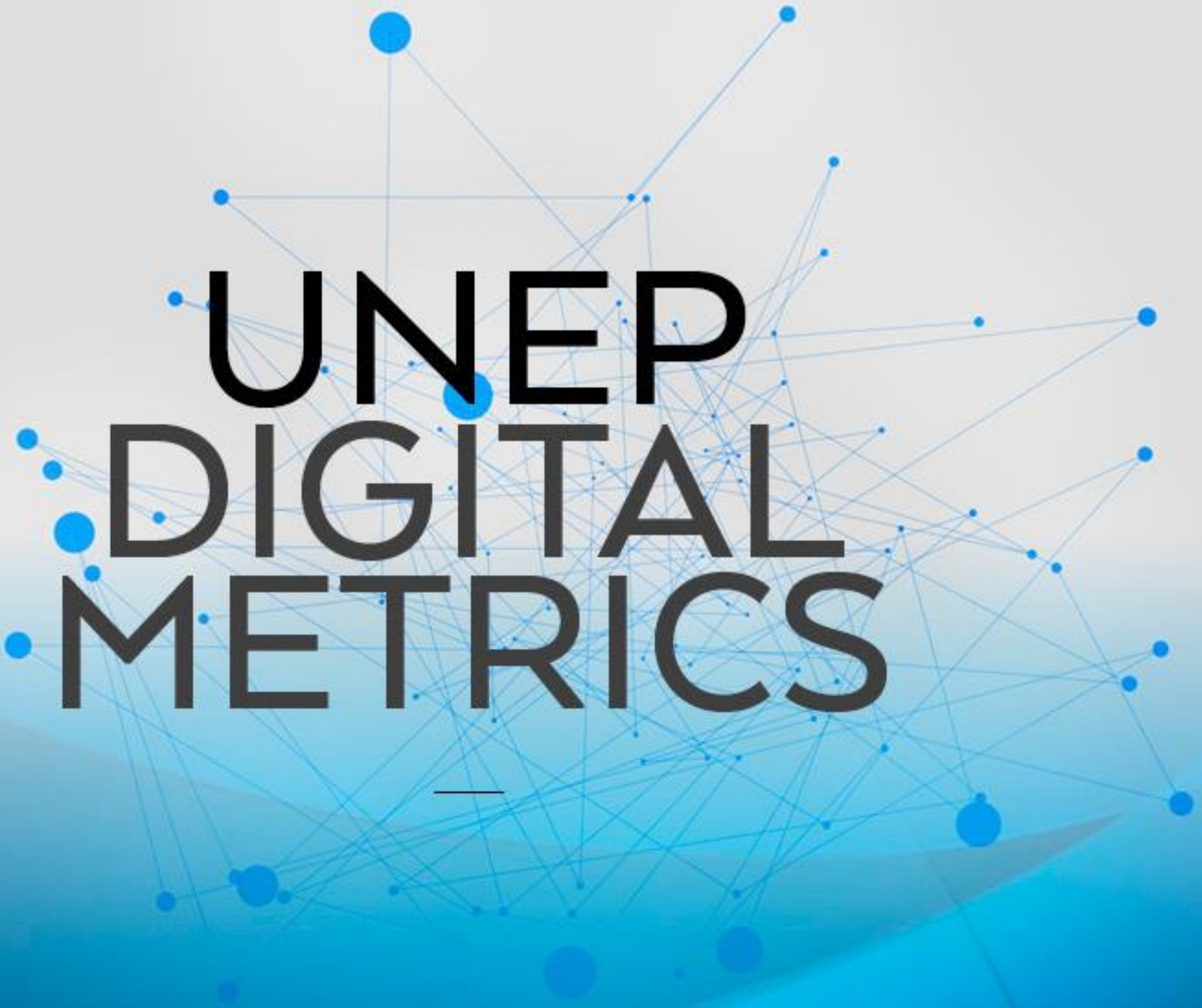
MAY
2015



UNEP DIGITAL METRICS

UNEP

MAY 2015

www.unep.org

2,498,569
Visits

7% since last month

6,228,898
Page Views

39% since last month

00:15:40
Avg. Time Spent

8% since last month

Returning Visitors

5% since last month

Devices

85% Desktop

11% Mobile

4% Tablet

155,853 Total Fans

2.2% **Total Fans** from last month

6.2% **Total Reach** from last month

557,450 People saw UNEP's messages

Top Post:
IDB
28,766 readers and 600 Interactions

57% male, aged between 18-34

372,870 Total Followers

8% **Total Followers** from last month

3.1M **IMPRESSIONS** By UNEP Tweets

Top Tweet:
ITU 50 YEAR Anniversary
92 retweets
79 favourites

69% male, Located in USA, UK and India

3,261 Total Subscribers

30,341 Total Views

2.6% **Total Subscribers** from last month

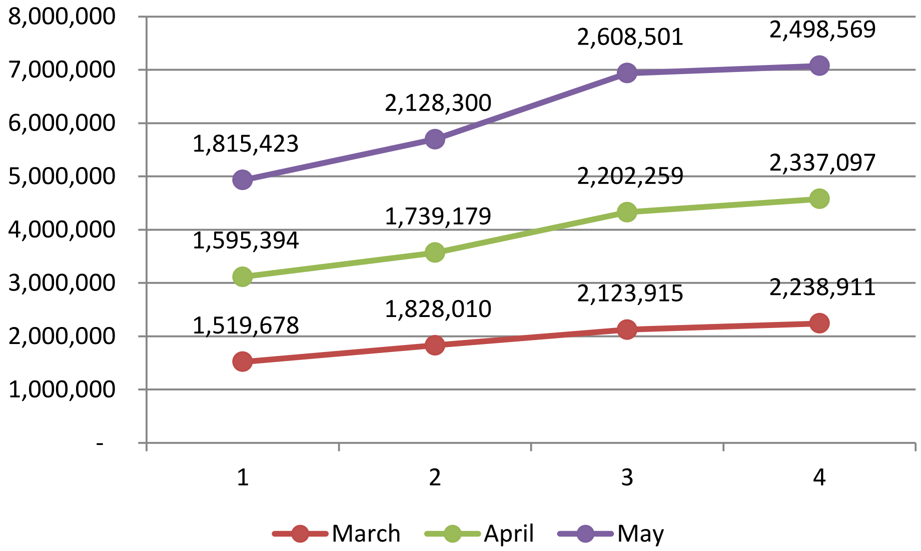
46% **Total Views** from last month

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

Followers compared to previous month. **23.3 %**

VISITS

Month	Total visits	Average per Day	Average Visit Duration
May 2015	2,498,569	80,599	00:15:40
April 2015	2,337,097	73,034	00:17:07
Mar 2015	2,238,911	77,203	00:10:53
Total for last three months	7,074,577		



Source: Webtrends and Google Analytics

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.

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VISITORS

Month	Total visitors	Daily average	Peak day
May 2015	1,506,706	50,224	19-May
Apr 2015	1,477,288	49,243	23-Mar
Mar 2015	1,363,972	45,466	3-Mar
Total visitors for last 3 months	4,347,966		

Most popular browsers used by visitors

Browser	% of total
Chrome	43.76%
Internet Explorer	23.89%
Firefox	14.88%
Safari	11.24%
Opera Mini	2.46%
Android Browser	1.33%
Opera	0.70%
UC Browser	0.53%
Safari (in-app)	0.49%
BlackBerry	0.23%

Source: Webtrends and Google Analytics

KEY FACTS

Total visitors year to date: 6,786,531

Visitors compared to previous month 2% ⬆

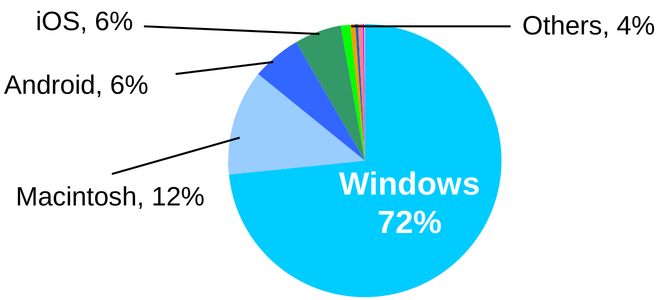
Returning visitors compared to previous month 5% ⬆

UEP 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%

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

Most popular operating systems used by visitors



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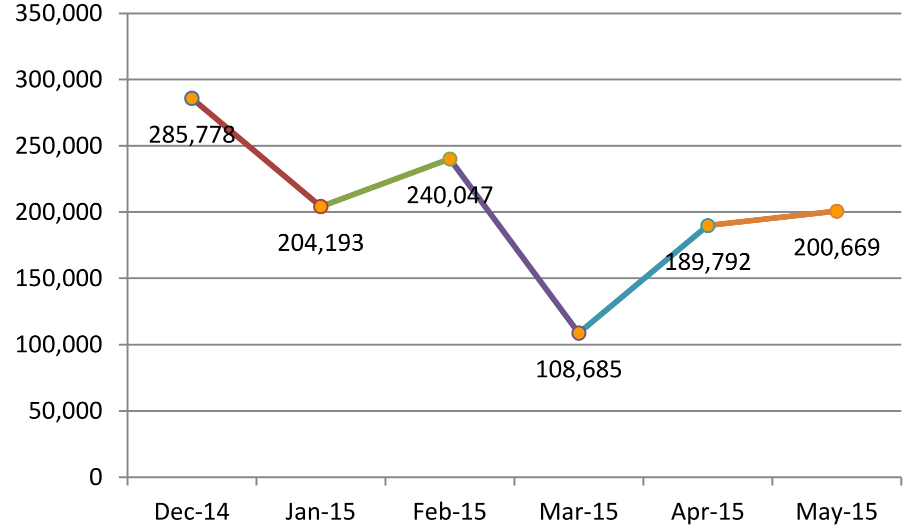
UPLOADS

Uploads trends from Dec 2014 to date



	Most updated sites	Uploads	% Uploads
1	http://www.unep.org/ieacp/iea/trainers.aspx	53,402	27%
2	http://www.unep.org/newscentre/	8,723	4%
3	http://www.unep.org/vacancies/subscribe/	2,841	1%
4	http://www.unep.org/WED/	2,812	1%
5	http://www.unep.org/french/resourceefficiency/	2,395	1%
6	http://www.unep.org/esm/	1,970	1%
7	http://www.unep.org/ieacp/iea/training/manual/module7/1129.aspx	1,948	1%
8	http://www.unep.org/10YFP/	1,659	1%
9	http://www.unep.org/chemicalsandwaste/	1,626	1%
10	http://www.unep.org/greeneconomy/	1,539	1%

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

MAY 2015

MICROSITES

Top 20 Microsites in May 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-World 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 with which it is associated.

MAY
2015

COUNTRIES

Top 10 Countries May 2015

	Country	% of Total	New Users
1	United States	14.77%	33,892
3	India	7.37%	16,919
2	United Kingdom	7.29%	16,720
5	Australia	4.21%	9,657
7	Germany	2.99%	6,865
8	Canada	2.94%	6,746
9	China	2.92%	6,707
6	France	2.87%	6,579
4	Kenya	2.84%	6,516
10	Switzerland	1.95%	4,470

Top 10 Cities May 2015

	City	% of Total	New Users
1	London	2.56%	5,875
2	New Delhi	2.27%	5,199
3	Sydney	1.58%	3,615
4	Bengaluru	1.23%	2,812
5	Geneva	1.19%	2,734
6	New York	1.10%	2,533
7	Nairobi	1.05%	2,407
8	Shanghai	1.05%	2,403
9	Paris	0.85%	1,948
10	Bangkok	0.74%	1,687

Source: Google Analytics

KEY FACTS

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)

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REFERRALS

Top 10 Referring Domains in May 2015

	Domain	Visits	% of total visits
1	Direct Traffic	1,607,471	64%
2	google.com	193,498	8%
3	google.co.in	67,778	3%
4	google.co.uk	41,040	2%
5	un-redd.org	33,494	1%
6	google.com.mx	22,679	1%
7	google.com.au	20,878	1%
8	Bing.com	19,763	1%
9	Google.ca	15,632	1%
10	Google.fr	14,672	1%

Source: Webtrends

KEY FACTS

Google remains the top referral to the UNEP website

**** 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.

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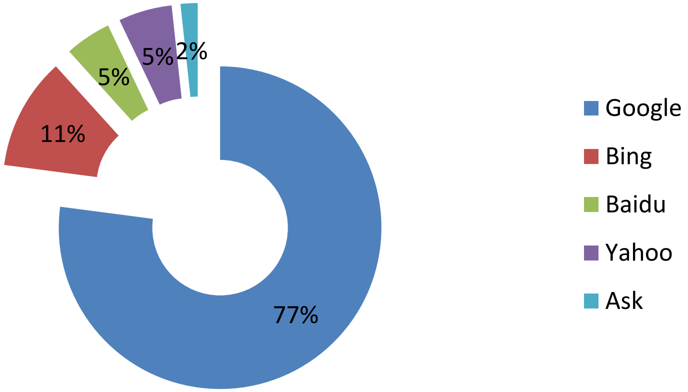
2015

SEARCH TERMS

Top 10 Search Terms in May 2015

unep	3,644
world environment day	1,462
world environment day 2015	990
ghana	546
climate change	465
agenda 21	427
green economy	344
oare	343
dia mundial del medio ambiente	317
stockholm conference	295

Top search engines used to reach www.unep.org



Source: Webtrends & Piwik

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

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

MAY 2015

DOWNLOADS

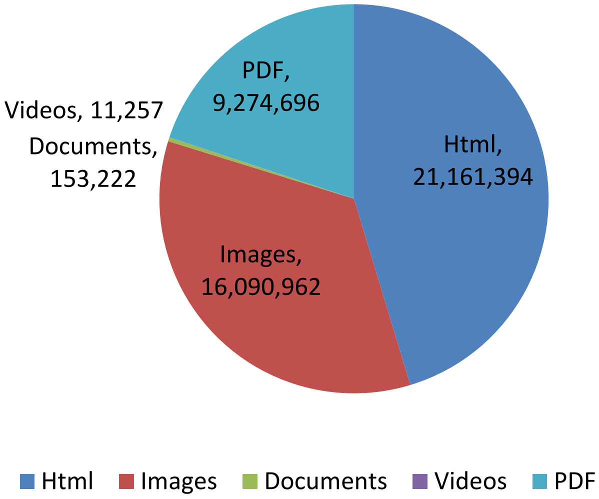
Top 10 Publications in May 2015

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

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

MAY
2015

SOCIAL MEDIA OVERVIEW

English	↑	2.2%	155,485
French	↑	3.1%	9,469
Spanish	↑	2.7%	3,194
Russian	↑	12.2%	533
Tunza	↑	1.0%	10,958
ROWA	↑	1.7%	889

English	↑	8.0%	372,870
French	↑	26.3%	2,441
Spanish	↑	5.4%	1,844
Russian	↑	9.3%	3,323
ROWA	↑	2.8%	4,528

You Tube	↑	2.6%	3,261
	↑	23.3%	4,999

KEY FACTS

Total followers across all platforms
3,324,641
Compared to previous month 0.9% ↑
Average monthly growth/account 6.1% ↑

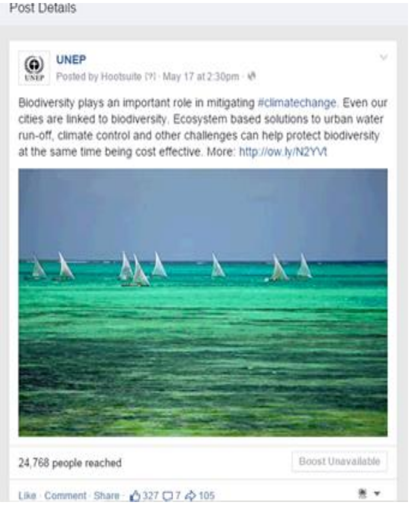
Highest follower growth this month was seen on Instagram, English FB, Russian FB and French Twitter

WeChat	↑	0.81%	10,842
RenRen	↓	0.01%	546,112
QQ	↑	0.2%	2,101,407
Weibo	↑	1.4%	92,486

MAY 2015

SOCIAL MEDIA HIGHLIGHTS

IDB 2015



Post Details

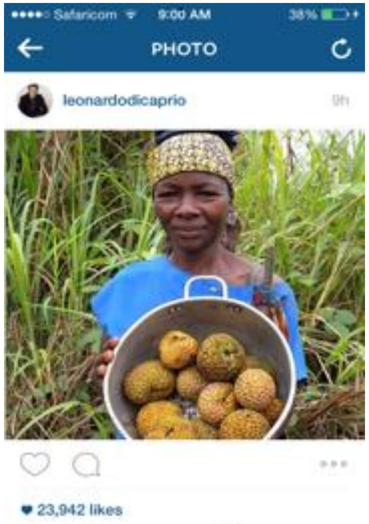
UNEP
Posted by Hootsuite [?] · May 17 at 2:30pm ·

Biodiversity plays an important role in mitigating #climatechange. Even our cities are linked to biodiversity. Ecosystem based solutions to urban water run-off, climate control and other challenges can help protect biodiversity at the same time being cost effective. More: http://ow.ly/N2YVt

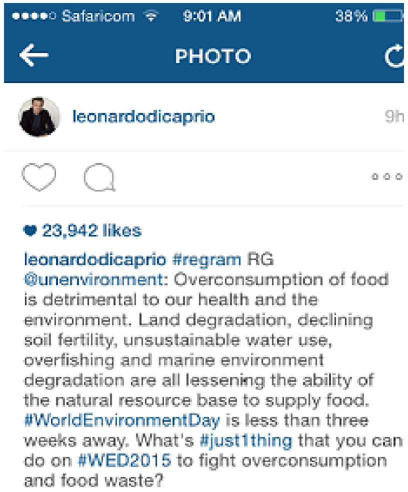
24,768 people reached

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 354RT's. Three Facebook posts, reaching 55,956 unique users, recording 1,116 likes and 284 shares.

INSTAGRAM



23,942 likes

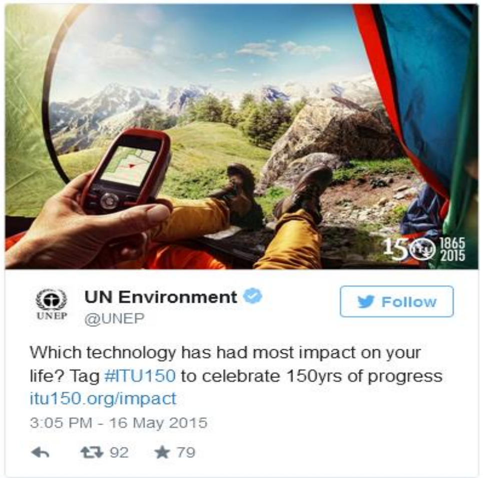


23,942 likes

leonardodicaprio #regram RG @unenvironment: Overconsumption of food is detrimental to our health and the environment. Land degradation, declining soil fertility, unsustainable water use, overfishing and marine environment degradation are all lessening the ability of the natural resource base to supply food. #WorldEnvironmentDay is less than three weeks away. What's #just1thing that you can do on #WED2015 to fight overconsumption and food waste?

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 150 YEARS ANNIVERSARY



UN Environment
@UNEP

Which technology has had most impact on your life? Tag #ITU150 to celebrate 150yrs of progress itu150.org/impact

3:05 PM - 16 May 2015

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

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

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SOCIAL MEDIA BENCHMARKS

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

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

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

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

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

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

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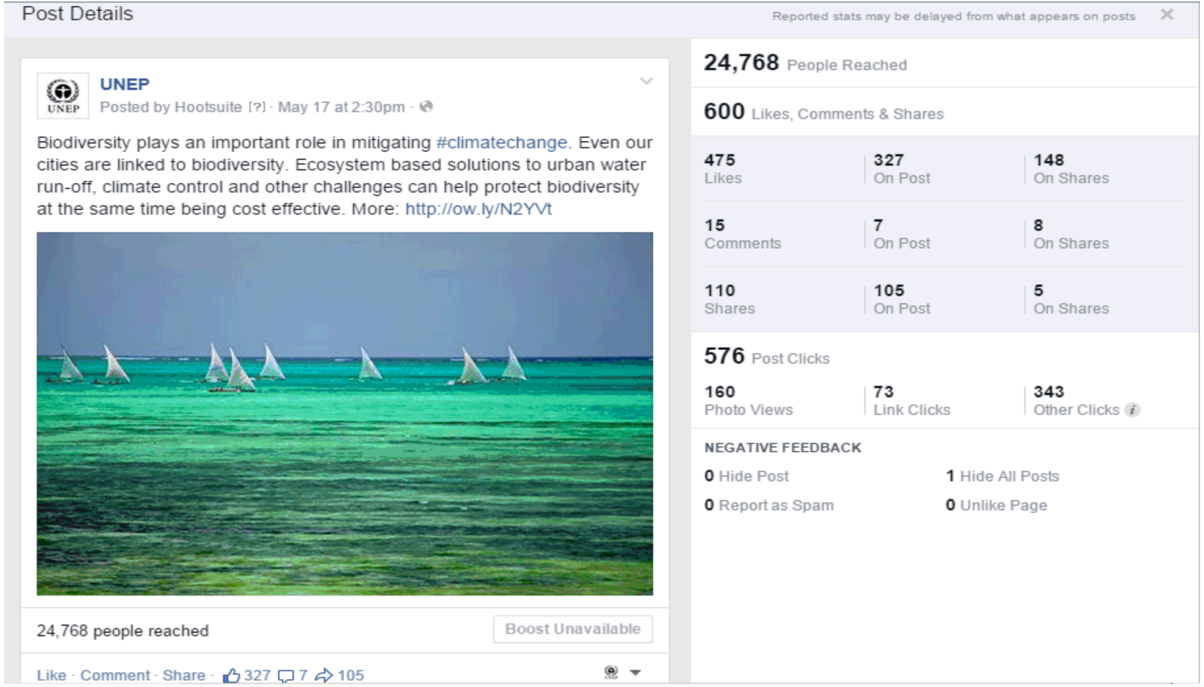
FACEBOOK OVERVIEW

UNEP has a total of **155,853** fans on Facebook as of May 23, 2015. This month **1,248,029** people saw UNEP's information from **83** posts

TOP POST THIS MONTH *(shared on Wednesday 25 March)*



Post Details

Reported stats may be delayed from what appears on posts

UNEP
Posted by Hootsuite [?] · May 17 at 2:30pm ·

Biodiversity plays an important role in mitigating #climatechange. Even our cities are linked to biodiversity. Ecosystem based solutions to urban water run-off, climate control and other challenges can help protect biodiversity at the same time being cost effective. More: http://ow.ly/N2YVt

24,768 people reached

24,768 People Reached

600 Likes, Comments & Shares

475 Likes	327 On Post	148 On Shares
15 Comments	7 On Post	8 On Shares
110 Shares	105 On Post	5 On Shares

576 Post Clicks

160 Photo Views	73 Link Clicks	343 Other Clicks

NEGATIVE FEEDBACK

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

Source: FB Insights

KEY FACTS

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%**

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

Best day of the month

Friday, 15 May 2015 UNEP reached 43,090 unique individuals.

Key data on this day

- International Day of Biological Diversity campaign
- Promotion of ITU 150th Anniversary

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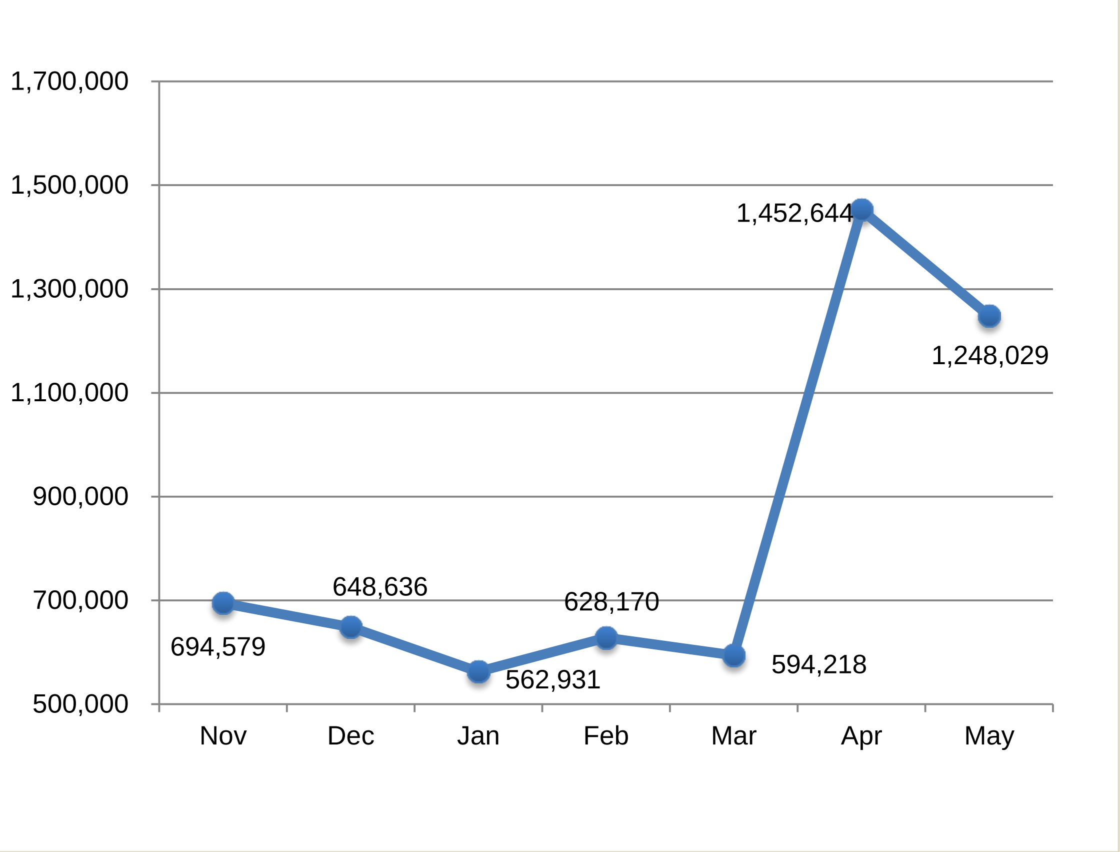
FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since Nov 2014:
4,581,178

Average number of people reached per post since Nov 2014
11,201

NUMBER OF POSTS SHARED

Month	**No. of posts**
MAY 2015	83
APRIL 2015	83
MARCH 2015	67
FEBRUARY 2015	60
JANUARY 2015	54
DECEMBER 2014	68
NOVEMBER 2014	77
TOTAL POSTS	**492**

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

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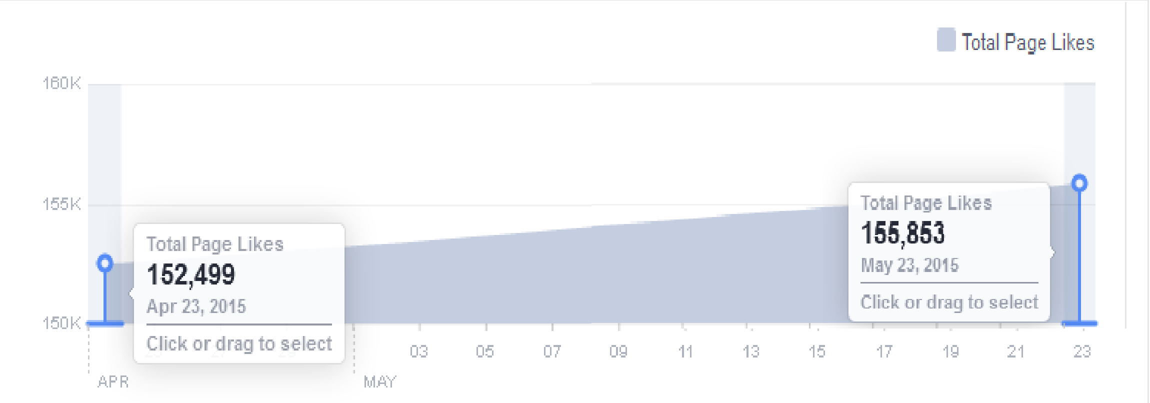
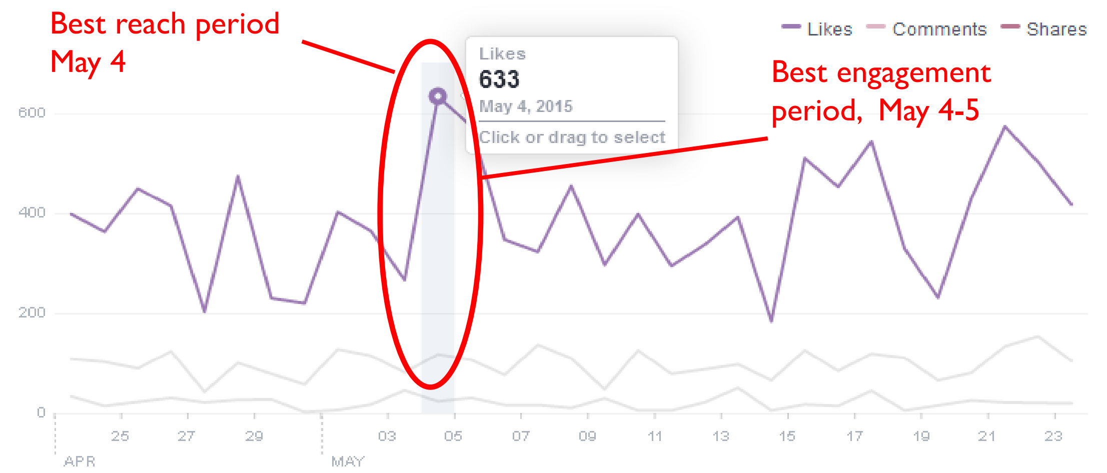
FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



MONTHLY ENGAGEMENT



Best reach period
May 4

Best engagement
period, May 4-5

KEY FACTS

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% ⬆

** **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.*
*Eng.Rate = (Engaged users/Reach) *100*

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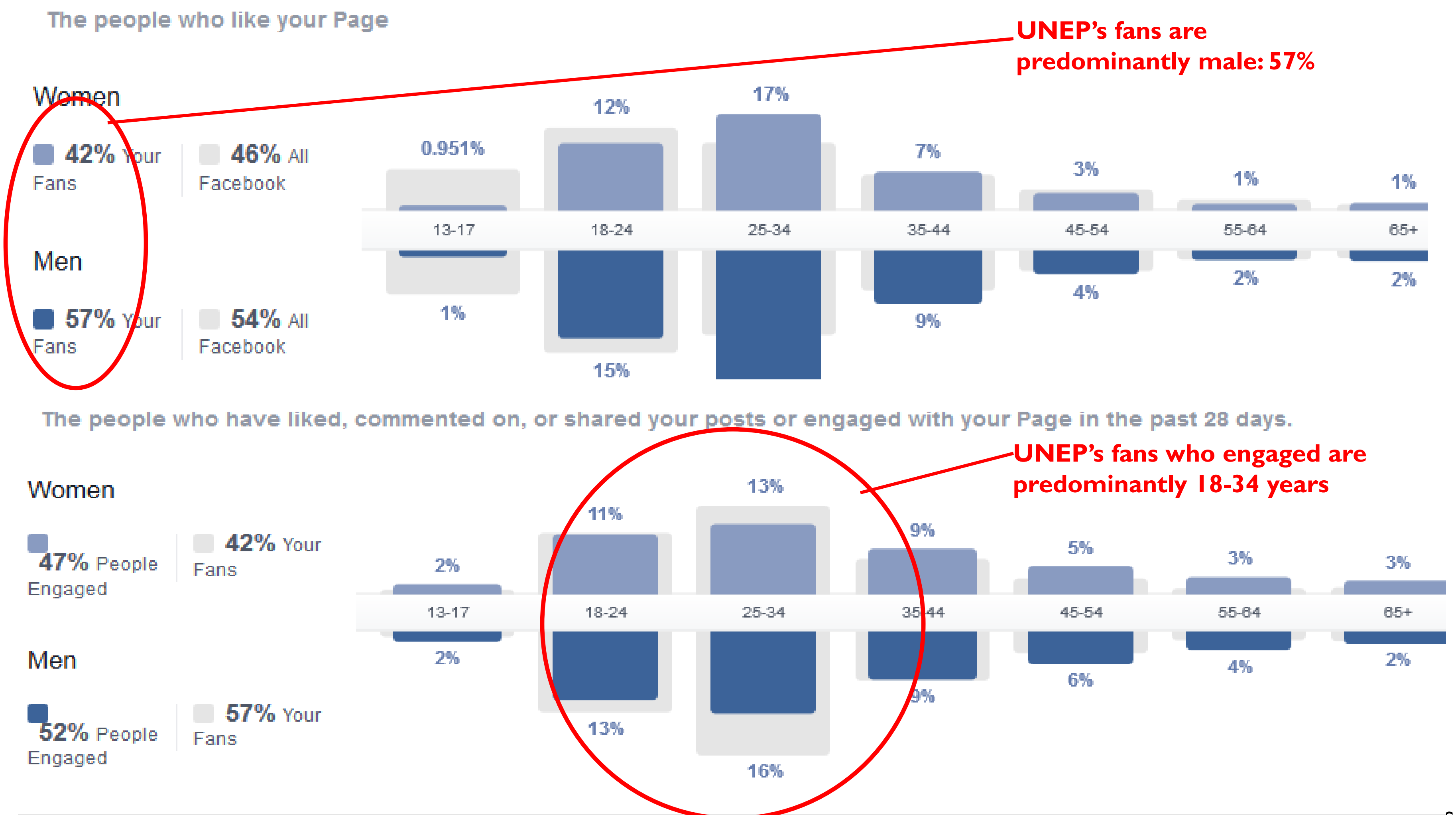
FACEBOOK DEMOGRAPHICS



The people who like your Page

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.

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

SOURCE: FACEBOOK INSIGHTS

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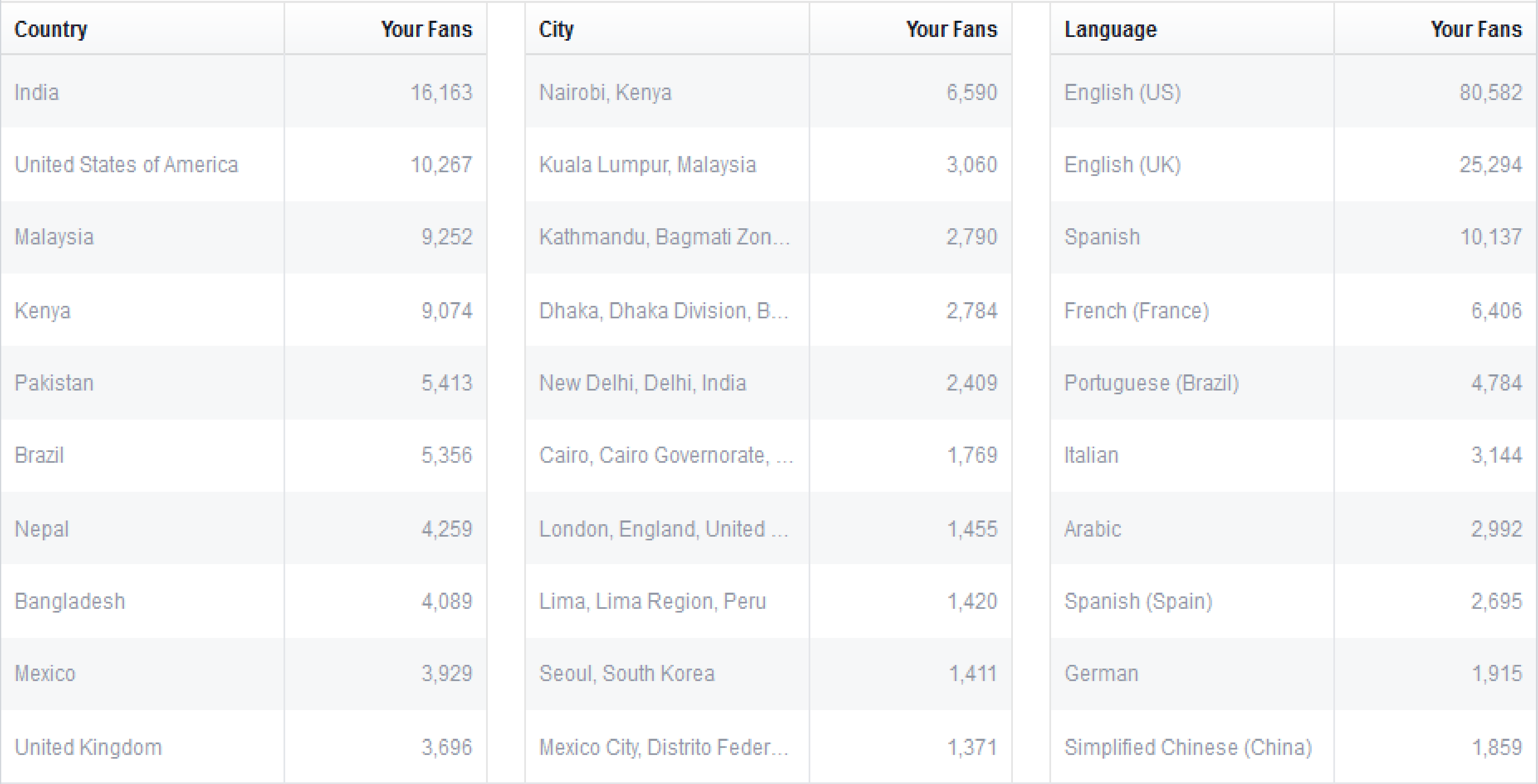
FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES



Country	Your Fans
India	16,163
United States of America	10,267
Malaysia	9,252
Kenya	9,074
Pakistan	5,413
Brazil	5,356
Nepal	4,259
Bangladesh	4,089
Mexico	3,929
United Kingdom	3,696

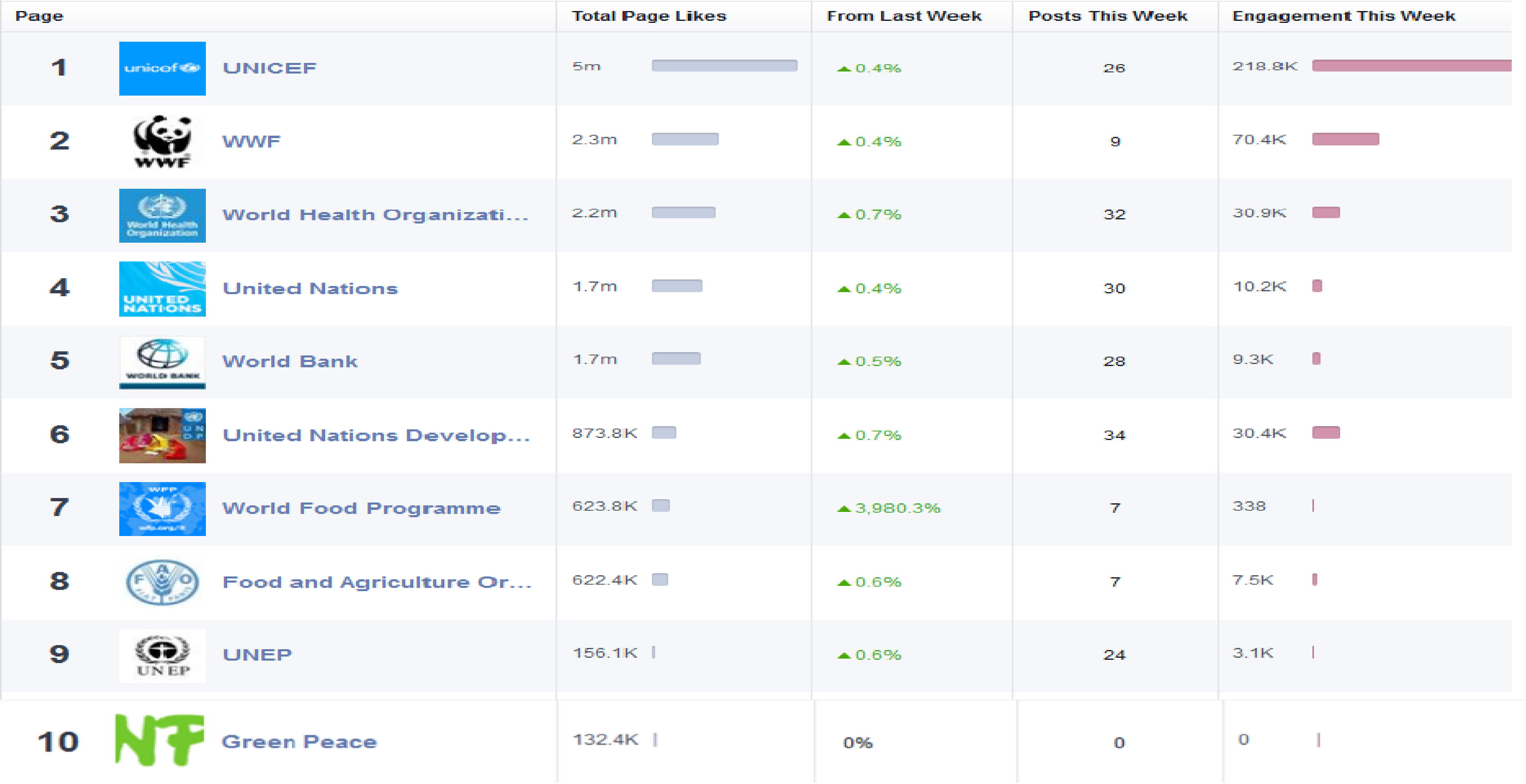
City	Your Fans
Nairobi, Kenya	6,590
Kuala Lumpur, Malaysia	3,060
Kathmandu, Bagmati Zon...	2,790
Dhaka, Dhaka Division, B...	2,784
New Delhi, Delhi, India	2,409
Cairo, Cairo Governorate, ...	1,769
London, England, United ...	1,455
Lima, Lima Region, Peru	1,420
Seoul, South Korea	1,411
Mexico City, Distrito Feder...	1,371

Language	Your Fans
English (US)	80,582
English (UK)	25,294
Spanish	10,137
French (France)	6,406
Portuguese (Brazil)	4,784
Italian	3,144
Arabic	2,992
Spanish (Spain)	2,695
German	1,915
Simplified Chinese (China)	1,859

Source: FB Insights

MAY
2015

FACEBOOK BENCHMARKS



Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	UNICEF	5m	▲0.4%	26	218.8K
2	WWF	2.3m	▲0.4%	9	70.4K
3	World Health Organizati...	2.2m	▲0.7%	32	30.9K
4	United Nations	1.7m	▲0.4%	30	10.2K
5	World Bank	1.7m	▲0.5%	28	9.3K
6	United Nations Develop...	873.8K	▲0.7%	34	30.4K
7	World Food Programme	623.8K	▲3,980.3%	7	338
8	Food and Agriculture Or...	622.4K	▲0.6%	7	7.5K
9	UNEP	156.1K	▲0.6%	24	3.1K
10	Green Peace	132.4K	0%	0	0

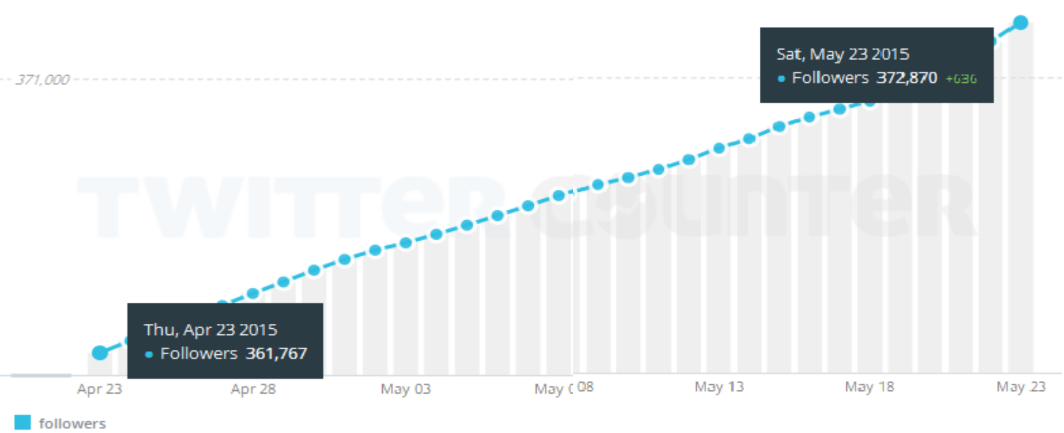
Source: FB Insights

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.

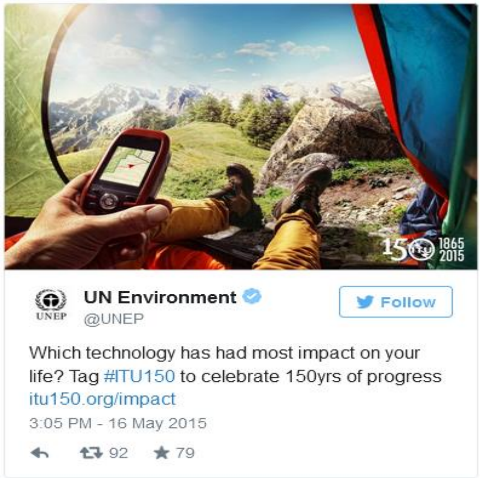
MAY
2015

TWITTER OVERVIEW

MAY 2015 FOLLOWER GROWTH



TOP TWEETS THIS MONTH

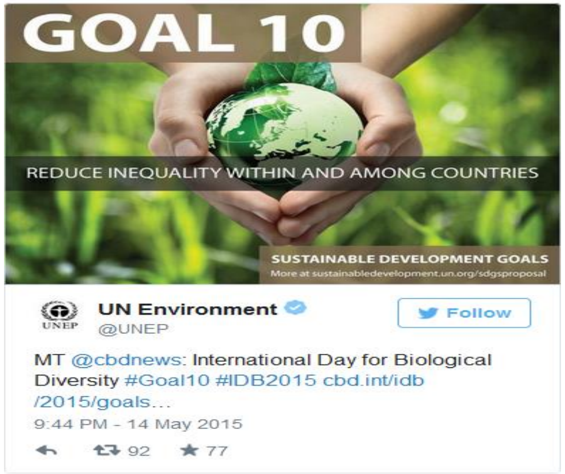

150 1865 2015
Follow

UN Environment @UNEP

Which technology has had most impact on your life? Tag #ITU150 to celebrate 150yrs of progress itu150.org/impact

3:05 PM - 16 May 2015

92 ★ 79


GOAL 10
REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES
SUSTAINABLE DEVELOPMENT GOALS
More at sustainabledevelopment.un.org/sdgsproposal
Follow

UN Environment @UNEP

MT @cbdnews: International Day for Biological Diversity #Goal10 #IDB2015 cbd.int/idb /2015/goals…

9:44 PM - 14 May 2015

92 ★ 77

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 t celebrate 150yrs of progress itu150.org/impact

Tweeted on 16 May 2015

92 Retweets 77 Favourites 38,661 Impressions

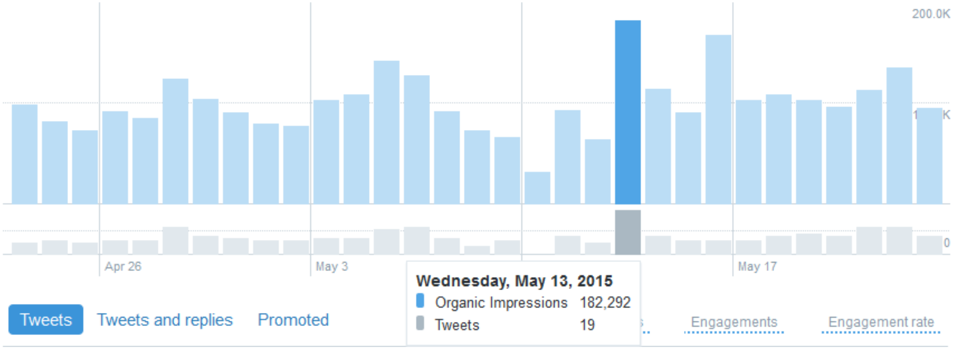
MT @cbdnews: International Day for Biological Diversity #Goal10 #IDB2015 cbd.int/idb/2015/goals...

Tweeted on 14 May 2015

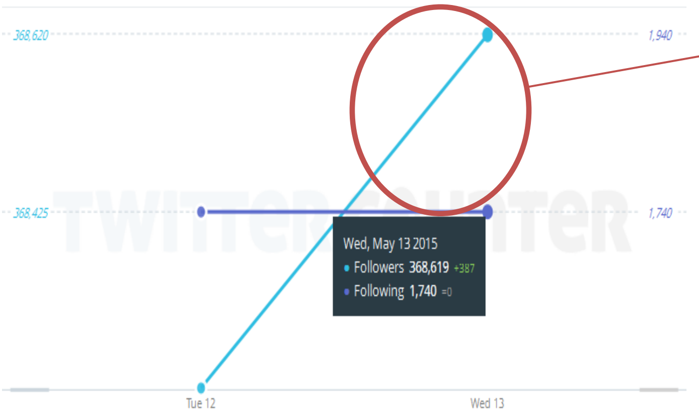
MAY
2015

TWITTER OVERVIEW

BEST DAY THIS MONTH


200.0K
100K
0
Apr 26
May 3
May 17
Wednesday, May 13, 2015
Organic Impressions 182,292
Tweets 19
Tweets
Tweets and replies
Promoted
Engagements
Engagement rate

SOURCE:TWITTER ANALYTICS



Steady increase in UNEP's followers during twitter chat.

SOURCE:TWITTER COUNTER

KEY FACTS

Best day of the month

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

Key data on this day

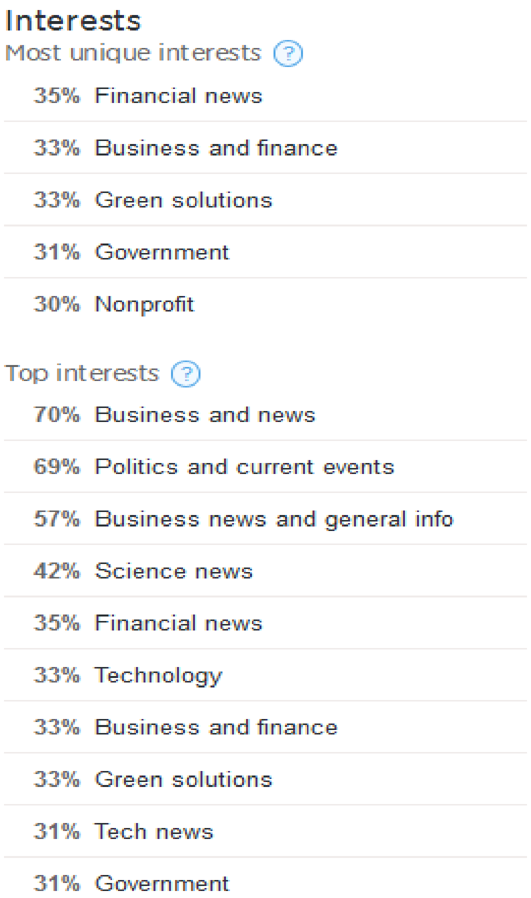
- WED 2015Earth Day
- UNEP participated in #YouthNow Twitter Chat
- 19 tweets sent
- UNEP promoted Global Green Growth Forum as well as COP21 build up campaign,

Impressions compared to previous month
1.2% ↑

Followers compared to previous month
4.8% ↑

** **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.*

TWITTER DEMOGRAPHICS AND LOCATIONS



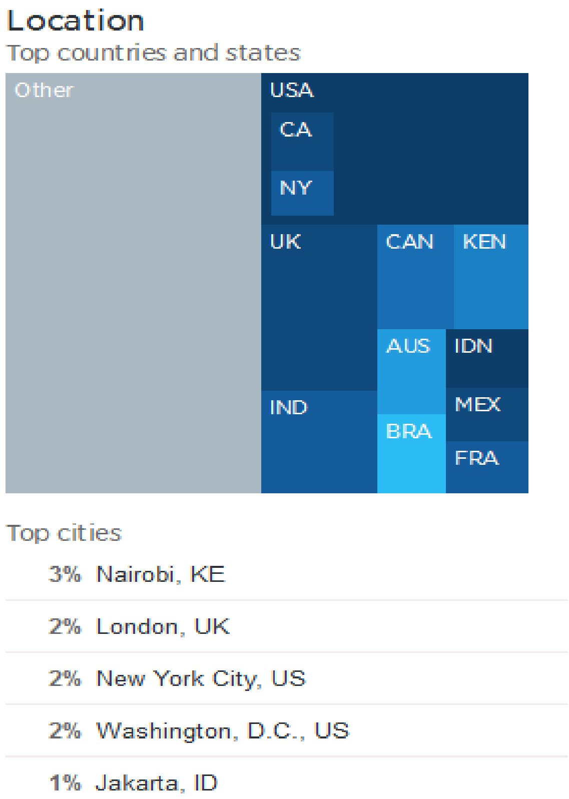
Interests

Most unique interests ?

35%	Financial news
33%	Business and finance
33%	Green solutions
31%	Government
30%	Nonprofit

Top interests ?

70%	Business and news
69%	Politics and current events
57%	Business news and general info
42%	Science news
35%	Financial news
33%	Technology
33%	Business and finance
33%	Green solutions
31%	Tech news
31%	Government



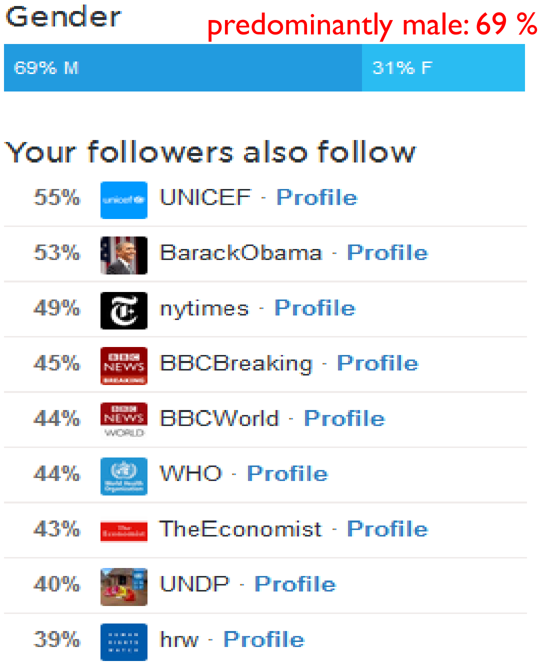
Location

Top countries and states

Top cities

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

UNEP's followers are predominantly male: 69 %



Gender

Your followers also follow

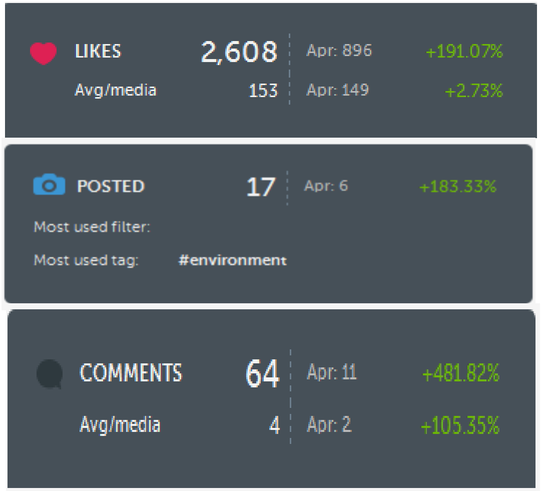
55%	UNICEF · Profile
53%	BarackObama · Profile
49%	nytimes · Profile
45%	BBCBreaking · Profile
44%	BBCWorld · Profile
44%	WHO · Profile
43%	TheEconomist · Profile
40%	UNDP · Profile
39%	hrw · Profile

SOURCE: TWITTER ANALYTICS

MAY
2015

INSTAGRAM OVERVIEW

MAY TOTALS (Apr 19-May 19)



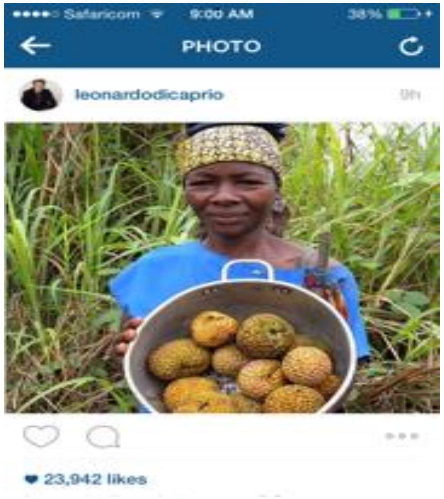
LIKES	2,608	Apr: 896	+191.07%
Avg/media	153	Apr: 149	+2.73%

POSTED	17	Apr: 6	+183.33%

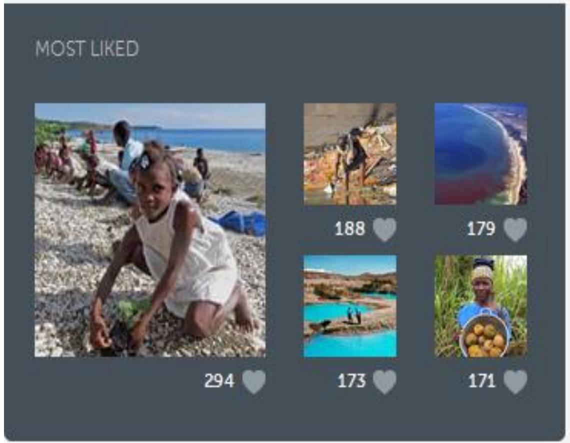
Most used filter:

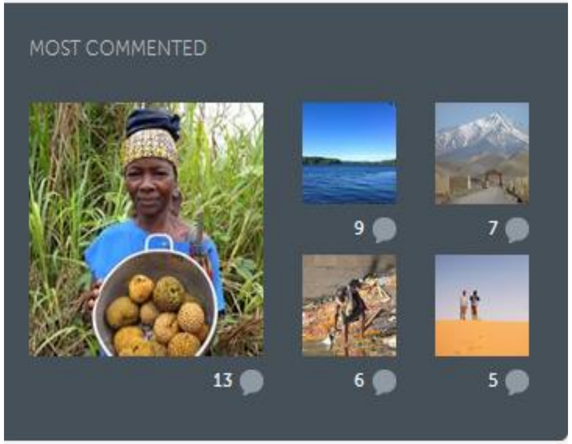
Most used tag: #environment

COMMENTS	64	Apr: 11	+481.82%
Avg/media	4	Apr: 2	+105.35%


Safaricom
9:00 AM
38%
PHOTO
leonardodicaprio
23,942 likes

TOP MEDIA THIS MONTH


MOST LIKED
294
188
179
173
171


MOST COMMENTED
13
9
7
6
5

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

294 likes 2 comments

#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.

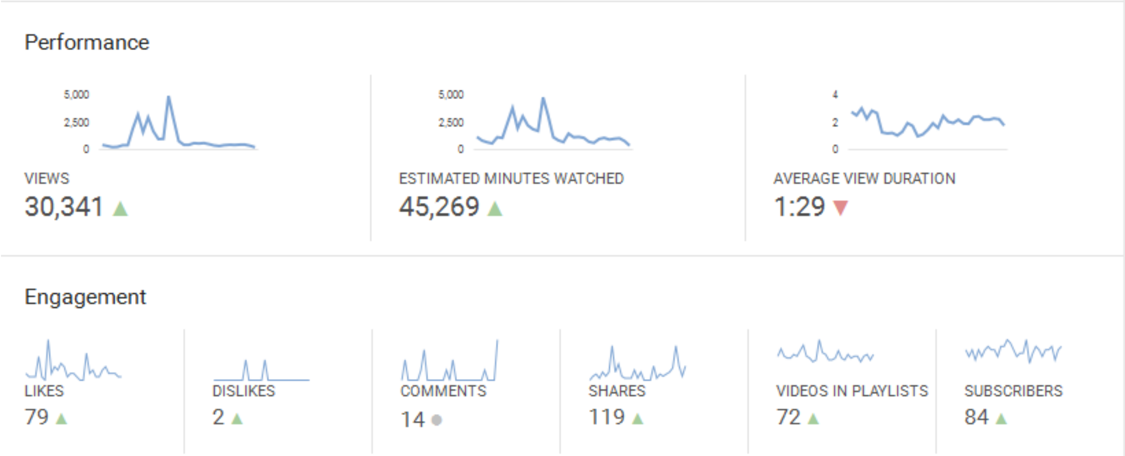
SOURCE: ICONOSQUARE

Regram: re-post of an original post on Instagram via screenshot onto one's feed.

MAY
2015

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



Performance

VIEWS
30,341 ▲

ESTIMATED MINUTES WATCHED
45,269 ▲

AVERAGE VIEW DURATION
1:29 ▼

Engagement

LIKES
79 ▲

DISLIKES
2 ▲

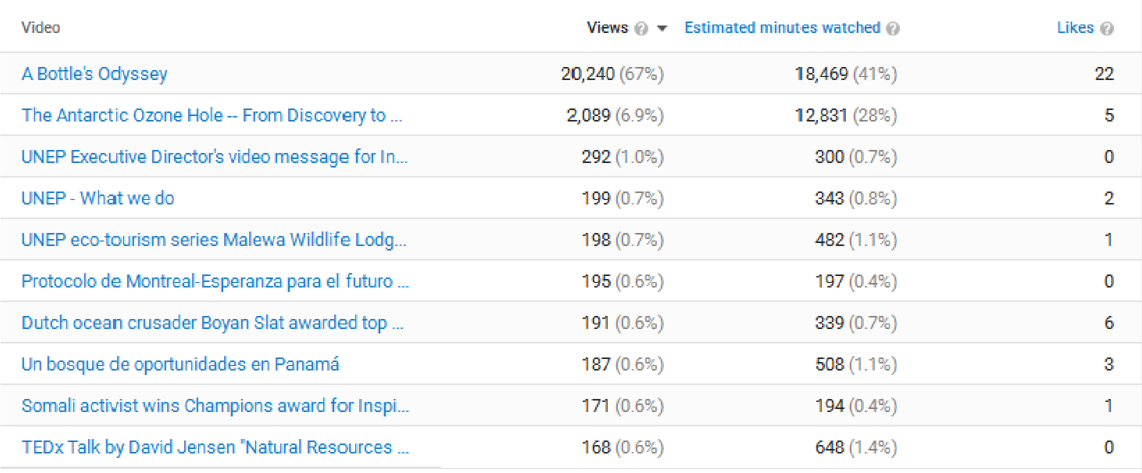
COMMENTS
14 ●

SHARES
119 ▲

VIDEOS IN PLAYLISTS
72 ▲

SUBSCRIBERS
84 ▲

TOP 10 VIDEOS VIEWED THIS MONTH



Video	Views ? ▼	Estimated minutes watched ?	Likes ?
A Bottle's Odyssey	20,240 (67%)	18,469 (41%)	22
The Antarctic Ozone Hole -- From Discovery to ...	2,089 (6.9%)	12,831 (28%)	5
UNEP Executive Director's video message for In...	292 (1.0%)	300 (0.7%)	0
UNEP - What we do	199 (0.7%)	343 (0.8%)	2
UNEP eco-tourism series Malewa Wildlife Lodg...	198 (0.7%)	482 (1.1%)	1
Protocolo de Montreal-Esperanza para el futuro ...	195 (0.6%)	197 (0.4%)	0
Dutch ocean crusader Boyan Slat awarded top ...	191 (0.6%)	339 (0.7%)	6
Un bosque de oportunidades en Panamá	187 (0.6%)	508 (1.1%)	3
Somali activist wins Champions award for Inspi...	171 (0.6%)	194 (0.4%)	1
TEDx Talk by David Jensen "Natural Resources ...	168 (0.6%)	648 (1.4%)	0

KEY FACTS

May 2015 Summary

Subscribers: **3,261**

Views: **30,341**

Minutes watched: **45,269**

Lifetime views: **853,777**

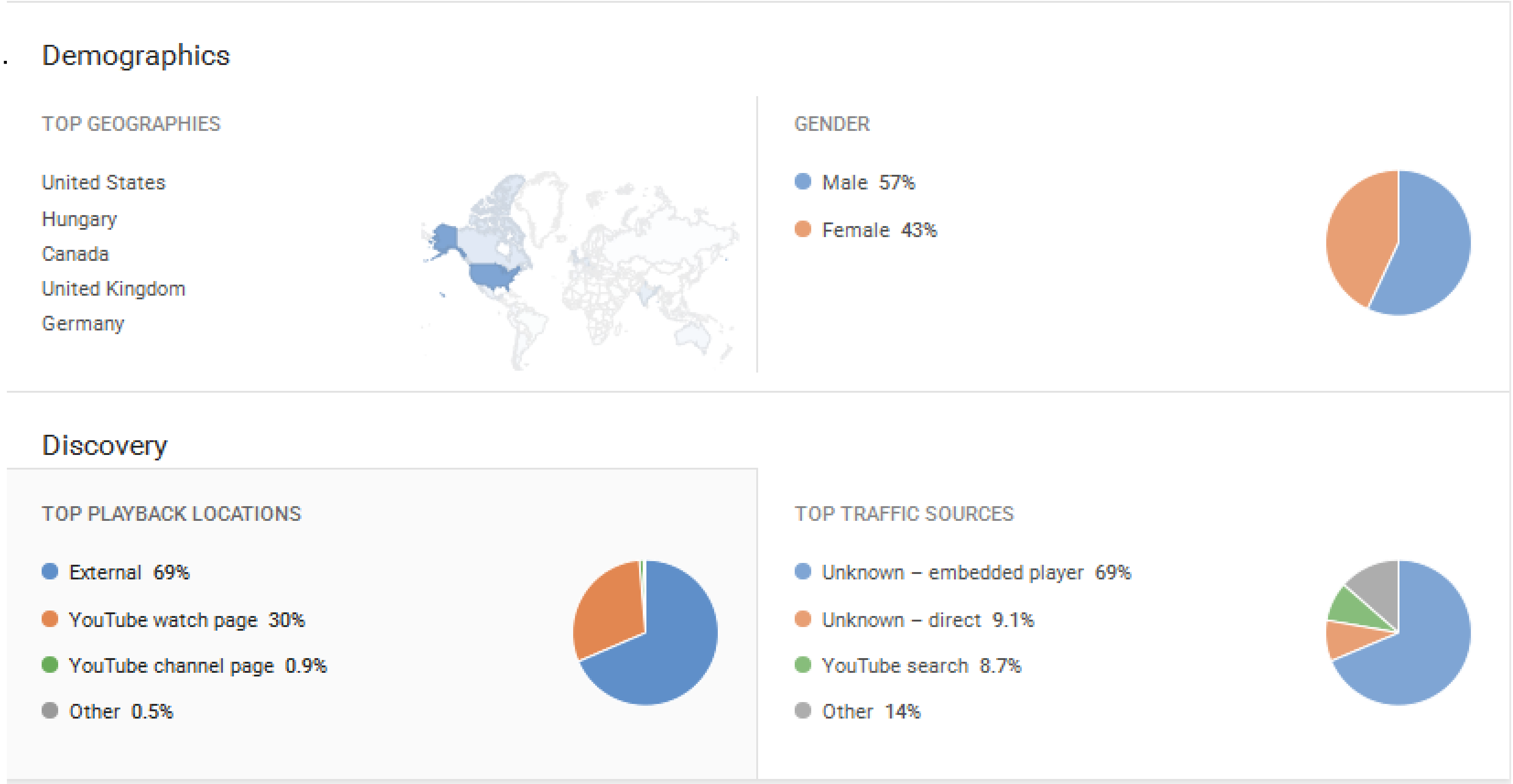
New Subscribers: **105**

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

Subscribers compared to previous month
2.6% ⬆

Views compared to previous month
46% ⬆

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

RUSSIAN

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

FRENCH

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

SPANISH

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

UNEP ROWA

Total audience: **889**
Total Posts: **120**
Total Reach: **2360**
New likes: **15**

Vs 122 posts last month

TWITTER

RUSSIAN

Total followers: **3323**
Total Tweets: **416**
Total Impressions: **1.05M**
New followers: **382**
Vs 273 tweets, 779K Reach and 55 new followers

FRENCH

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

SPANISH

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

UNEP ROWA

Total followers: **4528**
Total Tweets: **120**
Total Impressions: **122K**
New followers: **128**

Vs 122 tweets last month

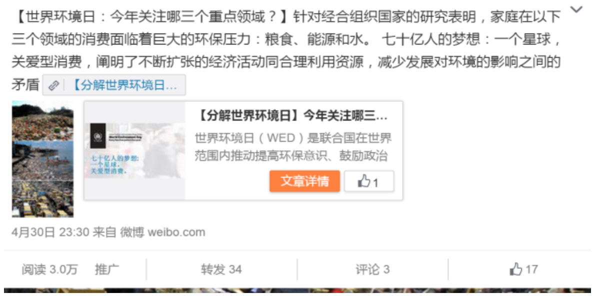
CHINESE

NEW FOLLOWERS

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

CHINESE CONTENT HIGHLIGHTS

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



【世界环境日：今年关注哪三个重点领域？】针对经合组织国家的研究表明，家庭在以下三个领域的消费面临着巨大的环保压力：粮食、能源和水。 七十亿人的梦想：一个星球，关爱型消费，阐明了不断扩张的经济活动同合理利用资源，减少发展对环境的影响之间的矛盾 【分解世界环境日...

【分解世界环境日】今年关注哪三...
世界环境日（WED）是联合国在世界范围内推动提高环保意识、鼓励政治

4月30日 23:30 来自 微博 weibo.com

阅读 3.0万 推广 | 转发 34 | 评论 3 | 17

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

GLOSSARY

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.