
<tr>
<td>3  Year book 2014</td>
<td>93</td>
</tr>
<tr>
<td>4  Establishing china’s green financial system, Report of the green finance task force</td>
<td>84</td>
</tr>
<tr>
<td>5  UNEP 2013 annual report</td>
<td>67</td>
</tr>
<tr>
<td>6  Responsible Food Purchasing, Four steps towards sustainability for the hospitality sector</td>
<td>65</td>
</tr>
<tr>
<td>7  Africa mountain atlas</td>
<td>62</td>
</tr>
<tr>
<td>8  Building Inclusive Green Economies in Africa Experience and Lessons Learned 2010-2015</td>
<td>54</td>
</tr>
<tr>
<td>9  Our Planet: Climate for life</td>
<td>47</td>
</tr>
<tr>
<td>10 Our Planet: Healthy planet, healthy people</td>
<td>47</td>
</tr>
</tbody>
</table>

Source: Piwik (Unique Downloads)

## KEY FACTS

### Top file types downloaded this month

- **Html (html, css, js, asp, aspx)**: 21,161,394
- **Images (jpg, png, gif)**: 16,090,962
- **Documents (doc, xls, ppt)**: 153,222
- **Videos (avi, mov, mp4, flv)**: 11,257
- **PDF**: 9,274,696

### File types
- Html
- Images
- Documents
- Videos
- PDF

Source: Webtrends
### Key Facts

- **Total followers across all platforms**: 3,324,641
- **Compared to previous month**: 0.9%
- **Average monthly growth/account**: 6.1%
- **Highest follower growth this month** was seen on Instagram, English FB, Russian FB, and French Twitter.

### Social Media Overview

#### Facebook

<table>
<thead>
<tr>
<th>Language</th>
<th>Growth</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>2.2%</td>
<td>155,485</td>
</tr>
<tr>
<td>French</td>
<td>3.1%</td>
<td>9,469</td>
</tr>
<tr>
<td>Spanish</td>
<td>2.7%</td>
<td>3,194</td>
</tr>
<tr>
<td>Russian</td>
<td>12.2%</td>
<td>533</td>
</tr>
<tr>
<td>Tunza</td>
<td>1.0%</td>
<td>10,958</td>
</tr>
<tr>
<td>ROWA</td>
<td>1.7%</td>
<td>889</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>8.0%</td>
<td>372,870</td>
</tr>
<tr>
<td>French</td>
<td>26.3%</td>
<td>2,441</td>
</tr>
<tr>
<td>Spanish</td>
<td>5.4%</td>
<td>1,844</td>
</tr>
<tr>
<td>Russian</td>
<td>9.3%</td>
<td>3,323</td>
</tr>
<tr>
<td>ROWA</td>
<td>2.8%</td>
<td>4,528</td>
</tr>
</tbody>
</table>

#### YouTube

<table>
<thead>
<tr>
<th>Platform</th>
<th>Growth</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>WeChat</td>
<td>0.81%</td>
<td>10,842</td>
</tr>
<tr>
<td>RenRen</td>
<td>0.01%</td>
<td>546,112</td>
</tr>
<tr>
<td>QQ</td>
<td>0.2%</td>
<td>2,101,407</td>
</tr>
<tr>
<td>Weibo</td>
<td>1.4%</td>
<td>92,486</td>
</tr>
</tbody>
</table>

---

1. **Website**
2. **Social Media Highlights**
3. **Facebook**
4. **Twitter**
5. **YouTube**
6. **Languages**
7. **Glossary**
MAY
2015
SOCIAL MEDIA HIGHLIGHTS

22 May was the International Day for Biological Diversity. UNEP engaged social media audiences through a campaign, sending out five tweets, recording 94,251 impressions and 354 RT’s. Three Facebook posts, reaching 55,956 unique users, recording 1,116 likes and 284 shares.

This month, UNEP’s Instagram account recorded **23.3% growth**. UNEP engaged followers in a WED 2015 build up campaign, sending out 10 WED related posts. Popular posts including regram above recorded high engagement with Leonardo Di Caprio’s support recording **23,942 likes** on UNEP’s post.

ITU, on 17 May celebrated its 150 year anniversary. UNEP supported ITU’s campaign, sending out three tweets which recorded 113,101 impressions and 108 RT’s. Two Facebook posts reaching 5,170 unique users and recording 901 shares from UNEP’s posts.

RT – Retweet
FB – Facebook
Engagements – total of comments, likes and shares
Regram: re-post of an original post on Instagram via screenshot onto one’s feed.
SOCIAL MEDIA ANALYSIS

TWITTER

May saw an increase in followers, a constant engagement rate, marginally fewer replies and lower impression numbers. Lower tweet numbers during two 5-day periods of the reporting period may account for the decrease in impressions. Impressions and engagement rates were generally higher on weekends and weekend Twitter posting should be increased to match audience engagement. 103 of 235 tweets (44%) of posts included visuals compared to 38% last month. Average retweet rate was 44 RT’s per post, a decrease of 18% compared to last month’s 54. Tweets promoting international days and WED-related content yielded high numbers. Increasing overall number tweets, especially on weekends, and greater number of visuals per monthly posts should be pursued. UNEP’s participation in a twitter chat also recorded an increase in engagement rate as well as followers. Participation is encouraged for growth.

What worked:
+ WED posters with calls-to-action in tweet text
+ Info boxes from 2014 Annual Report
+ Emotional content
+ Visual content: Visual posts with text overlay
+ Twitter chat participation – spike in followers during chat

What did not work:
+ Text only posts (should be further reduced)
+ Replies to other tweets
+ Charts

FACEBOOK

The number of new followers for FB was up this month, the number of posts was slightly down (83 in May, 86 in April) and total reach was down. The engagement rate remained constant. On average, posts reached 15,036 unique individuals. Many top-performing posts consisted of three sentences or less of text, a link and a high-quality, impactful photograph. More posting should be done in the 7:00-8:00 p.m. EAT window, as this is the period in which the highest number of UNEP’s Facebook fans are online. Additionally, posts should seek comments from readers that will lead to interactions with UNEP, as the lack of comments on posts affects reach.

What worked:
+ Strong images, especially landscape and wildlife photographs with bright colours
+ Emotional content with positive narrative
+ Posts related to International Day of Biological Diversity (IDB)

What did not work:
+ Posts that reported news without highlighting positive outcomes or possibilities
+ International Migratory Bird Day posts
+ Posts without facts and figures
### UNEP Twitter Followers Compared to Other Agencies (As per May 23rd)

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UN</td>
<td>4,075,589</td>
</tr>
<tr>
<td>UNICEF</td>
<td>4,002,317</td>
</tr>
<tr>
<td>WHO</td>
<td>2,383,476</td>
</tr>
<tr>
<td>WWF</td>
<td>1,799,687</td>
</tr>
<tr>
<td>Green Peace</td>
<td>1,348,684</td>
</tr>
<tr>
<td>World Bank</td>
<td>1,345,522</td>
</tr>
<tr>
<td>WFP</td>
<td>945,686</td>
</tr>
<tr>
<td>UNDP</td>
<td>694,344</td>
</tr>
<tr>
<td>UNEP</td>
<td>372,870</td>
</tr>
<tr>
<td>UNFCCC</td>
<td>177,008</td>
</tr>
<tr>
<td>FAO News</td>
<td>162,316</td>
</tr>
<tr>
<td>IPCC</td>
<td>43,429</td>
</tr>
<tr>
<td>WMO</td>
<td>17,558</td>
</tr>
<tr>
<td>WRI Climate</td>
<td>11,309</td>
</tr>
</tbody>
</table>

**UNEP's position remains constant despite 8% increase in followers.**

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

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNICEF</td>
<td>4,981,479</td>
</tr>
<tr>
<td>WWF</td>
<td>2,295,761</td>
</tr>
<tr>
<td>Green Peace</td>
<td>2,171,062</td>
</tr>
<tr>
<td>WHO</td>
<td>2,192,924</td>
</tr>
<tr>
<td>UN</td>
<td>1,732,168</td>
</tr>
<tr>
<td>World Bank</td>
<td>1,692,774</td>
</tr>
<tr>
<td>UNDP</td>
<td>872,415</td>
</tr>
<tr>
<td>WFP</td>
<td>623,262</td>
</tr>
<tr>
<td>FAO</td>
<td>621,635</td>
</tr>
<tr>
<td>UNEP</td>
<td>155,853</td>
</tr>
<tr>
<td>UNFCCC</td>
<td>116,126</td>
</tr>
<tr>
<td>WRI</td>
<td>87,239</td>
</tr>
<tr>
<td>WMO</td>
<td>30,274</td>
</tr>
<tr>
<td>IPCC</td>
<td>13,224</td>
</tr>
</tbody>
</table>

**UNEP's position remains constant despite 2.2% increase in followers.**
FACEBOOK OVERVIEW

May 2015 Summary

Fans: 155,485
Posts: 83
Total reach: 1,248,029
Comments: 443
Shares: 1,116
Likes: 10,657
Link clicks: 2,752
New fans: 4,372
Engagement rate: 1.4%

May 2015 was a significant month for UNEP on Facebook. UNEP reached 155,485 fans and posted 83 times, reaching a total of 1,248,029 people. The month was marked by several highlights:

- **Best day of the month**: Friday, 15 May 2015, where UNEP reached 43,090 unique individuals. This day was special as it coincided with the International Day of Biological Diversity campaign and the promotion of the ITU 150th Anniversary.

- **Key data on this day**:
  - International Day of Biological Diversity campaign
  - Promotion of ITU 150th Anniversary

Source: FB Insights
FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

- May 2015: 1,452,644
- April 2015: 1,248,029
- March 2015: 628,170
- February 2015: 594,218
- January 2015: 60,000
- December 2014: 68,000
- November 2014: 77,000

Total number of unique people reached since Nov 2014: 4,581,178
Average number of people reached per post since Nov 2014: 11,201

KEY FACTS

- **Total number of unique people reached since Nov 2014:** 4,581,178
- **Average number of people reached per post since Nov 2014:** 11,201

NUMBER OF POSTS SHARED

<table>
<thead>
<tr>
<th>Month</th>
<th>No. of posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY 2015</td>
<td>83</td>
</tr>
<tr>
<td>APRIL 2015</td>
<td>83</td>
</tr>
<tr>
<td>MARCH 2015</td>
<td>67</td>
</tr>
<tr>
<td>FEBRUARY 2015</td>
<td>60</td>
</tr>
<tr>
<td>JANUARY 2015</td>
<td>54</td>
</tr>
<tr>
<td>DECEMBER 2014</td>
<td>68</td>
</tr>
<tr>
<td>NOVEMBER 2014</td>
<td>77</td>
</tr>
<tr>
<td>TOTAL POSTS</td>
<td>492</td>
</tr>
</tbody>
</table>

*Reach is the total number of estimated unique fans that saw any post from UNEP.*
FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

**FACEBOOK MONTHLY GROWTH**

Total number of people who saw UNEP’s post (i.e. reach) increased 13.5% compared to last month

Fans compared to previous month 2.2%

**MONTHLY ENGAGEMENT**

*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 DEMOGRAPHICS

The people who like your Page

Women

- 42% Your Fans
- 46% All Facebook

Men

- 57% Your Fans
- 54% All Facebook

UNEP’s fans are predominantly male: 57%

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

Women

- 47% People Engaged
- 42% Your Fans

Men

- 52% People Engaged
- 57% Your Fans

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

SOURCE: FACEBOOK INSIGHTS
### Facebook Fans - Countries, Cities and Languages

#### MAY 2015

**Source:** FB Insights

<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>16,163</td>
<td>Nairobi, Kenya</td>
<td>6,590</td>
<td>English (US)</td>
<td>80,582</td>
</tr>
<tr>
<td>United States of America</td>
<td>10,267</td>
<td>Kuala Lumpur, Malaysia</td>
<td>3,060</td>
<td>English (UK)</td>
<td>25,294</td>
</tr>
<tr>
<td>Malaysia</td>
<td>9,252</td>
<td>Kathmandu, Bagmati Zon...</td>
<td>2,790</td>
<td>Spanish</td>
<td>10,137</td>
</tr>
<tr>
<td>Kenya</td>
<td>9,074</td>
<td>Dhaka, Dhaka Division, B...</td>
<td>2,784</td>
<td>French (France)</td>
<td>6,406</td>
</tr>
<tr>
<td>Pakistan</td>
<td>5,413</td>
<td>New Delhi, Delhi, India</td>
<td>2,409</td>
<td>Portuguese (Brazil)</td>
<td>4,784</td>
</tr>
<tr>
<td>Brazil</td>
<td>5,356</td>
<td>Cairo, Cairo Governorate, ...</td>
<td>1,769</td>
<td>Italian</td>
<td>3,144</td>
</tr>
<tr>
<td>Nepal</td>
<td>4,259</td>
<td>London, England, United ...</td>
<td>1,455</td>
<td>Arabic</td>
<td>2,992</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>4,089</td>
<td>Lima, Lima Region, Peru</td>
<td>1,420</td>
<td>Spanish (Spain)</td>
<td>2,695</td>
</tr>
<tr>
<td>Mexico</td>
<td>3,929</td>
<td>Seoul, South Korea</td>
<td>1,411</td>
<td>German</td>
<td>1,915</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3,696</td>
<td>Mexico City, Distrito Feder...</td>
<td>1,371</td>
<td>Simplified Chinese (China)</td>
<td>1,859</td>
</tr>
</tbody>
</table>

Source: FB Insights
# FACEBOOK BENCHMARKS

<table>
<thead>
<tr>
<th>Page</th>
<th>Total Page Likes</th>
<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 UNICEF</td>
<td>5m</td>
<td>▲ 0.4%</td>
<td>26</td>
<td>216.8K</td>
</tr>
<tr>
<td>2 WWF</td>
<td>2.3m</td>
<td>▲ 0.4%</td>
<td>9</td>
<td>76.4K</td>
</tr>
<tr>
<td>3 World Health Organization</td>
<td>2.2m</td>
<td>▲ 0.7%</td>
<td>32</td>
<td>30.9K</td>
</tr>
<tr>
<td>4 United Nations</td>
<td>1.7m</td>
<td>▲ 0.4%</td>
<td>30</td>
<td>10.2K</td>
</tr>
<tr>
<td>5 World Bank</td>
<td>1.7m</td>
<td>▲ 0.5%</td>
<td>28</td>
<td>9.3K</td>
</tr>
<tr>
<td>6 United Nations Development Programme</td>
<td>873.8K</td>
<td>▲ 0.7%</td>
<td>34</td>
<td>30.4K</td>
</tr>
<tr>
<td>7 World Food Programme</td>
<td>623.8K</td>
<td>▲ 3,980.3%</td>
<td>7</td>
<td>338</td>
</tr>
<tr>
<td>8 Food and Agriculture Organisation</td>
<td>622.4K</td>
<td>▲ 0.6%</td>
<td>7</td>
<td>7.5K</td>
</tr>
<tr>
<td>9 UNEP</td>
<td>156.1K</td>
<td>▲ 0.6%</td>
<td>24</td>
<td>3.1K</td>
</tr>
<tr>
<td>10 Green Peace</td>
<td>132.4K</td>
<td>0%</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: FB Insights

UNEP’s position remains constant despite increase in likes and engagements from 0.4% and 2.4K respectively.

*statistics comparison is in real-time last month.
TWITTER OVERVIEW

MAY 2015

APRIL 2015 FOLLOWER GROWTH

TOP TWEETS THIS MONTH

GOAL 10
REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

SUSTAINABLE DEVELOPMENT GOALS

UN Environment @UNEP
Which technology has had the most impact on your life? Tag #ITU150 to celebrate 150yrs of progress itu150.org/impact
3:05 PM - 16 May 2015
92 Retweets 79 Favourites

MT @cbdnews: International Day for Biological Diversity #Goal10 #IDB2015 cbd.int/idb/2015/goals...
9:44 PM - 14 May 2015
92 Retweets 77 Favourites

KEY FACTS

May 2015 Summary
Followers: 372,870
Tweets: 235 (7.5 per day)
Replies: 923
Mentions: 6.5K
Retweets: 10.3K (334 per day)
Favourites: 5.8K
Impressions: 3.1M (100.9K per day)
New followers: 11,103
Engagement rate: 1.2%

Top tweets of the month
92 Retweets 79 Favourites 93,543 Impressions
Which technology has had the most impact on your life? Tag #ITU150 to celebrate 150yrs of progress itu150.org/impact
Tweeted on 16 May 2015

92 Retweets 77 Favourites 38,661 Impressions
MT @cbdnews: International Day for Biological Diversity #Goal10 #IDB2015 cbd.int/idb/2015/goals...
Tweeted on 14 May 2015
**TWITTER OVERVIEW**

**BEST DAY THIS MONTH**

- **Wednesday, May 13, 2015**: UNEP recorded 182,292 Impressions mainly attributed to participation in #YouthNow twitter chat.

**Key facts**

- **Best day of the month**: Wednesday, May 13, 2015
- **UNEP participated in #YouthNow Twitter Chat**
- **19 tweets sent**
- **UNEP promoted Global Green Growth Forum as well as COP21 build up campaign.**

*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.*

**Impressions compared to previous month**

- **1.2%**

**Followers compared to previous month**

- **4.8%**

**Steady increase in UNEP’s followers during twitter chat.**
TWITTER DEMOGRAPHICS AND LOCATIONS

**Interests**
- Most unique interests:
  - 35% Financial news
  - 33% Business and finance
  - 33% Green solutions
  - 31% Government
  - 30% Nonprofit

**Location**
- Top countries and states:
  - USA
  - CA
  - NY
  - UK
  - CAN
  - KEN
  - AUS
  - IDN
  - MEX
  - BRA
  - FRA
  - Other

**Gender**
- UNEP’s followers are predominantly male: 69%
- 69% M
- 31% F

**Your followers also follow**
- 55% UNICEF
- 53% BarackObama
- 49% nytimes
- 45% BBCBreaking
- 44% BBCWorld
- 44% WHO
- 43% TheEconomist
- 40% UNDP
- 39% hkw

**Top cities**
- 3% Nairobi, KE
- 2% London, UK
- 2% New York City, US
- 2% Washington, D.C., US
- 1% Jakarta, ID

**SOURCE:** TWITTER ANALYTICS
MAY TOTALS (Apr 19-May 19)

- **LIKES**: 2,608 (+191.07%)
  - Apr: 896 (+153)
  - Apr: 149 (+2.73%)
- **POSTED**: 17 (+183.33%)
  - Apr: 5
- **COMMENTS**: 64 (+481.82%)
  - Apr: 11 (+481.82%)
- ** Avg/media**: 153
- **Avg/media**: 149
- **Avg/media**: 4

Top media of the month

- **294 likes, 2 comments**
- #UNEP in Haiti - Children planting sea grapes in Port Salut #WED2015
- Posted on 23 May 2015

**Key Facts**

- **May 2015 Summary**
  - Followers: **4,999**
  - Likes: **13,616**
  - Posts: **17**
  - Comments: **239**
  - New followers: **854**
  - Un-followers: **115**

- **Followers compared to previous month**: **23.3%**

**Top media of the month**

- #UNEP in Haiti - Children planting sea grapes in Port Salut #WED2015
- Posted on 23 May 2015

**May 2015 featured media:**

- Support from Leonardo Di Caprio, saw UNEP’s percentage following increase by 5.2% from re-gram engagement.

**Source:** ICONOSQUARE

**Regram:** re-post of an original post on Instagram via screenshot onto one’s feed.
**May 2015 Summary**

- **Subscribers**: 3,261
- **Views**: 30,341
- **Minutes watched**: 45,269
- **Lifetime views**: 853,777
- **New Subscribers**: 105

Last month UNEP recorded 11,442 views, 30,997 minutes was watched and 82 new subscribers gained.

**TOP 10 VIDEOS VIEWED THIS MONTH**

<table>
<thead>
<tr>
<th>Video</th>
<th>Views</th>
<th>Estimated minutes watched</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Bottle’s Odyssey</td>
<td>20,240 (6.7%)</td>
<td>18,469 (41%)</td>
<td>22</td>
</tr>
<tr>
<td>The Antarctic Ozone Hole -- From Discovery to...</td>
<td>2,089 (6.9%)</td>
<td>12,831 (28%)</td>
<td>5</td>
</tr>
<tr>
<td>UNEP Executive Director’s video message for In...</td>
<td>292 (1.0%)</td>
<td>300 (0.7%)</td>
<td>0</td>
</tr>
<tr>
<td>UNEP - What we do</td>
<td>199 (0.7%)</td>
<td>348 (0.8%)</td>
<td>2</td>
</tr>
<tr>
<td>UNEP eco-tourism series Malewa Wildlife Lodg...</td>
<td>198 (0.7%)</td>
<td>482 (1.1%)</td>
<td>1</td>
</tr>
<tr>
<td>Protocolo de Montreal-Esperanza para el futuro...</td>
<td>195 (0.6%)</td>
<td>197 (0.4%)</td>
<td>0</td>
</tr>
<tr>
<td>Dutch ocean crusader Boyan Slat awarded top...</td>
<td>191 (0.6%)</td>
<td>539 (0.7%)</td>
<td>6</td>
</tr>
<tr>
<td>Un bosque de oportunidades en Panamá</td>
<td>187 (0.6%)</td>
<td>508 (1.1%)</td>
<td>3</td>
</tr>
<tr>
<td>Somali activist wins Champions award for inspir...</td>
<td>171 (0.6%)</td>
<td>194 (0.4%)</td>
<td>1</td>
</tr>
<tr>
<td>TEDX Talk by David Jensen “Natural Resources...</td>
<td>168 (0.6%)</td>
<td>648 (1.4%)</td>
<td>0</td>
</tr>
</tbody>
</table>
YOUTUBE DEMOGRAPHICS

Demographics

Top Geographies
- United States
- Hungary
- Canada
- United Kingdom
- Germany

Gender
- Male 57%
- Female 43%

Discovery

Top Playback Locations
- External 69%
- YouTube watch page 30%
- YouTube channel page 0.9%
- Other 0.5%

Top Traffic Sources
- Unknown - embedded player 69%
- Unknown - direct 9.1%
- YouTube search 8.7%
- Other 14%
## Social Media - Languages

### Facebook
- **Total audience:** 533
- **Total Posts:** 79
- **Total Reach:** 8,223
- **New likes:** 58
  - vs 51 posts, 137K Reach and 62 new likes last month

- **Total audience:** 9,469
- **Total Posts:** 69
- **Total Reach:** 11,501 (average 167 per post)
- **New likes:** 281
  - vs 24 posts, 4877 reach and 111 new likes last month

- **Total audience:** 3279
- **Total Posts:** 9
- **Total Reach:** 3909
- **New likes:** 85
  - vs 4 posts, 1973 Reach and 61 new likes last month

- **Total audience:** 889
- **Total Posts:** 120
- **Total Reach:** 2360
- **New likes:** 15
  - vs 122 posts last month

### Twitter
- **Total followers:** 3323
- **Total Tweets:** 416
- **Total Impressions:** 1.05M
- **New followers:** 382
  - vs 273 tweets, 779K Reach and 55 new followers last month

- **Total followers:** 2,441
- **Total Tweets:** 95
- **Total Impressions:** 55.6
- **New followers:** 208
  - vs 54 tweets 41.9 Reach and 268 new followers last month

- **Total followers:** 1866
- **Total Tweets:** 31
- **Total Impressions:** 22.8K
- **New followers:** 94
  - vs 12 tweets, 145K Reach and 109 new followers last month

### Chinese
- **Sina Weibo:** 1,265
- **QQ:** 5,094
- **Renren:** -48
- **WeChat:** 430

### Monthly Top Post:
- WED post recording: 30,000 reach, 34 shares, 3 comments and 17 likes.

### Chinese Content Highlights
- Fans on WeChat and QQ rising. Audience on RenRen records decrease of 48 individual followers compared to last month increase by 68 individual followers.
**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.