JUNE
2017

UNEP DIGITAL METRICS

UNEP

JUNE 2017

SOCIAL MEDIA OVERVIEW

English	↑	55%	536,521
French	↑	7.2 %	47,863
Spanish	↑	28 %	86,004
Russian	↑	10%	5,950
Tunza	↑	1%	12,958
ROWA	↑	14%	3,351

English	↑	2%	629,745
French	↑	5.4%	13,166
Spanish	↑	11%	24,164
Russian	↑	4%	8,415
ROWA	↑	3%	9,563

	↑	1%	8,398

	↑	10%	108,057

KEY FACTS

Total followers across all platforms 1,458,350
Compared to previous month 3.2% ↑
Highest follower growth this month was seen on English Facebook at 55%, Spanish Facebook at 28% , ROWA Facebook at 14%, Spanish Twitter at 11% , Russian Facebook at 10% and Instagram at 10%
As users continue to abandon QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat and UN Environment will explore additional ways to engage the Chinese audience.

WeChat	↑	3.4 %	22,878
RenRen	↓	0.003 %	545,833
QQ	↓	0.33 %	2,092,880
Weibo	↑	0.4 %	133,293

JUNE 2017

SOCIAL MEDIA ANALYSIS – JUNE 2017

TWITTER

This month, UN Environment's Twitter account recorded a 2% increase in followers from 617,309 to 629,745. The platform recorded commendable audience growth despite continued platform stagnation. The increase in numbers is mainly attributed to content shared ahead of, on, and after World Environment Day. UN Environment engaged audiences encouraging the to spend time #withnature and share their moments in pictures.

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. 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 Oceans Day, World Day to Combat Desertification, Sea Turtle Day, and Day of the Seafarer

+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 55% increase in followers bringing the total number of fans from 344,545 to 536,521. The increase in numbers is mainly attributed to engaging and interactive content shared ahead of, on, and after World Environment Day. UN Environment engaged audiences encouraging the to spend time #withnature and share their moments in pictures.

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

What worked:

+ World Environment Day celebrations,Young Champions of the Earth Awards launch, Clean Seas and Oceans day content

+ Impactful and engaging participation in UN observer days; World Day to Combat Desertification, Sea Turtle Day, and Day of the Seafarer

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

JUNE 2017

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	9,104,100
UNICEF	6,132,689
WHO	3,743,598
WWF	3,589,911
World Bank	2,399,029
Greenpeace	1,677,785
WFP	1,451,654
UNDP	1,125,417
UN Environment	**629,745**
UNFCCC	390,939
FAO News	217,362
World Resources Inst	139,256
IPCC	89,674
WMO	37,924

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

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

AGENCY	FOLLOWERS
UNICEF	6,840,620
WHO	3,335,104
WWF	3,023,858
Greenpeace	2,841,043
UN	2,336,808
World Bank	2,318,850
UNDP	1,172,629
FAO	1,073,107
WFP	872,384
UN Environment	**536,521**
UNFCCC	215,398
World Resource Inst	117,228
WMO	114,857
IPCC	26,321

UNEP's position remains constant despite 55% increase in followers.

JUNE 2017

FACEBOOK OVERVIEW

UN Environment has a total of **536,521** fans on Facebook as of 23 June 2017. This month **42,109,034** people saw UN Environment's information from 90 posts

TOP POST THIS MONTH *(shared on 03 June 2017)*

KEY FACTS

June 2017 Summary

Fans: **536,521**

Posts: **90**

Total reach: **42,109,034**

Comments: **1,229**

Likes: **400,797**

Shares: **6,650**

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

New fans: **191,976**

Engagement rate: **78%**

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

Best day of the month

Saturday 3 June 2017 UN Environment reached 9,227,171 unique individuals

Key data on this day

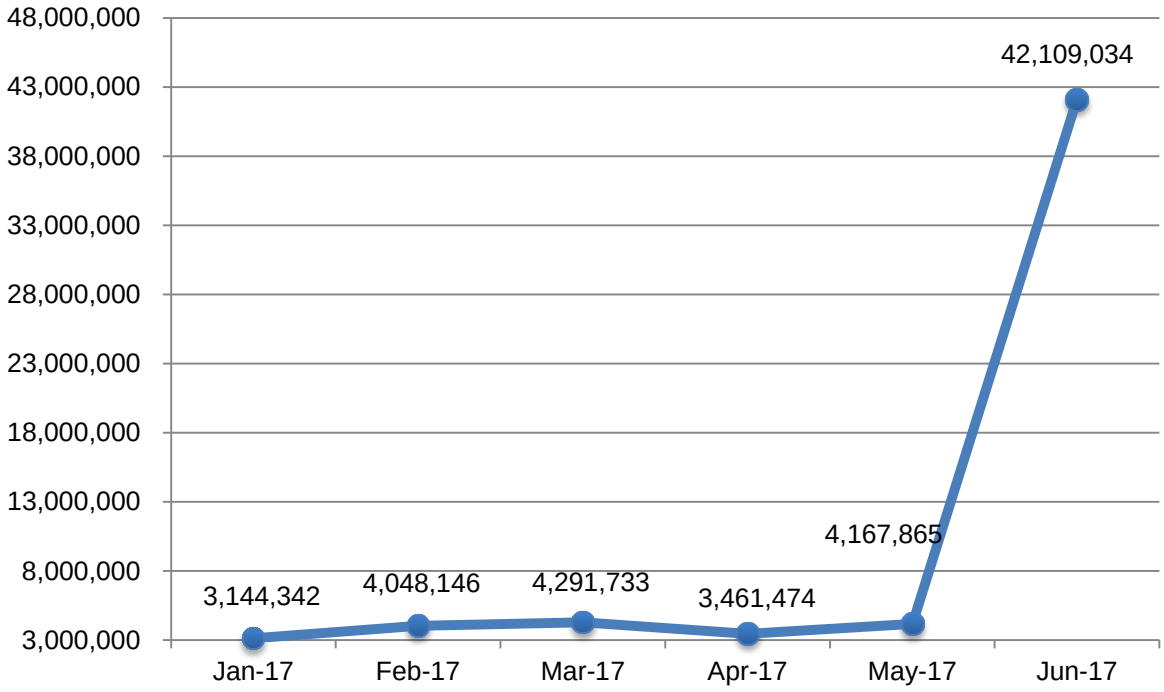
- World Environment Day call to share photos of the places that matter

Source: FB Insights

JUNE 2017

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 January 2017 :
60,165,676

Average number of people reached per post since January 2017:
114,383

NUMBER OF POSTS SHARED

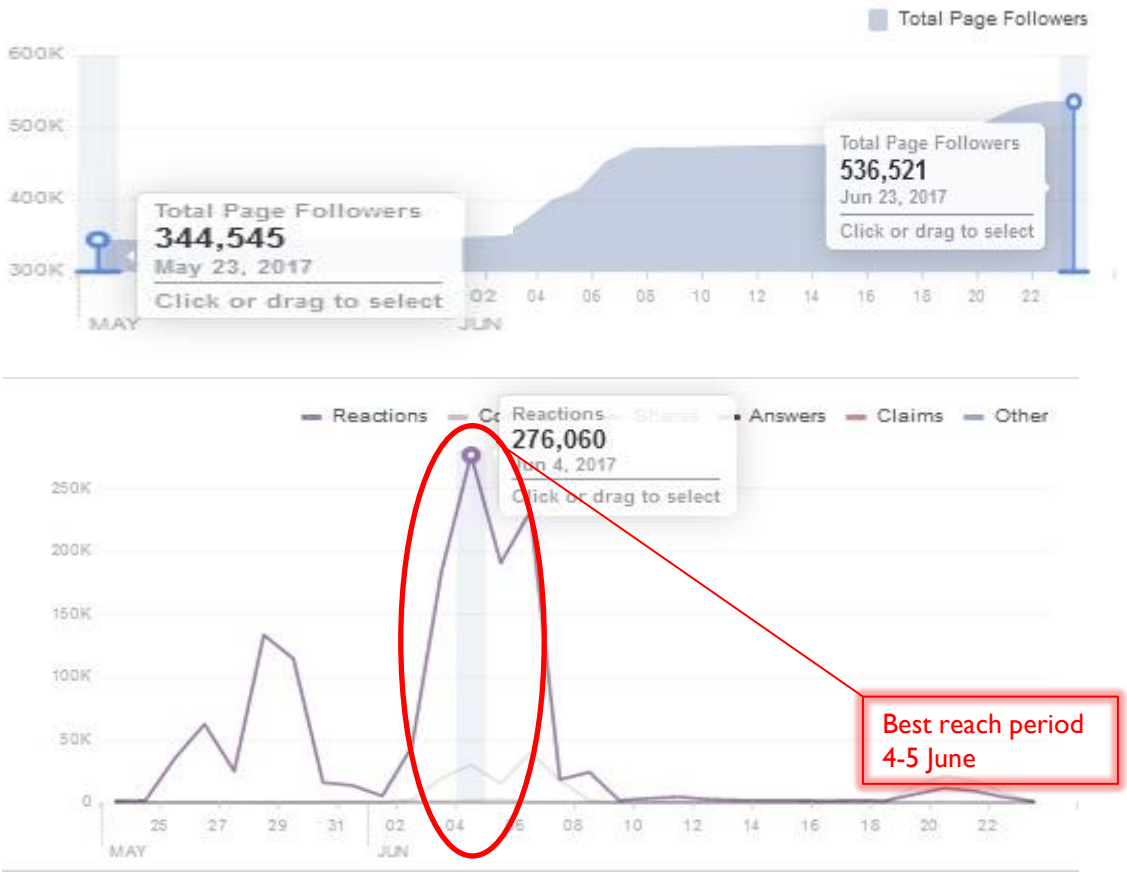
Month	No. of posts
JUNE 2017	90
MAY 2017	78
APRIL 2017	90
MARCH 2017	93
FEBRUARY 2017	93
JANUARY 2017	82
TOTAL POSTS	**526**

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

JUNE 2017

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 56% 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.

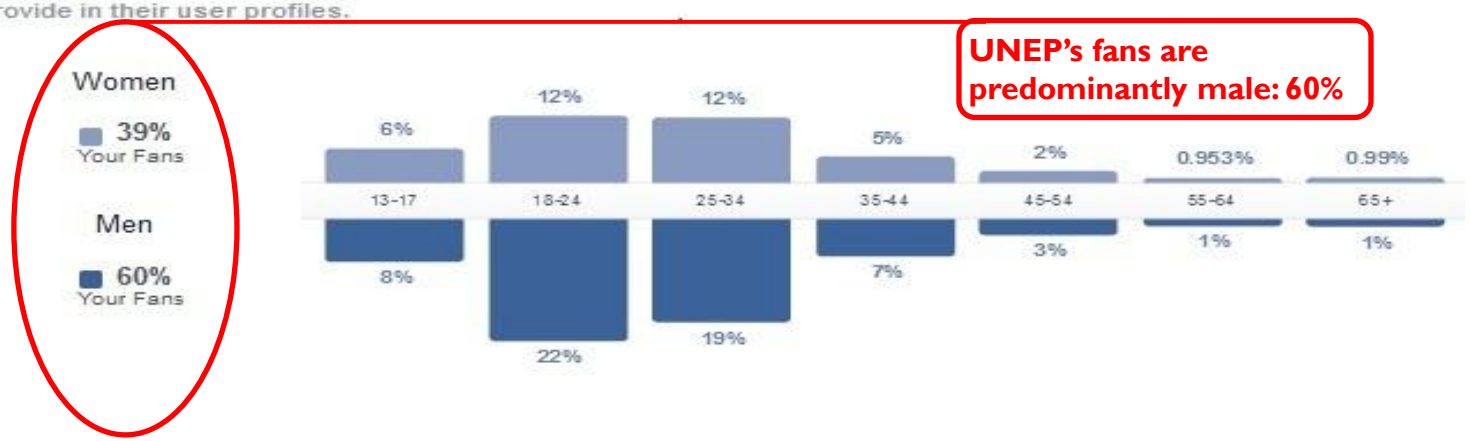
- ***Reach*** *is the total number of estimated unique fans that saw any post from UN Environment.*
- *Impressions by users is the number of estimated unique fans who saw a post as a result of a share.*

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

JUNE 2017

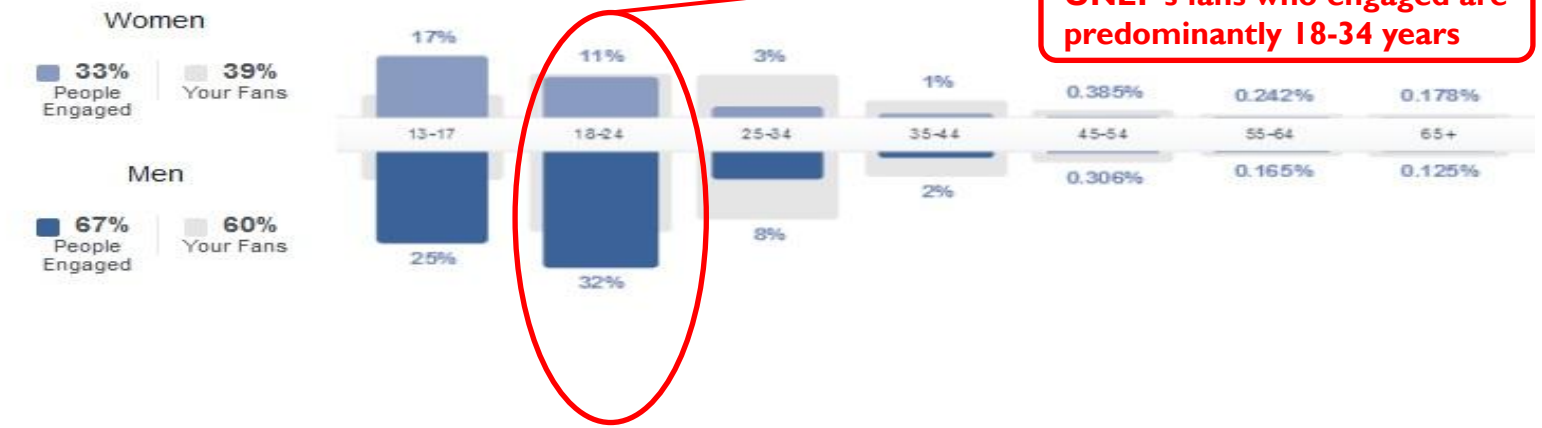
FACEBOOK DEMOGRAPHICS

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



UNEP's fans are predominantly male: 60%

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



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

SOURCE: FACEBOOK INSIGHTS

JUNE 2017

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans
Indonesia	134,227
India	89,055
United States of America	25,479
Bangladesh	22,009
Kenya	15,899
Brazil	11,184
Pakistan	10,927
Malaysia	10,619
Philippines	9,154
United Kingdom	8,771

City	Your Fans
Bekasi, West Java, Ind...	31,406
Sidoarjo, East Java, In...	29,908
Medan, North Sumatra,...	23,077
Dhaka, Dhaka Division,...	17,628
Nairobi, Kenya	13,993
Calcutta, West Bengal,...	8,369
New Delhi, Delhi, India	7,278
Bandung, West Java, I...	7,045
Lucknow, Uttar Prades...	5,660
Semarang, Central Jav...	5,313

Language	Your Fans
English (US)	193,408
Indonesian	130,630
English (UK)	103,720
Spanish	21,420
French (France)	17,471
Portuguese (Brazil)	10,502
Arabic	8,090
Italian	6,131
Spanish (Spain)	5,676
Portuguese (Portugal)	4,475

Source: FB Insights

JUNE 2017

FACEBOOK BENCHMARKS

1	UNICEF	6.8m	0%	37	77.9K
2	World Health Organizati...	3.3m	▲0.2%	9	27.7K
3	WWF	3m	0%	5	4.7K
4	Greenpeace International	2.8m	▲0.1%	32	59.6K
5	United Nations	2.3m	▲0.1%	21	10.2K
6	World Bank	2.3m	▲0.1%	20	57.5K
7	United Nations Develop...	1.2m	0%	2	199
8	Food and Agriculture Or...	1.1m	▲0.2%	14	11.3K
9	World Food Programme	871.9K	▲0.1%	0	0
YOU 10	UN Environment	540.5K	▲1.6%	13	6.7K

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

JUNE 2017

TWITTER OVERVIEW

JUNE 2017 FOLLOWER GROWTH

SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

KEY FACTS

June 2017 Summary

Followers: **629,745**
Tweets: **198**
Replies: **1.7K (53 per day)**
Mentions: **13.2K**
Retweets: **24.4K (763 per day)**
Likes: **34.5K (1.1K per day)**
Impressions: **8.2M (256K per day)**
New followers: **12,436**
Engagement rate: **1.3%**

Top tweets of the month

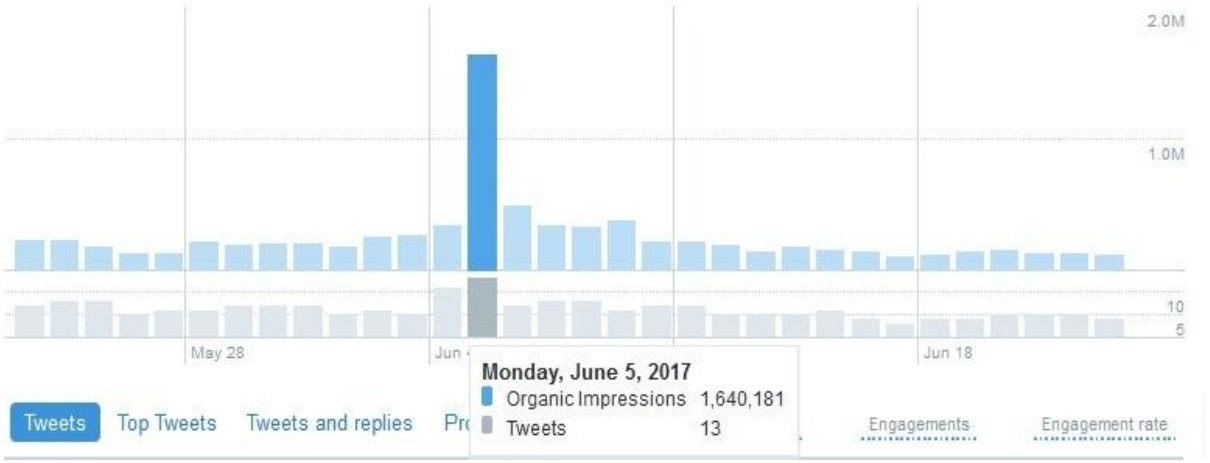
976Retweets 1,517 Likes 427K Impressions
Show your children why we must connect #withnature & protect it this #WorldEnvironmentDay by exploring the outdoors> More: bit.ly/2s8FiUZ
Tweeted on 5 June 2017

735 Retweets 1,355Likes 386K Impressions
We're thrilled to be in Canada for #WorldEnvironmentDay! Stay tuned for live events toda& tomorrow and share your best #withnature pics.
Tweeted on 5 June 2017

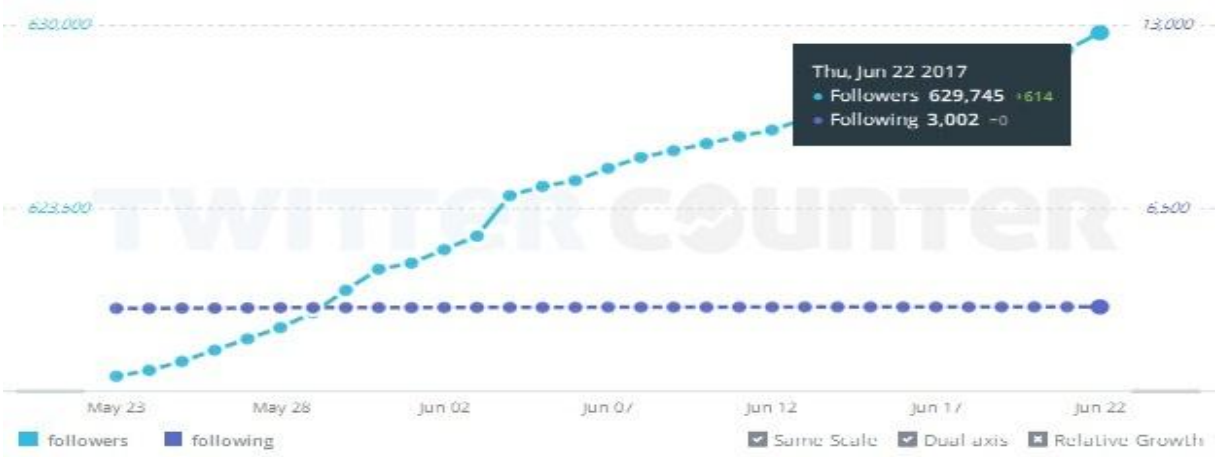
JUNE 2017

TWITTER OVERVIEW

BEST DAY THIS MONTH: MONDAY, JUNE 5, 2017



SOURCE:TWITTER ANALYTICS



SOURCE:TWITTER COUNTER

KEY FACTS

Best day of the month

Monday, 5 June 2017, UN Environment recorded 1,640,181 impressions.

Key data on this day

- World Environment Day

Impressions compared to previous month **36%** ↑

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

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

JUNE 2017

TWITTER DEMOGRAPHICS AND LOCATIONS

Country

Country name	% of audience
United States	22%
United Kingdom	9%
India	6%
Kenya	5%
Canada	4%
Australia	3%
France	3%
Spain	2%
Mexico	2%
Italy	2%

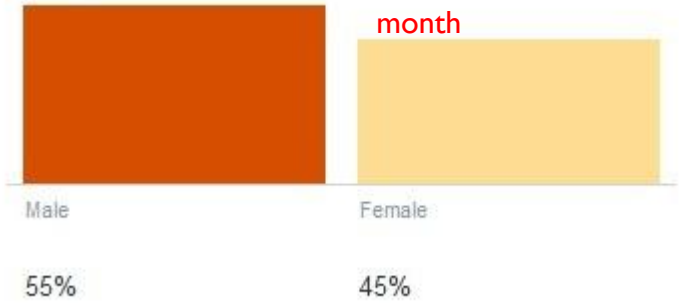
Region

State or region	% of audience
England, GB	9%
California, US	4%
Greater London, GB	4%
Nairobi, KE	2%
New York, US	2%
Ontario, CA	2%
Texas, US	1%
New South Wales, AU	1%
Massachusetts, US	1%
Florida, US	1%

Interests

Interest name	% of audience
Business and news	89%
Politics and current events	86%
Business news and general info	78%
Tech news	64%
Movie news and general info	63%
Science news	62%
Technology	62%
Business and finance	57%
Government	57%
Financial news	56%

Gender



UNEP's female audience has increased to 45% from 41% last month

SOURCE:TWITTER ANALYTICS

JUNE 2017

INSTAGRAM OVERVIEW

JUNE TOP MEDIA

Source: instagram.com

Top media of the month

2,400 Likes

Happy #WorldOceansDay! Costa Rica has announced a new marine protected area, lifting its total of protected seas to 15.7%! The world is now on track to preserve one tenth of all oceans by 2020. Post a 🇨🇷 below to show your support for Costa Rica!

Top media of the month

2,400 Likes

Regram @adriangrenier I'm honored to announce that yesterday I was appointed as a UN Environment Goodwill Ambassador in recognition of my work for the environment and, specifically, our ocean. The ocean has taught me the power of unity. Each individual drop coming together to create our most vital life force, the ocean embodies the power of togetherness. That is exactly how I aim to fulfill my new role as UN Environment Goodwill Ambassador, by bringing people together. From Pittsburg to Paris, we need to build connection to one another and our environment. I hope you will join me, @UNEP, and @LonelyWhale as I embark on my new role as a UN Environment Goodwill Ambassador.

KEY FACTS

June 2017 Summary

Followers: **108,057**

Posts: **26**

New followers: **9,938**

Following: **270**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month **10%** ⬆

Top media video media of the month

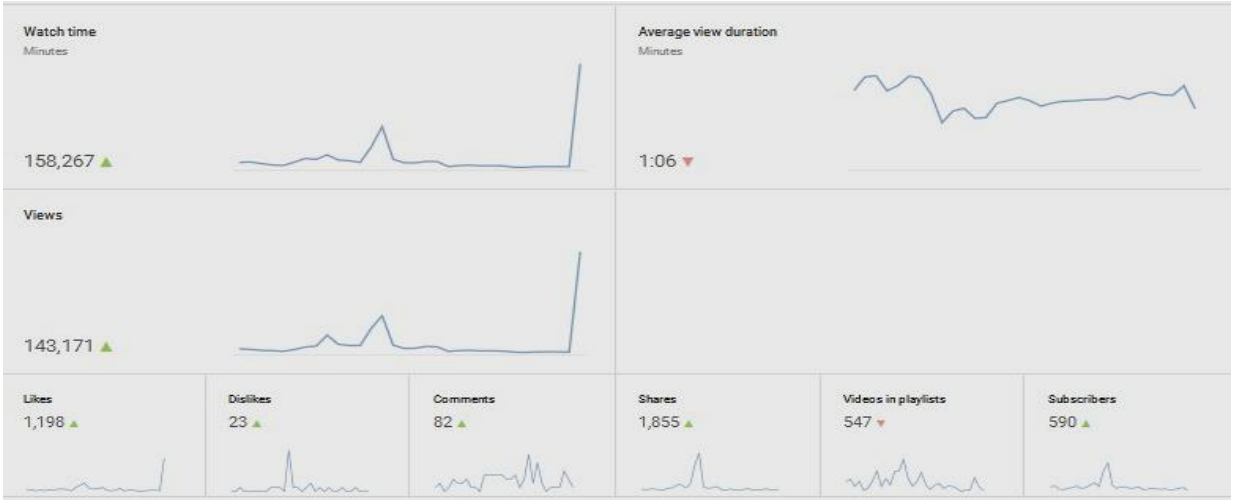
108,736 Views 58,000 Likes

June 5th is #WorldEnvironmentDay ! Get outside and share a pic of the place that matters the most to you. We'll exhibit the best pics!
#WithNature

JUNE 2017

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	Watch time (minutes)		Views		Likes	Comments
Viral Video world environment day	43,978	28%	42,597	30%	397	0
Champion of the Earth 2016: Afroz Shah	28,544	18%	13,954	9.7%	101	5
Seven Billion Dreams. One Planet. Consum...	7,684	4.9%	7,248	5.1%	55	0
The Antarctic Ozone Hole – From Discover...	4,372	2.8%	701	0.5%	2	0
World Pangolin Day 2017	3,825	2.4%	5,155	3.6%	19	0
Salkhit Windfarm Project in Mongolia	3,725	2.4%	3,504	2.4%	0	0
Clean Seas - teaser	3,607	2.3%	7,377	5.2%	7	0
Young Champions of the Earth - Launch Vi...	3,219	2.0%	3,341	2.3%	14	0
¿Por qué el manejo de nuestros recursos ...	3,175	2.0%	1,499	1.0%	7	0
Mumbai Beach Clean-Up	3,036	1.9%	3,568	2.5%	26	5

KEY FACTS

June 2017 Summary

Subscribers: **8,398**

Views: **143,187**

Watch time: **158,307**

New Subscribers: **61**

Last month UN Environment recorded 40,967 views, 59,932 minutes watched and a gain of 461 subscribers.

Subscribers compared to previous month 1%

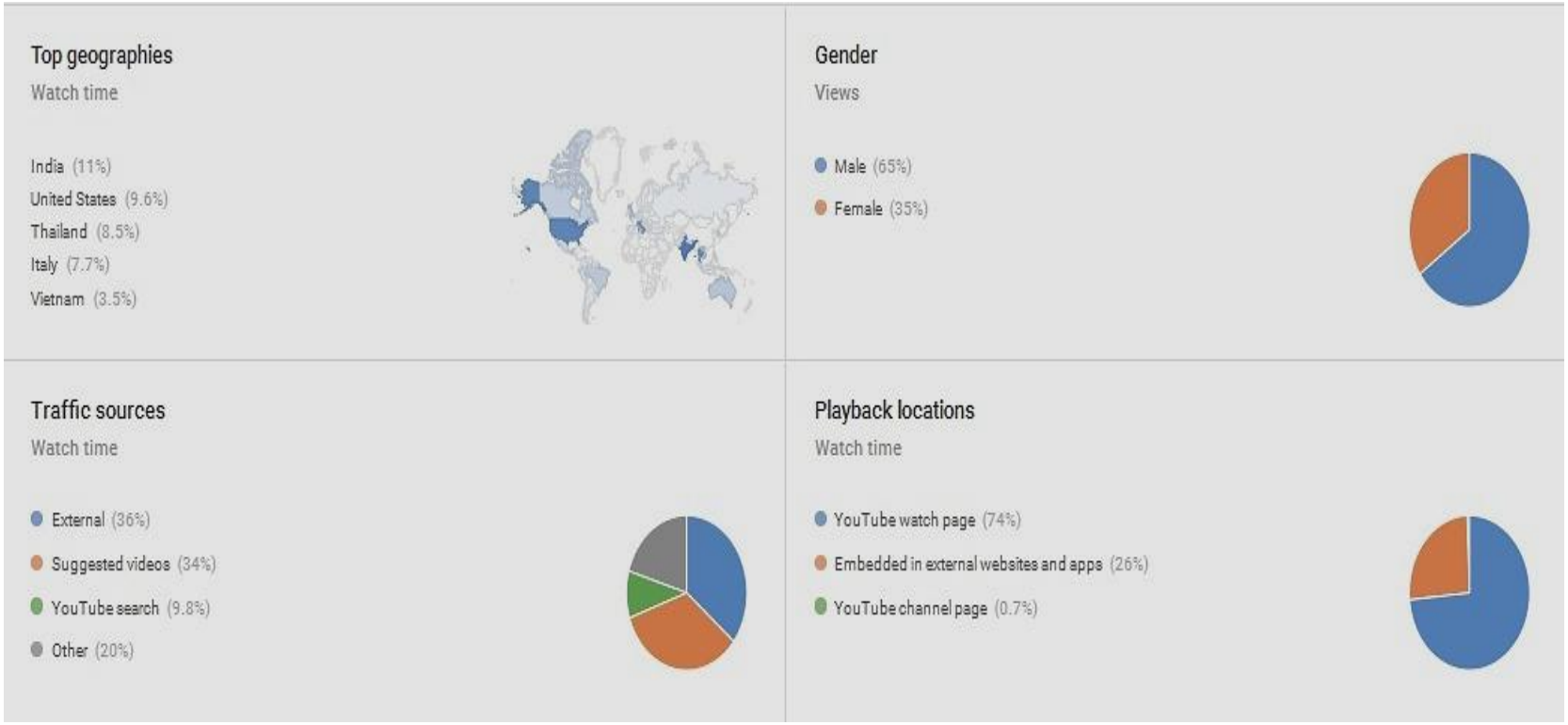
Views compared to previous month 251%

New in Top 10 videos

- Viral Video world environment day
- Salkhit Windfarm Project in Mongolia
- Clean Seas- teaser
- Mumbai Beach Clean-up

JUNE 2017

YOUTUBE DEMOGRAPHICS



INSIGHTS

- Analytics indicate an increase in the male audience up 6% from 59% last month.
- Also featured in top geographies this month, Thailand, Vietnam and Italy.
- This month, UN Environment's YouTube audience recorded and increase in engagement with interactive and impactful videos featuring in the top ten including, World Environment Day Viral Video

SOCIAL MEDIA - LANGUAGES

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

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

CHINESE

WeChat Summary	*Weibo Summary*
Followers : 22,878	*Followers : 133,293*
Posts: 20	*Posts: 110*
Reach: 445K	*Impressions: 5.98M*
Reposts: 2,40	*Likes:2,189*
Likes: 513	*Comments: 317*
New followers: 760	*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**.

JUNE 2017

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **5,950**
Total Posts: **55**
Total Reach: **752K**
New likes: **547**
Vs 32 posts, 113K reach and 113 new likes last month

FRENCH

Total audience: **47,863**
Total Posts: **49**
Total Reach: **293K**
New likes: **3,249**
Vs 43 posts, 346K reach and 1,132 new likes last month

SPANISH

Total audience: **86,004**
Total Posts: **57**
Total Reach: **2M**
New likes: **20,449**
Vs 33 posts, 1.4M reach and 10,477 new likes last month

ARABIC

Total audience: **3,351**
Total Posts: **65**
Total Reach: **3.6M**
New likes: **401**
Vs 52 posts, 301K Reach and 87 new likes last month

TWITTER

RUSSIAN

Total followers: **8,415**
Total Tweets: **407**
Total Impressions: **401K**
New followers: **315**
Vs 202 tweets, 96K Reach and 170 followers

FRENCH

Total followers: **13,166**
Total Tweets: **110**
Total impressions: **596K**
New followers: **676**
Vs 114 tweets 223K Reach and 351 new followers last month

SPANISH

Total followers: **24,164**
Total Tweets: **102**
Total Impressions: **1.8M**
New followers: **1,146**
Vs. 45 tweets, 701K Reach and 1,146 new followers last month

ARABIC

Total followers: **9,563**
Total Tweets: **118**
Total Impressions: **223K**
New followers: **263**
Vs 214 tweets, 184K Reach and 188 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

JUNE 2017

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 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.