


FEB
2017







UNEP DIGITAL METRICS






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SOCIAL MEDIA OVERVIEW

KEY FACTS





Total followers across all platforms 1,296,813
 Compared to previous month 5% 
 Highest follower growth this month was seen on Spanish Facebook at 39% , Spanish Twitter at 8% and French Facebook at 5.5%
 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.

Platform	Language	Change	Followers
Facebook	English	 3.6%	323,206
	French	 5.5%	37,370
	Spanish	 39%	36,067
	Russian	 2.3%	4,915
	Tunza	 1%	12,803
	ROWA	 4%	2,777

Platform	Language	Change	Followers
Twitter	English	 4.3%	599,118
	French	 4%	11,191
	Spanish	 8%	16,880
	Russian	 0.6%	7,646
	ROWA	 2%	8,704

Platform	Change	Followers
YouTube	 3.2%	6,952

Platform	Change	Followers
Instagram	 6%	84,957

Platform	Change	Followers
WeChat	 2.2%	20,723
RenRen	 0.003%	545,833
QQ	 0.33%	2,092,880
Weibo	 0.4%	123,404

TWITTER

This month, UN Environment's Twitter account recorded a 4.3% increase in followers from 574,329 to 599,118. The platform recorded commendable audience growth despite continued platform stagnation. To engage followers UN Environment leveraged the #CleanSeas campaign as well as compelling messages posted for World Pangolin Day. The posts featured short videos and infographics with compelling language to capture audience attention. UN Environment also asked its audience participate in social media activities, including asking them to vote for new species to be added to the Wild for Life campaign. Additionally, the marked increase in followers is attributed to greater interaction between UN Environment and the audience through replies in posts, sparking and encouraging conversation around 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
- + Impactful and engaging participation in UN observer days; World Wildlife Day and World Pangolin 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 3.6% increase in followers bringing the total number of fans from 311,947 to 323,306. This continued 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. This month, UN Environment launched the #CleanSeas campaign, which was well received by fans. UN Environment continues to share impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution. Development of highly sharable content to celebrate World Pangolin Day and the debut of five species in the wild for life campaign on World Wildlife Day also kept fans engaged and contributed to audience growth.

What worked:

- + World Pangolin Day, Clean Seas and World Wildlife Day content
- + 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 February)*

AGENCY	FOLLOWERS
UN	8,497,689
UNICEF	5,905,961
WHO	3,344,626
WWF	3,080,990
World Bank	2,284,523
Greenpeace	1,634,328
WFP	1,388,698
UNDP	1,087,366
UN Environment	599,118
UNFCCC	366,076
FAO News	210,958
World Resources Inst	135,744
IPCC	84,839
WMO	33,913

UNEP's position remains constant despite 4.3% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,624,890
WHO	3,187,470
Greenpeace	2,782,010
UN	2,271,287
WWF	2,215,236
World Bank	2,208,001
UNDP	1,163,756
FAO	1,033,992
WFP	858,314
UN Environment	323,206
UNFCCC	211,185
World Resource Inst	115,785
WMO	104,579
IPCC	23,930

UNEP's position remains constant despite 3.6% increase in followers.



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FACEBOOK OVERVIEW

UN Environment has a total of **323,206** fans on Facebook as of 23 February 2017. This month **4,048,146** people saw UN Environment's information from **93** posts

TOP POST THIS MONTH *(shared on 18 February 2017)*

UN Environment
Published by Dave Cole (PI) · February 18 at 10:15am · 🌐

Happy World Pangolin Day! With its armor and tongue, the pangolin is the perfect predator for eating ants. Know someone who loves pangolins? Tag them below so they can react with ❤️. Learn more about what you can do to help save this amazing species from extinction at <https://wildfor.life/> #WorldPangolinDay #WildforLife

World Pangolin Day
00:59

495,501 people reached

Boost Unavailable

1.4K reactions · 108 Comments · 1.1K Shares

Like · Comment · Share

495,501 People Reached

186,930 Video Views

6,860 Reactions, Comments & Shares

4,126 Like	1,125 On Post	3,001 On Shares
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596 Love	172 On Post	424 On Shares
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26 Haha	5 On Post	21 On Shares
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85 Wow	11 On Post	74 On Shares
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297 Sad	93 On Post	204 On Shares
-------------------	----------------------	-------------------------

22 Angry	5 On Post	17 On Shares
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496 Comments	144 On Post	352 On Shares
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1,218 Shares	1,193 On Post	25 On Shares
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27,768 Post Clicks

6,468 Clicks to Play	105 Link Clicks	21,195 Other Clicks
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KEY FACTS

February 2017 Summary

Fans: **323,206**

Posts: **93**

Total reach: **4,048,146**

Comments: **2,347**

Likes: **54,267**

Shares: **13,736**

Video views: **327,832**

New fans: **11,263**

Engagement rate: **1.2%**

Last month UN Environment reached 3,144,342 people through 82 posts, and gained 7,492 new fans, with a 1.1% engagement rate

Best day of the month

Saturday 18 February 2017 UN Environment reached 495,501 unique individuals

Key data on this day

- World Pangolin Day- saving the pangolin from extinction

Source: FB Insights



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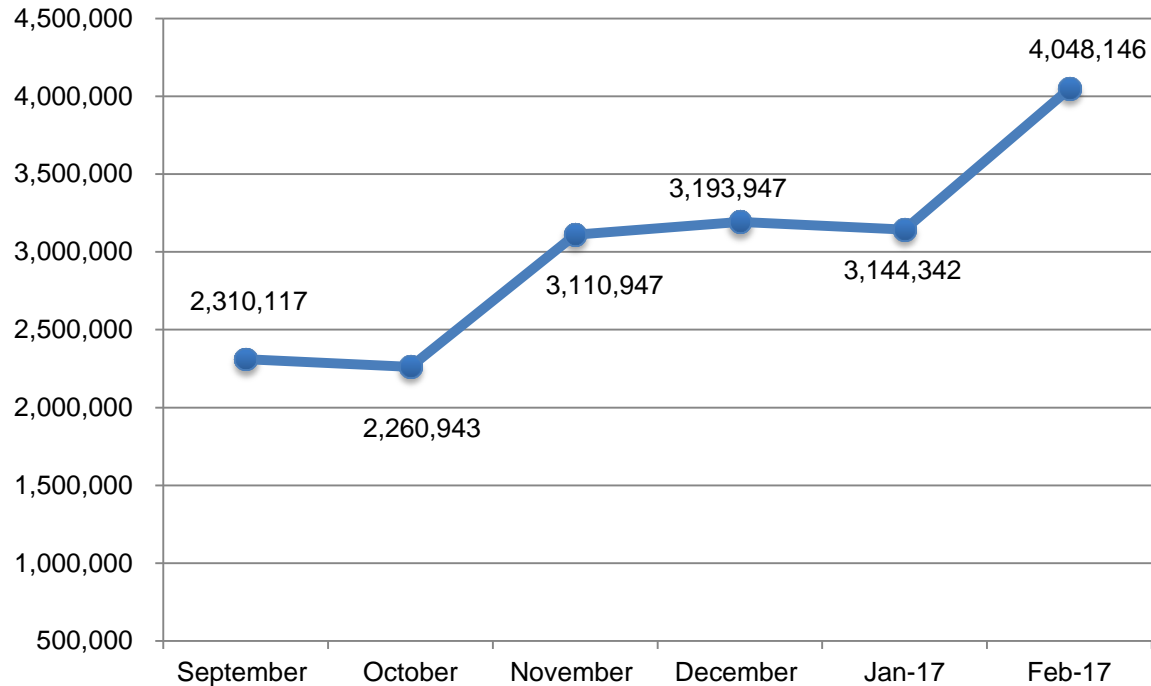
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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since September 2016:

18,068,442

Average number of people reached per post since September 2016

34,813

NUMBER OF POSTS SHARED

Month	No. of posts
FEBRUARY 2017	93
JANUARY 2017	82
DECEMBER	96
NOVEMBER	78
OCTOBER	88
SEPTEMBER	82
TOTAL POSTS	519

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



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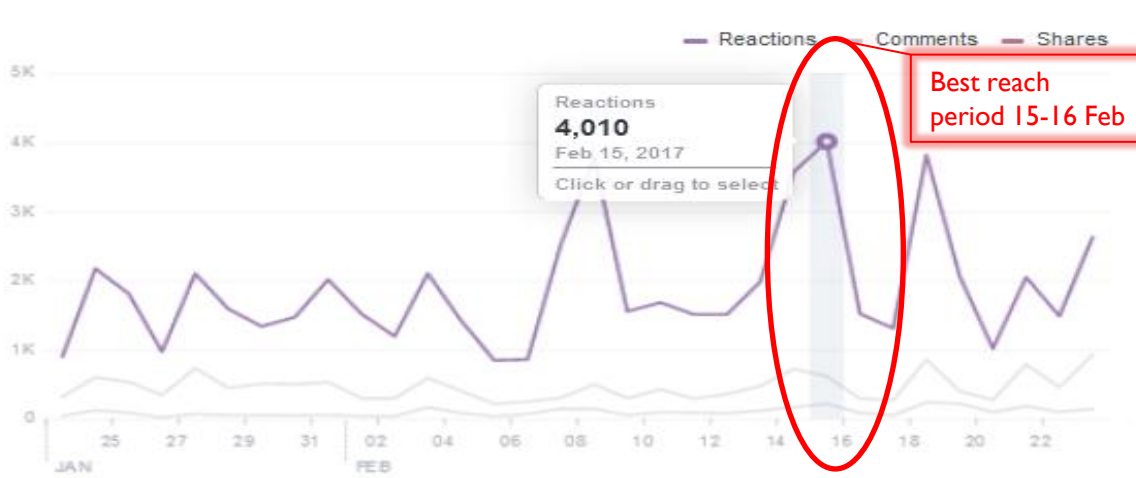
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FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

KEY FACTS

UN Environment's Facebook page continues to maintain momentum in growth, recording a 3.6% 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.

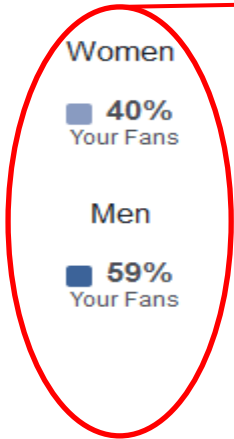
- **Reach** is the total number of estimated unique fans that saw any post from UN Environment.
- Impressions by users is the number of estimated unique fans who saw a post as a result of a share.

* **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.

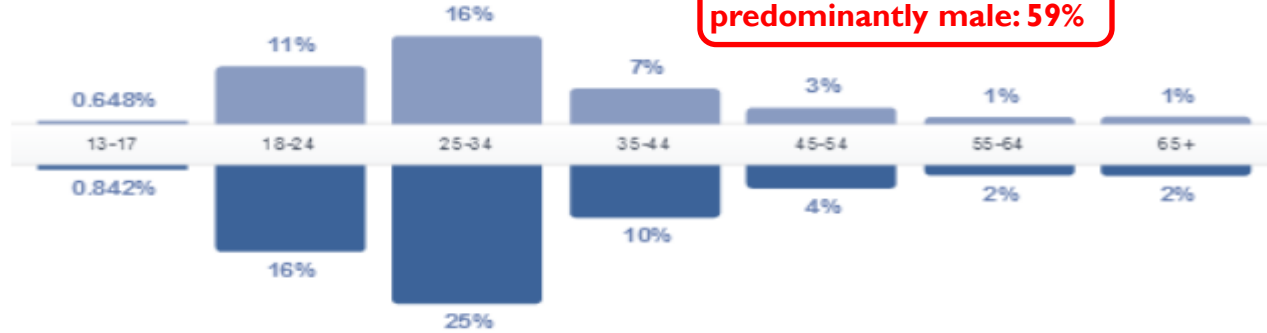
$$\text{Eng.Rate} = (\text{Engaged users}/\text{Reach}) * 100$$

FACEBOOK DEMOGRAPHICS

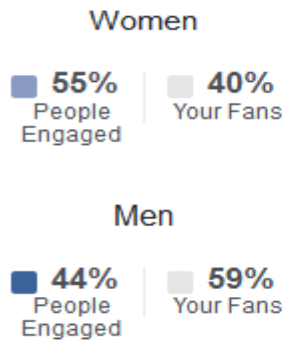
The people who like your Page



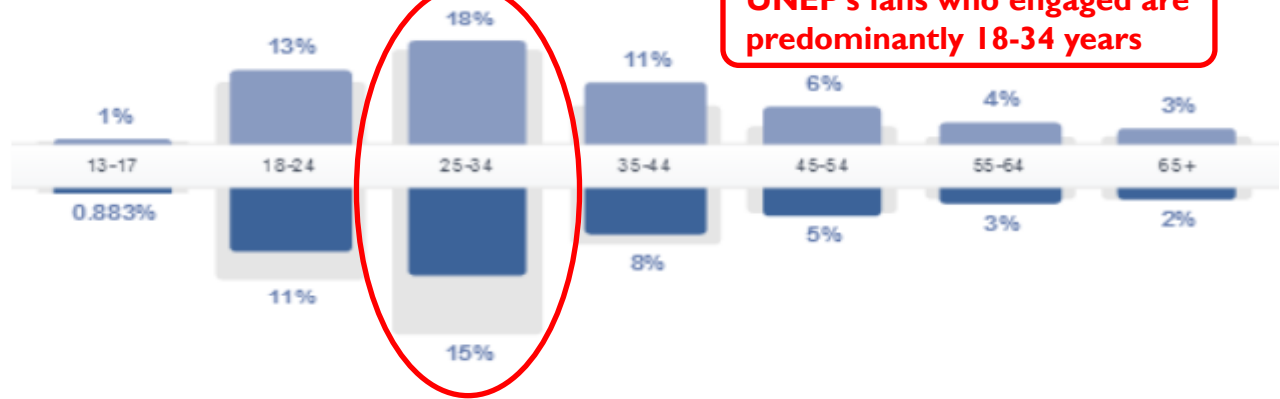
UNEP's fans are predominantly male: 59%



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	Your Fans	City	Your Fans	Language	Your Fans
India	37,000	Dhaka, Dhaka Division...	16,473	English (US)	157,670
United States of America	22,242	Nairobi, Kenya	12,485	English (UK)	66,247
Bangladesh	22,223	New Delhi, Delhi, India	5,628	Spanish	18,671
Kenya	15,246	Kathmandu, Bagmati ...	3,895	French (France)	15,348
Malaysia	10,225	Lima, Lima Region, Peru	2,755	Portuguese (Brazil)	9,510
Brazil	9,989	London, England, Unit...	2,698	Arabic	6,906
Pakistan	9,888	Mexico City, Distrito Fe...	2,676	Italian	5,397
Philippines	8,036	Phnom Penh, Cambodia	2,675	Spanish (Spain)	5,029
United Kingdom	7,987	Lagos, Lagos State, Ni...	2,399	German	3,924
Mexico	7,495	Bangalore, Karnataka, ...	2,267	Portuguese (Portugal)	3,821

Source: FB Insights



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FACEBOOK BENCHMARKS

1		UNICEF	6.6m		▲0.1%	18	101.1K	
2		World Health Organizati...	3.2m		▲0.4%	22	69.2K	
3		WWF	3m		0%	15	34.4K	
4		Greenpeace International	2.8m		0%	31	73.1K	
5		United Nations	2.3m		▲0.3%	23	18.2K	
6		World Bank	2.2m		▲0.2%	20	101.6K	
7		United Nations Develop...	1.2m		▲0.1%	5	1.1K	
8		Food and Agriculture Or...	1m		▲0.5%	33	34.1K	
9		World Food Programme	858.3K		▲0.1%	4	52	
YOU 10		UN Environment	325.2K		▲0.8%	33	10.9K	

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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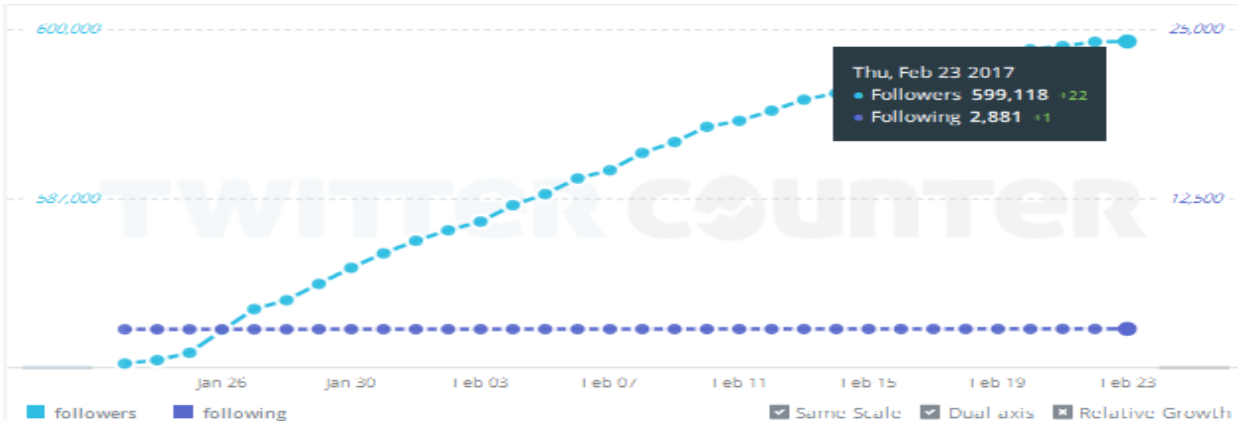
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TWITTER OVERVIEW

FEBRUARY 2017 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

UN Environment @UNEP

Pangolins are at risk of disappearing from our planet. RT to show your support & go [#WildforLife](#) [wildfor.life](#) [#WorldPangolinDay](#)



Get to know the pangolin
The most trafficked mammal on the planet, the pangolin's existence is threatened by poaching and the illegal trade in wildlife.

RETWEETS: 3,173 LIKES: 2,571

UN Environment @UNEP

On [#WorldPangolinDay](#), @lanSomerhalder launches a passionate call to save this amazing species: [bit.ly/2IXnDJH](#) [#WildforLife](#)



RETWEETS: 520 LIKES: 1,015

1:49 PM - 18 Feb 2017

KEY FACTS

February 2017 Summary

Followers: **599,118**

Tweets: **243**

Replies: **1.2K (38 per day)**

Mentions: **4.9K**

Retweets: **26.3K (821 per day)**

Likes: **25.9K (808 per day)**

Impressions: **7.7M (239K per day)**

New followers: **24,789**

Engagement rate: **1.4%**

Top tweets of the month

3,173 Retweets 2,571 Likes 507K

Impressions

Pangolins are at risk of disappearing from our planet. RT to show your support & go

[#WildforLife](#) [wildfor.life](#)

[#WorldPangolinDay](#)

Tweeted on 18 February 2017

520 Retweets 1,015 Likes 347K

Impressions

On [#WorldPangolinDay](#), @lanSomerhalder launches a passionate call to save this amazing species;

[bit.ly/2IXnDJH](#) [#WildforLife](#)



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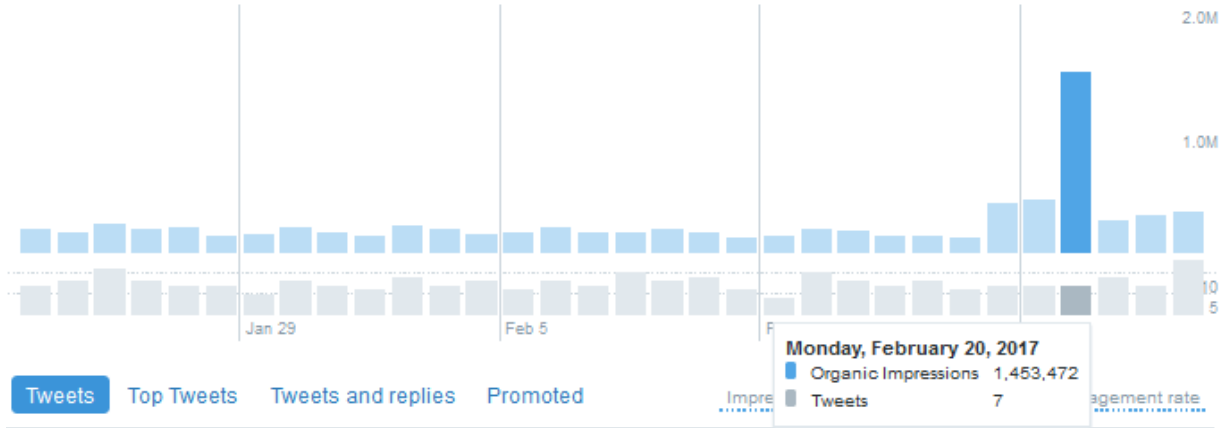
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TWITTER OVERVIEW

BEST DAY THIS MONTH: MONDAY, FEBRUARY 20, 2017



SOURCE:TWITTER ANALYTICS

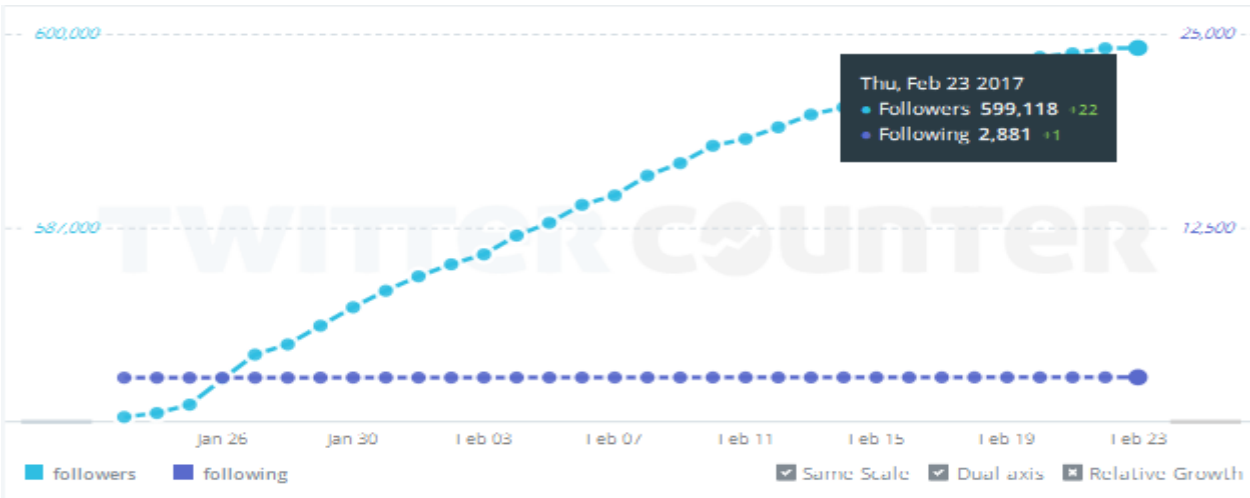
KEY FACTS

Best day of the month

Monday, 20 February 2017, UN Environment recorded 1,453,472 impressions.

Key data on this day

- Campaign teasers ahead of the #CleanSeas campaign launch in Bali, Indonesia



SOURCE:TWITTER COUNTER

Impressions compared to previous month **26%** ↑

Followers compared to previous month **4.3%** ↑

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



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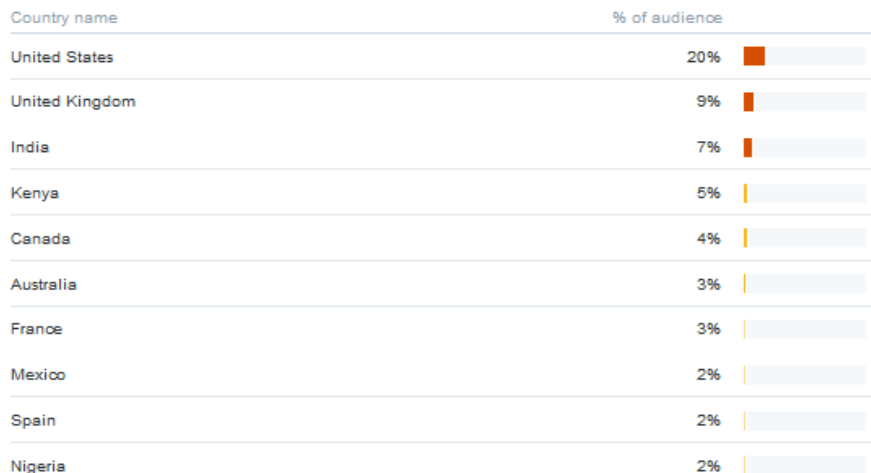
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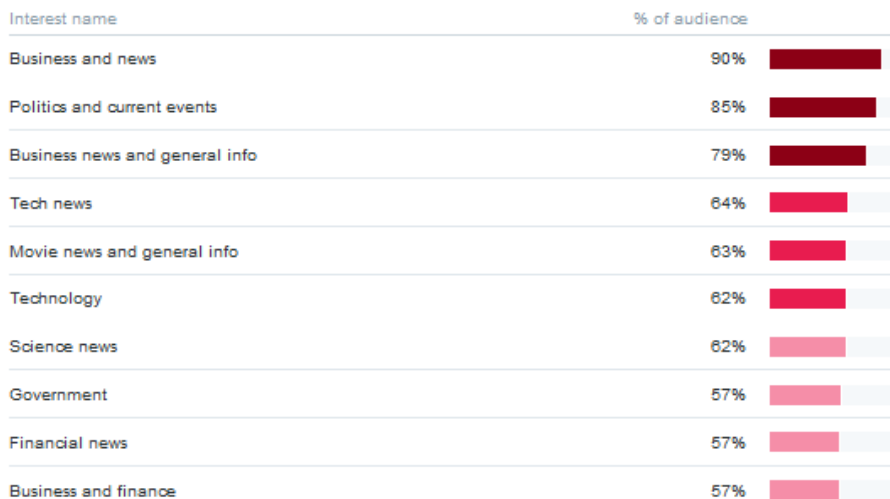
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TWITTER DEMOGRAPHICS AND LOCATIONS

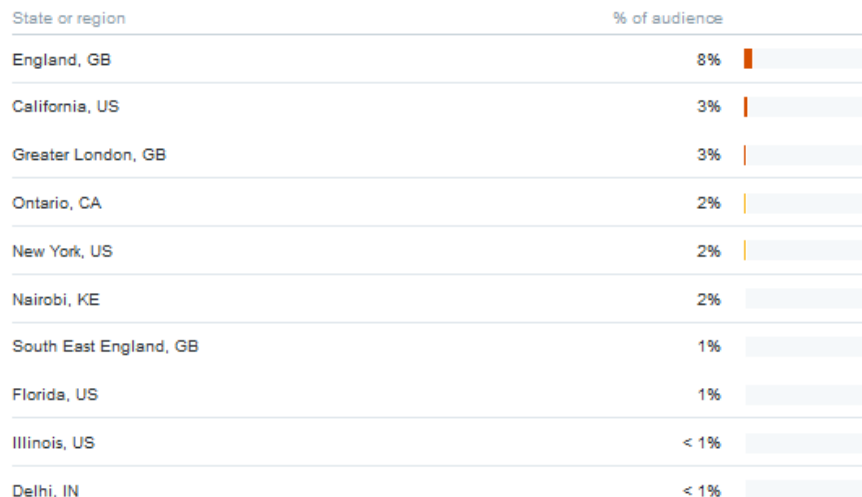
Country



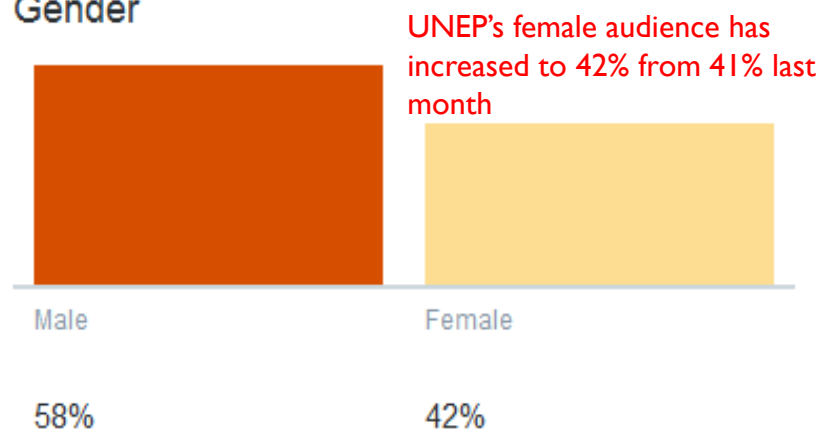
Interests



Region



Gender



SOURCE: TWITTER ANALYTICS



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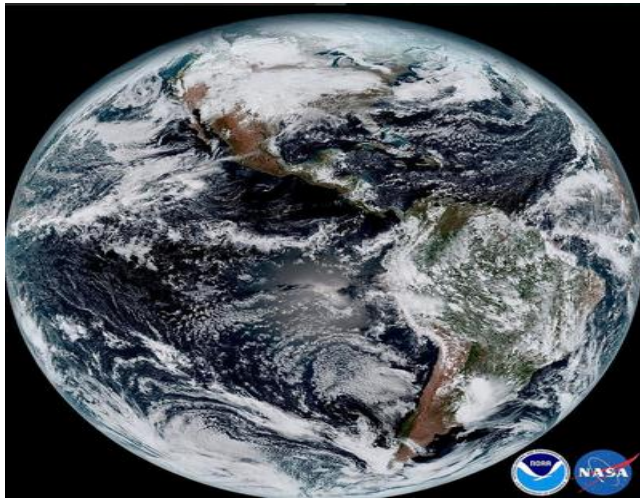
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INSTAGRAM OVERVIEW

JANUARY TOP MEDIA



Top media of the month

1,811 Likes

Double tap if you love this image of our beautiful planet from the @NOAA GOES-16 satellite!
The new satellite will be providing improved weather forecasts.
#environment



Top media of the month

1,750 Likes

“Responsible tourism has incredible potential to have a positive impact on some of our most pressing global issues: peace and poverty, not to mention the influence it can have on biodiversity conservation.” – Tony and Maureen Wheeler.
Congratulations to the @lonelyplanet founders for their @unwto Lifetime Achievement Award! #GreenPassport #sustainability #sustainabletravel #ecotravel #travel

KEY FACTS

February 2017 Summary

Followers: **84,957**

Posts: **45**

New followers: **4,527**

Following: **253**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month
6% ↑

Top media video media of the month



12,593 Views 2,026 Likes

Happy #WorldPangolinDay! Double tap to show your love for this amazing animal that needs our help to survive and tag a friend who would enjoy this video below. Head to wild.forlife to raise your voice for pangolins! #wildforlife #wildlife #pangolin



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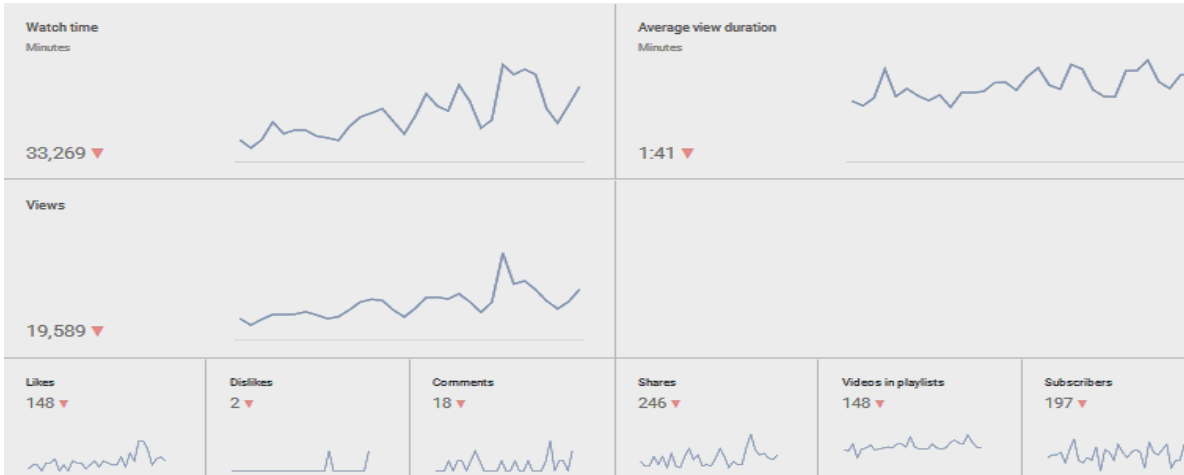
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YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
The Antarctic Ozone Hole -- From Discovery to ...	11,669 21%	1,733 5.6%	10	3
Ozone Song	8,311 15%	4,124 13%	10	0
Seven Billion Dreams. One Planet. Consume wi...	4,184 7.4%	3,302 11%	20	1
Mottainai Waste Facts & Figures	2,633 4.7%	1,549 5.0%	12	2
Why do we need to change our food system?	1,738 3.1%	823 2.7%	8	0
Preventing Our Oceans from Becoming Dumps	1,186 2.1%	474 1.5%	2	0
Le Trou d'ozone en Antarctique - De la découve...	1,180 2.1%	154 0.5%	0	0
¿Por qué el manejo de nuestros recursos natur...	1,112 2.0%	577 1.9%	2	0
The Hole - A film on the Montreal Protocol, narr...	1,042 1.8%	381 1.2%	3	0
A Bottle's Odyssey	1,039 1.8%	1,191 3.9%	2	0

KEY FACTS

February 2017 Summary

Subscribers: **6,952**

Views: **30,807**

Watch time: **56,608**

New Subscribers: **219**

Last month UN Environment recorded 19589 views, 33,269 minutes watched and a gain of 188 subscribers.

Subscribers compared to previous month
3.2% ↑

Views compared to previous month
57% ↑

New in Top 10 videos

- Preventing Our Oceans From Becoming Dumps
- Mottanai Waste Facts and Figures
- Le Trou d'ozone en Antarctique
- Por que el manejo de nuestro recursos natural...



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YOUTUBE DEMOGRAPHICS

Top geographies

Watch time

United States (32%)
India (9.7%)
United Kingdom (6.6%)
Canada (4.6%)
Mexico (2.8%)



Gender

Views

Male (53%)
Female (47%)



Traffic sources

Watch time

External (46%)
YouTube search (19%)
Suggested videos (11%)
Other (24%)



Playback locations

Watch time

YouTube watch page (72%)
Embedded in external websites and apps (28%)
YouTube channel page (0.5%)



INSIGHTS

- Analytics indicate an increase in the female audience up 4% from 47% last month.
- Also featured in top geographies this month is Mexico
- This month, UN Environment's YouTube audience recorded and increase in engagement with certain videos making a come-back in the top ten featured videos.

CHINESE

UN Environment WeChat Top post



Top WeChat post: 31 January 2017

Seven hot environment stories to look out for in 2017 including UN Environment's focus on air and oceans pollution as well as illegal trade in wildlife.

Views: 3,088

Reposts and favourites: 187

UN Environment Sina Weibo Top post

联合国环境规划署

2月16日 22:21 来自 秒拍网视频

本周六是#世界穿山甲日#，这种小型哺乳动物行踪隐秘，胆怯怕惊，只在夜晚出来活动。目前尚没有一家动物园有足够成熟的保育技术，实现穿山甲的人工训练和繁殖。然而，穿山甲的非法交易数量已经跃居大象和犀牛之上，居全球之首，种群危在旦夕。我们能做些什么呢？#为生命呐喊# 秒拍视频。

快来看看这只长相奇特的小动物。

3088 371 695

Top Weibo post: 16 February 2017

World Pangolin Day: video called on the public to protect the endangered species.

Views: 1.164 million

Reposts and favourites: 3,790

CHINESE

WeChat Summary

Followers : 20,723

Posts: 13

Reach: 243K

Reposts: 2,186

Likes: 277

New followers: 445

Weibo Summary

Followers : 123,404

Posts: 89

Impressions: 5M

Likes: 3,712

Comments: 1,077

New followers: 1,716

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- #CleanSeas Campaign
- Launch of e-course in the green economy and trade
- Erik Solheim editorial on success in China
- World Pangolin Day op-ed by Ian Somerhalder
- Launch of UN Environment annual report
- Wild for life new species audience poll

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: **4,915**
 Total Posts: **33** **RUSSIAN**
 Total Reach: **78K**
 New likes: **115**
Vs 4 posts, 17K reach and 95 new likes last month

Total audience: **37,370**
 Total Posts: **61** **FRENCH**
 Total Reach: **484K**
 New likes: **2,717**
Vs 49 posts, 344K reach and 1,820 new likes last month

Total audience: **36,067** **SPANISH**
 Total Posts: **54**
 Total Reach: **1.4M**
 New likes: **10,033**
Vs 48 posts, 603K reach and 3,596 new likes last month

Total audience: **2,777** **ARABIC**
 Total Posts: **42**
 Total Reach: **277K**
 New likes: **93**
Vs 33 posts, 196K Reach and 88 new likes last month

🐦 TWITTER

Total followers: **7,646** **RUSSIAN**
 Total Tweets: **207**
 Total Impressions: **97K**
 New followers: **46**
Vs 54 tweets, 329K Reach and 100 followers

Total followers: **11,191** **FRENCH**
 Total Tweets: **157**
 Total impressions: **301K**
 New followers: **395**
Vs 133 tweets 220K Reach and 318 new followers last month

Total followers: **16,880** **SPANISH**
 Total Tweets: **117**
 Total Impressions: **1.1M**
 New followers: **1,355**
Vs. 143 tweets, 1.3M Reach and 1,370 new followers last month

Total followers: **8,704** **ARABIC**
 Total Tweets: **98**
 Total Impressions: **84K**
 New followers: **182**
Vs 58 tweets, 40K Reach and 178 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Environnement @UNEPI

Les dommages causés par ds catastrophes liées au climat se sont élevés à 3300 milliards de dollars entre 1980 & 2014 bit.ly/2kta3Lx

RETWEETS 90 J'aime 37

ONU Environnement

Publié par Agathe Huma (M) Hier à 11:00

ONU Environnement lance une campagne d'envergure mondiale, OcéansPropres, visant à mettre fin aux déchets marins.

- 10 pays sont d'ores et déjà membres de la campagne, tout comme le constructeur informatique Dell Technologies, le top model Nadia Hutagaing, l'acteur Adrian Grenier et le chanteur Jack Johnson.
- Plus de 8 millions de tonnes de plastique sont déversées dans les océans chaque année – l'équivalent d'une benne à ordures remplie de plastique déversée chaque minute.

L'ONU déclare la guerre à l'océan de plastiques

L'ONU Environnement a lancé aujourd'hui un campagne mondiale visant à l'élimination de deux sources majeures de déchets marins : les micro-plastiques.

Plus de 1500 clics sur la publication

28 184 personnes atteintes

1 352 réactions, commentaires et partages

861 J'aime 230 Sur la publication 621 Sur les partages

68 J'adore 7 Sur la publication 61 Sur les partages

1 Haha 0 Sur la publication 1 Sur les partages

1 Wouah 0 Sur la publication 15 Sur les partages

14 Triste 5 Sur la publication 9 Sur les partages

19 Ouh 1 Sur la publication 18 Sur les partages

83 Commentaires 13 Sur la publication 70 Sur les partages

302 Partages 295 Sur la publication 7 Sur les partages

878 clics sur la publication

0 Affichages de photos 210 Clics sur des liens 668 Autres clics

COMMENTAIRES NEGATIFS

4 Masquer la publication 3 Marquer toutes les publications

0 Signaler comme indésirable 0 Je n'aime plus la Page

28 184 personnes atteintes

11 commentaires 295 partages

J'aime Commenter Partager

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.