

APR
2017








UNEP DIGITAL METRICS







APR
2017

SOCIAL MEDIA OVERVIEW

KEY FACTS






Total followers across all platforms 1,387,891
 Compared to previous month 4% 
 Highest follower growth this month was seen on Spanish Facebook at 29% , Spanish Twitter at 11% and French Facebook at 8.4%
 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.

	English		1.8%	340,219
	French		8.4%	43,483
	Spanish		29%	60,952
	Russian		2.4%	5,290
	Tunza		1%	12,948
	ROWA		2.3%	2,874

	English		1.1%	611,532
	French		4.4%	12,139
	Spanish		11%	20,649
	Russian		2.3%	7,930
	ROWA		2.2%	9,112

		8.6%	7,876
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		8%	98,119
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	WeChat		3.4%	22,118
	RenRen		0.003%	545,833
	QQ		0.33%	2,092,880
	Weibo		2.3%	132,650

TWITTER

This month, UN Environment's Twitter account recorded a 1% increase in followers from 605,818 to 611,532. The platform recorded commendable audience growth despite continued platform stagnation.

To engage followers UN Environment leveraged the #CleanSeas campaign, engaging the audience with interactive video and compelling posts. UN Environment engaged audiences by leveraging the #WildforLife campaign's nomination in the Green Website category for the Webby Awards. UN Environment also highlighted a new edible water innovation that supports clean seas by avoiding the use of plastic packaging.

UN Environment continues to encourage greater interaction by posting engaging content 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 #wildforlife #youngchamps
- + Impactful and engaging participation in UN observer days; World Water Day
- + News and campaigns on endangered species

What did not work:

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

FACEBOOK

This month, UN Environment's Facebook account recorded a 1.8% increase in followers bringing the total number of fans from 333,932 to 340,219. The increase in numbers is mainly attributed to the sharing of short, informative posts and videos on environmental news and stories of impact. This month however, Facebook employed an algorithm to curb fake accounts and this saw lower increases in platform growths globally. However, 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 this month launched the Young Champions of the Earth campaign and will continue to encourage youth participation in the coming months. UN Environment continues to share impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution.

What worked:

- + Young champions of the Earth Awards launch, Clean Seas and content encouraging the audience to connect with nature
- + News on environment, air quality, wildlife crime, climate change and stories on human impact on the environment

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 April)*

AGENCY	FOLLOWERS
UN	8,668,186
UNICEF	5,950,862
WHO	3,457,224
WWF	3,213,098
World Bank	2,313,313
Greenpeace	1,643,899
WFP	1,402,020
UNDP	1,094,491
UN Environment	611,532
UNFCCC	369,706
FAO News	212,563
World Resources Inst	136,465
IPCC	85,736
WMO	35,961

UNEP's position remains constant despite 1% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,680,890
WHO	3,217,369
Greenpeace	2,797,942
UN	2,286,421
WWF	3,005,921
World Bank	2,219,772
UNDP	1,187,532
FAO	1,047,149
WFP	862,021
UN Environment	340,219
UNFCCC	211,664
World Resource Inst	116,337
WMO	110,005
IPCC	24,619

UNEP's position remains constant despite 1.8% increase in followers.



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FACEBOOK OVERVIEW

UN Environment has a total of **340,219** fans on Facebook as of 23 April 2017. This month **3,461,474** people saw UN Environment's information from **90** posts

TOP POST THIS MONTH *(shared on 22 April 2017)*



186,084 People Reached

41,125 Video Views

4,816 Reactions, Comments & Shares

3,159 Like	915 On Post	2,244 On Shares
331 Love	91 On Post	240 On Shares
5 Haha	0 On Post	5 On Shares
29 Wow	6 On Post	23 On Shares
60 Sad	15 On Post	45 On Shares
6 Angry	4 On Post	2 On Shares
249 Comments	56 On Post	193 On Shares
986 Shares	986 On Post	0 On Shares
9,203 Post Clicks		
1,854 Clicks to Play	1,239 Link Clicks	6,110 Other Clicks

KEY FACTS

April 2017 Summary

Fans: **340,219**

Posts: **90**

Total reach: **3,461,474**

Comments: **2,098**

Likes: **47,551**

Shares: **14,582**

Video views: **86,832**

New fans: **6,077**

Engagement rate: **0.1%**

Last month UN Environment reached 4,291,733 people through 93 posts, and gained 10,726 new fans, with a 1.2% engagement rate

Best day of the month

Wednesday 22 April 2017 UN Environment reached 186,084 unique individuals

Key data on this day

- Young Champions of the Earth launch video

Source: FB Insights



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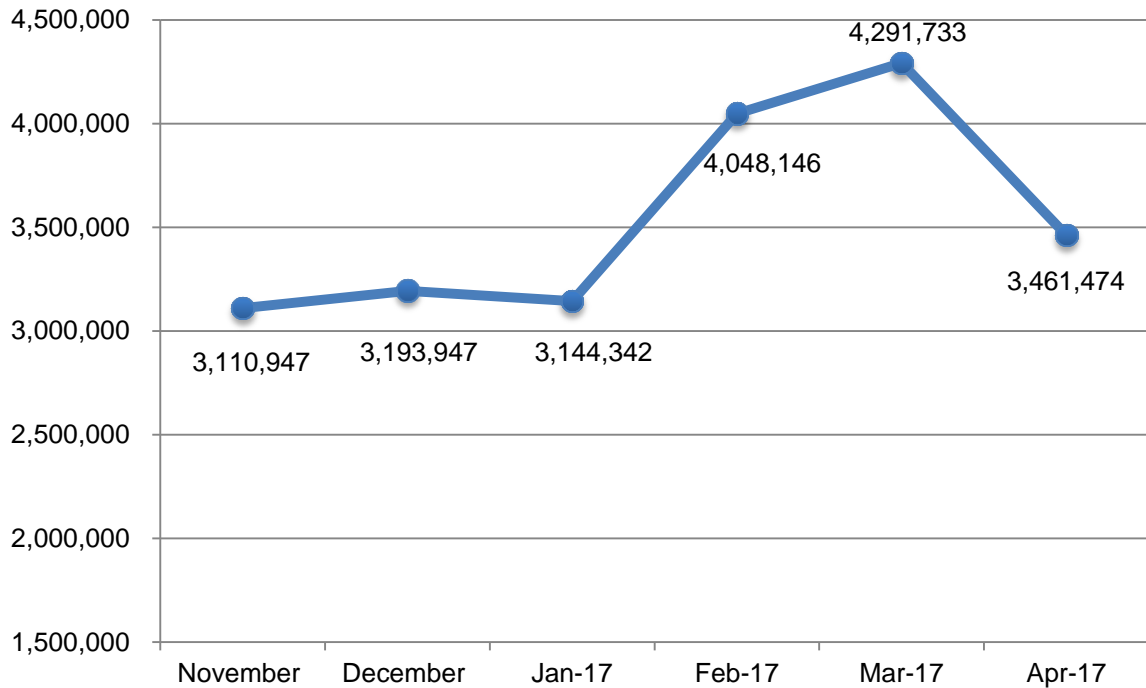
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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since November 2016 :

21,250,589

Average number of people reached per post since November 2016:

40,095

NUMBER OF POSTS SHARED

Month	No. of posts
APRIL 2017	90
MARCH 2017	93
FEBRUARY 2017	93
JANUARY 2017	82
DECEMBER	96
NOVEMBER	78
TOTAL POSTS	532

* **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 1.8% 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.

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



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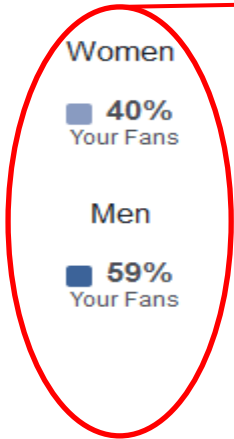
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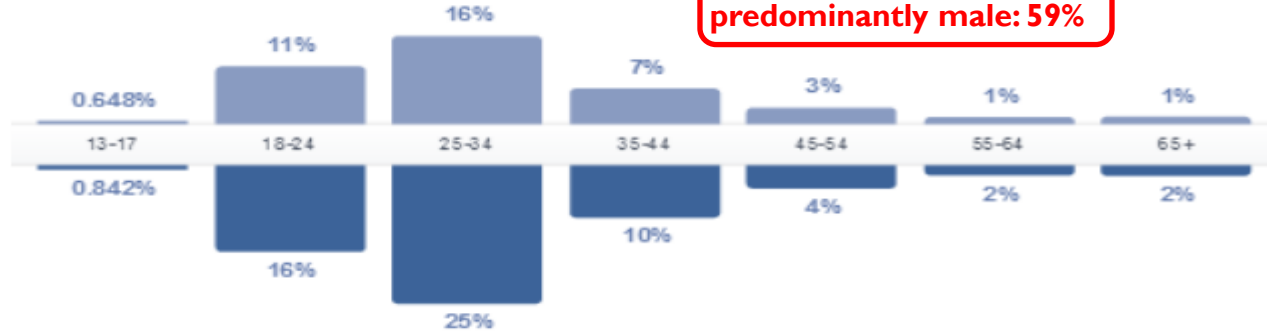
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FACEBOOK DEMOGRAPHICS

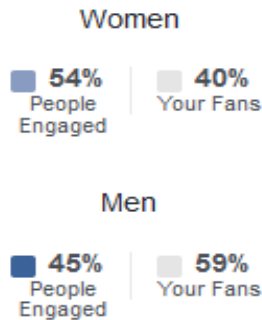
The people who like your Page



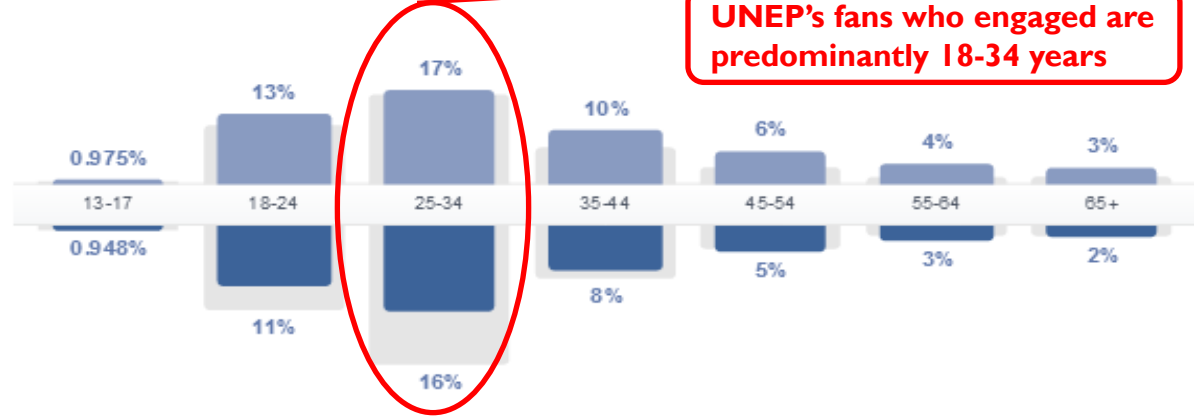
UNEP's fans are predominantly male: 59%



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	People Engaged	City	People Engaged	Language	People Engaged
United States of America	3,793	Nairobi, Kenya	1,013	English (US)	15,035
India	3,392	Dhaka, Dhaka Division...	979	English (UK)	7,285
Bangladesh	1,212	New Delhi, Delhi, India	467	Spanish	1,422
United Kingdom	1,158	London, England, Unit...	359	French (France)	1,172
Kenya	1,094	Lagos, Lagos State, Ni...	313	German	526
Philippines	835	Quezon City, Metro Ma...	299	Portuguese (Brazil)	524
Australia	801	Mexico City, Distrito Fe...	256	Italian	451
Canada	747	Bangkok, Thailand	244	Spanish (Spain)	424
Mexico	711	Colombo, Western Pro...	235	Arabic	359
Pakistan	629	Calcutta, West Bengal,...	234	Portuguese (Portugal)	301

Source: FB Insights

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FACEBOOK BENCHMARKS

1		UNICEF	6.7m 	▲ 0.2%	15	138.2K 
2		World Health Organizati...	3.3m 	▲ 0.3%	22	81.3K 
3		WWF	3m 	▲ 0.1%	12	29.5K 
4		Greenpeace International	2.8m 	▲ 0.1%	35	75K 
5		United Nations	2.3m 	▲ 0.3%	21	11K 
6		World Bank	2.3m 	▲ 1.7%	32	123.6K 
7		United Nations Develop...	1.2m 	▲ 0.2%	6	1.5K 
8		Food and Agriculture Or...	1.1m 	▲ 0.3%	21	24.5K 
9		World Food Programme	861.1K 	▲ 0.1%	0	0 
YOU 10		UN Environment	341.8K 	▲ 0.8%	21	7.3K 

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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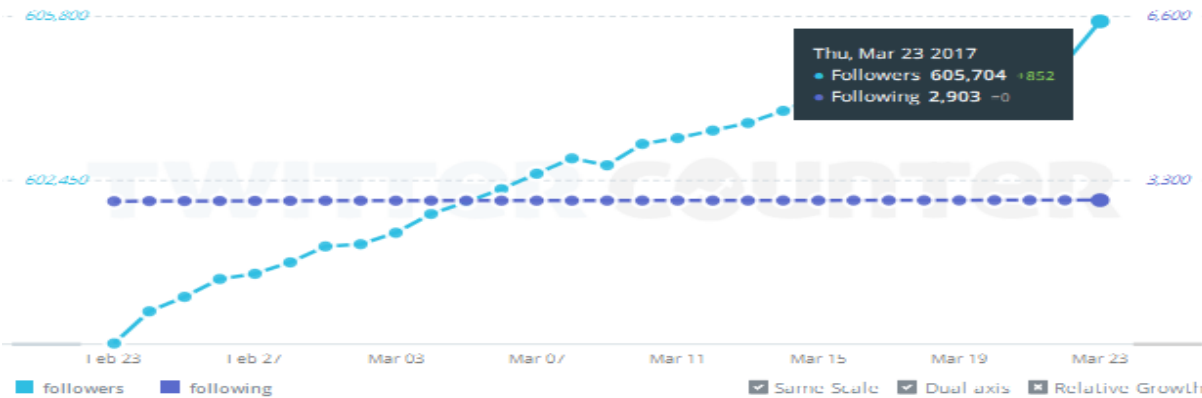
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TWITTER OVERVIEW

APRIL 2017 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

UN Environment @UNEP

Have you shown your support for #WildforLife? Vote for the @UN campaign in @TheWebbyAwards Green Website category! bit.ly/2o5QnQv

Retweets: 324 Likes: 820

4:44 PM - 18 Apr 2017

UN Environment @UNEP

@OohoWater is an edible water! It's environmentally friendly & cheaper to produce than plastic bottles: bit.ly/2o5laNo #CleanSeas

Retweets: 666 Likes: 964

4:41 PM - 12 Apr 2017

KEY FACTS

April 2017 Summary

Followers: **611,532**

Tweets: **230**

Replies: **1.2K (37 per day)**

Mentions: **5.3K**

Retweets: **22.8K (712 per day)**

Likes: **25K (781 per day)**

Impressions: **5.9M (183K per day)**

New followers: **6,020**

Engagement rate: **1.5%**

Top tweets of the month

324 Retweets 820 Likes 222K Impressions

Have you shown your support for #wildforlife? Vote for the @UN campaign in the @TheWebbyAwards Green Website category! bit.ly/2o5QnQv
Tweeted on 18 March 2017

666 Retweets 964 Likes 155K Impressions

@OohoWater is an edible water! It's environmentally friendly & cheaper to produce than plastic bottles. bit.ly/2o5laNo
Tweeted on 12 April 2017



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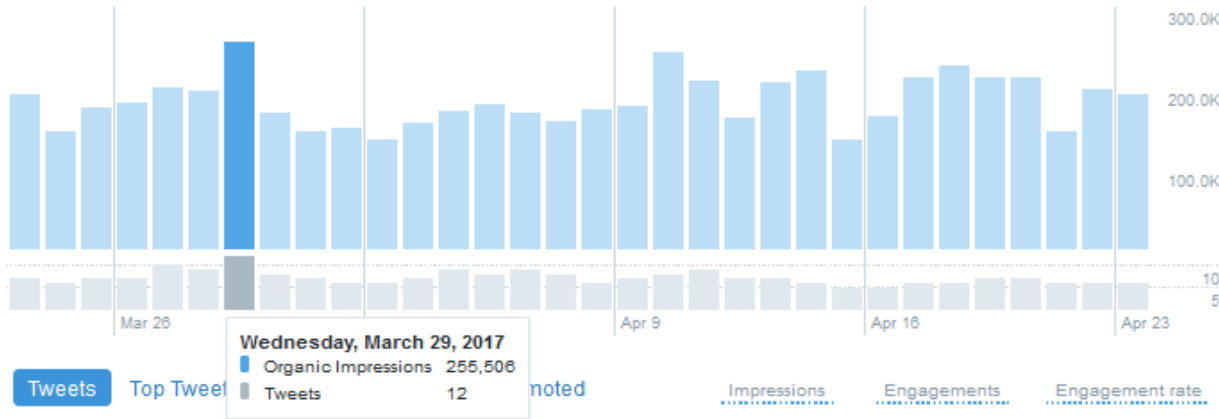
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TWITTER OVERVIEW

BEST DAY THIS MONTH: WEDNESDAY, MARCH 29, 2017



KEY FACTS

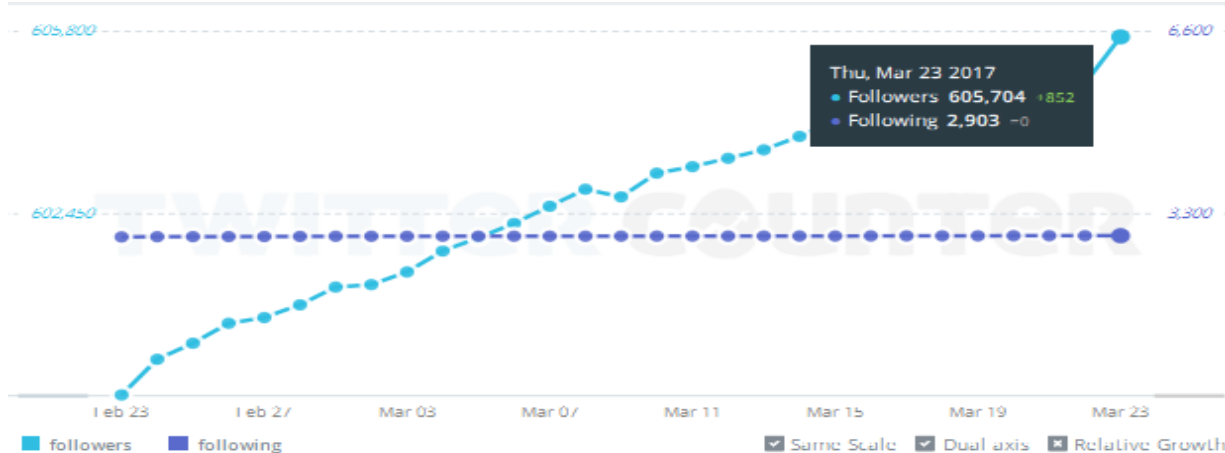
Best day of the month

Wednesday, 29 March 2017, UN Environment recorded 255,506 impressions.

Key data on this day

- Call to support Wild for Life for Green Website Webby Award

SOURCE:TWITTER ANALYTICS



Impressions compared to previous month **50%** ↓

Followers compared to previous month **1%** ↑

SOURCE:TWITTER COUNTER

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



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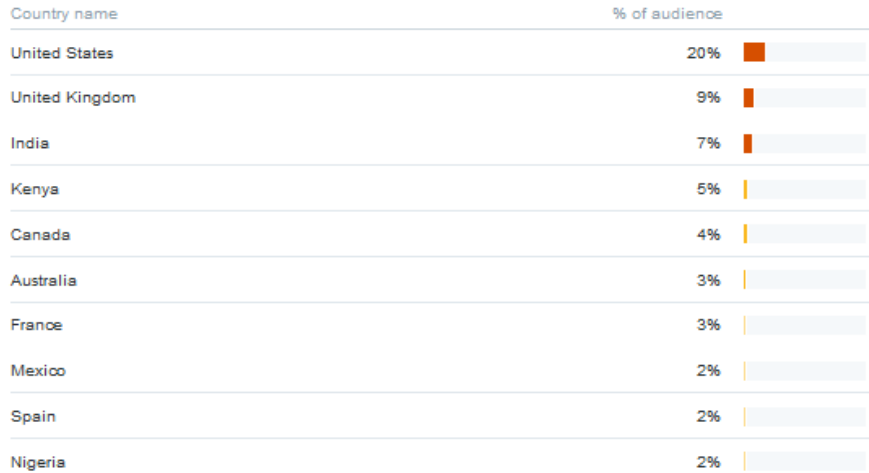
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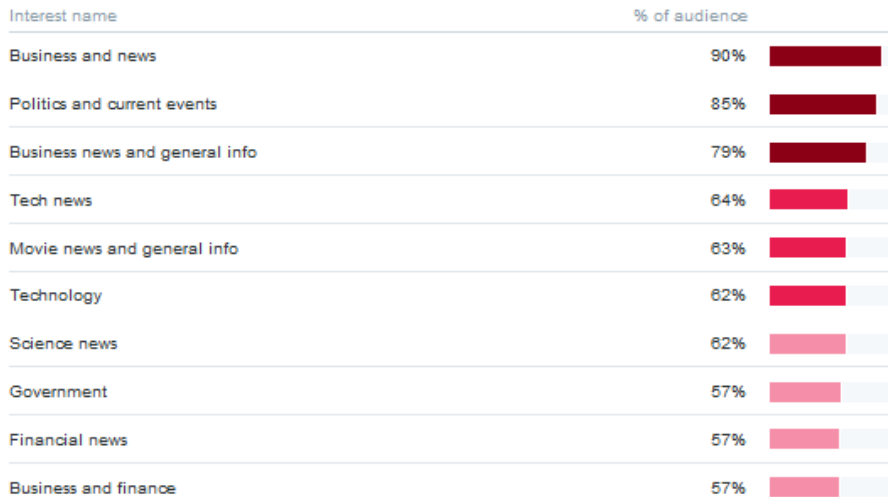
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TWITTER DEMOGRAPHICS AND LOCATIONS

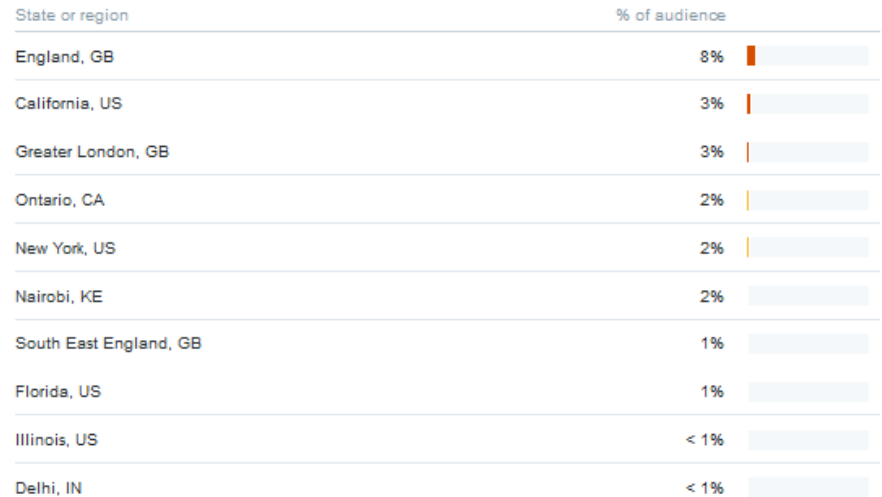
Country



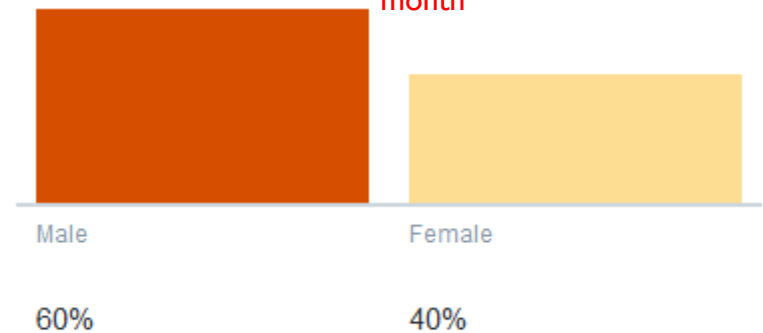
Interests



Region



Gender



SOURCE: TWITTER ANALYTICS



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INSTAGRAM OVERVIEW

APRIL TOP MEDIA

KEY FACTS

April 2017 Summary

Followers: **94,538**

Posts: **39**

New followers: **6,581**

Following: **255**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month
8% ↑

Top media video media of the month



2,553 Views 641 Likes

Every government, every business, every one of us can take #ClimateAction and be part of the SOLUTION. What have you done recently to make a difference?
#climatechange #parisagreement

Top media of the month

2,200 Likes

Ireland has passed a law banning public investment in fossil fuels.
Congratulations to Ireland for its #ClimateAction!
#climatechange #futureisclean

Source: instagram.com

Top media of the month

2,173 Likes

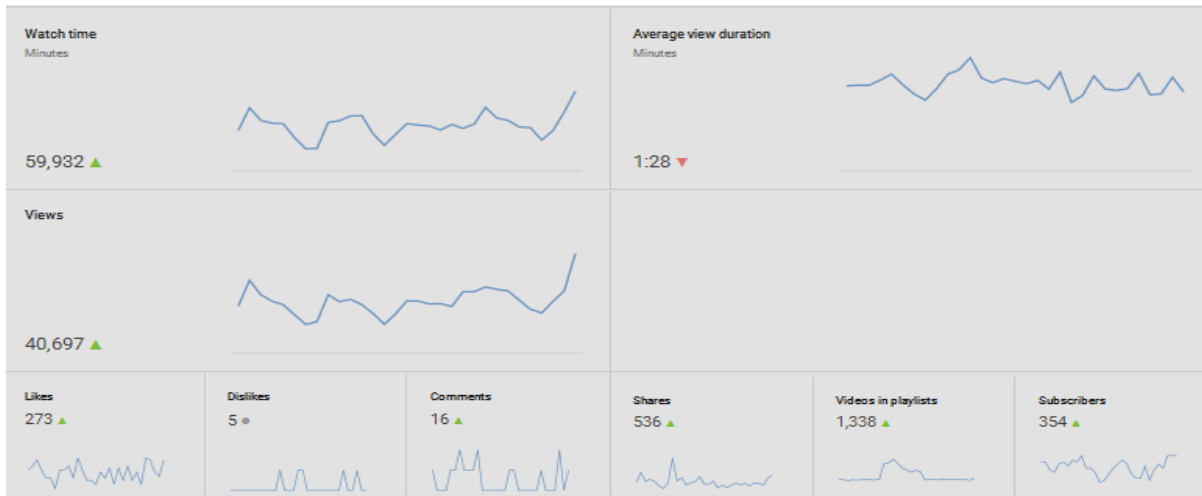
Will you connect #WithNature this weekend?
Tell us how below!
Photograph Toby King for #ShapingForests
#WorldEnvironmentDay



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YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
The Antarctic Ozone Hole – From Discovery...	6,856 15%	1,022 3.5%	4	1
Seven Billion Dreams. One Planet. Consum...	4,979 11%	4,271 15%	33	0
Why do we need to change our food syste...	2,237 4.9%	1,046 3.6%	7	0
A Bottle's Odyssey	2,217 4.8%	2,408 8.4%	4	0
¿Por qué el manejo de nuestros recursos n...	1,927 4.2%	907 3.1%	4	0
Mottainai Waste Facts & Figures	1,794 3.9%	1,061 3.7%	2	0
Ozone Song	1,490 3.2%	847 2.9%	5	0
The Hole - A film on the Montreal Protocol ...	1,019 2.2%	379 1.3%	2	1
Preventing Our Oceans from Becoming Du...	880 1.9%	436 1.5%	2	0
Young Champions of the Earth - Launch VL...	859 1.9%	680 2.4%	22	1

KEY FACTS

April 2017 Summary

Subscribers: **7,876**

Views: **40,697**

Watch time: **59,932**

New Subscribers: **585**

Last month UN Environment recorded 33,251 views, 54,787 minutes watched and a gain of 299 subscribers.

Subscribers compared to previous month

8.6% ▲

Views compared to previous month

22% ▲

New in Top 10 videos

- A Bottle's Odyssey
- Young Champions of the Earth launch video



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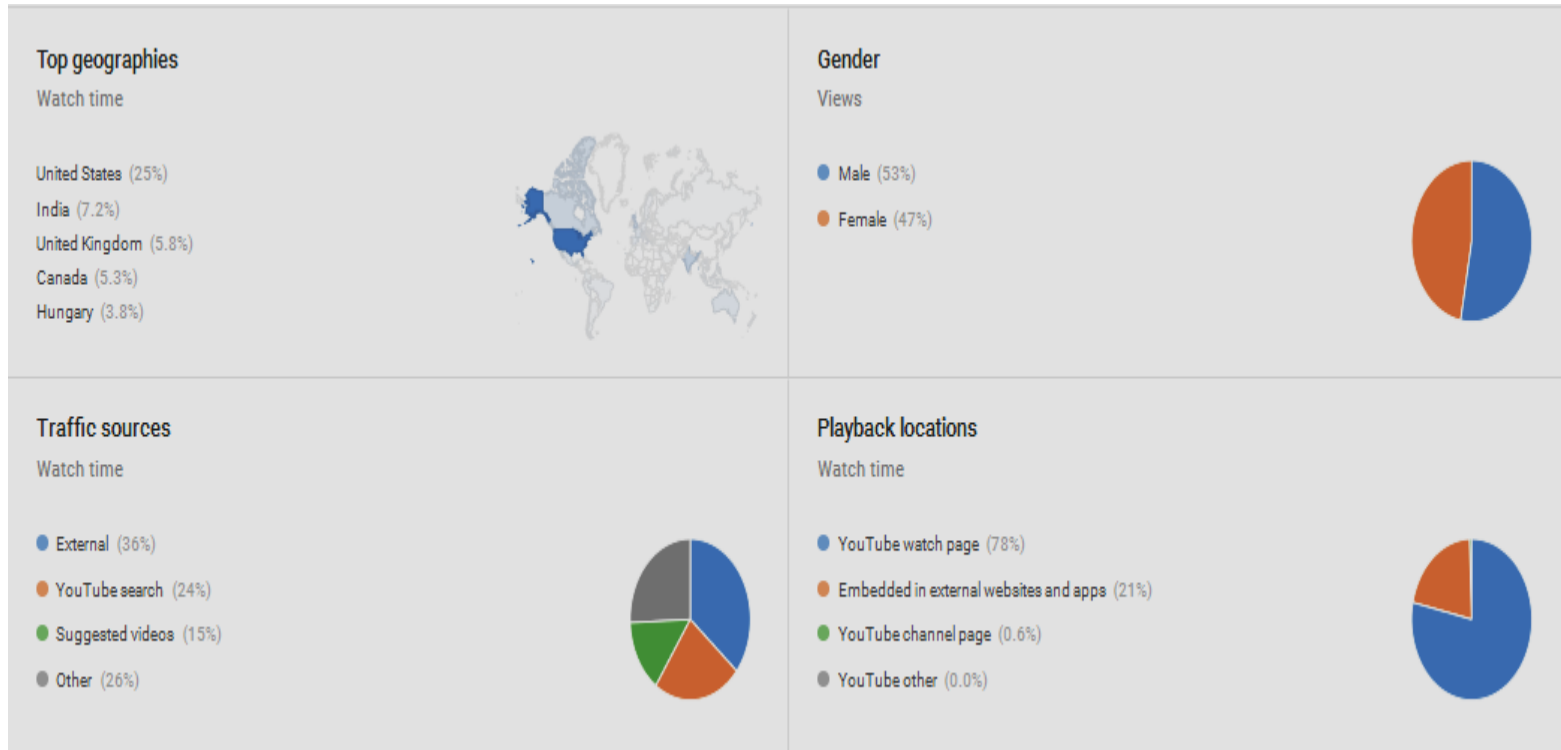
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YOUTUBE DEMOGRAPHICS



INSIGHTS

- Analytics indicate an increase in the male audience up 1% from 52% last month.
- Also featured in top geographies this month, an increase in the audience in India and features Hungary.
- This month, UN Environment’s YouTube audience recorded and increase in engagement with interactive and impactful videos featuring in the top ten including, #CleanSeas campaign teaser and Floating Gardens of Bangladesh.

CHINESE

UN Environment WeChat Top post

**Top WeChat post: 25 April 2017**

UN Environment celebrity partner Li Chen advocates for a healthy planet.

Views: 5,568
Reposts and favourites: 379

UN Environment Sina Weibo Top post

**Top Weibo post: 25 April 2017**

Wild for Life campaign has won the 2017 People's Voice Webby Award for the Best Green Website. Li Bing Bing supports UN Environment post.

Views: 2.75 million
Reposts and favourites: 11,747

CHINESE

WeChat Summary

Followers : 22,118
Posts: 13
Reach: 278K
Reposts: 2,409
Likes: 513
New followers: 731

Weibo Summary

Followers : 132,650
Posts: 110
Impressions: 13.2M
Likes: 11,910
Comments: 3,029
New followers: 2,927

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- #WildForLife campaign wins 2017 Weeby award for Best Green Website
- UN Environment China office launches UN-China Youth Environment Forum and Junior Green Corps Desert Work camp
- World Environment Day public call for places that matter images
- Li Chen appeals to public to care for the environment after Beijing dust storm

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: **5,290**

Total Posts: **48**

Total Reach: **308K**

New likes: **120**

Vs 55 posts, 115K reach and 154 new likes last month

RUSSIAN



Total audience: **43,483**

Total Posts: **37**

Total Reach: **268K**

New likes: **3,379**

Vs 58 posts, 575K reach and 2,734 new likes last month

FRENCH



Total audience: **60,952**

Total Posts: **52**

Total Reach: **1.4M**

New likes: **13,847**

Vs 44 posts, 930K reach and 11,038 new likes last month

SPANISH



Total audience: **2,874**

Total Posts: **52**

Total Reach: **279K**

New likes: **71**

Vs 39 posts, 232K Reach and 63 new likes last month

ARABIC



🐦 TWITTER

Total followers: **7,930**

RUSSIAN



Total Tweets: **200**

Total Impressions: **220K**

New followers: **178**

Vs 365 tweets, 335K Reach and 155 followers

Total followers: **12,139**

Total Tweets: **110**

Total impressions: **262K**

New followers: **510**

Vs 118 tweets 307K Reach and 438 new followers last month

FRENCH



Total followers: **20,649**

Total Tweets: **86**

Total Impressions: **1.2M**

New followers: **1,985**

Vs. 100 tweets, 1.4M Reach and 1,784 new followers last month

SPANISH



Total followers: **9,112**

Total Tweets: **74**

Total Impressions: **106K**

New followers: **192**

Vs 101 tweets, 160K Reach and 217 new followers last month

ARABIC



LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Environnement
Publié par Agathe Vime (2) · 25 avril, 21:54 · €

L'ONU environnement lance un concours mondial destiné à recueillir les solutions écologiques proposées par les jeunes. Six jeunes champions recevront un financement initial de 15 000 dollars chacun ainsi qu'un encadrement adapté afin de donner vie à leurs idées.

1. Rendez-vous sur la page <http://web.unep.org/youngchampions/fr> pour obtenir des informations sur le concours jeunes champion

3. Trouvez un mécène qui soutiendra votre projet

SUIVEZ TOUT SIMPLEMENT CES 4 étapes :

L'ONU lance le concours « Jeunes champions de la Terre » | Actualité de l'ONU Environnement
L'ONU environnement lance un concours mondial destiné à recueillir les solutions écologiques proposées par les jeunes
WEB.UNEP.ORG

48 947 personnes atteintes Booster la publication

J'aime Commenter Partager

325 Chronologique

62Fkamal.s.bhullar&h=AT... 27 commentaires

ONU Environnement
@UNEPfr

#RespireLaVie
L'ONU Environnement, l'OMS et la CCAC s'associent pour la lutte contre la #pollution de l'air à l'occasion du #ParisMarathon

80% des citadins à travers le monde respirent un air pollué

LES COUREURS NE SONT PAS SEULS A BOUTER LES SOUFFLES!

Nous avons la solution. RESPIRE LAVIE

RETWEETS 31 J'AIME 31

15:50 - 8 avr. 2017

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.

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

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.


MAY
2017






UNEP DIGITAL METRICS






MAY
2017

SOCIAL MEDIA OVERVIEW

KEY FACTS





Total followers across all platforms 1,413,441
 Compared to previous month 2% 
 Highest follower growth this month was seen on Spanish Facebook at 17% , Spanish Twitter at 5.5% and English Facebook at 3.1%
 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.

Platform	Language	Change	Followers
Facebook	English	 3.1%	344,545
	French	 2.6%	44,615
	Spanish	 17%	71,429
	Russian	 2.1%	5,403
	Tunza	 1%	12,948
	ROWA	 3%	2,950

Platform	Language	Change	Followers
Twitter	English	 1%	617,309
	French	 3%	12,490
	Spanish	 5.5%	21,725
	Russian	 2.1%	8,100
	ROWA	 2.1%	9,300

Platform	Change	Followers
YouTube	 6%	8,337

Platform	Change	Followers
Instagram	 4%	98,119

Platform	Change	Followers
WeChat	 3.4%	22,878
RenRen	 0.003%	545,833
QQ	 0.33%	2,092,880
Weibo	 0.4%	133,293

TWITTER

This month, UN Environment's Twitter account recorded a 1.3% increase in followers from 611,532 to 617,309. The platform recorded commendable audience growth despite continued platform stagnation.

To engage followers UN Environment leveraged the #CleanSeas campaign, engaging the audience with interactive video and compelling posts. UN Environment continued to engage audiences with the call to youth for the Young Champions of the Earth campaign. Ahead of World Environment Day, UN Environment engaged audiences encouraging them to spend time #withnature and share their moments in pictures.

UN Environment continues to encourage greater interaction by posting engaging content 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 #saveouroceans #wildforlife #youngchamps #worldenvironmentday #climateaction
- + Impactful and engaging participation in UN observer days; World Migratory Bird Day, International Day for Biological Diversity
- + News and campaigns on endangered species

What did not work:

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

FACEBOOK

This month, UN Environment's Facebook account recorded a 3.1% increase in followers bringing the total number of fans from 340,219 to 344,545. The increase in numbers is mainly attributed to the sharing of short, informative posts and videos on environmental news and stories of impact. 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 the Young Champions of the Earth campaign and ahead of World Environment Day encouraged audiences to spend time with nature. UN Environment continues to share impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution.

What worked:

- + Young champions of the Earth Awards launch, Clean Seas, Save our Oceans and content encouraging the audience to connect with nature for World Environment Day
- + News on environment, air quality, wildlife crime, climate change and stories on human impact on the environment

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

MAY
2017

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	8,668,186
UNICEF	5,950,862
WHO	3,457,224
WWF	3,213,098
World Bank	2,313,313
Greenpeace	1,643,899
WFP	1,402,020
UNDP	1,094,491
UN Environment	617,309
UNFCCC	369,706
FAO News	212,563
World Resources Inst	136,465
IPCC	85,736
WMO	35,961

UNEP's position remains constant despite 1.3% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,680,890
WHO	3,217,369
Greenpeace	2,797,942
UN	2,286,421
WWF	3,005,921
World Bank	2,219,772
UNDP	1,187,532
FAO	1,047,149
WFP	862,021
UN Environment	340,219
UNFCCC	211,664
World Resource Inst	116,337
WMO	110,005
IPCC	24,619

UNEP's position remains constant despite 3.1% increase in followers.



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FACEBOOK OVERVIEW

UN Environment has a total of **344,545** fans on Facebook as of 23 May 2017. This month **4,167,865** people saw UN Environment's information from **78** posts

TOP POST THIS MONTH *(shared on 17 May 2017)*

The screenshot shows a Facebook post from UN Environment, published by Dave Cole on May 17. The post text asks if users are spending time outdoors for #WorldEnvironmentDay and includes a link. The main image shows two hikers on a mountain trail with the text "#WORLDENVIRONMENTDAY" overlaid. Below the image are logos for "I'm With Nature", "WORLD ENVIRONMENT DAY", "UN environment", and "Canada". The post has 142K reactions (likes, love, haha, wow, sad, angry), 23 comments, and 40 shares. A "Learn More" button is visible. To the right of the post, a summary of engagement is provided:

326,500 People Reached		
143,857 Reactions, Comments & Shares		
143,691 Like	142,655 On Post	1,036 On Shares
54 Love	53 On Post	1 On Shares
11 Haha	11 On Post	0 On Shares
18 Wow	18 On Post	0 On Shares
4 Sad	2 On Post	2 On Shares
1 Angry	1 On Post	0 On Shares
37 Comments	25 On Post	12 On Shares
41 Shares	40 On Post	1 On Shares
2,779 Post Clicks		
633 Photo Views	1,377 Link Clicks	769 Other Clicks

At the bottom of the screenshot, there are options to "Like", "Comment", and "Share", and a "View Results" button next to the reach statistic.

KEY FACTS

May 2017 Summary

Fans: **344,545**

Posts: **78**

Total reach: **4,167,865**

Comments: **1,397**

Likes: **176,958**

Shares: **10,197**

Video views: **392,204**

New fans: **10,403**

Engagement rate: **0.1%**

Last month UN Environment reached 3,461,474 people through 90 posts, and gained 6,077 new fans, with a 0.1% engagement rate

Best day of the month

Wednesday 17 May 2017 UN Environment reached 344,545 unique individuals

Key data on this day

- World Environment Day call to members of the public to register events

Source: FB Insights



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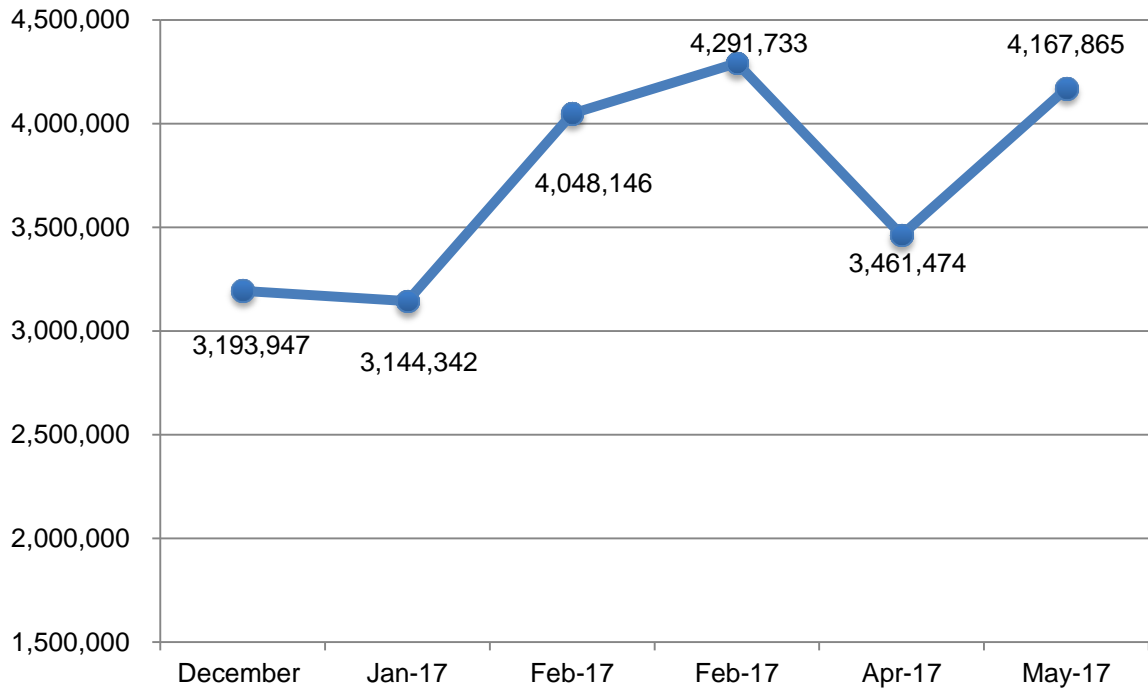
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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since December 2016 :

21,250,589

Average number of people reached per post since December 2016:

41,931

NUMBER OF POSTS SHARED

Month	No. of posts
MAY	78
APRIL 2017	90
MARCH 2017	93
FEBRUARY 2017	93
JANUARY 2017	82
DECEMBER	96
TOTAL POSTS	532

* **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 3.1% 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.

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



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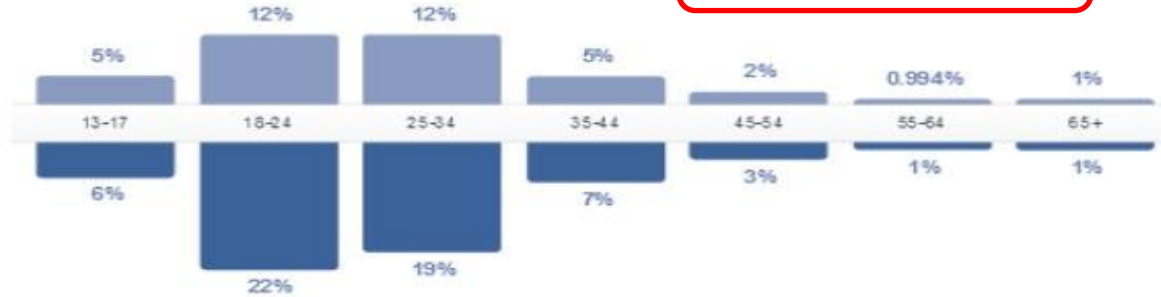
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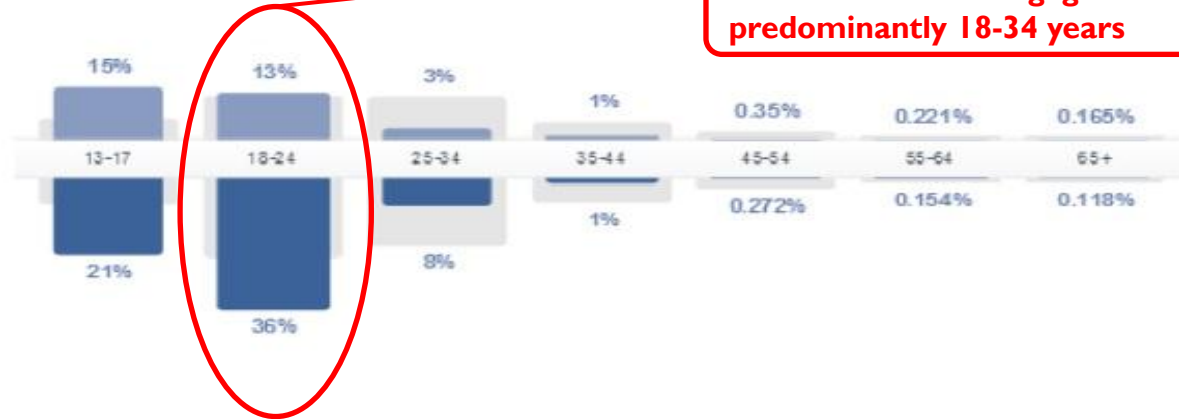
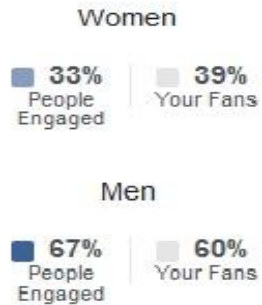
FACEBOOK DEMOGRAPHICS

The people who like your Page



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 18-34 years

SOURCE: FACEBOOK INSIGHTS

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FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
Indonesia	127,903	Bekasi, West Java, Ind...	30,081	English (US)	192,215
India	87,912	Sidoarjo, East Java, In...	28,474	Indonesian	124,578
United States of America	25,446	Medan, North Sumatra, ...	21,892	English (UK)	103,021
Bangladesh	21,926	Dhaka, Dhaka Division, ...	17,547	Spanish	21,349
Kenya	15,855	Nairobi, Kenya	13,985	French (France)	17,426
Brazil	11,157	Calcutta, West Bengal, ...	8,339	Portuguese (Brazil)	10,479
Pakistan	10,903	New Delhi, Delhi, India	7,253	Arabic	8,055
Malaysia	10,588	Bandung, West Java, l...	6,605	Italian	6,119
Philippines	9,091	Lucknow, Uttar Prades...	5,591	Spanish (Spain)	5,672
United Kingdom	8,745	Semarang, Central Jav...	4,745	Portuguese (Portugal)	4,469

Source: FB Insights

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FACEBOOK BENCHMARKS

1		UNICEF	6.7m 	▲ 0.2%	15	138.2K 
2		World Health Organizati...	3.3m 	▲ 0.3%	22	81.3K 
3		WWF	3m 	▲ 0.1%	12	29.5K 
4		Greenpeace International	2.8m 	▲ 0.1%	35	75K 
5		United Nations	2.3m 	▲ 0.3%	21	11K 
6		World Bank	2.3m 	▲ 1.7%	32	123.6K 
7		United Nations Develop...	1.2m 	▲ 0.2%	6	1.5K 
8		Food and Agriculture Or...	1.1m 	▲ 0.3%	21	24.5K 
9		World Food Programme	861.1K 	▲ 0.1%	0	0 
YOU 10		UN Environment	341.8K 	▲ 0.8%	21	7.3K 

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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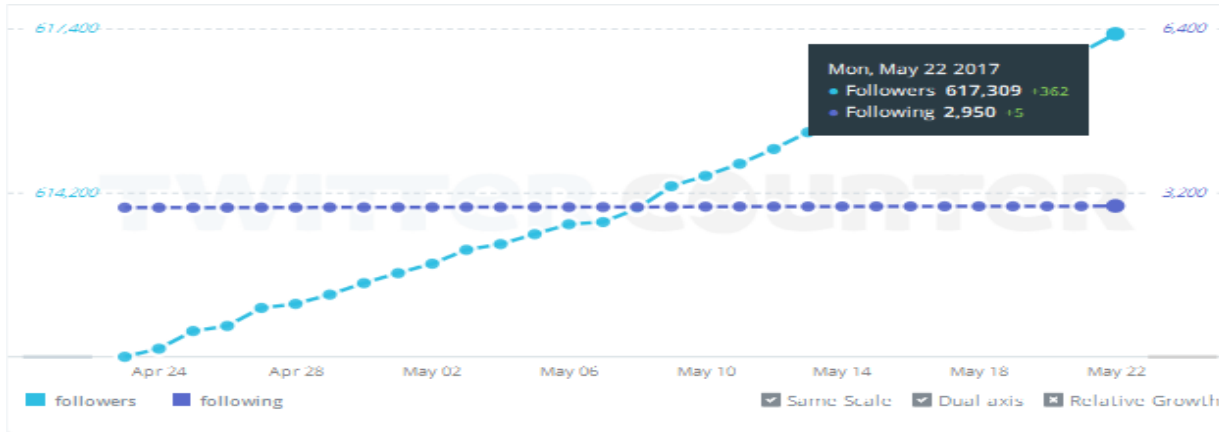
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TWITTER OVERVIEW

MAY 2017 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

KEY FACTS

May 2017 Summary

Followers: **617,309**
 Tweets: **232**
 Replies: **1K (34 per day)**
 Mentions: **12.4K**
 Retweets: **21.9K (705 per day)**
 Likes: **23.7K (764 per day)**
 Impressions: **6M (193K per day)**
 New followers: **5,777**
 Engagement rate: **1.3%**

TOP TWEETS THIS MONTH

Why should you submit your BIG environmental idea to become one of the #YoungChamps? @DonCheadle tells us. More: bit.ly/youngchamps



RETWEETS 225 LIKES 375
 9:30 PM - 27 Apr 2017

UN Environment @UNEP

RT if you agree: No matter where you live or which language you speak, #ClimateAction is key. bit.ly/2pb5pYM



RETWEETS 576 LIKES 438
 12:46 PM - 29 Apr 2017

Top tweets of the month

225 Retweets 375 Likes 98K Impressions
 Why should you submit your BIG environmental idea to become one of the #YoungChamps? @DonCheadle tell us. More: bit.ly/youngchamps
 Tweeted on 27 April 2017

576 Retweets 438 Likes 96K Impressions
 RT if you agree: No matter where you live or which language you speak, #ClimateAction is key. bit.ly/2pb5pYM
 Tweeted on 29 April 2017



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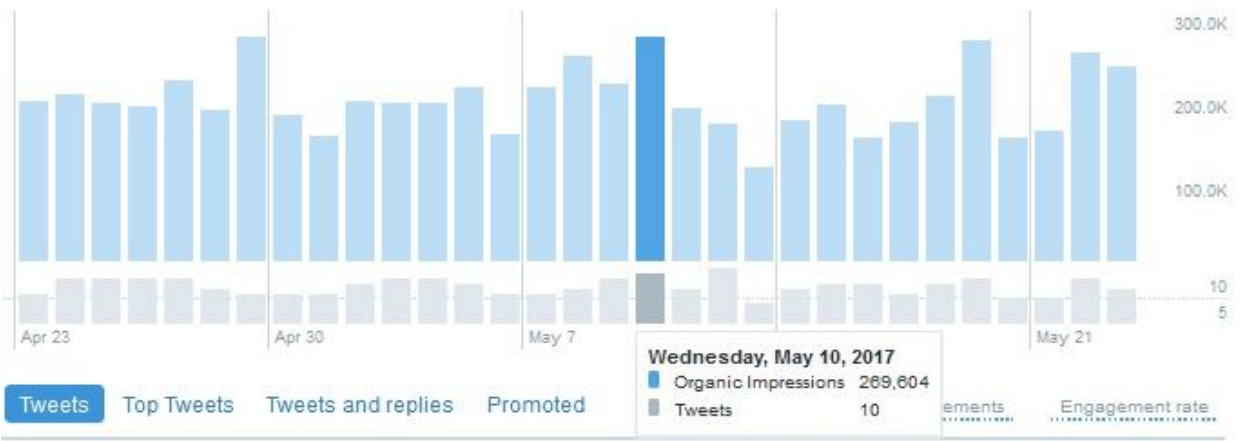
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TWITTER OVERVIEW

BEST DAY THIS MONTH: WEDNESDAY, MAY 10, 2017



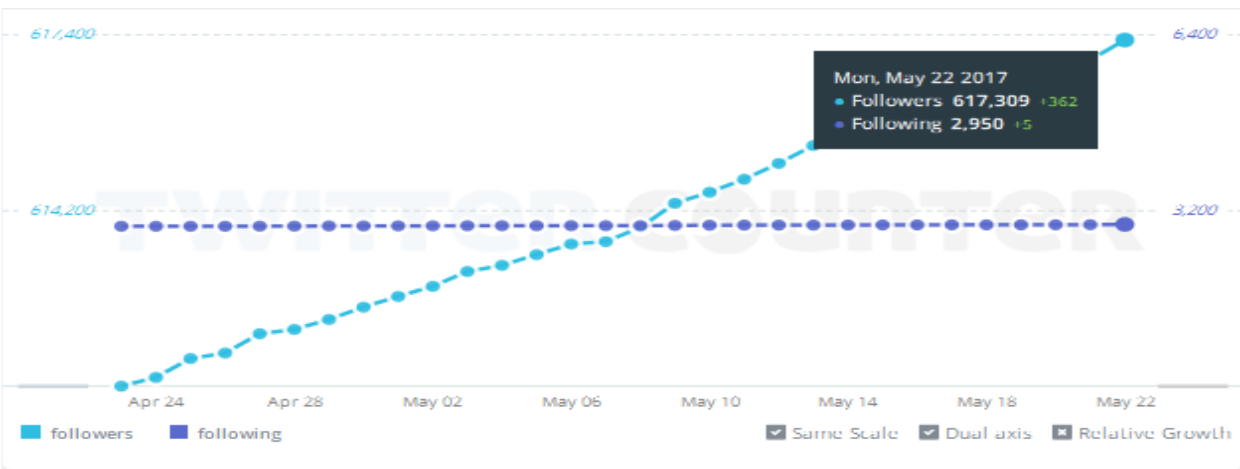
SOURCE:TWITTER ANALYTICS

KEY FACTS

Best day of the month
 Wednesday, 10 May 2017, UN Environment recorded 269,604 impressions.

Key data on this day

- World Migratory Bird Day



SOURCE:TWITTER COUNTER

Impressions compared to previous month **10%** ↑

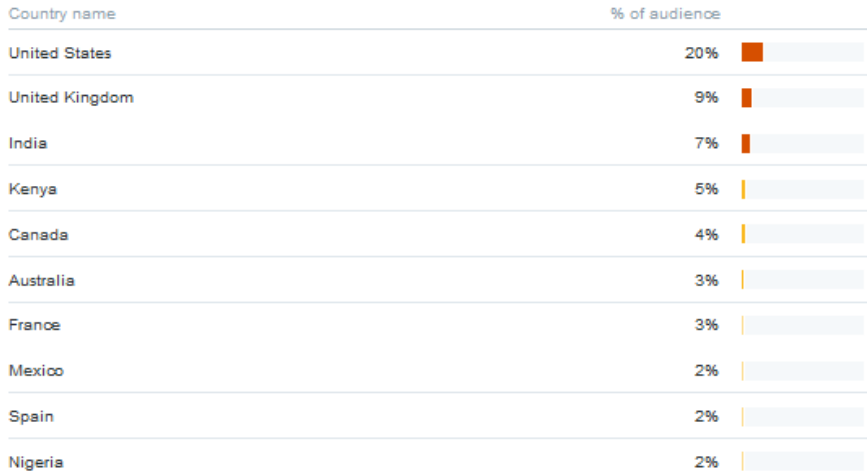
Followers compared to previous month **1%** ↑

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

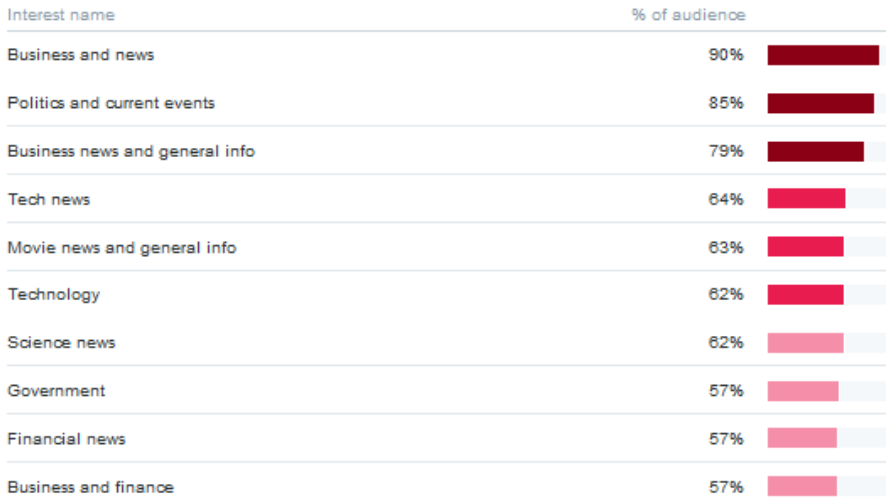
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TWITTER DEMOGRAPHICS AND LOCATIONS

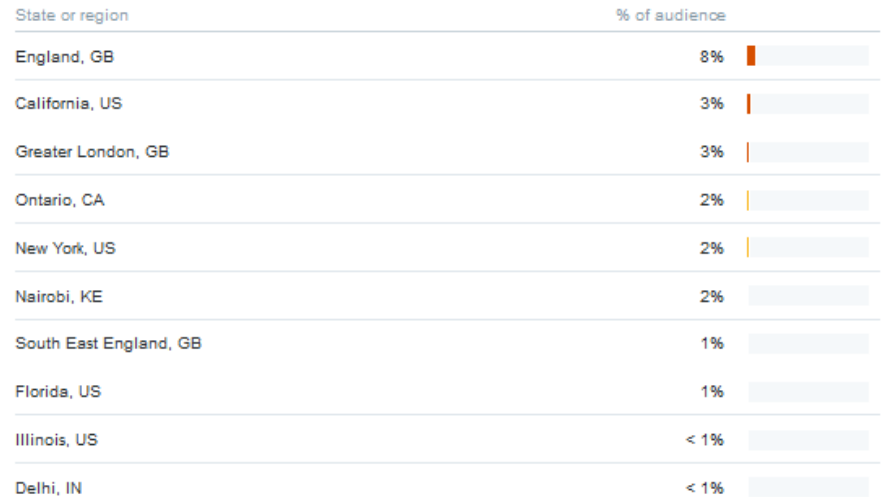
Country



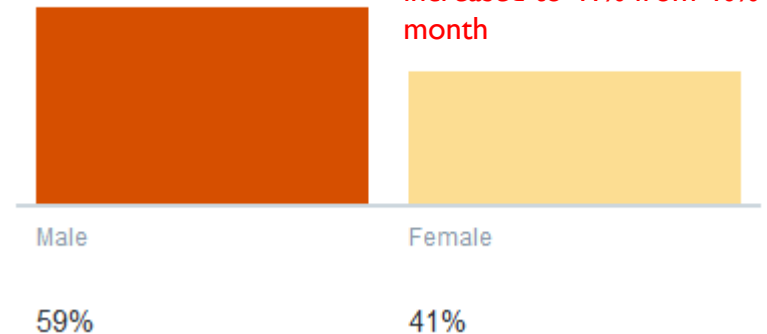
Interests



Region



Gender



SOURCE: TWITTER ANALYTICS



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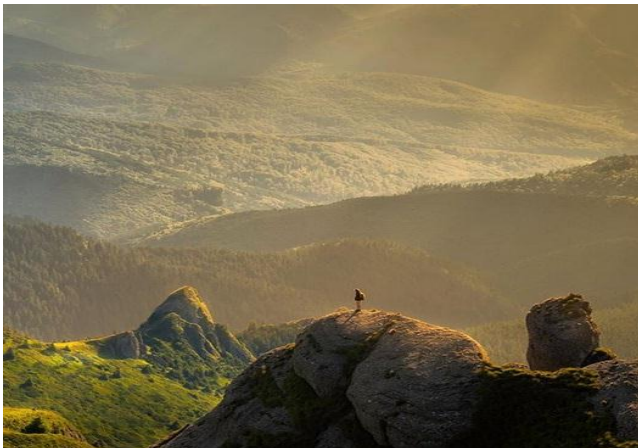
MAY TOP MEDIA



Top media of the month

2,700 Likes

Have you ever heard of shinrin-yoku? The Japanese practice of “forest bathing” encourages all to spend time #WithNature. And this immersion in nature can benefit us, as it has been proven to lower blood pressure and boost the immune system. #WorldEnvironmentDay #forest



Top media of the month

2,400 Likes

Are you connecting with nature for World Environment Day? Share your best outdoors photos using #WithNature or #WorldEnvironmentDay to be part of the World's Biggest Nature Album!

KEY FACTS

May 2017 Summary

Followers: **98,119**

Posts: **28**

New followers: **3,591**

Following: **255**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month
4% ↑

Top media video media of the month



6,848 Views 1,800 Likes

We're looking for the next generation of environmental leaders. Do you have what it takes to be a Young Champion of the Earth? Learn more on #youngchamps via the link in our bio. Thanks to UN Env. Goodwill Ambassador Don Cheadle for narrating!



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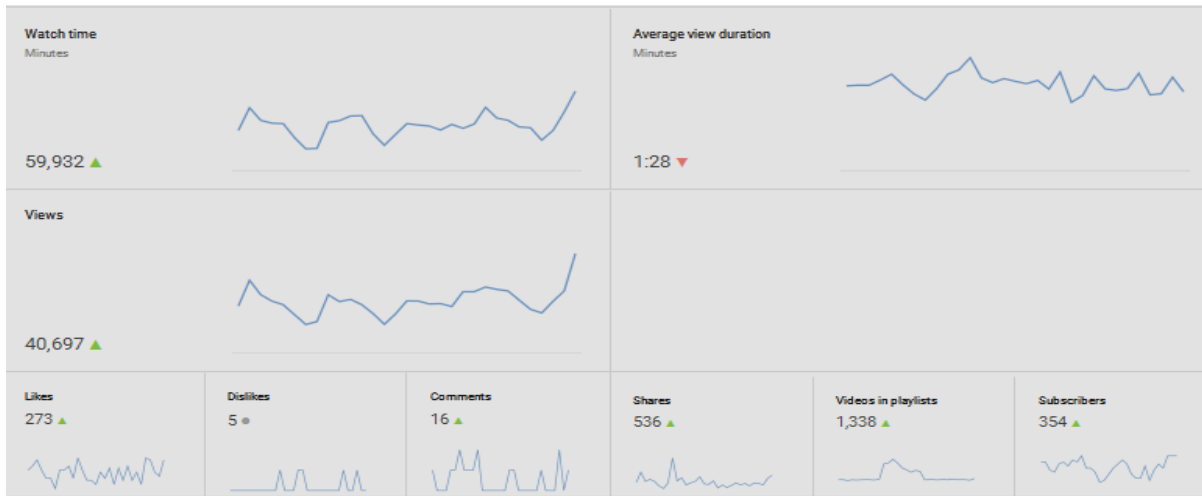
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YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
The Antarctic Ozone Hole - From Discovery...	8,705 15%	1,234 3.0%	4	1
Young Champions of the Earth - Launch Vi...	6,066 10%	5,137 13%	50	4
Seven Billion Dreams. One Planet. Consum...	5,294 8.8%	4,813 12%	39	2
¿Por qué el manejo de nuestros recursos n...	2,495 4.2%	1,223 3.0%	12	0
Why do we need to change our food syste...	2,394 4.0%	1,083 2.7%	12	0
World Pangolin Day 2017	2,285 3.8%	3,057 7.5%	7	1
A Bottle's Odyssey	1,700 2.8%	1,891 4.6%	2	0
Mottainai Waste Facts & Figures	1,613 2.7%	924 2.3%	0	0
Champion of the Earth 2016: Afroz Shah	1,437 2.4%	713 1.8%	15	1
Dutch ocean crusader Boyan Slat awarded...	1,332 2.2%	703 1.7%	9	1

KEY FACTS

May 2017 Summary

Subscribers: **8,337**

Views: **40,697**

Watch time: **59,932**

New Subscribers: **461**

Last month UN Environment recorded 33,251 views, 54,787 minutes watched and a gain of 299 subscribers.

Subscribers compared to previous month

6% ▲

Views compared to previous month

22% ▲

New in Top 10 videos

- Champion of the Earth Afroz Shah
- Dutch ocean crusader Boyan Slat awarded UNEP Champion of the Earth
- World Pangolin Day 2017



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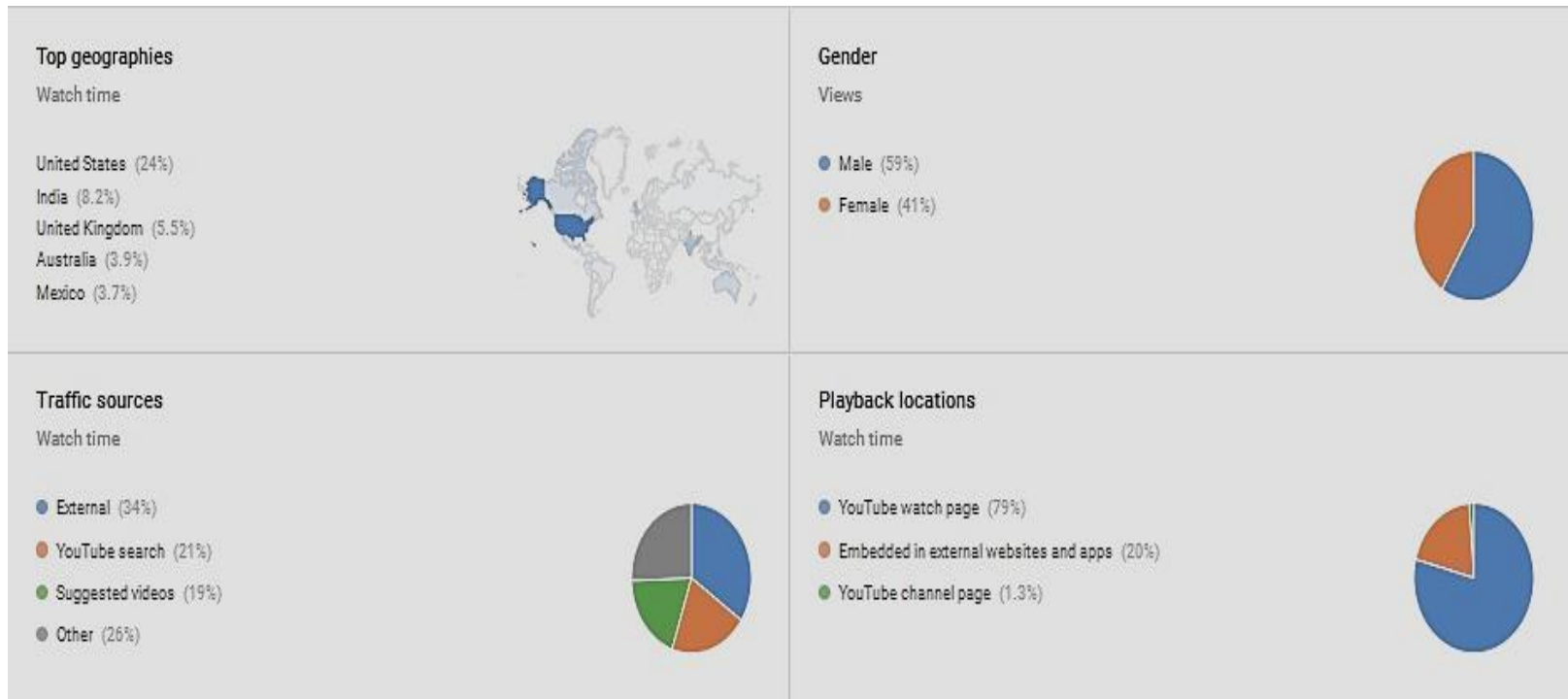
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YOUTUBE DEMOGRAPHICS



INSIGHTS

- Analytics indicate an increase in the male audience up 6% from 53% last month.
- Also featured in top geographies this month is Australia.
- This month, UN Environment's YouTube audience recorded and increase in engagement with interactive and impactful videos featuring in the top ten including, Young Champions of the Earth and a comeback from the World Pangolin Day video.

CHINESE

UN Environment WeChat Top post

**Top WeChat post: 25 April 2017**

The Goodwill Ambassador Li Bingbing reposted our #YoungChampions post and called on the young talented people to engage

Views: 2.33M
Reposts and favourites: 457



CHINESE

WeChat Summary

Followers : 22,878
Posts: 20
Reach: 445K
Reposts: 2,40
Likes: 513
New followers: 760

Weibo Summary

Followers : 133,293
Posts: 110
Impressions: 5.98M
Likes: 2,189
Comments: 317
New followers: 643

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- #WildForLife campaign wins 2017 Webby award for Best Green Website
- UN Environment China office launches UN-China Youth Environment Forum and Junior Green Corps Desert Work camp
- World Environment Day public call for places that matter images
- Li Chen appeals to public to care for the environment after Beijing dust storm

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**.

UN Environment Sina Weibo Top post

**Top Weibo post: 25 April 2017**

New convention calls time on mercury poisoning

Views: 5,172 million
Reposts and favourites: 466



f FACEBOOK

Total audience: **5,403**

Total Posts: **32**

Total Reach: **113K**

New likes: **113**

Vs 48 posts, 308K reach and 120 new likes last month

RUSSIAN



Total audience: **44,615**

Total Posts: **43**

Total Reach: **346K**

New likes: **1,132**

Vs 37 posts, 268K reach and 3,379 new likes last month

FRENCH



Total audience: **72,480**

Total Posts: **33**

Total Reach: **1.4M**

New likes: **10,477**

Vs 52 posts, 1.4M reach and 13,487 new likes last month

SPANISH



Total audience: **2,950**

Total Posts: **65**

Total Reach: **301K**

New likes: **87**

Vs 52 posts, 279K Reach and 71 new likes last month

ARABIC



🐦 TWITTER

Total followers: **8,100**

Total Tweets: **202**

Total Impressions: **96K**

New followers: **170**

Vs 200 tweets, 220K Reach and 178 followers

RUSSIAN



Total followers: **12,490**

Total Tweets: **114**

Total impressions: **223K**

New followers: **351**

Vs 118 tweets 307K Reach and 438 new followers last month

FRENCH



Total followers: **21,795**

Total Tweets: **45**

Total Impressions: **701K**

New followers: **1,146**

Vs. 86 tweets, 1.2M Reach and 1,985 new followers last month

SPANISH



Total followers: **9,300**

Total Tweets: **214**

Total Impressions: **184K**

New followers: **188**

Vs 74 tweets, 106K Reach and 192 new followers last month

ARABIC



LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Environnement
Publié par Agathe Vime 19 · 26 avril, 22:21 · €

Une larve capable de dévorer le polyéthylène, l'une des matières plastiques les plus résistantes : voilà une découverte prometteuse pour venir à bout du plastique qui pollue l'environnement mondial par tonnes. Cette découverte vient d'être publiée lundi 24 avril dans la revue américaine Current Biology et la larve en question s'appelle fausse teigne de la cire.



Découverte d'une larve qui dévore le plastique

Une larve capable de dévorer le polyéthylène, l'une des matières plastiques les plus résistantes : voilà une découverte prometteuse pour venir à bout du plastique qui pollue l'environnement mondial par tonnes.

RFLFR | DERFI

ONU Environnement
@UNEP

L'océan arctique peut disparaître d'ici 2030. Les dégâts du réchauffement climatique pourraient être irréversibles bit.ly/2qGD0bs



RETWEETS 192 · LIKES 81

23:06 - 5 mai 2017

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.

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

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.