

AUG  
2017

# UNEP DIGITAL METRICS



UNEP

AUG  
2017

# SOCIAL MEDIA OVERVIEW



English	↑	3%	559,818
French	↑	3%	49,357
Spanish	↑	18%	97,414
Russian	↑	10%	5,950
Tunza	↑	1%	13,110
ROWA	↑	2%	3,405



English	↑	2.3%	652,289
French	↑	2.3%	13,464
Spanish	↑	7.4%	27,860
Russian	↑	4%	8,415
ROWA	↑	2%	9,765



	↑	4%	8,958
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	↑	4.6%	116,869
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## KEY FACTS

Total followers across all platforms 1,729,744  
 Compared to previous month 18% ↑  
 Highest follower growth this month was seen on Spanish Facebook at 16% and Spanish Twitter.  
 As users continue to abandon QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat and UN Environment will explore additional ways to engage the Chinese audience.



WeChat	↑	2%	24,571
RenRen	↓	0.003%	545,833
QQ	↓	0.33%	2,092,880
Weibo	↑	1.4%	138,499



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## TWITTER

This month, UN Environment’s Twitter account recorded a 2.3% increase in followers from 640,129 to 6,759,211. The platform recorded commendable audience growth despite continued platform stagnation. UN Environment this month engaged audiences through the #BeatPollution and #YoungChamps campaigns. This was done with the launch of the #BeatPollution GIF contest and the kick off of the public voting to determine the audience favourites of the #YoungChamps regional finalists. To engage followers UN Environment leveraged the #BeatPollution campaign, engaging the audience with interactive video on a the Kenya country plastics ban and informative infographics. UN Environment continues to encourage greater interaction by posting engaging content including polls on different topics to spark interest and action; and data visualisation posts, thereby fuelling and keeping alive, through replies, the conversation on different subjects including those under the #BreatheLife campaign. 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 #YoungChamps #BeatPollution #ClimateAction #ClimateChange

Data visualisation posts

+ Impactful and engaging participation in international days; #YouthDay #ElephantDay #Tiger Day #IndigenousPeoplesDay

**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% increase in followers bringing the total number of fans from 543,009 to 559,818. The increase in numbers is mainly attributed to engaging and interactive content shared to build momentum ahead of the third UN Environment Assembly. This month UN Environment engaged audiences with the #BeatPollution and #YoungChamps campaigns. This was done with the launch of the the kick off of the public voting to determine the audience favourites of the #YoungChamps regional finalists and sharing of the #BeatPollution infographic. UN Environment also continued to keep alive the conversation around plastic pollution by supporting the Kenya country plastics ban through sharing of engaging video and infographics.

UN Environment continued to engage audiences with content on the Breathe Life campaign. UN Environment continues to share impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution including data visualisation posts with a strong message.

**What worked:**

+ Interactive and engaging campaigns; #CleanSeas #YoungChamps #BeatPollution

+ Impactful and engaging participation in international days; #YouthDay #ElephantDay #Tiger Day #IndigenousPeoplesDay

**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 August)*

AGENCY	FOLLOWERS
UN	9,338,276
UNICEF	6,617,203
WHO	3,863,069
WWF	3,727,623
World Bank	2,526,251
Greenpeace	1,692,629
WFP	1,491,172
UNDP	1,154,561
<b>UN Environment</b>	<b>652,289</b>
UNFCCC	409,663
FAO News	220,434
World Resources Inst	141,198
IPCC	92,372
WMO	39,138

UNEP's position remains constant despite 2.3% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,912,951
WHO	3,387,785
WWF	3,030,641
Greenpeace	2,855,729
UN	2,365,188
World Bank	2,331,680
UNDP	1,179,166
FAO	1,086,335
WFP	877,993
<b>UN Environment</b>	<b>559,818</b>
UNFCCC	216,922
World Resource Inst	117,951
WMO	121,255
IPCC	27,792

UNEP's position remains constant despite 3% increase in followers.



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# FACEBOOK OVERVIEW

UN Environment has a total of **559,818** fans on Facebook as of 23 August 2017. This month **8,410,360** people saw UN Environment's information from 68 posts

## TOP POST THIS MONTH *(shared on 03 August 2017)*

UN Environment  
Published by Dave Cole [?] · August 3 at 9:43am ·

Temperature anomalies arranged by country from 1900 to 2016.  
A striking data visualization from Antti Lipponen, a researcher with FMI Beta.

Temperature anomalies

00:35

5,806,049 people reached

Boost Unavailable

9.9K reactions · 524 Comments · 46K Shares

Like Comment Share

### Performance for Your Post

**5,806,049** People Reached

**1,897,846** Video Views

**151,064** Reactions, Comments & Shares

63,803	6,550	57,253
Like	On Post	On Shares

892	76	816
Love	On Post	On Shares

301	34	267
Haha	On Post	On Shares

17,441	1,790	15,651
Wow	On Post	On Shares

10,478	1,398	9,080
Sad	On Post	On Shares

1,790	151	1,639
Angry	On Post	On Shares

9,645	853	8,792
Comments	On Post	On Shares

46,952	46,675	277
Shares	On Post	On Shares

## KEY FACTS

### August 2017 Summary

Fans: **559,818**

Posts: **68**

Total reach: **8,410,360**

Comments: **9,705**

Likes: **133,646**

Shares: **59,911**

Video views: **2,085,590**

New fans: **14,141**

Engagement rate: **0.02%**

*Last month UN Environment reached 3,490,265 people through 65 posts, and gained 6,469 new fans, with a 0.02% engagement rate*

### Best day of the month

Thursday 3 August 2017 UN Environment reached 5,806,049 unique individuals

### Key data on this day

- Data visualisation: Temperature anomalies arranged by country from 1900 to 2016

Source: FB Insights



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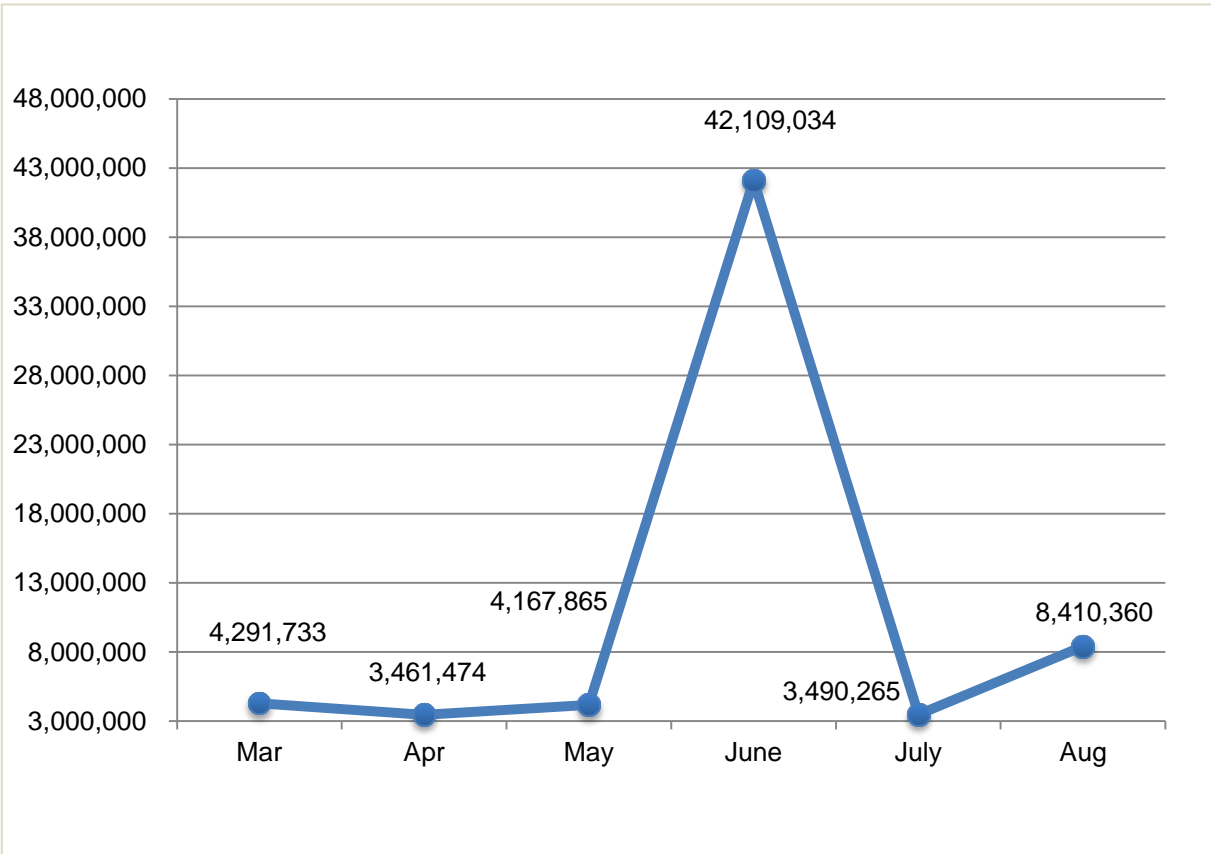
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# FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

## KEY FACTS

Total number of unique people reached since March 2017 :

**65,930,731**

Average number of people reached per post since March 2017:

**136,220**

## NUMBER OF POSTS SHARED

Month	No. of posts
AUGUST	68
JULY	65
JUNE	90
MAY	78
APRIL	90
MARCH	93
<b>TOTAL POSTS</b>	<b>484</b>

\* **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



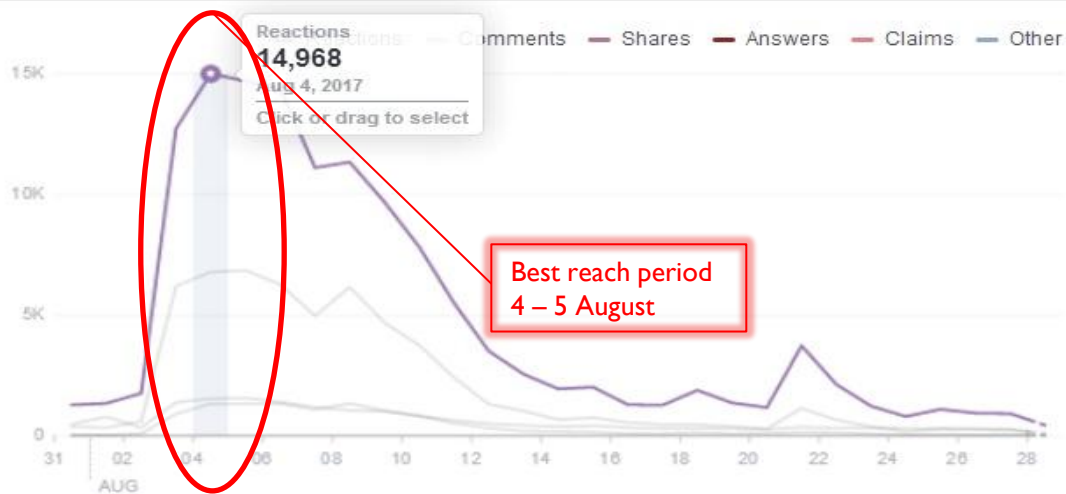
## KEY FACTS

UN Environment's Facebook page continues to maintain momentum in growth, recording a 3% 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.

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



Source: Facebook Insights



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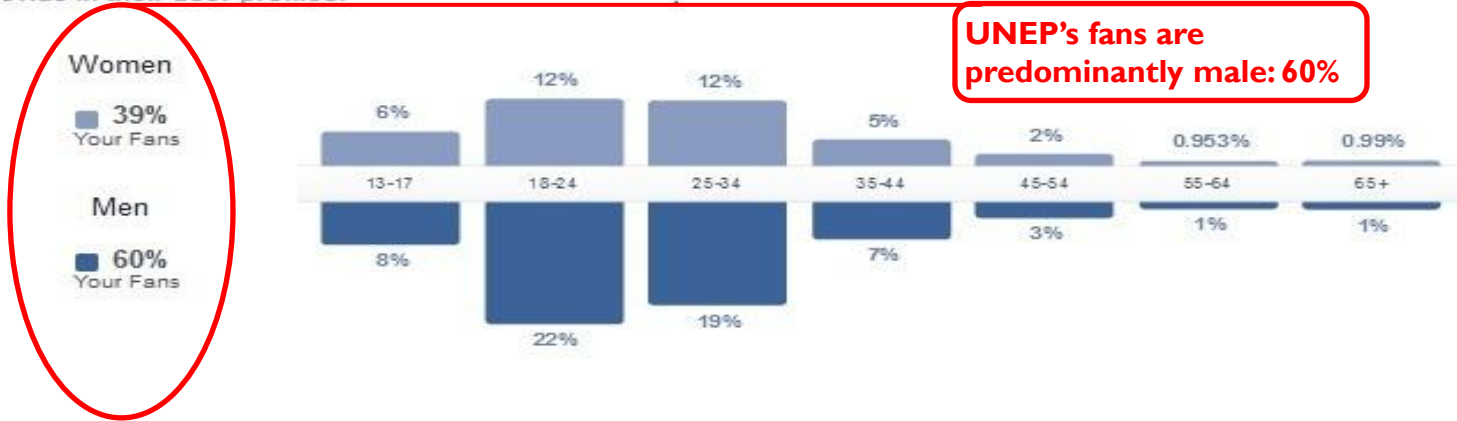
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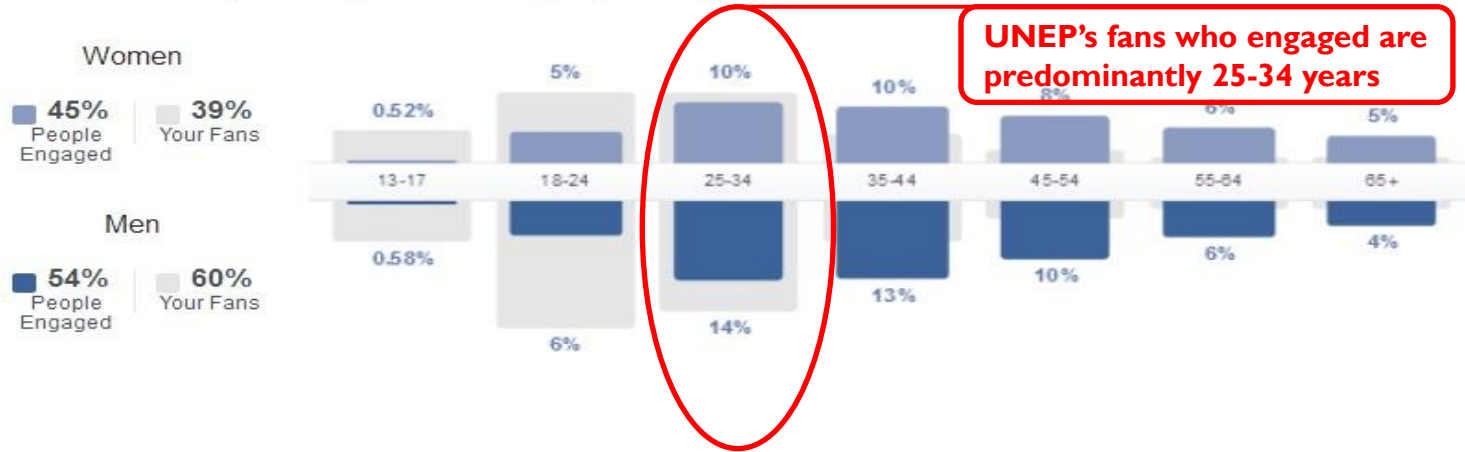
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# FACEBOOK DEMOGRAPHICS

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



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



SOURCE: FACEBOOK INSIGHTS



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# FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
Indonesia	133,493	Bekasi, West Java, Ind...	29,803	English (US)	202,918
India	90,718	Sidoarjo, East Java, In...	24,311	Indonesian	130,416
United States of America	26,983	Medan, North Sumatra...	21,233	English (UK)	106,053
Bangladesh	22,877	Dhaka, Dhaka Division...	18,002	Spanish	23,148
Kenya	17,235	Nairobi, Kenya	14,948	French (France)	18,348
Brazil	11,811	New Delhi, Delhi, India	7,638	Portuguese (Brazil)	11,104
Pakistan	11,394	Calcutta, West Bengal,...	7,488	Arabic	8,602
Malaysia	10,920	Bandung, West Java, I...	6,989	Italian	7,091
Philippines	9,630	Semarang, Central Jav...	5,416	Spanish (Spain)	6,005
Mexico	9,291	Lucknow, Uttar Prades...	5,261	Portuguese (Portugal)	4,931

Source: FB Insights

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# FACEBOOK BENCHMARKS

1		UNICEF	6.9m		0%	-14	78K	
2		World Health Organizati...	3.4m		▲0.1%	1	995	
3		WWF	3m		0%	8	11.1K	
4		Greenpeace International	2.9m		0%	29	74.8K	
5		United Nations	2.4m		▲0.1%	21	15.6K	
6		World Bank	2.3m		▲0.1%	-17	3.6K	
7		United Nations Develop...	1.2m		▲0.1%	4	2.1K	
8		Food and Agriculture Or...	1.1m		▲0.2%	13	18.4K	
9		World Food Programme	878K		▲0.1%	0	0	
YOU 10		UN Environment	560.7K		▲0.2%	17	6.8K	

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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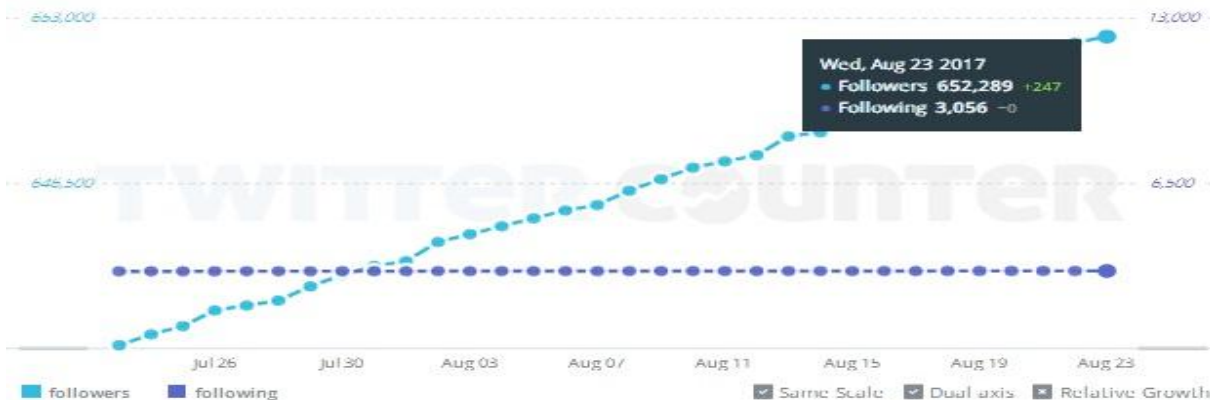
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# TWITTER OVERVIEW

## AUGUST 2017 FOLLOWER GROWTH



SOURCE: TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH

**UN Environment** @UNEP  
Sad news - leading elephant conservationist Wayne Lotter of @PAMSFoundation shot & killed in Tanzania: [bit.ly/2uNg1BE](http://bit.ly/2uNg1BE) #WildforLife



**UN Environment** @UNEP  
Open defecation = a health concern that touches nearly a billion lives @akshaykumar & @psbhumi address this global issue in @ToiletTheFilm



**Toilet - Addressing Health & Pollution Issues Through Film**  
In Toilet - Ek Prem Katha, Akshay Kumar & Bhumi Pednekar address the global health & environmental issue of open defecation to spread awareness & spark action. Video: Sterling Media @\_sterlingmedia\_  
5:27 PM - 11 Aug 2017

## KEY FACTS

### August 2017 Summary

Followers: **652,289**

Tweets: **141**

Replies: **1.4K (554 per day)**

Mentions: **7.4K**

Retweets: **28.4K (889 per day)**

Likes: **33.6K (1K per day)**

Impressions: **6.7M (236K per day)**

New followers: **12,160**

Engagement rate: **1.4%**

### Top tweets of the month

2,620 Retweets 2,029 Likes 480K Impressions

#### Impressions

Sad news- leading elephant conservationist Wayne Lotter of @PAMSFoundation shot & killed in Tanzania: <http://bit.ly/2uNg1BE> #WildforLife

*Tweeted on 18 August 2017*

971 Retweets 3,276 Likes 462K Impressions

Open defecation = a health concern that touches nearly a billion lives @akshaykumar & @psbhumi address this global issue in @ToiletTheFilm

*Tweeted on 11 August 2017*



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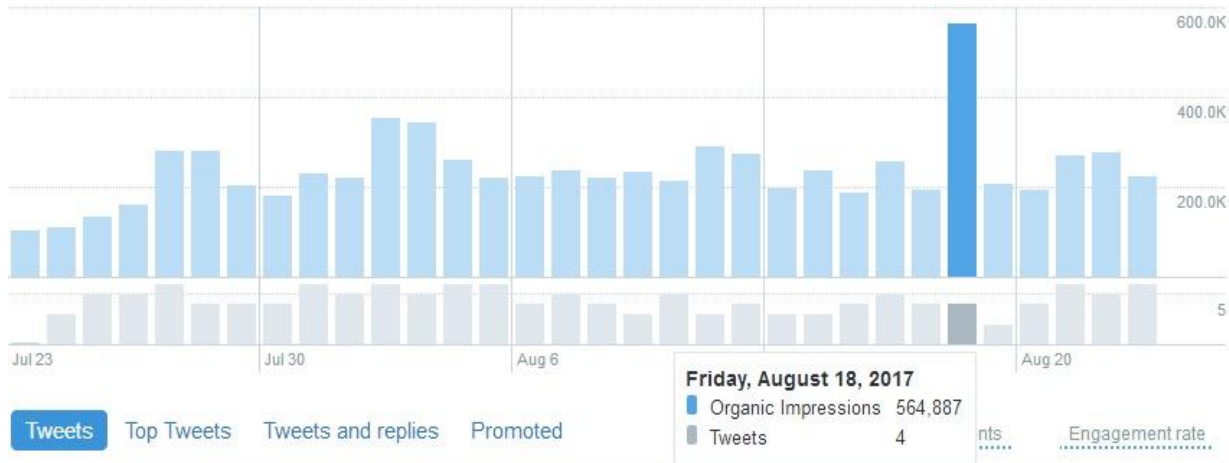
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# TWITTER OVERVIEW

**BEST DAY THIS MONTH: FRIDAY, 18 AUGUST 2017**



SOURCE:TWITTER ANALYTICS

## KEY FACTS

### Best day of the month

Friday, 18 August 2017, UN Environment recorded 564,887 impressions.

### Key data on this day

- News of the demise of leading elephant conservationist Wayne Lotter of the @PAMSFounation shot & killed in Tanzania



SOURCE:TWITTER COUNTER

Impressions compared to previous month **32%** ↑

Followers compared to previous month **2.3%** ↑

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



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# TWITTER DEMOGRAPHICS AND LOCATIONS

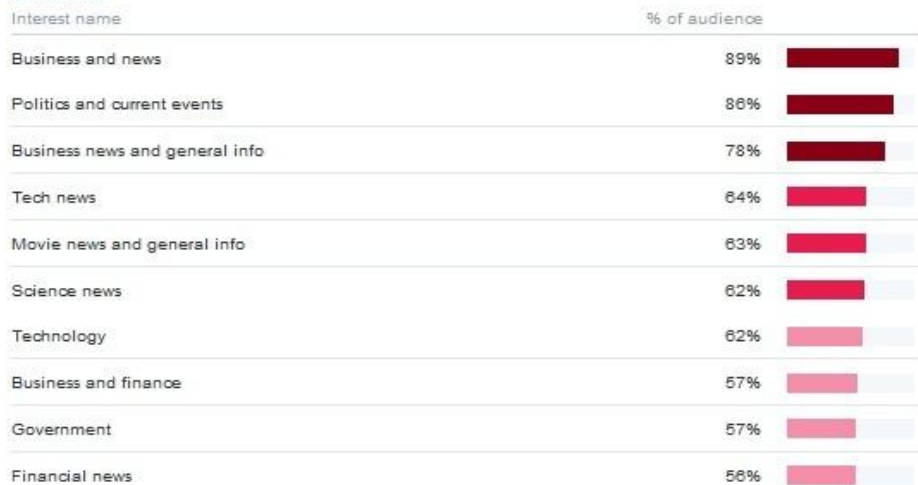
## Country



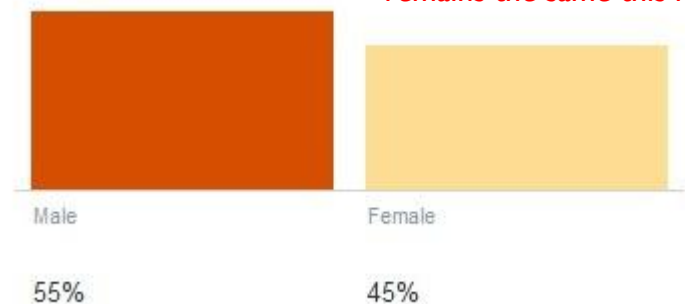
## Region



## Interests



## Gender



UNEP's audience demographic remains the same this month

SOURCE: TWITTER ANALYTICS



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# INSTAGRAM OVERVIEW

## AUGUST TOP MEDIA

Source: instagram.com



### Top media of the month

4,400 Likes

Wow! Stunning photos from @NASA of the #SolarEclipse2017 Pic: NASA/Bill Ingalis/Aubrey Gemignani <https://www.flickr.com/photos/nasahqphoto/>

## KEY FACTS

### August 2017 Summary

Followers: **116,869**

Posts: **27**

New followers: **3,621**

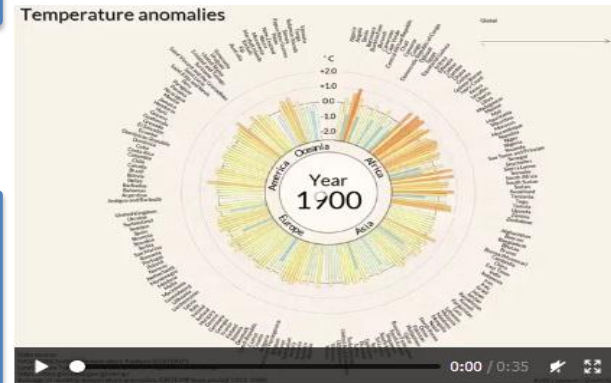
Following: **273**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month  
**4.6%** ↑

### Top media video media of the month



7,213 Views 1,900 Likes

Watch this - temperature anomalies arranged by country from 1900 to 2016. A striking data visualisation from Antti Lipponen, a researcher with the Finnish Meteorological Institute. #climatechange



### Top media of the month

2,900 Likes

Natural beauty can elicit feelings of awe. When have you felt in awe of nature?

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# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH



## TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
World Pangolin Day 2017	6,597 10%	9,756 18%	14	0
Seven Billion Dreams. One Planet. Consume wi...	3,666 5.8%	3,445 6.4%	42	3
Young Champions of the Earth: Eddy Frank Vá...	3,224 5.1%	2,325 4.3%	53	1
The Antarctic Ozone Hole – From Discovery to ...	2,591 4.1%	449 0.8%	1	0
¿Por qué el manejo de nuestros recursos natur...	2,472 3.9%	1,166 2.2%	4	0
Young Champions of the Earth: Omer Badokhon	2,058 3.2%	1,729 3.2%	10	2
Young Champions of the Earth: Ioana Matei	1,904 3.0%	1,719 3.2%	10	1
Champion of the Earth 2016: Afroz Shah	1,676 2.6%	910 1.7%	11	2
Why do we need to change our food system?	1,663 2.6%	808 1.5%	11	0
Young Champions of the Earth: Khalif Dalmar	1,491 2.3%	1,311 2.4%	0	0

## KEY FACTS

### August 2017 Summary

Subscribers: **8,958**

Views: **53,713**

Watch time: **63,528**

New Subscribers: **238**

*Last month UN Environment recorded 226,709 views, 242,120 minutes watched and a gain of 61 subscribers.*

Subscribers compared to previous month

4% ▲

Views compared to previous month

76% ▼

### New in Top 10 videos

- World Pangolin Day 2017
- UN Environment Young Champions of the Earth video series
- Champions of the Earth 2016: Afroz Shah



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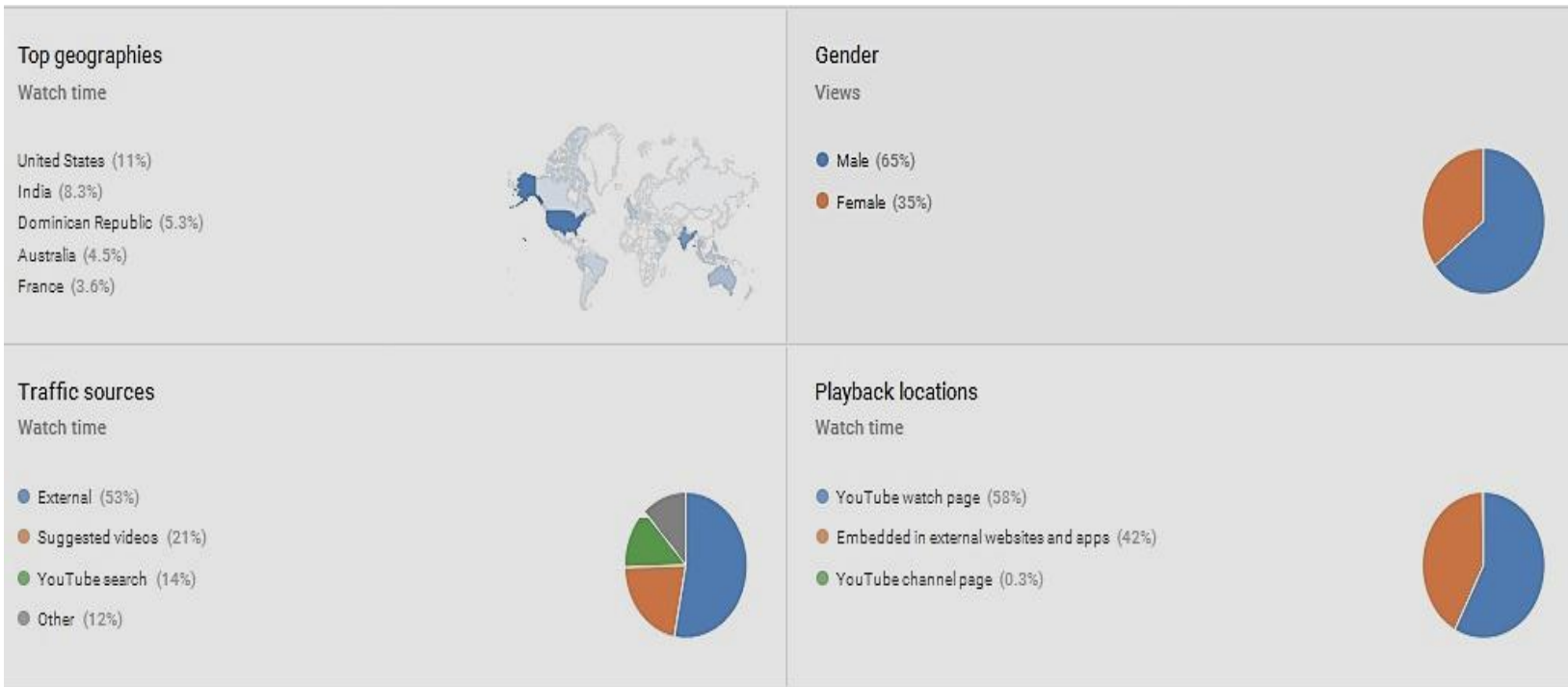
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# YOUTUBE DEMOGRAPHICS



## INSIGHTS

- Analytics indicate an increase in the male audience up 10% from 59% last month.
- Also featured in top geographies this month, Dominican Republic.
- This month, UN Environment’s YouTube audience recorded and increase in engagement with interactive and impactful videos featuring in the top ten including the UN Environment Young Champions of the Earth video series.



## CHINESE

### UN Environment WeChat Top post



[项目背景]

“增强韧性发展中国气候适应能力计划” (增强Ecosystem-based Adaptation through South-South Cooperation, EoA South) 项目是由联合国环境署和中国国家发展和改革委员会联合申请的全球环境基金 (GEF) 项目。经中国国家发改委批准，中国科学院地理科学与资源研究所作为项目实施机构和项目办公室，负责项目总体协调和管理。项目旨在利用基于生态系统的适应性方法，通过提供能力、知识和技术支持，帮助非洲和亚太地区发展中国家应对气候变化。项目分为三大模块：

### Top WeChat post: 2 August 2017

Job Openings:  
COMMUNICATION SPECIALISTS for the  
South South Cooperation project

Views: 4,221  
Reposts and favourites: 270

### UN Environment Sina Weibo Top post



### Top Weibo post: 23 August 2017

Repost: China News Service to call  
on people to boycott firefly light  
show, which is leading to the near-  
extinction of wild fireflies.  
#Wildforlife

Views: 69,000  
Reposts and favourites: 128

## CHINESE

### WeChat Summary

Followers : 24,571  
Posts: 10  
Reach: 241K  
Reposts: 1,524  
Likes: 260  
New followers: 349

### Weibo Summary

Followers : 138,499  
Posts: 77  
Impressions: 1.05M  
Likes: 1,949  
Comments: 222  
New followers: 2,247

## CHINESE CONTENT HIGHLIGHTS

### WHAT WORKED

- Job Vacancies; advertising for the post of communication specialist for the South - South Cooperation .
- Young champions of the earth regional finalists announcements and vote opening .
- Call for people to boycott the firefly light show as well as call to save endangered species .

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: **5,950**

Total Posts: **55**

Total Reach: **752K**

New likes: **547**

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

**RUSSIAN**



Total audience: **49,357**

Total Posts: **37**

Total Reach: **293K**

New likes: **1,494**

*Vs 49 posts, 296K reach and 3,249 new likes last month*

**FRENCH**



Total audience: **97,414**

Total Posts: **47**

Total Reach: **1.5M**

New likes: **16175**

*Vs 41 posts, 1.1M reach and 14,061 new likes last month*

**SPANISH**



Total audience: **3,405**

Total Posts: **36**

Total Reach: **58K**

New likes: **56**

*Vs 52 posts, 3.6M Reach and 401 new likes last month*

**ARABIC**



## 🐦 TWITTER

Total followers: **8,415**

Total Tweets: **407**

Total Impressions: **401K**

New followers: **315**

*Vs 202 tweets, 96K Reach and 170 followers*

**RUSSIAN**



Total followers: **13,464**

Total Tweets: **58**

Total impressions: **196K**

New followers: **298**

*Vs 110 tweets 596K Reach and 676 new followers last month*

**FRENCH**



Total followers: **27,860**

Total Tweets: **95**

Total Impressions: **2M**

New followers: **1,915**

*Vs. 112 tweets, 1.7M Reach and 1,781 new followers last month*

**SPANISH**



Total followers: **9,765**

Total Tweets: **98**

Total Impressions: **108K**

New followers: **202**

*Vs 118 tweets, 223K Reach and 263 new followers last month*

**ARABIC**



## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

**ONU Medio Ambiente**  
Publicación por María Amparo Lado (1)  
4 de agosto a las 8:38 · 🇪🇸

Los últimos años tres años han sido los más calurosos en el planeta desde que hay registros. Científicos advierten que si no hay disminuciones drásticas en las emisiones de gases de efecto invernadero, 74% de la población estará expuesta a olas de calor potencialmente mortales en 2100. Mira el comportamiento de la temperatura por país desde 1900 en este gráfico de un investigador de FMI Beta.

temperature anomalies

Obtén más Me gusta, comentarios y contenido compartido  
Promociona esta publicación por \$2 para llegar a 1.900 personas.

150.504 personas alcanzadas

150 426

26 comentarios

2.220 veces compartido

**ONU Medio Ambiente**  
@ONUMedioAmb

¡Hoy es Día de los #PueblosIndígenas! Celebramos su rol como guardianes de la #biodiversidad del planeta. #SomosIndígenas

5:58 AM - 9 Aug 2017 from Panama

966 Retweets, 1.121 Likes

UICN América del Sur, WWF Latinoamérica, WWF en Español and 5 others

10 966 1.1K

## 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.