

DEC  
2017

# UNEP DIGITAL METRICS

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2017

# SOCIAL MEDIA OVERVIEW



English	↑	4%	617,364
French	↑	0.2%	56,247
Spanish	↑	2%	124,323
Russian	↑	0.3%	6,427
Tunza	↑	0.3%	13,415
ROWA	↑	12%	5,610



English	↑	1.4%	694,614
French	↑	0.4%	15,228
Spanish	↑	0.8%	35,400
Russian	↑	0.4%	8,229
ROWA	↑	5%	10,950



	↑	5%	10,369
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	↑	17%	154,705
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## KEY FACTS

Total followers across all platforms 1,918,229  
 Compared to previous month 11% ↑  
 Highest follower growth this month was seen on Arabic Facebook at 12%, Arabic Twitter at 5%, Instagram at 17% and English Facebook at 4%.  
 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.



WeChat	↑	2%	24,971
RenRen	↓	0.003%	545,833
QQ	↓	0.33%	2,092,880
Weibo	↑	1.4%	140,377



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## TWITTER

This month, UN Environment's Twitter account recorded a 1.4% increase in followers from 684,758 TO 694,641. The platform recorded commendable audience growth despite continued platform stagnation. UN Environment this month engaged audiences mainly through the #BeatPollution, #YoungChamps and #EarthChamps campaigns. This month UN Environment ran live coverage of the #BeatPollution assembly which was held in Nairobi. Audiences were engaged by sharing coverage of the assembly's discussions and decisions around different facets of pollution. UN Environment also kept audiences engaged during the award ceremony for the winners of the Young Champions and Champions of the Earth. UN Environment continued to share #BeatPollution content including informative infographics ahead of and during the #OnePlanet summit. UN Environment continues to encourage greater interaction by posting engaging content including polls on different topics to spark interest and action; and data visualisation posts, thereby fuelling and keeping alive the conversation on pollution. 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 #BeatPollution #BreatheLife #YoungChamps #EarthChamps #PeatlandsMatter
- + Impactful and engaging participation in UN Observer days; #MigrantsDay

**What did not work:**

- + Text-only Tweets
- + Announcements related to events

## FACEBOOK

This month, UN Environment's Facebook account recorded a 4% increase in followers bringing the total number of fans from 596,077 to 617,364. The increase in numbers is mainly attributed to engaging and interactive content shared during the #BeatPollution assembly. UN Environment shared live updates from the assembly's discussions as well as decisions around different facets of pollution. Audiences engaged with delegates and with exhibitions at the assembly through Facebook Live sessions. UN Environment also engaged audiences through the continued sharing of #BeatPollution video content and infographics ahead of and during the #OnePlanet summit. UN Environment also continued to keep alive the conversation around plastic and air pollution by sharing content on the #CleanSeas and #BreatheLife campaigns and content on #MigrantsDay . UN Environment continues to share impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution including data visualisation posts with a strong message.

**What worked:**

- + Interactive and engaging campaigns; #CleanSeas #BeatPollution #BreatheLife #YoungChamps #EarthChamps #PeatlandsMatter
- + Impactful and engaging participation in international days; #MigrantsDay

**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

# SOCIAL MEDIA - LANGUAGES

## f FACEBOOK

Total audience: **6,427**

Total Posts: **12**

Total Reach: **9K**

New likes: **71**

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

**RUSSIAN**



Total audience: **56,277**

Total Posts: **31**

Total Reach: **1.4M**

New likes: **2,557**

*Vs 16 posts, 123K reach and 2,101 new likes last month*

**FRENCH**



Total audience: **124,323**

Total Posts: **56**

Total Reach: **6.9M**

New likes: **4,835**

*Vs 53 posts, 2M reach and 19,467 new likes last month*

**SPANISH**



Total audience: **5,291**

Total Posts: **43**

Total Reach: **34M**

New likes: **701**

*Vs 43 posts, 62K Reach and 65 new likes last month*

**ARABIC**



## 🐦 TWITTER

Total followers: **8,229**

**RUSSIAN**



Total Tweets: **5**

Total Impressions: **9K**

New followers: **26**

*Vs 407 tweets, 401K Reach and 315 followers last month*

Total followers: **15,228**

Total Tweets: **69**

Total impressions: **212K**

New followers: **723**

*Vs 20 tweets 79K Reach and 665 new followers last month*

**FRENCH**



Total followers: **35,400**

Total Tweets: **132**

Total Impressions: **2.7M**

New followers: **2,202**

*Vs. 112 tweets, 1.8M Reach and 2,345 new followers last month*

**SPANISH**



Total followers: **10,250**

Total Tweets: **85**

Total Impressions: **317K**

New followers: **451**

*Vs 78 tweets, 71K Reach and 462 new followers last month*

**ARABIC**



## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

UN @ UN Environment @UNEP

Pollution is everywhere. From the highest reaches of our atmosphere to the darkest depth of our oceans. But together we can stop it.

Find out how here: [bit.ly/2zolOLA](http://bit.ly/2zolOLA)  
#BeatPollution



8:53 PM - 24 Dec 2017

680 Retweets 1,464 Likes

UN @ UN Environment @UNEP · 11 Dec 2017

#OnePlanet Summit seeks to mobilize new announcements of bold projects and substantial financial commitments to combat #climatechange.



Two years after Paris, the One Planet Summit aims to galvanize ...  
[unenvironment.org](http://unenvironment.org)

18 387 614

## 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.