

JULY  
2017

# UNEP DIGITAL METRICS



UNEP

JULY  
2017

# SOCIAL MEDIA OVERVIEW

## KEY FACTS

Total followers across all platforms 1,458,350  
 Compared to previous month 16% ↑  
 Highest follower growth this month was seen on Spanish Facebook at 16% and Spanish Twitter.  
 The in total follower growth is mainly attributed to a surge in numbers over World Environment Day 2017 content on social media.  
 As users continue to abandon QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat and UN Environment will explore additional ways to engage the Chinese audience.



English	↑	1.2%	543,009
French	↑	3%	49,357
Spanish	↑	16%	91,196
Russian	↑	10%	5,950
Tunza	↑	1%	12,992
ROWA	↑	2%	3,405



English	↑	2%	640,129
French	↑	2.3%	13,464
Spanish	↑	7.4%	25,945
Russian	↑	4%	8,415
ROWA	↑	2%	9,765



	↑	3%	8,638
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	↑	3.4%	111,678
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WeChat	↑	3.3%	24,222
RenRen	↓	0.003%	545,833
QQ	↓	0.33%	2,092,880
Weibo	↑	2%	136,252



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## TWITTER

This month, UN Environment’s Twitter account recorded a 2% increase in followers from 629,745 to 640,129. The platform recorded commendable audience growth despite continued platform stagnation. UN Environment this month engaged audiences through the #SavetheVaquita campaign, to raise awareness on the diminishing numbers of the vaquita porpoise. Alison Sudol of the Fantastic Beasts joined the wild for life campaign in support of the vaquita porpoise.

To engage followers UN Environment leveraged the #WildforLife campaign, engaging the audience with interactive video and compelling posts. UN Environment continues to encourage greater interaction by posting engaging content including polls on different topics to spark interest and action, thereby fuelling and keeping alive, through replies, the conversation on different subjects. UN Environment’s Twitter audience is consistently engaging with video content calling for action on the environment and climate change.

### What worked:

- + Interactive and engaging campaigns; #cleanseas #savethevaquita #wildforlife #youngchamps #climateaction #climatechange
- + Impactful and engaging participation in international days; Nelson Mandela day

### What did not work:

- + Text-only Tweets
- + Announcements related to events such as webinars

## FACEBOOK

This month, UN Environment’s Facebook account recorded a 1.2% increase in followers bringing the total number of fans from 536,521 to 543,009. The increase in numbers is mainly attributed to engaging and interactive content shared following a fade in the world environment day momentum. This month UN Environment engaged audiences with the #SavetheVaquita campaign, where Alison Sudol of the Fantastic Beasts joined the wild for life campaign in support of the vaquita porpoise.

Continued implementation of the new approach featuring more interactive and impactful posts with news and videos as well as participation in campaigns and crowdsourcing activities to amplify awareness of current environmental issues continue to amplify user engagement. UN Environment continued to engage audiences with content on the Young Champions of the Earth campaign. UN Environment continues to share impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution.

### What worked:

- + Wild for life content, Save the vaquita porpoise campaign and Clean Seas
- + Impactful and engaging participation in international days; Nelson Mandela day

### What did not work:

- + Posts without strong accompanying images
- + News reporting that does not add value through the most sharable aspects of news/reports
- + Updates on programmatic work that lack a “human” side

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# SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	9,228,790
UNICEF	6,228,009
WHO	3,812,315
WWF	3,659,086
World Bank	2,452,529
Greenpeace	1,686,508
WFP	1,475,737
UNDP	1,141,213
<b>UN Environment</b>	<b>640,129</b>
UNFCCC	401,820
FAO News	219,215
World Resources Inst	140,399
IPCC	91,439
WMO	38,679

UNEP's position remains constant despite 2% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,896,028
WHO	3,335,104
WWF	3,027,134
Greenpeace	2,849,966
UN	2,351,363
World Bank	2,326,439
UNDP	1,175,678
FAO	1,079,492
WFP	875,827
<b>UN Environment</b>	<b>543,009</b>
UNFCCC	216,220
World Resource Inst	117,634
WMO	117,189
IPCC	27,162

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



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# FACEBOOK OVERVIEW

UN Environment has a total of **543,009** fans on Facebook as of 23 July 2017. This month **3,490,265** people saw UN Environment's information from 65 posts

## TOP POST THIS MONTH *(shared on 07 June 2017)*

UN Environment  
Published by Dave Cole (?) · July 7 at 3:00pm · 🌐

Alison Sudol is #WildforLife and is giving her voice to support the vaquita porpoise. There are only 30 of these fantastic beasts left in the wild - here's what you can do to help: <http://bit.ly/vaquitafacts> #SavetheVaquita

Alison Sudol of Fantastic Beasts has joined UN Wild for Life to champion the vaquita.  
**Save the Vaquita with Alison Sudol**  
00:57

161,631 people reached Boost Unavailable

👍❤️👍 268      12 Comments 251 Shares

👍 Like    💬 Comment    ➦ Share

161,631 People Reached

42,954 Video Views

1,528 Reactions, Comments & Shares

985 👍 Like	216 On Post	769 On Shares
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68 ❤️ Love	23 On Post	45 On Shares
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1 😂 Haha	0 On Post	1 On Shares
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9 😱 Wow	1 On Post	8 On Shares
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155 😞 Sad	26 On Post	129 On Shares
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9 😡 Angry	2 On Post	7 On Shares
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45 Comments	13 On Post	32 On Shares
----------------	---------------	-----------------

256 Shares	251 On Post	5 On Shares
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3,161 Post Clicks

674  
Clicks to Play

79  
Link Clicks

2,408  
Other Clicks

Source: FB Insights

## KEY FACTS

### July 2017 Summary

Fans: **543,009**

Posts: **65**

Total reach: **3,490,265**

Comments: **2,065**

Likes: **35,838**

Shares: **8,045**

Video views: **7,105,712**

New fans: **6,469**

Engagement rate: **0.1%**

*Last month UN Environment reached 4,167,865 people through 78 posts, and gained 10,403 new fans, with a 0.1% engagement rate*

### Best day of the month

Friday 7 July 2017 UN Environment reached 161,631 unique individuals

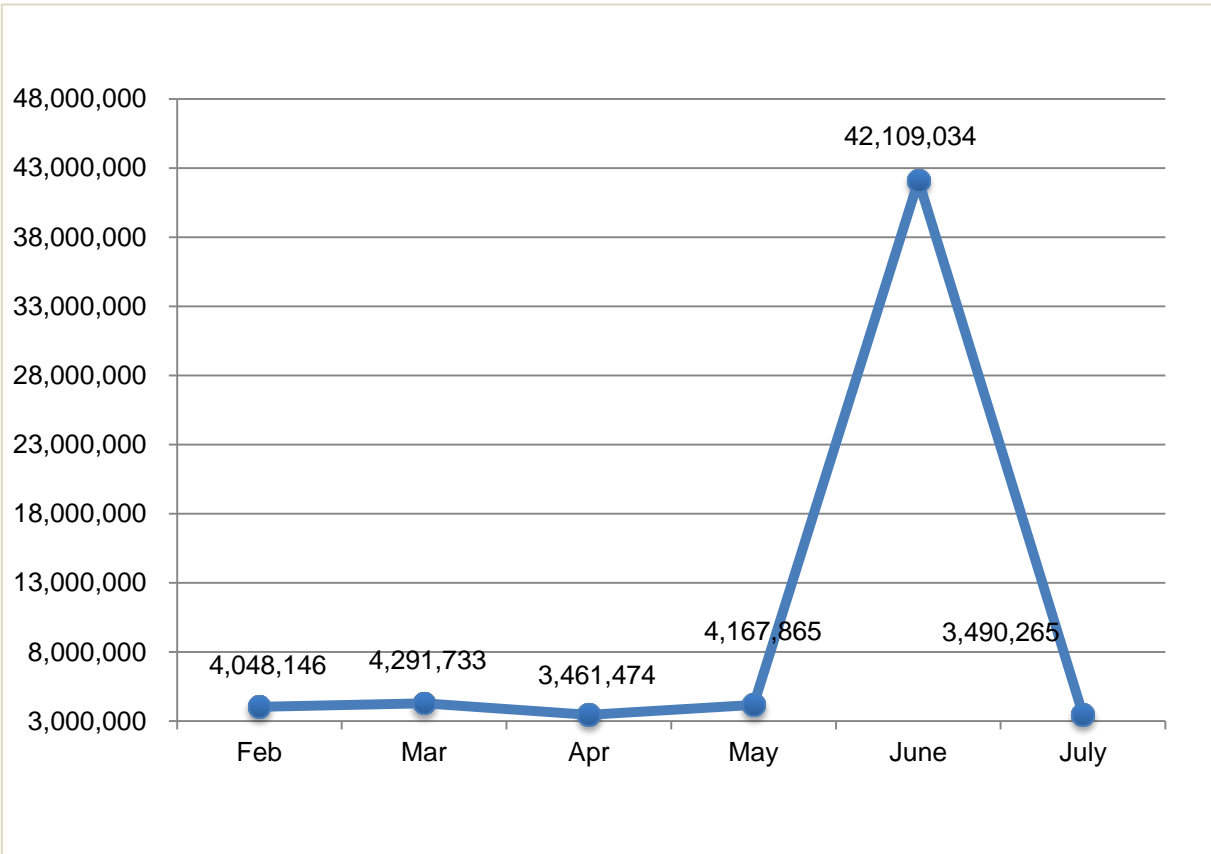
### Key data on this day

- Alison Sudol goes #wildforlife to support the vaquita porpoise.

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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 February 2017 :  
**61,568,512**

Average number of people reached per post since February 2017:  
**121,676**

## NUMBER OF POSTS SHARED

Month	No. of posts
JULY	65
JUNE	90
MAY	78
APRIL	90
MARCH	93
FEBRUARY	93
<b>TOTAL POSTS</b>	<b>506</b>

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



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# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

## KEY FACTS

UN Environment's Facebook page continues to maintain momentum in growth, recording a 1.2% 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 UN Environment.
- **Impressions by users** is the number of estimated unique fans who saw a post as a result of a share.

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

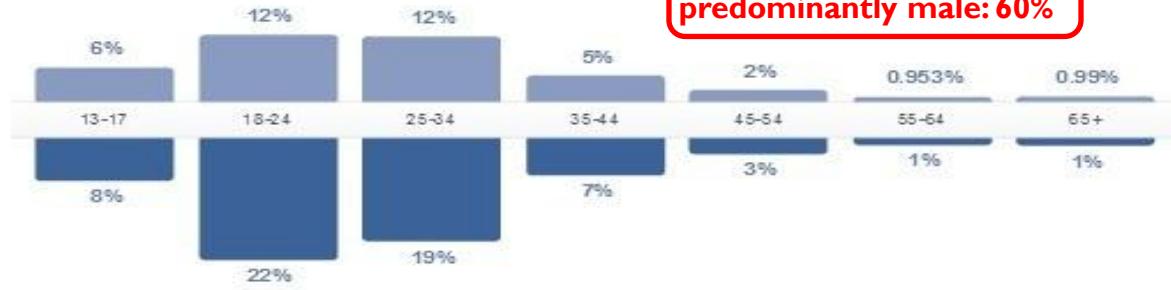
$$\text{Eng.Rate} = (\text{Engaged users}/\text{Reach}) * 100$$

# FACEBOOK DEMOGRAPHICS

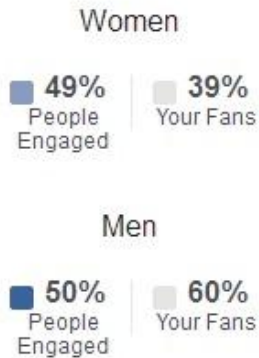
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



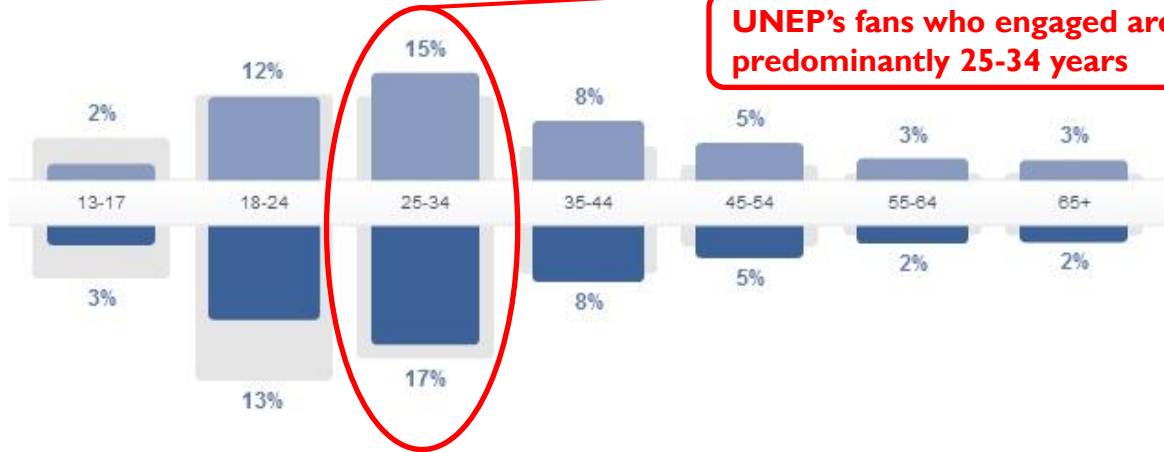
**UNEP's fans are predominantly male: 60%**



The number of People Talking About the Page by user age and gender.



**UNEP's fans who engaged are predominantly 25-34 years**



SOURCE: FACEBOOK INSIGHTS



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# FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
Indonesia	133,897	Bekasi, West Java, Ind...	30,305	English (US)	196,593
India	89,358	Sidoarjo, East Java, In...	22,912	Indonesian	130,607
United States of America	25,548	Medan, North Sumatra...	22,348	English (UK)	104,213
Bangladesh	22,309	Dhaka, Dhaka Division...	17,692	Spanish	21,841
Kenya	17,111	Nairobi, Kenya	14,903	French (France)	17,645
Brazil	11,231	Calcutta, West Bengal,...	7,789	Portuguese (Brazil)	10,603
Pakistan	11,106	New Delhi, Delhi, India	7,348	Arabic	8,383
Malaysia	10,743	Bandung, West Java, I...	7,322	Italian	6,252
Philippines	9,278	Semarang, Central Jav...	5,778	Spanish (Spain)	5,727
United Kingdom	8,781	Lucknow, Uttar Prades...	5,288	Portuguese (Portugal)	4,573

Source: FB Insights



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# FACEBOOK BENCHMARKS

1		UNICEF	6.9m 	▲0.1%	14	93.1K 
2		World Health Organizati...	3.4m 	▲0.2%	12	26.8K 
3		WWF	3m 	0%	6	20.9K 
4		Greenpeace International	2.8m 	▲0.1%	31	75.9K 
5		United Nations	2.3m 	▲0.1%	20	10.2K 
6		World Bank	2.3m 	0%	17	50.9K 
7		United Nations Develop...	1.2m 	▲0.1%	7	1.1K 
8		Food and Agriculture Or...	1.1m 	▲0.1%	12	9.3K 
9		World Food Programme	875.2K 	▲0.1%	0	0 
YOU 10		UN Environment	546.3K 	▲0.2%	12	5.2K 

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

\*statistics comparison is in real-time last month.

Source: FB Insights



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# TWITTER OVERVIEW

## JULY 2017 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH

UN @ UN Environment @UNEP

A massive chunk of ice has broken away from Antarctica, producing one of largest icebergs ever recorded: [nyti.ms/2vbUUEQ](https://nyti.ms/2vbUUEQ) @nytclimate



3:17 PM - 12 Jul 2017

490 Retweets 297 Likes

1 WEBSITE

UN @ UN Environment @UNEP

Scientists warn new rules are needed to protect ocean from #climatechange, over-fishing, farm pollution, plastics: [bbc.in/2udmxjt](https://bbc.in/2udmxjt)



2:19 PM - 12 Jul 2017

268 Retweets 274 Likes

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## KEY FACTS

### July 2017 Summary

Followers: **640,129**

Tweets: **173**

Replies: **1.4K (554 per day)**

Mentions: **7.4K**

Retweets: **17.7K (554 per day)**

Likes: **20.5K (640K per day)**

Impressions: **5.1M (157K per day)**

New followers: **10,384**

Engagement rate: **1.4%**

### Top tweets of the month

490Retweets 297 Likes 192K Impressions

A massive chunk of ice has broken away from Antarctica, producing one of the largest icebergs ever recorded: [nyti.ms/2vbUUEQ](https://nyti.ms/2vbUUEQ) @nytclimate

*Tweeted on 12 July 2017*

268 Retweets 274Likes 127K Impressions

Scientists warn new rules are needed to protect ocean from #climatechange, over-fishing, farm pollution, plastics: [bbc.in/2udmxjt](https://bbc.in/2udmxjt)

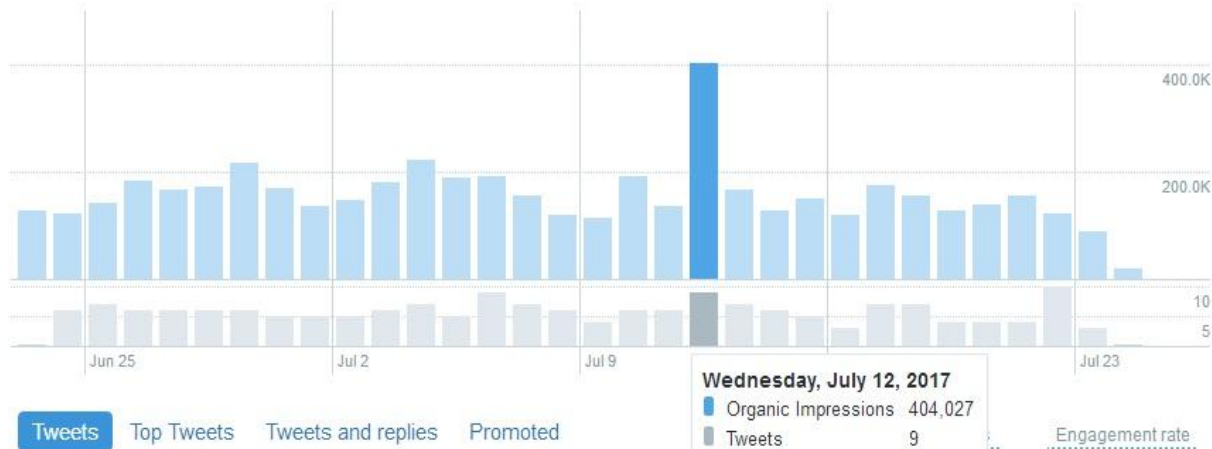
*Tweeted on 12 July 2017*



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# TWITTER OVERVIEW

**BEST DAY THIS MONTH: WEDNESDAY, 12 JULY, 2017**



SOURCE:TWITTER ANALYTICS

## KEY FACTS

### Best day of the month

Wednesday, 12 July 2017, UN Environment recorded 404,027 impressions.

### Key data on this day

- News on the creation of one of the largest iceberg's ever recorded after breaking away from Antarctica

Impressions compared to previous month **14%** ↓

Followers compared to previous month **2%** ↑

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



SOURCE:TWITTER COUNTER



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# TWITTER DEMOGRAPHICS AND LOCATIONS

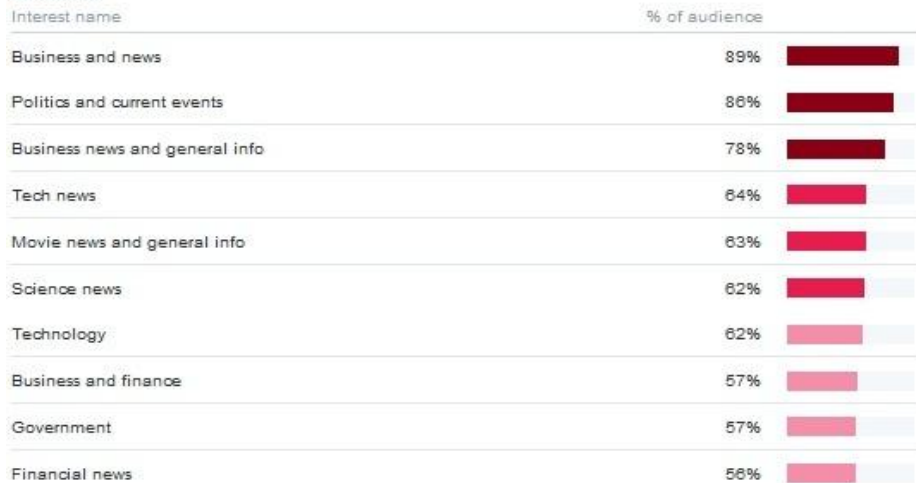
## Country



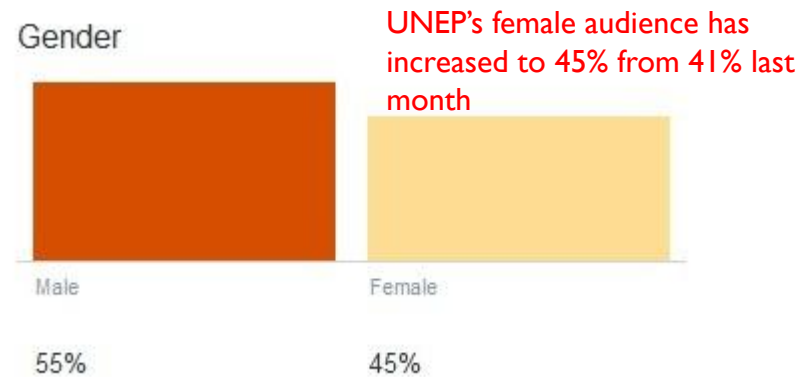
## Region



## Interests



## Gender



SOURCE: TWITTER ANALYTICS



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# INSTAGRAM OVERVIEW

## JULY TOP MEDIA

Source: instagram.com

"We must never forget that it is our duty to protect this environment."

Nelson Mandela



### Top media of the month

3,500 Likes

On #MandelaDay, let us take time to remember and celebrate the life and legacy of Nelson Mandela.

#Madiba

### Top media of the month

2,600 Likes

We love forests.

Post a forest emoji below if you've visited a forest recently!

#ShapingForests

## KEY FACTS

### July 2017 Summary

Followers: **111,678**

Posts: **21**

New followers: **3,621**

Following: **273**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month  
**3.4%** ↑

### Top media video media of the month



8,010 Views 1,400 Likes

The vaquita porpoise is near extinction and we need to take all the measures to #SavetheVaquita. Join @alisonsudol & do your part to help this fantastic beast succeed in its fight for survival. Head to wildfor.life to find out how you can make a difference. #WildforLife #vaquita



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# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH



## TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Viral Video - World Environment Day 2017 - ...	206,637 85%	198,113 87%	1,818	4
Champion of the Earth 2016: Afroz Shah	3,175 1.3%	1,631 0.7%	19	2
Seven Billion Dreams. One Planet. Consum...	3,084 1.3%	2,823 1.2%	37	1
World Pangolin Day 2017	2,300 0.9%	3,305 1.5%	9	1
¿Por qué el manejo de nuestros recursos n...	1,804 0.7%	986 0.4%	11	0
The Antarctic Ozone Hole – From Discovery...	1,608 0.7%	309 0.1%	2	0
Why do we need to change our food syste...	1,206 0.5%	616 0.3%	10	0
Floating Gardens	828 0.3%	575 0.3%	3	0
Mumbai Beach Clean-Up	792 0.3%	949 0.4%	4	2
Young Champions: David de Rothschild	778 0.3%	1,311 0.6%	7	28

## KEY FACTS

### July 2017 Summary

Subscribers: **8,636**

Views: **226,709**

Watch time: **242,120**

New Subscribers: **238**

*Last month UN Environment recorded 143,187 views, 158,307 minutes watched and a gain of 61 subscribers.*

Subscribers compared to previous month

3% ▲

Views compared to previous month

58% ▲

### New in Top 10 videos

- Why do we need to change our food systems?
- Floating Gardens



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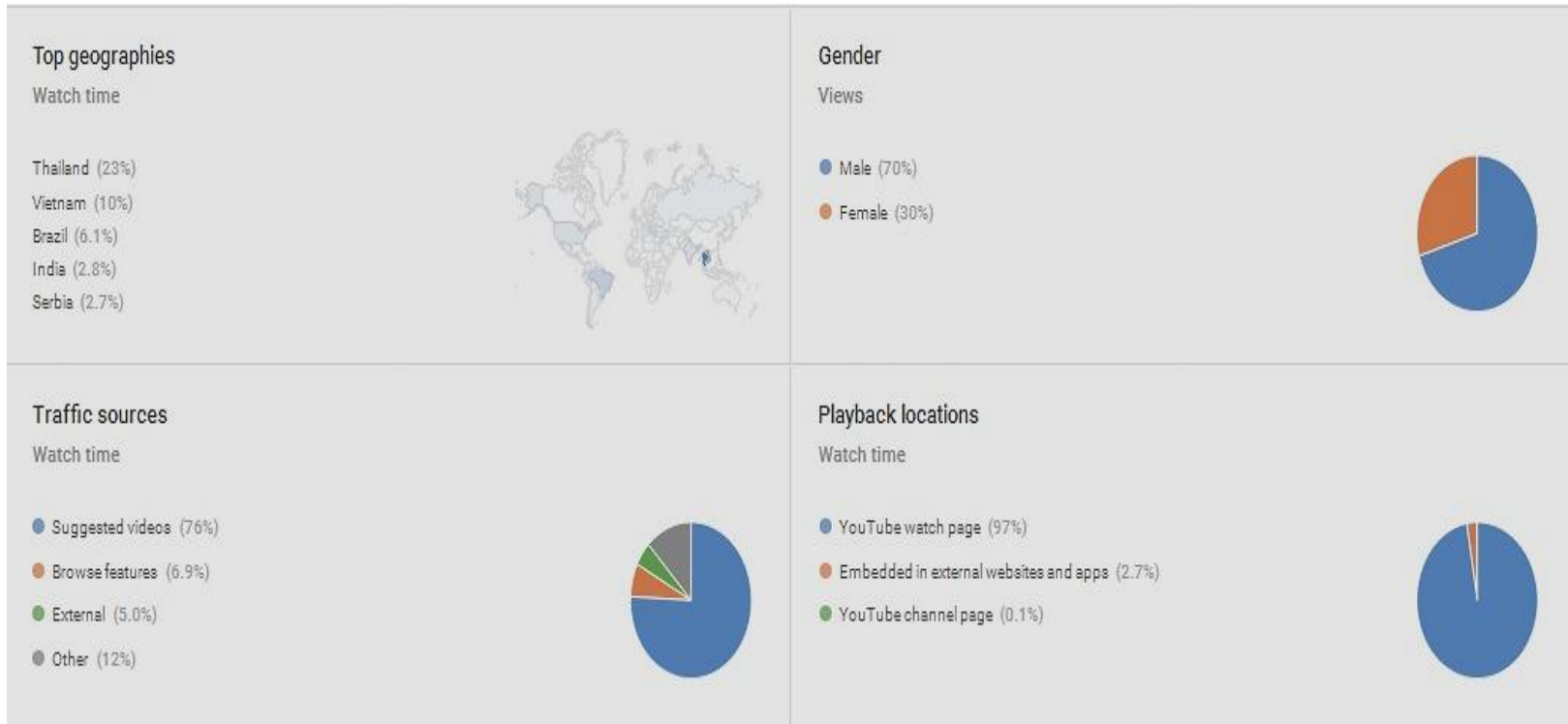
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# YOUTUBE DEMOGRAPHICS



## INSIGHTS

- Analytics indicate an increase in the male audience up 11% from 59% last month.
- Also featured in top geographies this month, Brazil and Serbia.
- This month, UN Environment's YouTube audience recorded and increase in engagement with interactive and impactful videos featuring in the top ten including, World Environment Day Viral Video



## CHINESE

### UN Environment WeChat Top post



#### Top WeChat post: 6 July 2017

Job Opening:  
SENIOR COORDINATION OFFICER for  
UN Environment China office

Views: 10,595  
Reposts and favourites: 1,016

### UN Environment Sina Weibo Top post



#### Top Weibo post: 8 July 2017

Congratulations Gu Langyu island  
becoming China's 52<sup>nd</sup> UNESCO  
World Heritage site.

Views: 31,000  
Reposts and favourites: 62



## CHINESE

#### WeChat Summary

Followers : 24,222  
Posts: 10  
Reach: 237K  
Reposts: 4,039  
Likes: 388  
New followers: 790

#### Weibo Summary

Followers : 136,252  
Posts: 34  
Impressions: 667K  
Likes: 763  
Comments: 72  
New followers: 2,071

### CHINESE CONTENT HIGHLIGHTS

#### WHAT WORKED

- Job Vacancies; advertising for the post of Senior Coordination Officer at the UN Environment China office as well as a news and media consultant .
- Advertising posts for volunteer opportunities over the summer at UN Environment's China officer
- Green finance and conference on sand and dust storms .

Fans on **WeChat** and **Sina Weibo** continue to rise. **RenRen** and **QQ** audience numbers continue to drop due to decrease in use of the platforms, which have now been effectively abandoned by audiences. UN Environment is phasing out activity on both platforms to focus its social media efforts on **WeChat** and **Weibo**.

## f FACEBOOK

Total audience: **5,950**

Total Posts: **55**

Total Reach: **752K**

New likes: **547**

*Vs 32 posts, 113K reach and 113 new likes last month*

**RUSSIAN**



Total audience: **49,357**

Total Posts: **37**

Total Reach: **293K**

New likes: **1,494**

*Vs 49 posts, 296K reach and 3,249 new likes last month*

**FRENCH**



Total audience: **91,196**

Total Posts: **41**

Total Reach: **1.1M**

New likes: **14,061**

*Vs 57 posts, 2M reach and 20,499 new likes last month*

**SPANISH**



Total audience: **3,405**

Total Posts: **36**

Total Reach: **58K**

New likes: **56**

*Vs 52 posts, 3.6M Reach and 401 new likes last month*

**ARABIC**



## 🐦 TWITTER

Total followers: **8,415**

Total Tweets: **407**

Total Impressions: **401K**

New followers: **315**

*Vs 202 tweets, 96K Reach and 170 followers*

**RUSSIAN**



Total followers: **13,464**

Total Tweets: **58**

Total impressions: **196K**

New followers: **298**

*Vs 110 tweets 596K Reach and 676 new followers last month*

**FRENCH**



Total followers: **25,945**

Total Tweets: **112**

Total Impressions: **1.7M**

New followers: **1,781**

*Vs. 102 tweets, 1.8M Reach and 2,369 new followers last month*

**SPANISH**



Total followers: **9,765**

Total Tweets: **98**

Total Impressions: **108K**

New followers: **202**

*Vs 118 tweets, 223K Reach and 263 new followers last month*

**ARABIC**



## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

**ONU Medio Ambiente** @ONU\_MedioAmb

¡Bien! México prohíbe de forma permanente pesca con redes de enmalle para salvar de extinción a la [#vaquitamarina](https://bit.ly/2sq19YD). [bit.ly/2sq19YD](https://bit.ly/2sq19YD)

Translated from Spanish



11:41 AM - 30 Jun 2017 from Panama

1,129 Retweets 1,324 Likes

gob.mx, SAGARPA México, SEMARNAT México and 6 others

44 1.1K 1.3K

**ONU Environnement**

Publié par Onu Environnement (?) · 17 juillet, 16:25

J'aime la publication

Un mégot peut polluer jusqu'à 500 litres d'eau et mettre 2 ans à se décomposer. Engagez-vous à maintenir nos #OcéansPropres sur [cleanseas.org/fr](https://cleanseas.org/fr)



Plus de J'aime, de commentaires et de partages

Boostez cette publication pour 210 KSH pour toucher jusqu'à 2 400 personnes.

20 485 personnes atteintes

Booster la publication

## 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.