

NOV
2017

UNEP DIGITAL METRICS



UNEP

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SOCIAL MEDIA OVERVIEW



English	↑	2%	596,077
French	↑	4%	56,099
Spanish	↑	6.3%	121,775
Russian	↑	1%	6,406
Tunza	↑	2%	13,401
ROWA	↑	2%	5,610



English	↑	2%	684,758
French	↑	5%	15,160
Spanish	↑	8%	35,143
Russian	↑	4%	8,193
ROWA	↑	5%	11,127



	↑	5%	10,369
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	↑	17%	154,705
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KEY FACTS

Total followers across all platforms 1,729,744
 Compared to previous month 9% ↑
 Highest follower growth this month was seen on Spanish Facebook at 6% , Spanish Twitter at 8% Instagram at 17% and ROWA Twitter at 5%.
 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%	24,971
RenRen	↓	0.003%	545,833
QQ	↓	0.33%	2,092,880
Weibo	↑	1.4%	140,377

TWITTER

This month, UN Environment's Twitter account recorded a 2% increase in followers from 673,970 to 684,758. The platform recorded commendable audience growth despite continued platform stagnation. UN Environment this month engaged audiences through the #BeatPollution #YoungChamps and #COP23 campaigns. This month UN Environment announced the winners of the Young Champions of the Earth award and engaged audiences through sharing a series of videos and social media cards announcing the winners. Audiences were kept engaged with the continued sharing of #CleanSeas content as well as live coverage of the 23rd Climate COP.

UN Environment continued to share #BeatPollution content including informative infographics ahead of the 3rd Environment Assembly. 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 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 #BeatPollution #BreatheLife #YoungChamps
- + Impactful and engaging participation in international days; #COP23 #MOP29

What did not work:

- + Text-only Tweets
- + Announcements related to events

FACEBOOK

This month, UN Environment's Facebook account recorded a 2% increase in followers bringing the total number of fans from 587,407 to 596,077. The increase in numbers is mainly attributed to engaging and interactive content shared to announce the Young Champions of the Earth Winners and content during the 23rd climate COP.

This month UN Environment also engaged audiences through the continued sharing of #BeatPollution video content and infographics ahead of the Environment Assembly. UN Environment also continued to keep alive the conversation around plastic pollution by sharing content on the #CleanSeas campaign and content to celebrate United Nations Day.

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 #BeatPollution #BreatheLife #YoungChamps
- + Impactful and engaging participation in international days; #UNDay #COP23 #MOP29

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

f FACEBOOK

Total audience: **6,406**

Total Posts: **55**

Total Reach: **752K**

New likes: **547**

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

RUSSIAN



Total audience: **56,099**

Total Posts: **16**

Total Reach: **123K**

New likes: **2,101**

Vs 37 posts, 296K reach and 1,494 new likes last month

FRENCH



Total audience: **121,775**

Total Posts: **53**

Total Reach: **2M**

New likes: **19,467**

Vs 47 posts, 1.5M reach and 16,175 new likes last month

SPANISH



Total audience: **5,610**

Total Posts: **43**

Total Reach: **62K**

New likes: **65**

Vs 36 posts, 58K Reach and 56 new likes last month

ARABIC



🐦 TWITTER

Total followers: **8,193**

Total Tweets: **407**

Total Impressions: **401K**

New followers: **315**

Vs 202 tweets, 96K Reach and 170 followers

RUSSIAN



Total followers: **15,160**

Total Tweets: **20**

Total impressions: **79K**

New followers: **665**

Vs 58 tweets 195K Reach and 298 new followers last month

FRENCH



Total followers: **35,143**

Total Tweets: **112**

Total Impressions: **1.8M**

New followers: **2,345**

Vs. 112 tweets, 2M Reach and 1,915 new followers last month

SPANISH



Total followers: **11,127**

Total Tweets: **78**

Total Impressions: **71K**

New followers: **462**

Vs 98 tweets, 108K Reach and 202 new followers last month

ARABIC



LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Medio Ambiente
Publicado por Maria Amparo Lasso (7) · 11 de octubre a las 7:51 · Me gusta esta p

Pulgares arriba 👍 si estás de acuerdo con el compromiso por un #SinContaminación, que dice: "Quiero vivir en un planeta libre de contaminación y haré cambios en mi propia vida para contribuir. Llamo a todos aquellos reunidos en la tercera Asamblea de la ONU para el Medio Ambiente a tomar acciones para eliminar la contaminación en todas sus formas". Firma el compromiso y dile al mundo lo que vas a hacer en beatpollution.org



ONU Medio Ambiente
Organización Regístrate

750,974 personas personas alcanzadas Ver promoción

10 004 80 comentarios 687 veces compartido

ONU Medio Ambiente
@ONUMedioAmb

¿Sabías que los #manglares son escudos contra el #cambio climático y nos protegen de los embates de huracanes? ¡Debemos conservarlos!



10:32 AM · 29 Sep 2017 from Panama

755 Retweets 819 Likes

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.