

JUN
2015

UNEP DIGITAL METRICS



UNEP

www.unep.org

JUN 2015



3,216,351 Visits

↑ 29%

since last month



13,278,625 Page Views

↑ 113%

since last month



00:17:23 Avg. Time Spent

↑ 11%

since last month



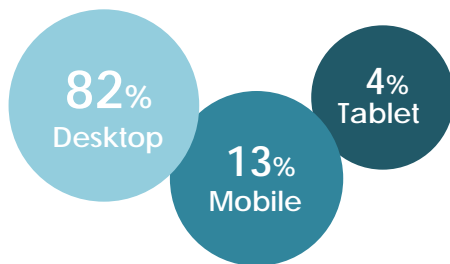
269,212 Returning Visitors

↑ 30%

since last month



Devices



161,888 Total Fans

737,774 People saw UNEP's messages

3.4% ↑

Total Fans from last month

13.1% ↑

Total Reach from last month

Top Post: WED2015 OFFICIAL VIDEO 225,920 readers and 2,115 Interactions

57% male, aged between 18-34



393,013 Total Followers

Top Tweet: UNEP WESTERN INDIAN OCEAN REPORT 725 retweets 1,167 favourites

5.4% ↑ Total Followers from last month

8.1M ↑ IMPRESSIONS By UNEP Tweets

69% male, Located in USA, UK and India



3,685 Total Subscribers

67,701 Total Views

13% ↑ Total Subscribers from last month

123% ↑ Total Views from last month

Top Video: World Environment Day Official Video 24,926 views



Followers compared to previous month. 94% ↑

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VISITS

Month	Total visits	Average per Day	Average Visit Duration
Jun 2015	3,216,351	100,510	00:17:23
May 2015	2,498,569	80,599	00:15:40
April 2015	2,337,097	73,034	00:17:07
Total for last three months	8,052,501		

KEY FACTS

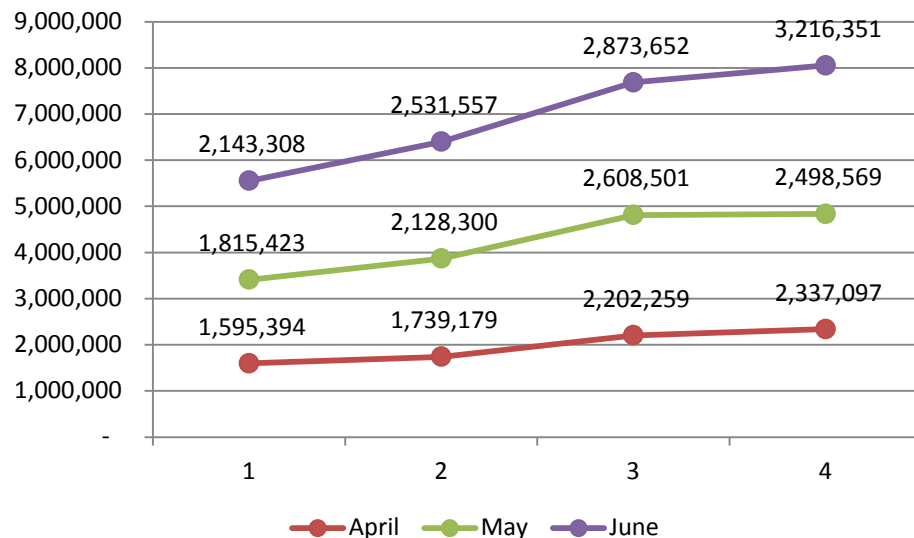
Total visits year to date: 14,310,950

Visits compared to previous month
29% ↑

Friday was the most active and Saturday the least active day

Average visits per visitor 1.66
Compared to previous month 0.6% ↓

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



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VISITORS

Month	Total visitors	Daily average	Peak day
Jun 2015	1,946,874	64,896	5-Jun
May 2015	1,506,706	50,224	19-May
Apr 2015	1,477,288	49,243	23-Mar
Total visitors for last 3 months	4,930,868		

Most popular browsers used by visitors

Browser	% of total
Chrome	46.26%
Internet Explorer	18.86%
Firefox	16.13%
Safari	10.69%
Opera Mini	3.11%
Android Browser	1.80%
Safari (in-app)	0.92%
UC Browser	0.79%
Opera	0.78%
BlackBerry	0.21%

Source: Webtrends and Google Analytics

KEY FACTS

Total visitors year to date: 8,733,405

Visitors compared to previous month
29% ↑

Returning visitors compared to
previous month 30% ↑

UNEP visitors by age group

25-34 - 34.16%

18-24 - 25.84%

35-44 - 16.95%

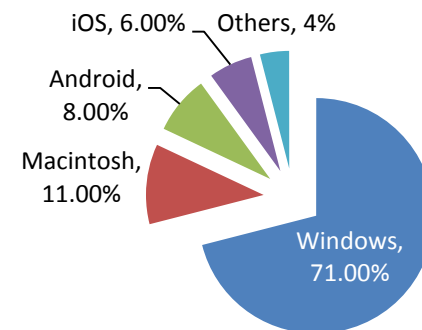
45-54 - 10.90%

55-64 - 6.93%

65+ - 5.22%

60% of UNEP
audience is between
ages 18-34 years

Most popular operating systems used by visitors



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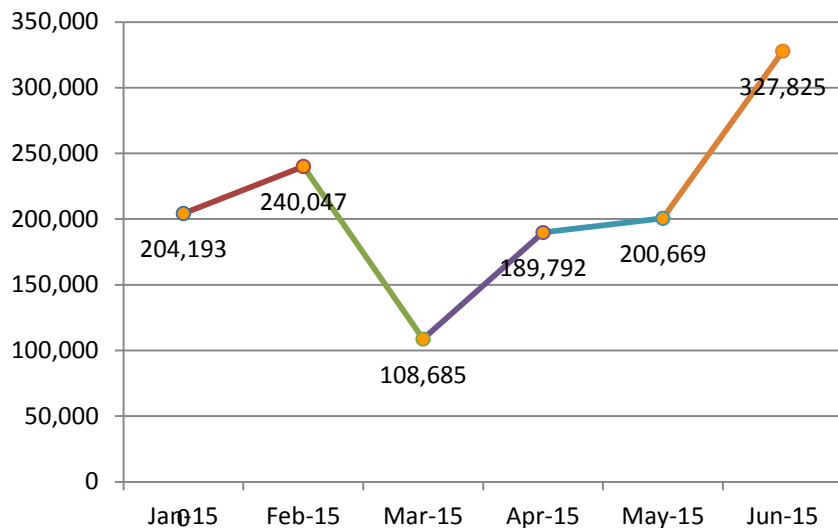
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UPLOADS

Uploads trends from Jan 2015 to date



KEY FACTS

Total uploads this month were 327,825 compared to previous month 63% ▲

Content types

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

	Most updated sites	Uploads	% Uploads
1	http://www.unep.org/ieacp/iea/trainers.aspx	181,350	55%
2	http://www.unep.org/wed/activities/submissions/register.aspx	13,929	4%
3	http://www.unep.org/newscentre/	7,696	2%
4	http://www.unep.org/WED/activities/	3,336	1%
5	http://www.unep.org/vacancies/subscribe/	3,040	1%
6	http://www.unep.org/wed/activities/submissions/register.aspx	2,692	1%
7	http://www.unep.org/OzonAction/	2,093	1%
8	http://www.unep.org/esm/	2,063	1%
9	http://www.unep.org/WED/wedchallenge/pledge.asp	2,015	1%
10	http://www.unep.org/energy/	1,555	0%

* 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



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Top 20 Microsites this Month

1	WED - Global
2	UNEP Annual Report 2013
3	Experts
4	UNEP Year Book Report
5	Regional Office for Africa (ROA)
6	UNEP and the Post-2015 Agenda
7	Climate and Clean Air Coalition (CCAC)
8	GEO
9	Resource Efficiency
10	Green Economy
11	Climate Change
12	Chemicals and Waste
13	Transport
14	Environmental Education and Training
15	DEWA
16	Governing Council (GC)
17	OzonAction
18	IEA Community Platform
19	The Partnership for Clean Fuels and Vehicles (PCFV)
20	Division of Environmental Law & Conventions (DELIC)

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. Forside - UNEP DTU PARTNERSHIP
7. UNEP - MAP
8. Great Apes Survival Partnership – GRASP
9. UNEP International Ecosystem Management Partnership (UNEP-IEMP)
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 with which it is associated.

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COUNTRIES

Top 10 Countries this Month

	Country	% of Total	New Users
1	United States	11.26%	23,674
2	India	10.84%	22,797
3	United Kingdom	5.82%	12,225
4	Australia	3.81%	8,013
5	Mexico	3.67%	7,710
6	Canada	3.43%	7,220
7	Kenya	3.34%	7,019
8	Germany	3.11%	6,546
9	France	2.81%	5,908
10	China	2.73%	5,732

Top 10 Cities this Month

	City	% of Total	New Users
1	New Delhi	3.21%	6,745
2	London	2.09%	4,394
3	Sydney	1.46%	3,072
4	Nairobi	1.30%	2,737
5	Mumbai	1.26%	2,648
6	Bengaluru	1.26%	2,640
7	New York	1.01%	2,124
8	Paris	1.00%	2,110
9	Mexico City	0.95%	2,004
10	Geneva	0.87%	1,830

KEY FACTS

The website reached 231 countries and 10244 cities this month. Compared to previous month 1% ↓ and 6% ↓ respectively

North America was the continent with most visits at (15%), Southern Asia was second (13%) and Western Europe third (11% of total visits)

Source: Google Analytics

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REFERRALS

KEY FACTS

Google remains the top referral to the UNEP website

Top 10 Referring Domains this month

	Domain	Visits	% of total visits
1	Direct Traffic	2,055,545	64%
2	google.co.in	170,229	5%
3	google.com	166,649	5%
4	google.com.mx	59,270	2%
5	google.co.uk	35,599	1%
6	un-redd.org	29,559	1%
7	Bing.com	23,901	1%
8	google.com.au	22,083	1%
9	Google.pe	19,772	1%
10	Google.ca	17,540	1%

* **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



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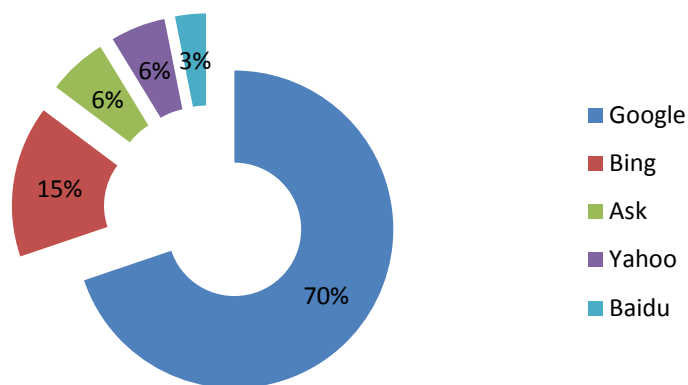
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SEARCH TERMS

Top 10 search terms this month

world environment day	16,637
world environment day 2015	6,018
unep	5,539
dia mundial del medio ambiente	5,416
environment day	4,379
world environment day 2015 theme	2,109
dÃa mundial del medio ambiente	1,958
world environmental day	1,406
dia del medio ambiente	1,127
environmental day	1,044

Top search engines used to reach www.unep.org



KEY FACTS

Over 309,667 search terms in this month

Top 5 search terms last month

1. unep
2. world environment day
3. world environment day 2015
4. ghana
5. climate change

* Search term

The terms or phrases a visitor used to find your site using any search engine

Source: Webtrends



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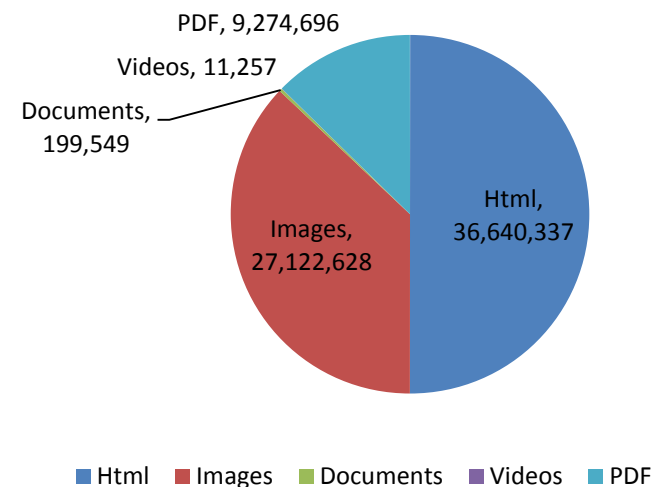
Top 10 Publications this Month

	Title	Downloads
1	Our Planet: Healthy planet, healthy people	299
2	Our Planet: time for global action 2015	123
3	Climate commitments of subnational actors and business	94
4	Our Planet: Climate for life	71
5	The Coming Financial Climate - The Inquiry's 4th Progress Report	49
6	Africa's adaptation gap 2: Bridging the gap – mobilizing sources	33
7	Climate Finance for Cities and Buildings : A Handbook for Local Governments	23
8	Aligning the financial system to sustainable development	19
9	Climate Change: Implications for Investors and Financial Institutions	17
10	South-South trade in renewable energy : A trade flow analysis of selected Environmental goods	11

Source: Piwik (Unique Downloads)

KEY FACTS

Top file types downloaded this month



File types

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

Source: Webtrends



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SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms
3,358,841
Compared to previous month 1%
Average monthly growth/account 6.1%

Highest follower growth this month was
seen on Instagram, English FB, English
Twitter, ROWA FB, Russian FB, Russian
Twitter and Spanish Twitter

Platform	Language	Change	Percentage	Followers
Facebook	English	↑	3.4%	161,888
	French	↑	2.3%	9,683
	Spanish	↑	10.2%	3,612
	Russian	↑	14.4%	610
	Tunza	↑	0.9%	11,053
	ROWA	↑	4.2%	926

Platform	Language	Change	Percentage	Followers
Twitter	English	↑	5.4%	393,013
	French	↑	0.9%	2,463
	Spanish	↑	20.0%	2,257
	Russian	↑	6.4%	3,536
	ROWA	↑	2.7%	4,651

Platform	Change	Percentage	Followers
YouTube	↑	12.0%	3,285

Platform	Change	Percentage	Followers
Instagram	↑	94.0%	7,689

Platform	Change	Percentage	Followers
WeChat	↑	7.0%	11,138
RenRen	↓	0.01%	546,076
QQ	↑	0.05%	2,102,413
Weibo	↑	1.7%	94,112

TWITTER

World Environment Day was the main focus on twitter this month and showed a lot of activity as this platform carries UNEP's strongest following. The tweets and Twitter-optimized images prepared for WED were widely used by UN agencies and partners contacted through outreach. UNEP held its first Twitter chat two days before WED to generate enthusiasm and hashtag recognition. Impressions (number of people who saw UNEP's content) on 5 June 2015 were 24% higher than 2014. Impressions from 3-7 June 2015 were 50% higher than 2014. UNEP gained 2,705 new followers on 5 June 2015, a 111% increase from the number gained in 2014. Twitter was also used to drive traffic to the WED site, where users viewed the WED video on arrival.

What worked:

- + Twitter optimised posters
- + Animated material in the form of cartoons worked best for French Twitter
- + GWA designation content
- + Infographics

What did not work:

- + Tweets without calls to action
- + Images of press conferences
- + Text-only tweets - should be eliminated

FACEBOOK

Facebook activity this month also focused on World Environment Day. The release of the WED Official Video and its teaser, recorded over 300K reach to unique Facebook users and were shared over 3,000 times combined. Facebook was used to drive traffic to our twitter platform, focusing on messages and calls to action that exceeded Twitter character limits, allowing for more powerful promotional language. 5 June Facebook activity resulted in 271K people reached and a 55% increase over 2014. Facebook likes on 5 June 2014 were up 13% over likes from 2014.

What worked:

- + Video content with a short introduction.
- + GWA designation content

What did not work:

- + Posts without strong accompanying images

INSTAGRAM

A new platform for WED 2015, Instagram experienced significant growth over the targeted period of WED posts, 3-10 June. During that time, the account grew by 38%, over 10% on 5 June thanks to a support from UNEP and UN GWAs, Gisele Bündchen and Leonardo DiCaprio.

What worked:

- + Jack Johnson WED support post

What did not work:

- + WED post without people - market image and WED logo

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SOCIAL MEDIA HIGHLIGHTS



WED 2015

Post Details

225,920 People Reached

7,431 Likes, Comments & Shares

4,802 Likes 762 On Post 4,070 On Shares

268 Comments 31 On Post 124 On Shares

2,304 Shares 2,115 On Post 219 On Shares

6,285 Post Clicks

8 Photo Views 1,787 Like Clicks 4,511 Other Clicks

NEGATIVE FEEDBACK

83 Hide Post 15 Hide All Posts

0 Report as Spam 1 Unlink Page

5 June was World Environment Day. UNEP engaged social media audiences through a campaign, sending out 60 tweets, recording 879.9K impressions and 3.9K RT's. Four Facebook posts, reaching 146,200 unique users, recording over 1,000 likes and over 2,000 shares.

INSTAGRAM

Young chimpanzee climbing in Gombe Stream National Park, #Tanzania. The Great Apes Survival Partnership (GRASP) was founded in 2001 at the World Summit on Sustainable Development in South Africa, in response to the critical threats facing great apes and the forest ecosystems on which they depend to survive. #UNEP & @unesco lead the partnership. #Wildlife #conservation #UN #environment #environnement #medioambiente

9:12 pm 6/19/2015

This month, UNEP's Instagram account recorded **94% growth**. UNEP engaged followers in a WED 2015 campaign, sending out over 10 WED related posts. Posts also included WED related activities in countries across the world. Post WED, UNEP engaged users in different campaigns ranging from wildlife conservation to marine ecosystem awareness. The top post featured awareness on threats facing apes and recorded 875 likes and 88 comments on UNEP's post.



UNEP REPORT ON
WESTERN INDIAN OCEAN



UN Environment
@UNEP

Follow

Western Indian Ocean's pristine #ecosystems, valued at US \$25 billion annually, under threat: bit.ly/1N51twJ

5:10 PM - 23 Jun 2015

725 1,167

On June 23, UNEP released a report on the Western Indian Ocean's pristine ecosystems and current threats it faces. The release was supported by above tweet which recorded 725 RTs, 1,167 favorites and 569,947 impressions.

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.



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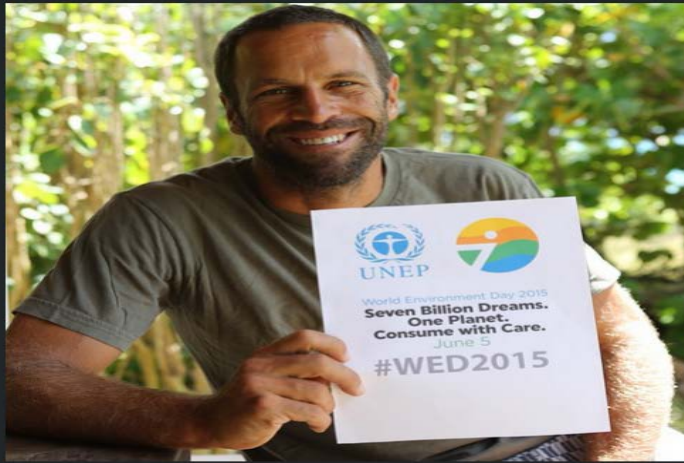
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WORLD ENVIRONMENT DAY SOCIAL MEDIA HIGHLIGHTS



#UNEP is very happy to announce the designation of **@JackJohnson** as Goodwill Ambassador. Jack is passionate about eliminating single-use plastics and has pledged to do so for **#WorldEnvironmentDay**. Join us in congratulating Jack! **#WED2015 #7BillionDreams #DMMMA2015 #JME2015 #environment #environmental #environnement #medioambiente #just1thing**

3:01 am 6/6/2015



Post Details

Reported stats may be delayed from what appears on posts X

UNEP
Published by unepweb@unep.org (?) · June 5 at 3:36pm ·

The **#WorldEnvironmentDay 2015 Official Video** has been released! Watch and spread the message of environmental awareness on **#WED2015**. Seven Billion Dreams. One Planet. Consume with Care. youtu.be/JyL56vtbvvgw

World Environment Day 2015 Official Video
World Environment Day 2015 Official Video
YOUTUBE.COM

225,920 People Reached	7,431 Likes, Comments & Shares	
4,832 Likes	762 On Post	4,070 On Shares
265 Comments	31 On Post	234 On Shares
2,334 Shares	2,115 On Post	219 On Shares
6,286 Post Clicks		
8 Photo Views	1,767 Link Clicks	4,511 Other Clicks

NEGATIVE FEEDBACK

83 Hide Post	15 Hide All Posts
0 Report as Spam	1 Unlike Page

Like Comment Share 762 28 2,115

TRENDS TODAY

#WORLDENVIRONMENTDAY

First celebrated in 1973, the U.N. created World Environment Day to be "the biggest day for positive environmental action." Follow this hashtag to see what you can do to make our world a more sustainable one.



NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION WEATHER

USA TODAY

UNEP

UN Environment
@UNEP

TWEETS 9,129 FOLLOWING 1,767 FOLLOWERS 380K

India Trends · Change

- #WorldEnvironmentDay
- #StayGreen
- #NaMoYoga
- #TobaccoRoko
- #NestleIndia
- Rajiv Bajaj
- Ratan Tata
- Press
- #NBAFinals
- #WhoppersInGurgaon

UNEP is the voice for the environment within the United Nations system.

UNEP acts as a catalyst, advocate, educator and facilitator to promote the wise use and sustainable development of the global environment.

Tweet details

UNEP

UN Environment
@UNEP

TWEETS 9,136 FOLLOWING 1,767 FOLLOWERS 381K

Worldwide Trends · Change

- #WorldEnvironmentDay
- Lebron
- #PSYYnaAtAngelo
- Jerry Collins
- #bringbackmark
- Austria
- #DiaMundialdelMedioAmbiente
- #BBCMusicDay
- #QFIndonesiaOpenTRANS7
- #Nothing2Hide

UNEP is the voice for the environment within the United Nations system.

UNEP acts as a catalyst, advocate, educator and facilitator to promote the wise use and sustainable development of the global environment.

Tweet details

WORLD ENVIRONMENT DAY

UNEP

UN Environment
@UNEP

Many thanks to French cartoonist **@ElyxYak** for these **#WorldEnvironmentDay** cartoons! **#WED2015**

10:51 AM · 5 Jun 2015

237 116

UN Environment
@UNEP

#WorldEnvironmentDay sees musician & environmentalist Jack Johnson designated UNEP GWA. More: bit.ly/1KRadHW

7:20 PM · 5 Jun 2015

94 116

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SOCIAL MEDIA BENCHMARKS

UNEP TWITTER FOLLOWERS COMPARED TO OTHER AGENCIES (As per June 23rd)

AGENCY	FOLLOWERS
UNICEF	4,236,813
UN	4,211,746
WHO	2,464,048
WWF	1,905,755
Green Peace	1,388,687
World Bank	1,423,716
WFP	970,069
UNDP	716,476
UNEP	394,370
UNFCCC	187,618
FAO News	164,994
IPCC	48,293
WMO	18,287
WRI Climate	11,764

UNEP's position remains constant despite 5.4% increase in followers.

UNEP FACEBOOK FOLLOWERS COMPARED TO OTHER AGENCIES (As per May 23rd)

AGENCY	FOLLOWERS
UNICEF	5,075,586
WWF	2,339,168
Green Peace	2,205,085
WHO	2,253,486
UN	1,754,444
World Bank	1,707,589
UNDP	897,014
WFP	633,584
FAO	637,909
UNEP	161,888
UNFCCC	116,997
WRI	88,899
WMO	31,920
IPCC	13,619

UNEP's position remains constant despite 3.4% increase in followers.



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FACEBOOK OVERVIEW

UNEP has a total of **161,888** fans on Facebook as of June 23, 2015. This month **1,411,437** people saw UNEP's information from **97** posts

TOP POST THIS MONTH *(shared on Friday 5 June)*

Post Details

Reported stats may be delayed from what appears on posts X



UNEP

Published by unepweb@unep.org [?] · June 5 at 3:36pm ·

The #WorldEnvironmentDay 2015 Official Video has been released! Watch and spread the message of environmental awareness on #WED2015. Seven Billion Dreams. One Planet. Consume with Care. youtu.be/JyL58vlbvgw



World Environment Day 2015
Official Video

World Environment Day 2015 Official Video

YOUTUBE.COM

225,920 people reached

Boost Unavailable

Like · Comment · Share · 762 28 2,115

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6,286 Post Clicks

8 Photo Views	1,767 Link Clicks	4,511 Other Clicks
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NEGATIVE FEEDBACK

83 Hide Post 15 Hide All Posts

0 Report as Spam 1 Unlike Page

KEY FACTS

June 2015 Summary

Fans: **161,888**

Posts: **97**

Total reach: **1,411,437**

Comments: **1,265**

Shares: **8,199**

Likes: **26,174**

Link clicks: **4,918**

New fans: **6,021**

Engagement rate: **1.4%**

Last month UNEP reached 557,450 people through 83 posts, and gained 4,372 new fans

Best day of the month

Friday, 5 June 2015 UNEP reached 274,658 unique individuals.

Key data on this day

- World Environment Day 2015

Source: FB Insights



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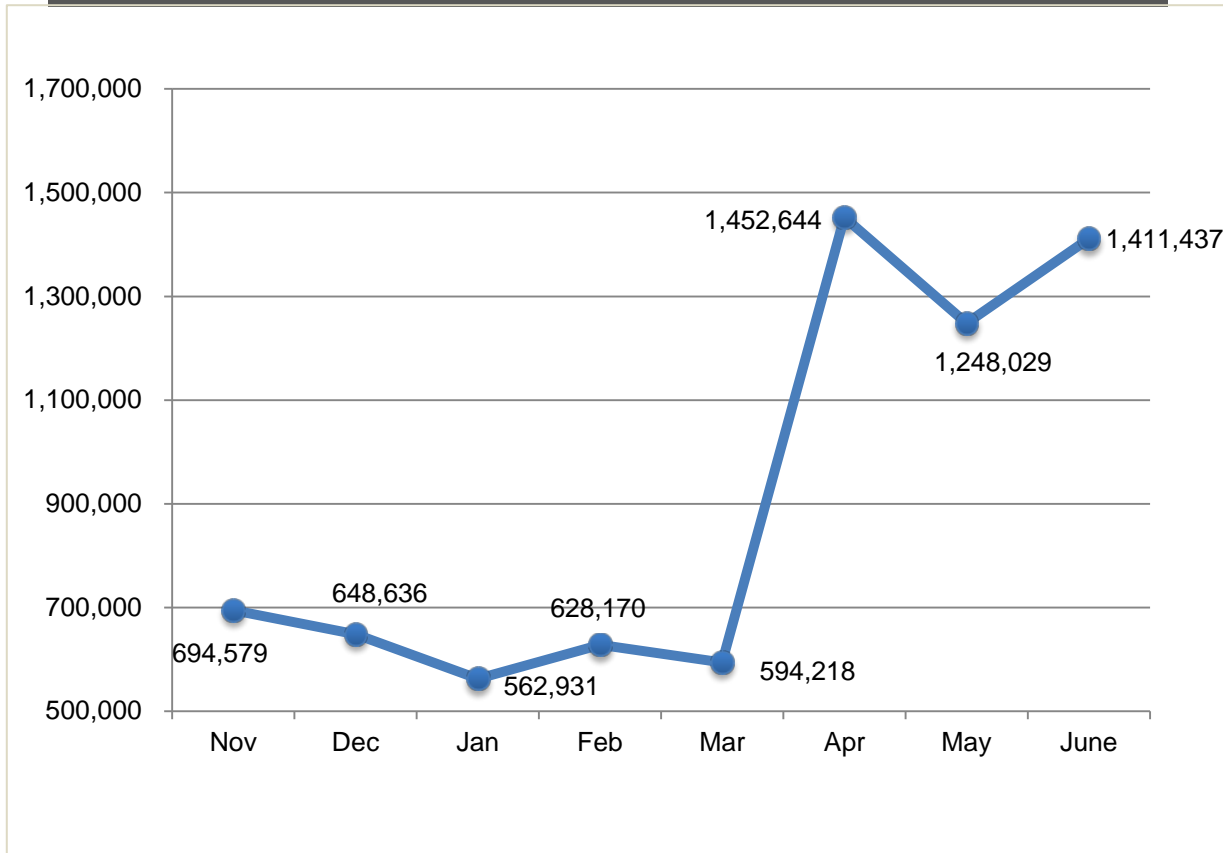
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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since Nov 2014:
5,992,615

Average number of people reached per post since Nov 2014
14,652

NUMBER OF POSTS SHARED

Month	No. of posts
JUNE 2015	97
MAY 2015	83
APRIL 2015	83
MARCH 2015	67
FEBRUARY 2015	60
JANUARY 2015	54
DECEMBER 2014	68
NOVEMBER 2014	77
TOTAL POSTS	589

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



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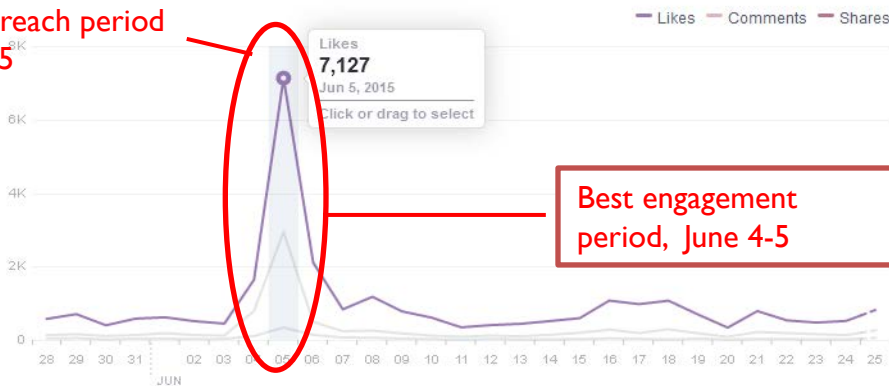
FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



MONTHLY ENGAGEMENT

Best reach period
June 5



Best engagement
period, June 4-5

Source: FB Insights

KEY FACTS

Total number of people who saw UNEP's post (i.e. reach) increased 13.1% compared to last month

Fans compared to previous month 3.4%

* **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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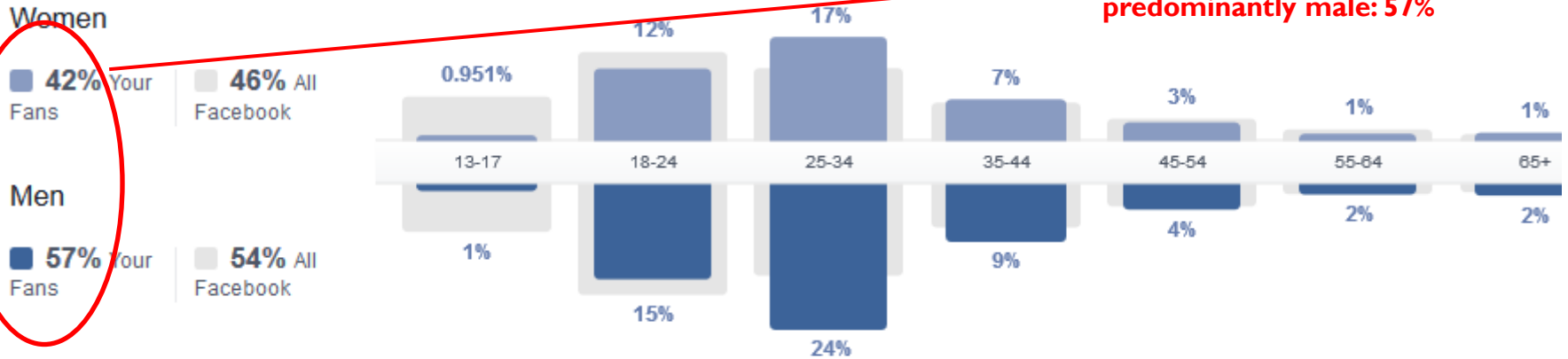
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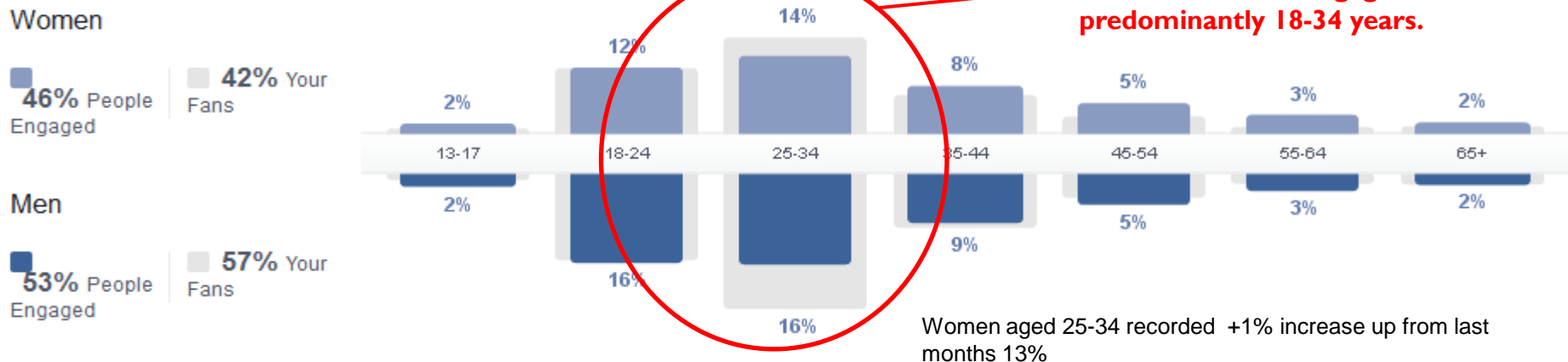
FACEBOOK DEMOGRAPHICS

The people who like your Page



SOURCE: FACEBOOK INSIGHTS

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



JUNE
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FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	17,157	Nairobi, Kenya	6,744	English (US)	83,328
United States of America	10,566	Kuala Lumpur, Malaysia	3,120	English (UK)	26,316
Malaysia	9,306	Dhaka, Dhaka Division, B...	2,940	Spanish	10,610
Kenya	9,264	Kathmandu, Bagmati Zon...	2,894	French (France)	6,683
Pakistan	5,536	New Delhi, Delhi, India	2,528	Portuguese (Brazil)	4,924
Brazil	5,484	Cairo, Cairo Governorate, ...	1,810	Italian	3,249
Nepal	4,421	London, England, United ...	1,505	Arabic	3,071
Bangladesh	4,305	Lima, Lima Region, Peru	1,482	Spanish (Spain)	2,824
Mexico	4,148	Mexico City, Distrito Feder...	1,450	German	1,967
United Kingdom	3,785	Seoul, South Korea	1,436	Simplified Chinese (China)	1,868
See More					

Source: FB Insights



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FACEBOOK BENCHMARKS

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  UNICEF	5.1m 	▲ 0.4%	26	245.9K 
2  WWF	2.3m 	▲ 0.5%	9	50.1K 
3  World Health Organizati...	2.3m 	▲ 0.6%	7	13.2K 
4  Greenpeace International	2.2m 	▲ 0.3%	29	225.5K 
5  World Bank	1.7m 	▲ 0.1%	26	41.6K 
6  UNEP	162.3K	▲ 0.6%	13	3.8K
7  United Nations	1.8m 	▲ 0.3%	33	17K 
8  United Nations Develop...	898.3K 	▲ 0.6%	23	19.6K 
9  Food and Agriculture Or...	639.2K 	▲ 0.6%	12	12K 
10  World Food Programme	634.6K 	▲ 4,002.6%	5	109

source: FB insights

UNEP's position remains constant despite increase in likes and engagements.

*statistics comparison is in real-time last month.



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TWITTER OVERVIEW

JUNE 2015 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH



UN Environment @UNEP

Follow

Western Indian Ocean's pristine #ecosystems, valued at US \$25 billion annually, under threat: bit.ly/1N51tvJ

5:10 PM - 23 Jun 2015

725 Retweets 1,167 Favourites



WHAT CAN WE DO?
REACH A GLOBAL AGREEMENT IN PARIS DURING THE 21st UN CLIMATE CONFERENCE (COP21)

BAD NEWS THE CLOCK IS TICKING
GOOD NEWS WE CAN STILL ACT - NOW

In 2015 we have the tools for action



The objective is limiting global warming below 2°C

UN Environment @UNEP

Follow

#COP21 Infographic - What can we do to fight #climatechange? #Action2015

4:05 PM - 15 Jun 2015

179 Retweets 128 Favourites

KEY FACTS

June 2015 Summary

Followers: **393,013**

Tweets: **235 (7.5 per day)**

Replies: **923**

Mentions: **10.1K**

Retweets: **26K (816 per day)**

Favourites: **17K (534 per day)**

Impressions: **8.9M (279K per day)**

New followers: **10,163**

Engagement rate: **1.0%**

Top tweets of the month

725 Retweets | 1,167 Favourites | 517,828 Impressions

Impressions

Western Indian Ocean's pristine #ecosystems, valued at US \$25 billion annually, under threat. bit.ly/1N51tvJ

Tweeted on 23 June 2015

179 Retweets | 128 Favourites | 100,599 Impressions

Impressions

#COP21 Infographic- What can we do to fight #climatechange? #Action2015

Tweeted on 15 June 2015



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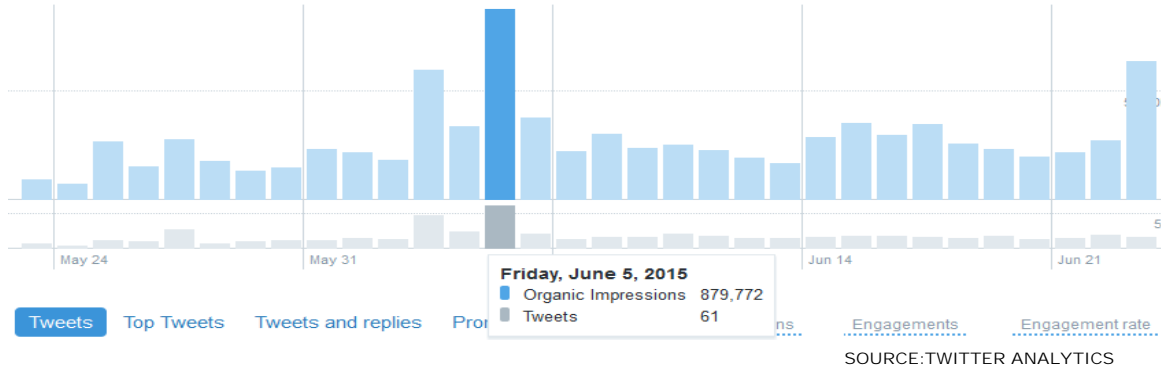
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TWITTER OVERVIEW

BEST DAY THIS MONTH



KEY FACTS

Best day of the month

Friday, June 5, 2015 UNEP recorded **879,772 Impressions** mainly attributed to World Environment Day global participation.

Key data on this day

- #WorldEnvironmentDay2015 was the global trending topic
- WED2015 was the most popular subject on twitter in over 20 countries
- #WED2015 tweets recorded a 111% increase in followers on UNEP twitter
- #WorldEnvironmentDay2015 messaging attracted commendable support from multi-national agencies
- #WED2015 resonated on all language platforms with the best being French

Impressions compared to previous month

382.6% ↑

Followers compared to previous month

5.4% ↑

* **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.



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TWITTER DEMOGRAPHICS AND LOCATIONS

Country

Country name	% of audience
United States	19%
United Kingdom	10%
India	5%
Kenya	5%
Canada	4%
Australia	3%
Indonesia	3%
Nigeria	2%
Mexico	2%
Spain	2%

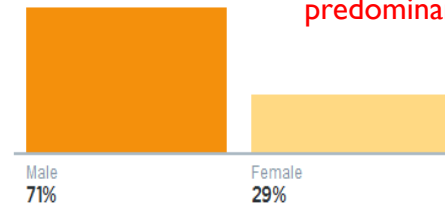
Interests

Interest name	% of audience
Business and news	89%
Politics and current events	84%
Business news and general info	80%
Tech news	67%
Science news	64%
Movie news and general info	64%
Technology	63%
Financial news	57%
Government	56%
Business and finance	54%

Region

State or region	% of audience
England, GB	9%
Greater London, GB	4%
California, US	3%
Nairobi, KE	2%
New York, US	2%
Ontario, CA	2%
Ile-de-France / Île-de-France, FR	1%
South East England, GB	1%
Virginia, US	1%
Distrito Federal - Ciudad de México / Mexico City, MX	1%

Gender



UNEP's followers are predominantly male: 71 %

SOURCE: TWITTER ANALYTICS



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INSTAGRAM OVERVIEW

JUNE TOTALS (May 19- June 19)

♥ LIKES	10,012	May: 4,137	+142.01%
Avg/media	278	May: 172	+61.34%

📷 POSTED	16	Feb: 10	+60%
Most used filter:	Ludwig		
Most used tag:	#environment		

💬 COMMENTS	192	May: 97	+97.94%
Avg/media	5	May: 4	+31.96%

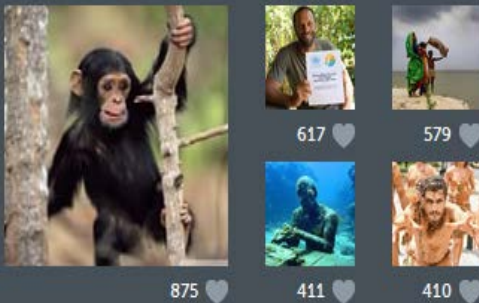


Young chimpanzee climbing in Gombe Stream National Park. #Tanzania. The Great Apes Survival Partnership (GRASP) was founded in 2001 at the World Summit on Sustainable Development in South Africa, in response to the critical threats facing great apes and the forest ecosystems on which they depend to survive. #UNEP & @unesco lead the partnership. #wildlife #conservation #UN #environment #environnement #medioambiente

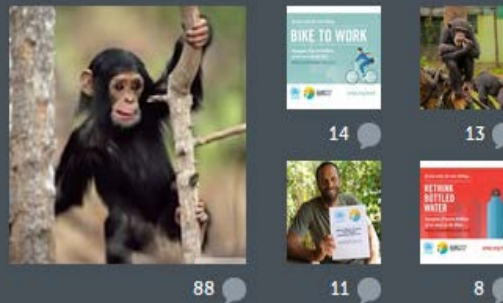
9:12 pm 6/19/2015

TOP MEDIA THIS MONTH

MOST LIKED



MOST COMMENTED



KEY FACTS

June 2015 Summary

Followers: **7,689**
 Likes: **10,012**
 Posts: **36**
 Comments: **192**
 New followers: **3,736**
 Un-followers: **111**

Followers compared to previous month
94% ↑

Top media of the month

875 likes 88 comments

Young chimpanzee climbing in Gombe Stream National Park #Tanzania. The Great Apes Survival Partnership (GRASP) was founded in 2001 at the World Summit on Sustainable Development in South Africa, in response to critical threats facing great apes and the forest ecosystem on which they depend to survive. #UNEP and @unesco lead the partnership. #wildlife #conservation #un #environnement #environment #medioambiente



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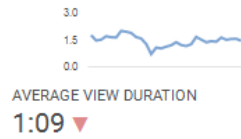
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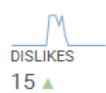
YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH

Performance



Engagement



TOP 10 VIDEOS VIEWED THIS MONTH

Video	Views	Estimated minutes watched	Likes
World Environment Day 2015 Official Video	24,926 (37%)	34,894 (44%)	443
Teaser - World Environment Day 2015 Official Vi...	15,640 (23%)	7,443 (9.4%)	159
A Bottle's Odyssey	8,799 (13%)	7,901 (10%)	28
Designated UNEP Goodwill Ambassador, Jack J...	3,202 (4.7%)	1,490 (1.9%)	34
Jack Johnson Pledges and Sings for World Envi...	1,946 (2.9%)	1,272 (1.6%)	23
Dutch ocean crusader Boyan Slat awarded top ...	1,590 (2.3%)	3,083 (3.9%)	16
The Antarctic Ozone Hole -- From Discovery to ...	1,114 (1.6%)	7,198 (9.1%)	5
World Environment Day 2014	726 (1.1%)	593 (0.8%)	0
Conveyor	551 (0.8%)	518 (0.7%)	2
Achim Steiner's Message on WED 2015	519 (0.8%)	1,141 (1.4%)	12

KEY FACTS

June 2015 Summary

Subscribers: **3,685**

Views: **67,701**

Minutes watched: **78,855**

Lifetime views: **921,321**

New Subscribers: **424**

Last month UNEP recorded 30,341 views, 45,269 minutes was watched and 105 new subscribers gained

Subscribers compared to previous month

12%

Views compared to previous month

123%



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YOUTUBE DEMOGRAPHICS

Demographics

TOP GEOGRAPHIES

United States
India
Brazil
Mexico
United Kingdom



GENDER

Male 59%
Female 41%



Discovery

TOP PLAYBACK LOCATIONS

YouTube watch page 64%
Embedded in external websites and apps 35%
YouTube channel page 1.1%
YouTube other 0.0%



TOP TRAFFIC SOURCES

External 47%
Direct or unknown 16%
Other YouTube features 16%
Other 22%



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SOCIAL MEDIA - LANGUAGES

f FACEBOOK

Total audience: **610**
 Total Posts: **97**
 Total Reach: **14,997**
 New likes: **75**
Vs 79 posts, 8K Reach and 58 new likes last month

RUSSIAN



Total audience: **9,683**
 Total Posts: **82**
 Total Reach: **24,447**
 New likes: **388**
Vs 69 posts, 9,469 reach and 281 new likes last month

FRENCH



Total audience: **3,612**
 Total Posts: **13**
 Total Reach: **40.5K**
 New likes: **377**
Vs 9 posts, 3909 Reach and 85 new likes last month

SPANISH



Total audience: **926**
 Total Posts: **112**
 Total Reach: **1,679**
 New likes: **56**
Vs 120 posts, 2,360 Reach and 15 new likes last month

UNEP ROWA

🐦 TWITTER

Total followers: **3565**
 Total Tweets: **429**
 Total Impressions: **1.15M**
 New followers: **243**
Vs 416 tweets, 779K Reach and 382 new followers

RUSSIAN



Total followers: **2,463**
 Total Tweets: **116**
 Total impressions: **176.2K**
 New followers: **318**
Vs 95 tweets 55.6K Reach and 208 new followers last month

FRENCH



Total followers: **2,257**
 Total Tweets: **106**
 Total Impressions: **184K**
 New followers: **363**
Vs 31 tweets, 22.8K Reach and 94 new followers last month

SPANISH



Total followers: **4,651**
 Total Tweets: **129**
 Total Impressions: **74K**
 New followers: **123**
Vs 122 tweets, 122K Reach and 128 new followers last month

UNEP ROWA

🇨🇳 CHINESE

NEW FOLLOWERS

Sina Weibo: 1,626

QQ: 1,006

Renren: -48

WeChat: 726

CHINESE CONTENT HIGHLIGHTS

Monthly Top Post:

China won two Asia environment enforcement awards. The post recorded: 1.6M reach, 105 shares 9 comments and 46 likes

【中国获得联合国亚洲环境执法奖两个奖项】联合国环境规划署首次颁发亚洲环境执法奖：中国南京海关和中国派驻世界海关组织担任亚太地区情报联络办公室的情报官员王亮因在打击野生动植物非法贸易、化学品和废物垃圾非法贸易上所取得的卓越贡献，分别受到表彰 | 中国获得联合国亚...



5月25日 21:12 来自 微博 weibo.com

阅读 105.0万 推广 | 转发 105 | 评论 9 | 46

Fans on **WeChat , QQ and Sina Weibo** rising although we continue to lose audiences on Renren (attributed to audience trends – Renren is now not considered an essential platform to engage on.)



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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

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.