SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 1,207,239
Compared to previous month 3%
Highest follower growth this month was seen on Spanish Facebook at 20% and French Facebook at 15.4%
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.

Facebook

Language		Change	Followers
English	⬆	3.1%	304,455
French	⬆	15.4%	32,833
Spanish	⬆	20%	23,044
Russian	⬆	3.5%	4,756
Tunza	⬆	1%	12,561
ROWA	⬆	1.3%	2,596

Twitter

Language		Change	Followers
English	⬆	1.3%	562,692
French	⬆	1.2%	10,428
Spanish	⬆	1.2%	14,355
Russian	⬆	4%	7,543
ROWA	⬆	3%	8,344

YouTube

		Change	Followers
YouTube	⬆	4.1%	6,545

Instagram

		Change	Followers
Instagram	⬆	5%	75,940

China

Platform		Change	Followers
WeChat	⬆	2.4%	20,040
RenRen	⬇	0.003%	545,833
QQ	⬇	0.33%	2,092,880
Weibo	⬆	0.4%	121,107

SOCIAL MEDIA ANALYSIS – DECEMBER 2016

TWITTER

This month, UN Environment's Twitter account recorded a 1.3% increase in followers from 555,991 to 562,692. The continued slow growth of the platform, as well as failure of new platform features to spark resurgent interest in Twitter have brought more modest audience growth. To engage followers UN Environment has continued to create engaging and impactful posts with compelling visuals to attract and capture the attention of the audience. This has been done through short and engaging campaigns, where UN Environment has asked its audience participate in social media activities. Additionally, this month, the increase in followers is attributed to coverage of UN Environment's Patron of the Oceans Lewis Pugh efforts to bring awareness to the need to protect the oceans of Antarctica. UN Environment engaged followers with short videos from his swims in Antarctica. Additionally, followers were asked to share their resolutions and reminded of environmental-friendly practices to keep at in the new year. UN Environment's Twitter audience is constantly engaging with video content calling for action on the environment and climate change, encouraging the use of evergreen campaigns such as the #LoveAir campaign on air quality.

What worked:
+Short videos from the #Antarctica2020 series
+ News on environment and wildlife crime
+News and campaigns on endangered species
What did not work:
+ Text-only Tweets
+ Images of conference daises

FACEBOOK

This month, UN Environment's Facebook account recorded a 3.1% increase in followers bringing the total number of fans from 295,311 to 304,455. 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 engaged fans through the #Antarctica2020 series and the 13 Conference of the Parties to the Convention on Biological Diversity in Cancun contributed to the growth of UN Environment's Facebook audience. Development of highly sharable, non event-related content will be key to continue such growth. As Facebook's algorithm changes reward sharing others' content, UN Environment will work to share content that can be tied back to programmatic successes.
What worked:
+Short video posts from Lewis Pugh's Antarctica swims
+News on environment, wildlife crime, climate change and the Paris Agreement
+Engaging posts from the 13th biodiversity convention in Cancun
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

UNEP

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WEBSITE	SOCIAL MEDIA HIGHLIGHTS	FACEBOOK	TWITTER	YOUTUBE	LANGUAGES	GLOSSARY

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	8,049,009
UNICEF	5,781,266
WHO	3,136,890
WWF	2,875,815
World Bank	2,125,428
Greenpeace	1,601,781
WFP	1,327,371
UNDP	1,053,284
UN Environment	**562,692**
UNFCCC	333,680
FAO News	206,935
World Resources Inst	133,714
IPCC	81,717
WMO	32,106

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

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

AGENCY	FOLLOWERS
UNICEF	6,544,654
WHO	3,101,024
GreenPeace	2,737,574
UN	2,208,629
WWF	2,194,573
World Bank	2,174,046
UNDP	1,152,018
FAO	987,456
WFP	847,397
UN Environment	**304,455**
UNFCCC	207,962
WRI	114,596
WMO	101,483
IPCC	22,317

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

FACEBOOK OVERVIEW

KEY FACTS

UN Environment has a total of **304,405** fans on Facebook as of 23 December 2016. This month **3,193,652** people saw UN Environment's information from **96** posts

December 2016 Summary

Fans: **304,455**

Posts: **96**

Total reach: **3,193,652**

Comments: **1,957**

Likes: **43,852**

Shares: **9,785**

Video views: **35,147**

New fans: **9,273**

Engagement rate: **1.2%**

Last month UN Environment reached 3,110,947 people through 78 posts, and gained 12,803 new fans, with a 1.2% engagement rate

TOP POST THIS MONTH *(shared on 16 December 2016)*

UN Environment
Published by Dave Cole [?] · December 16, 2016 at 7:00pm · 🌐

1KM below freezing. UN Environment Patron of the Oceans Lewis Pugh is raising awareness about the need to protect Antarctica's seas through a series of endurance swims under extreme conditions. Join his call to add three marine protected areas to Antarctica by 2020. #Antarctica2020

Lewis swam 1 kilometer in 0º C (32 F) water to bring awareness to the need to protect the seas of Antarctica.

Lewis Pugh Raises Awareness for Antarctic Conservation
01:20

148,243 people reached

🛈 Boost Unavailable

👍😮❤ 549   26 Comments 669 Shares 🔒 ▼

👍 Like   💬 Comment   ➤ Share

148,243 People Reached

34,150 Video Views

3,965 Reactions, Comments & Shares

	On Post	On Shares
2,756 👍 Like	477	2,279
144 ❤ Love	21	123
5 😄 Haha	0	5
192 😮 Wow	44	148
14 😢 Sad	4	10
6 😠 Angry	3	3
169 Comments	31	138
680 Shares	669	11

13,397 Post Clicks

8,535 Clicks to Play	8 Link Clicks	4,854 Other Clicks

Source: FB Insights

Best day of the month
Friday 16 December 2016 UN Environment reached 148,243 unique individuals

Key data on this day
- Lewis Pugh swims 1 kilometer in 0C (32F) water to bring awareness to the need to protect the seas of Antarctica.

FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS
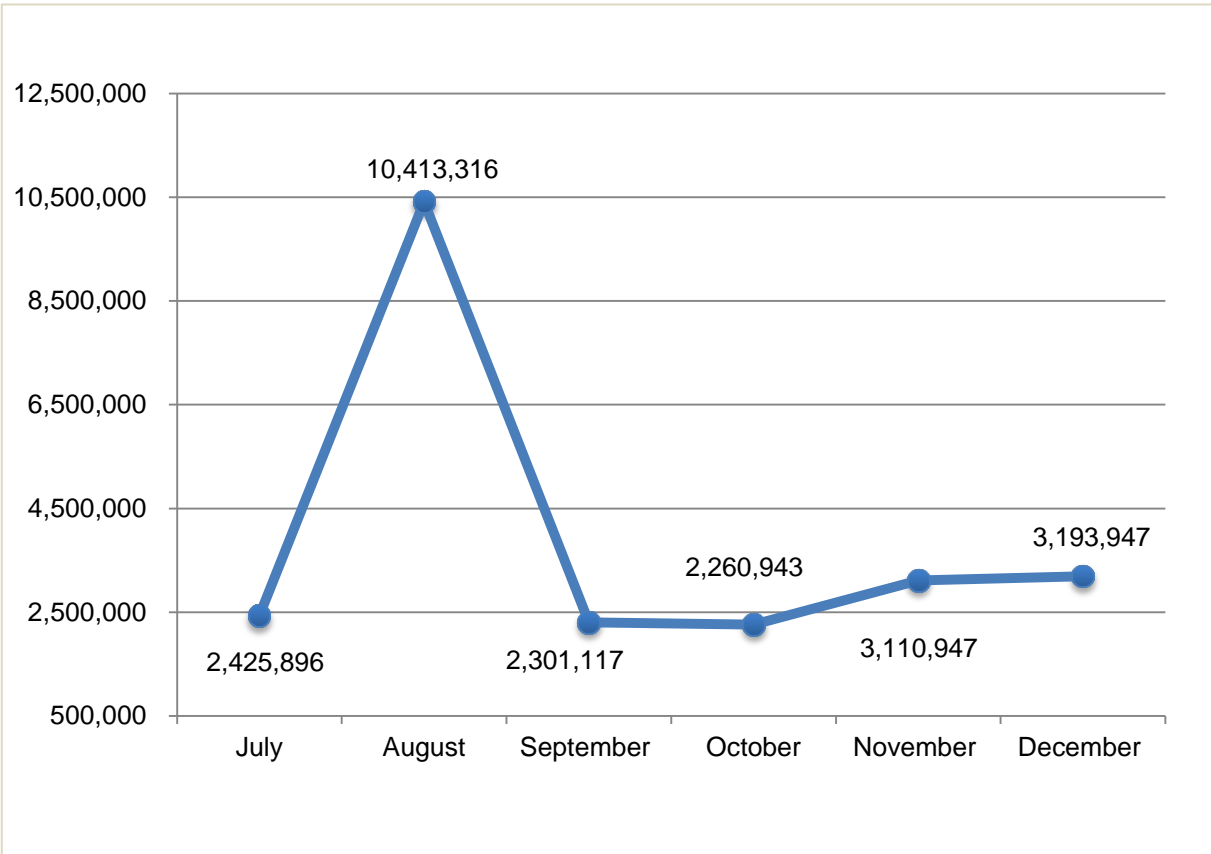
Total number of unique people reached since July 2016:
23,706,116
Average number of people reached per post since July 2016
46,031

Source: FB Insights

NUMBER OF POSTS SHARED

Month	No. of posts
DECEMBER	96
NOVEMBER	78
OCTOBER	88
SEPTEMBER	82
AUGUST	95
JULY	172
TOTAL POSTS	**515**

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

FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH

Total Page Likes

Total Page Likes
304,455
Dec 23, 2016
Click or drag to select

Total Page Likes
295,182
Nov 23, 2016
Click or drag to select

Reactions — Comments — Shares

Reactions
3,835
Nov 29, 2016
Click or drag to select

Best reach period 29-30 Nov
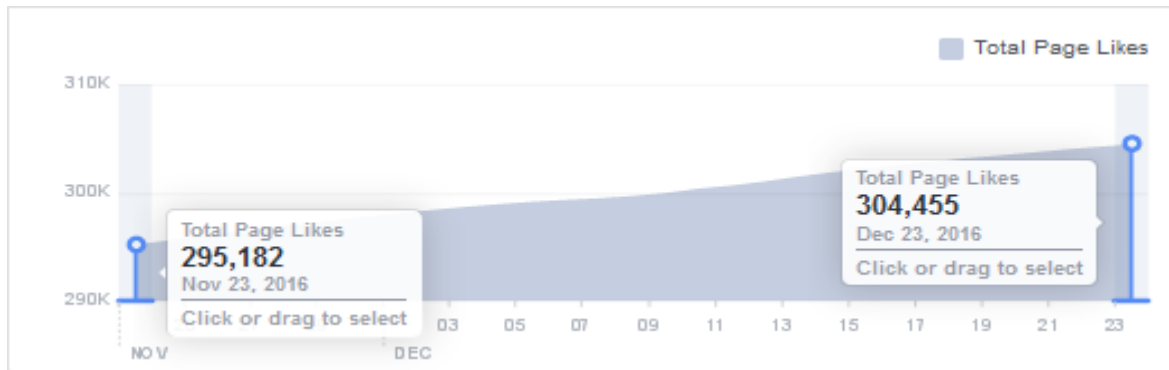
Source: Facebook Insights

KEY FACTS

UN Environment 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 UNEP.
- 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

UNEP

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FACEBOOK DEMOGRAPHICS

The people who like your Page
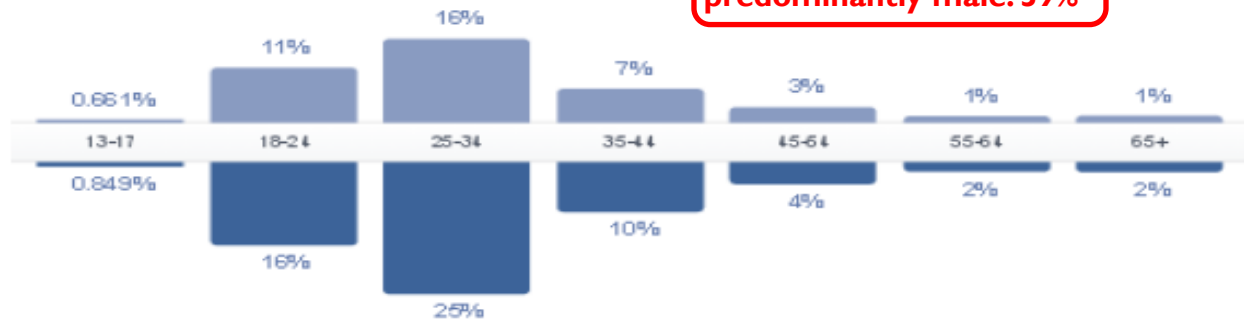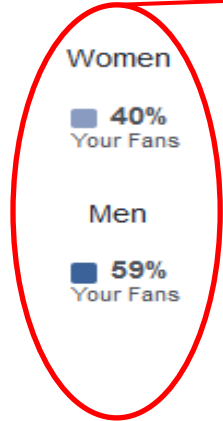
UNEP's fans are predominantly male: 59%

Women
■ **40%** Your Fans

Men
■ **59%** Your Fans

0.661%	11%	16%	7%	3%	1%	1%
13-17	18-24	25-34	35-44	45-64	55-64	65+
0.849%	16%	25%	10%	4%	2%	2%

SOURCE: FACEBOOK INSIGHTS

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.
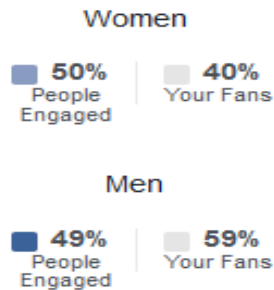
UNEP's fans who engaged are predominantly 18-34 years

Women
■ **50%** People Engaged | **40%** Your Fans

Men
■ **49%** People Engaged | **59%** Your Fans

0.971%	11%	15%	10%	7%	4%	3%
13-17	18-24	25-34	35-44	45-64	55-64	65+
0.968%	11%	16%	9%	6%	3%	2%

SOURCE: FACEBOOK INSIGHTS

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	35,341	Dhaka, Dhaka Division,...	16,095	English (US)	151,973
Bangladesh	21,827	Nairobi, Kenya	12,132	English (UK)	61,478
United States of America	20,450	New Delhi, Delhi, India	5,285	Spanish	17,315
Kenya	14,944	Kathmandu, Bagmati Z...	3,961	French (France)	14,065
Malaysia	9,994	Lima, Lima Region, Peru	2,609	Portuguese (Brazil)	9,040
Brazil	9,704	Phnom Penh, Cambodia	2,546	Arabic	6,420
Pakistan	9,421	London, England, Unite...	2,479	Italian	5,040
Philippines	7,654	Mexico City, Distrito Fe...	2,463	Spanish (Spain)	4,722
United Kingdom	7,325	Lagos, Lagos State, Ni...	2,172	German	3,624
Mexico	7,121	Bangalore, Karnataka, ...	2,101	Portuguese (Portugal)	3,420

Source: FB Insights

FACEBOOK BENCHMARKS

1		UNICEF	6.6m		▲ 0.1%	19	104.4K
2		World Health Organizati...	3.1m		▲ 0.3%	6	29.1K
3		WWF	3m		▲ 0.1%	6	48.3K
4		Greenpeace International	2.7m		▲ 0.2%	27	140.6K
5		United Nations	2.2m		▲ 0.6%	22	62.5K
6		World Bank	2.2m		▲ 0.1%	13	5.6K
7		United Nations Develop...	1.2m		▲ 0.2%	5	1.7K
8		Food and Agriculture Or...	995.1K		▲ 0.6%	39	52.3K
9		World Food Programme	848.4K		▲ 0.1%	7	177
YOU 10		UN Environment	307.9K		▲ 0.6%	13	6.9K

UN Environment's position remains the same despite increase in number of fans. UNEP requires an increase in engagement to remain competitive.

*statistics comparison is in real-time last month.

Source: FB Insights

TWITTER OVERVIEW

KEY FACTS

DECEMBER 2016 FOLLOWER GROWTH

Fri, Dec 23 2016
Followers 562,692 +197
Following 2,836 ~0

TWITTERCOUNTER

Nov 23 — Nov 28 — Dec 03 — Dec 08 — Dec 13 — Dec 18 — Dec 23

followers following

☑ Same Scale ☑ Dual axis ☒ Relative Growth

SOURCE:TWITTERCOUNTER.COM

December 2016 Summary
Followers: **562,692**

Tweets: **294**

Replies: **1.3K (43 per day)**

Mentions: **3.9K**

Retweets: **25K (807K per day)**

Likes: **23.8K (767 per day)**

Impressions: **5.9M (190K per day)**

New followers: **6,701**

Engagement rate: **1.3%**
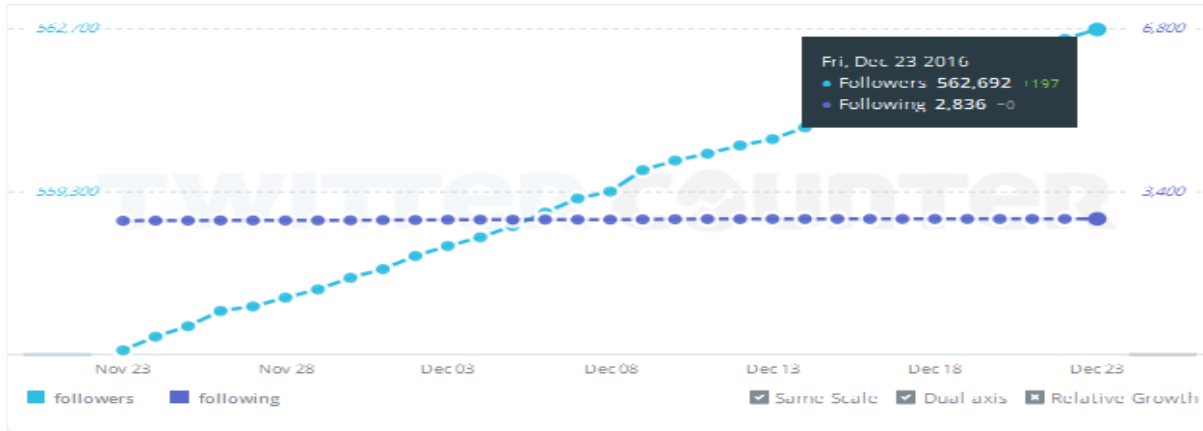
TOP TWEETS THIS MONTH

UN Environment @UNEP

The North Pole is experiencing temperatures 40-50 degrees F warmer than usual for the second year in a row: bit.ly/2i4vGm1

RETWEETS 2,233 LIKES 1,383

2:14 PM - 22 Dec 2016

52 2.2K 1.4K

UN Environment @UNEP

From sustainable design to policy leadership to the world's largest beach clean-up, the 2016 #EarthChamps inspire the world to action.

CHAMPIONS of the EARTH 2016

2016 UN Environment Champions of the Earth
Environmental activism. A more sustainable existence through design. A clean energy future. Policy leadership. The power of collective action. These are the 2016 UN Environment Champions of the Earth.

RETWEETS 292 LIKES 359

6:29 PM - 9 Dec 2016

17 292 359

Top tweets of the month
2233 Retweets 1383 Likes 249K Impressions
The North Pole is experiencing temperatures 40-50 degrees F warmer than usual for the second year in a row: bit.ly/2i4vGm1
Tweeted on 22 December 2016

292 Retweets 359 Likes 106K Impressions
From sustainable design to policy leadership to the world's largest beach clean-up, 2016 #EarthChamps
Tweeted on 9 December 2016

UNEP

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TWITTER OVERVIEW

BEST DAY THIS MONTH: THURSDAY 22 DECEMBER 2016

Tweets   Top Tweets   Tweets and replies   Promoted   Impressions   rate

Thursday, December 22, 2016
Organic Impressions   284,384
Tweets   10

SOURCE:TWITTER ANALYTICS

Steady increase in UNEP's followers.

Fri, Dec 23 2016
• Followers 562,692 +197
• Following 2,836 ~0

followers   following
☑ Same Scale   ☑ Dual axis   ☒ Relative Growth
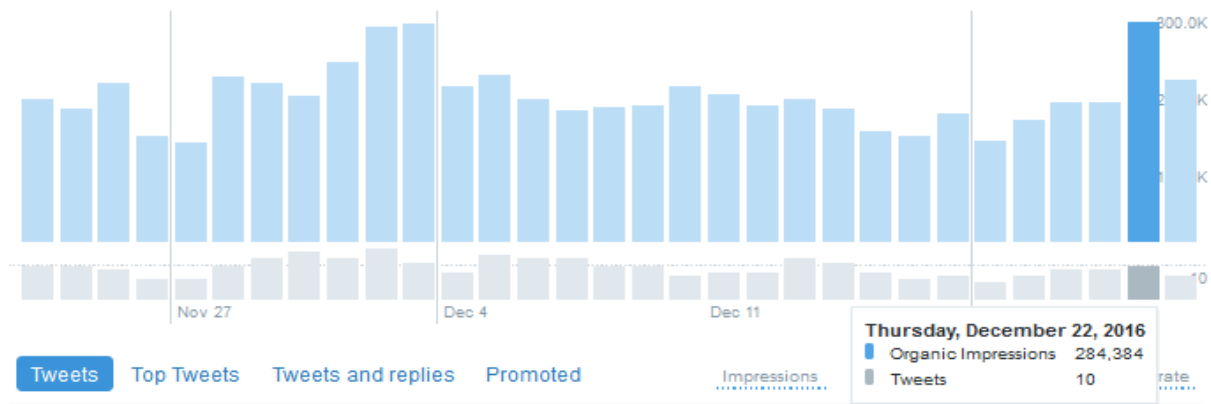
SOURCE:TWITTER COUNTER

Best day of the month
Thursday 22 December, 2016 UN Environment recorded 284,384 impressions.

Key data on this day
- News on the continued warming of the North Pole
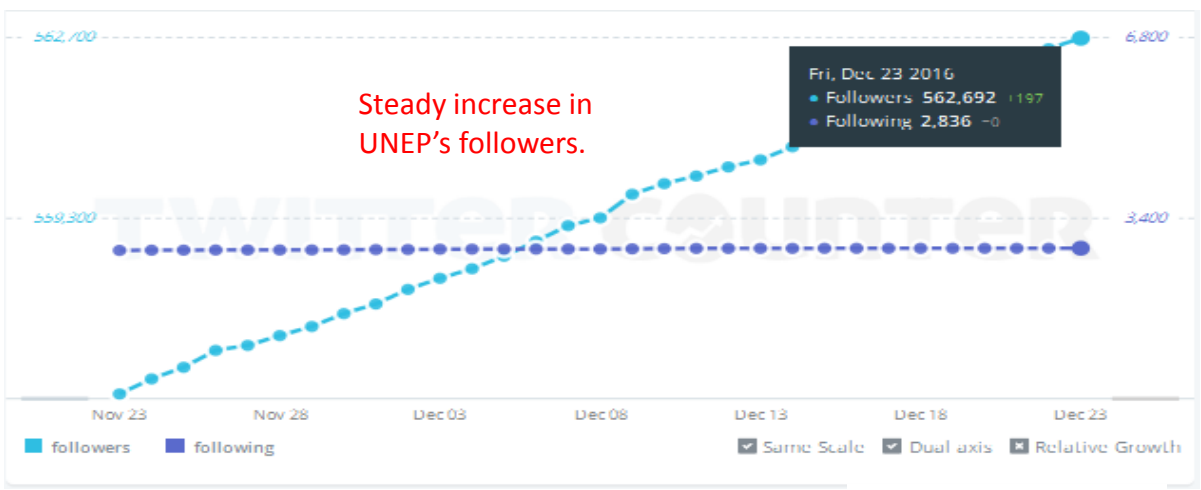
Impressions compared to previous month 1.5% 🔻
Followers compared to previous month **1.3%** 🔼

* 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

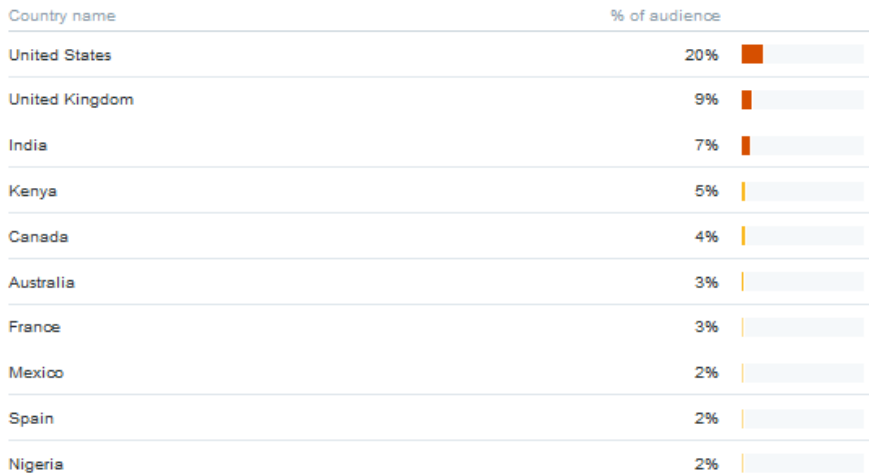| Country name	% of audience
United States	20%
United Kingdom	9%
India	7%
Kenya	5%
Canada	4%
Australia	3%
France	3%
Mexico	2%
Spain	2%
Nigeria	2%

Region

State or region	% of audience
England, GB	8%
California, US	3%
Greater London, GB	3%
Ontario, CA	2%
New York, US	2%
Nairobi, KE	2%
South East England, GB	1%
Florida, US	1%
Illinois, US	< 1%
Delhi, IN	< 1%

Interests

Interest name	% of audience
Business and news	90%
Politics and current events	85%
Business news and general info	79%
Tech news	64%
Movie news and general info	63%
Technology	62%
Science news	62%
Government	57%
Financial news	57%
Business and finance	57%

Gender

Male	Female
60%	40%

UNEP's Male audience has increased to 60% from 57% last month

SOURCE: TWITTER ANALYTICS

INSTAGRAM OVERVIEW

DECEMBER TOP MEDIA

Top media of the month

<u>1,776 Likes</u>
UN Environment Patron of the Oceans @lewispugh1 swims off Half Moon Island in #Antarctica. Lewis is undertaking these symbolic swims as he launches the #Antarctica2020 campaign, which is seeking to add three marine protected areas to conserve this crucial part of our global habitat. #cleanseas#ocean@kelvintrautman

Top media of the month

<u>1,475 Likes</u>
Photo: veeterzy @unsplash
#COP13 #mainstreamingbiodiversity #UNBiodiversityConference #Biodiversity #Environment #Nature #Conservation #UN #Unique #Beauty #Cute #Wild #UNBiodiversity #Biodiversidad #Biodiversite #Love #Ecosystem #Human

Source: instagram.com

December 2016 Summary

Followers: **75,940**

Posts: **18**

New followers: **3,400**

Following: **240**

Gender: ♀ **59%** ♂**41%**

Average age range: **18-34**

Followers compared to previous month
4.7% 🔼

Top media video media of the month

<u>7,735 Views 1,967 Likes</u>
One of the highlights for us during #COP22 was seeing the skilled &impressive performers outside of the venue each evening. #Marrakech #cop22ma

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH

Watch time
Minutes

42,256 ▼

Average view duration
Minutes

1:41 ▼

Views

24,946 ▼

Likes	Dislikes	Comments	Shares	Videos in playlists	Subscribers
203 ▼	5 ▼	43 ▲	325 ▼	229 ▼	214 ▼
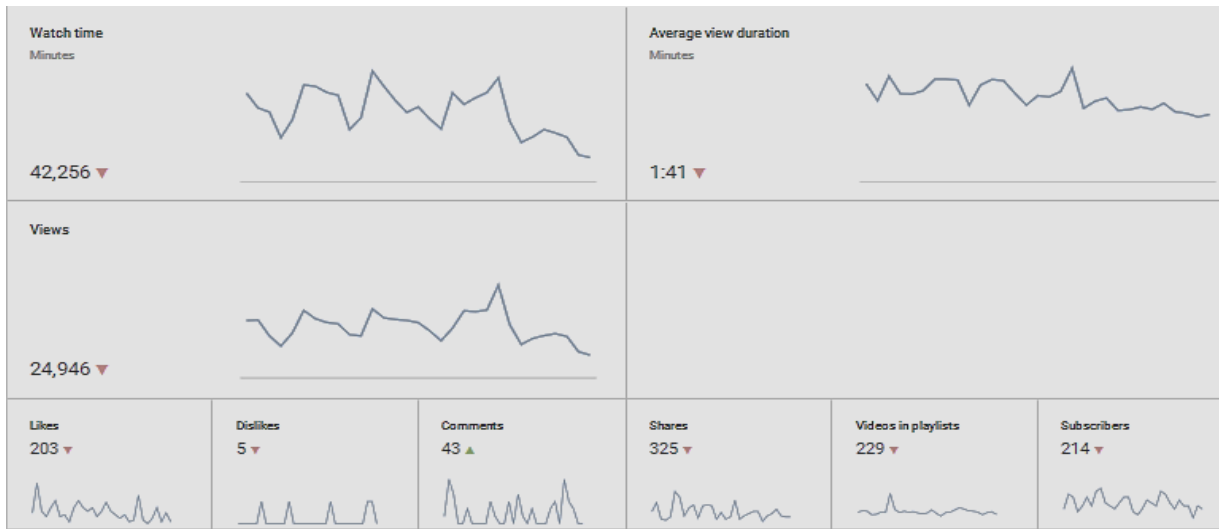
TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Ozone Song	6,840 16%	3,526 14%	6	0
The Antarctic Ozone Hole – From Discovery ...	5,090 12%	869 3.5%	2	1
Mumbai Beach Clean-Up	3,444 8.1%	3,409 14%	11	1
Seven Billion Dreams. One Planet. Consum...	2,268 5.4%	2,124 8.5%	17	1
UNEP Live Stream	1,927 4.6%	231 0.9%	0	1
2016 Champions of the Earth - News BRoll	1,637 3.9%	677 2.7%	8	1
Why do we need to change our food system?	1,206 2.9%	559 2.2%	6	0
¿Por qué el manejo de nuestros recursos n...	1,002 2.4%	499 2.0%	2	0
2016 Champions of the Earth - Press Confe...	894 2.1%	219 0.9%	11	3
Le Trou d'ozone en Antarctique - De la déco...	840 2.0%	141 0.6%	2	0

KEY FACTS

December 2016 Summary

Subscribers**: 6,545**

Views: **24,946**

Watch time: **42,256**

New Subscribers: **260**

Last month UN Environment recorded 35,758 views, 73,518 minutes watched and a gain of 195 subscribers.

Subscribers compared to previous month 4.1%⬆

Views compared to previous month 30%⬇

New in Top 10 videos

- **Mumbai Beach Clean-up**
- **2016 Champions of the Earth- News**
- **2016 Champions of the Earth- Presser**
- **UNEP Live Stream**
- **Le Trou d'ozone en Antarctique**

YOUTUBE DEMOGRAPHICS

Top geographies
Watch time

United States (24%)
India (8.2%)
United Kingdom (6.1%)
Canada (5.8%)
Mexico (3.4%)

Gender
Views

● Male (56%)
● Female (44%)

Traffic sources
Watch time

● External (48%)
● YouTube search (20%)
● Suggested videos (11%)
● Other (21%)

Playback locations
Watch time

● YouTube watch page (68%)
● Embedded in external websites and apps (32%)
● YouTube channel page (0.5%)
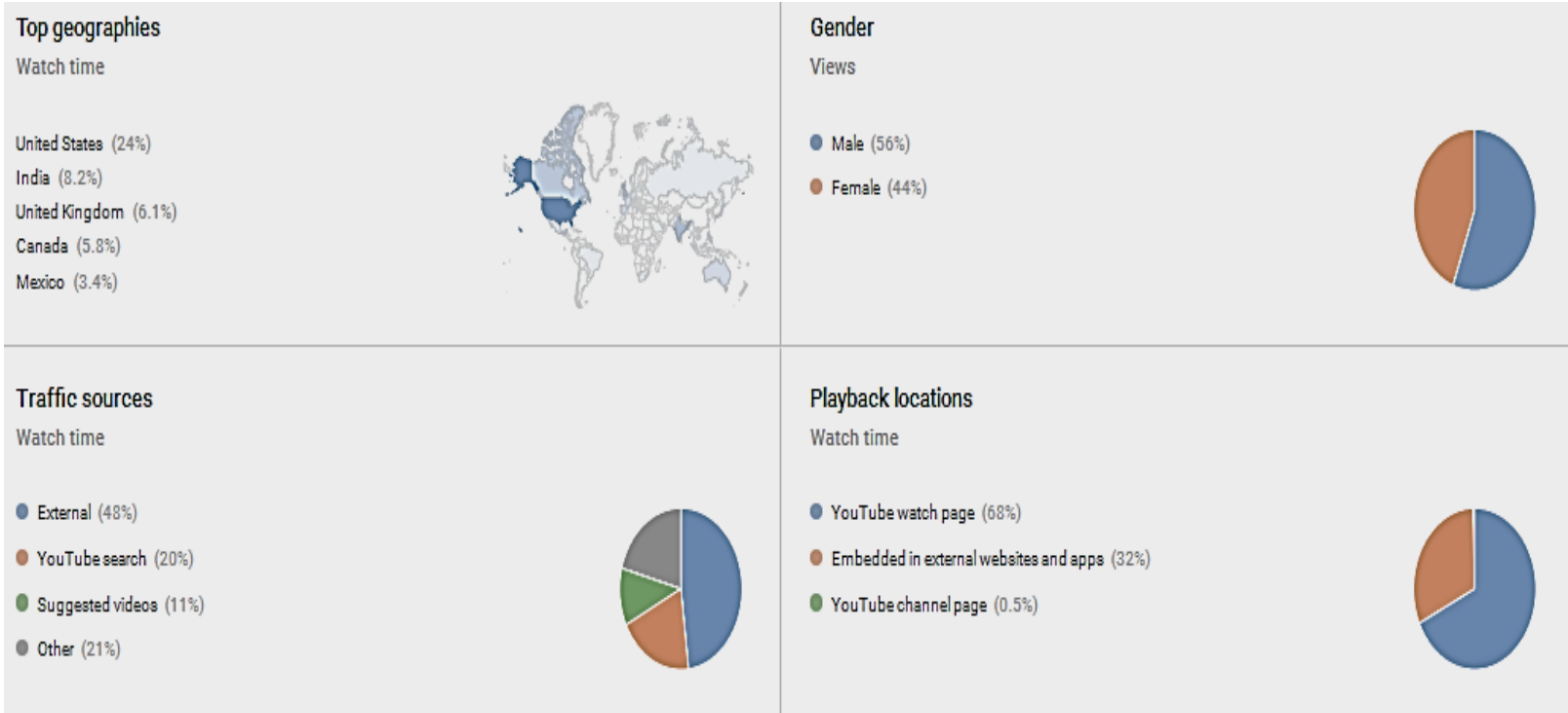
INSIGHTS
- Analytics indicate an increase in the female audience up 1% from 44% last month.
- Also featured in top geographies this month are Canada and Mexico
- This month, UN Environment's YouTube audience recorded and increase in engagement owing to the interactive videos from the #Antarctica2020 series.

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SOCIAL MEDIA - LANGUAGES

CHINESE

UN Environment WeChat Top post
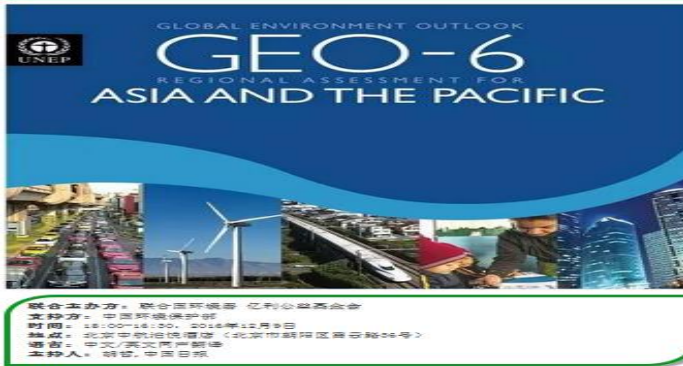
Top WeChat post: 02 December 2016

GEO-6: Global Environment Outlook: Regional assessment for Asia and the Pacific was translated into Chinese and launched in Beijing.

Views: 1,530
Reposts and favourites: 207

UN Environment Sina Weibo Top post

Top Weibo post: 11 November 2016

UN Environment's Wild For Life campaign was recognised by and awarded as one of the "2016 Top 10 most influential Advocacy Campaigns " by Weibo

Views: 352,000
Reposts and favourites: 768

CHINESE

WeChat Summary
Followers : 20,040
Posts: 11
Reach: 274K
Reposts: 1,047
Likes: 213
New followers: 474

Weibo Summary
Followers : 121,107
Posts: 86
Impressions: 1.9M
Likes:1,891
Comments:426
New followers:531

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED
- 2016 UN Environment Champions on the Earth
- Wild for Life recognised in top 10 most influential campaigns award by Weibo
- Launch of the Global Environment Outlook's regional assessment for Asia and the Pacific in Beijing
- Advocacy video to call for the ban of, and raise awareness on the dangers of consumption of shark fins in China

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**.

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **4,756**
Total Posts: **43**
Total Reach: **90K**
New likes: **151**
Vs 33 posts, 69K reach and 130 new likes last month

FRENCH

Total audience: **32,833**
Total Posts: **43**
Total Reach: **344K**
New likes: **4,352**
Vs 45 posts, 219K reach and 6,119 new likes last month

SPANISH

Total audience: **23,044**
Total Posts: **48**
Total Reach: **603K**
New likes: **3,596**
Vs 38 posts, 292K reach and 2,938 new likes last month

ARABIC

Total audience: **2,596**
Total Posts: **33**
Total Reach: **343K**
New likes: **70**
Vs 55 posts, 408K Reach and 61 new likes last month

TWITTER

RUSSIAN

Total followers: **7,543**
Total Tweets: **514**
Total Impressions: **374K**
New followers: **291**
Vs 580 tweets, 277K Reach and 483 followers

FRENCH

Total followers: **10,478**
Total Tweets: **136**
Total impressions: **214K**
New followers: **650**
Vs 160 tweets 390K Reach and 611 new followers last month

SPANISH

Total followers: **14,355**
Total Tweets: **143**
Total Impressions: **1.3M**
New followers: **1,370**
Vs. 91 tweets, 826K Reach and 1,321 new followers last month

ARABIC

Total followers: **8,344**
Total Tweets: **135**
Total Impressions: **78K**
New followers: **489**
Vs 210 tweets, 173K Reach and 278 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Environnement @UNEPfr

Une crevasse dans la banquise de l'Antarctique pourrait présager un effondrement de la calotte polaire bit.ly/2g58seh 📷 NASA

RETWEETS 238   J'AIME 67

17:11 - 30 nov. 2016

5   238   67

GLOSSARY

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.

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.

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