

FEB
2015

UNEP DIGITAL METRICS



UNEP

www.unep.org

FEB
2015



↑ 29.44%

since last month

2,267,932
Visits



↑ 25.16%

since last month

9,981,504
Page Views



↑ 2.4%

since last month

00:19:22
Avg. Time Spent



↑ 19.1%

since last month

Returning
Visitors



85.4%
Desktop

11.1%
Mobile

3.5%
Tablet

Devices

150,099

Total Fans



↑ 1.4%

Total Fans
from last month



10.4%
Total Reach
from last month

628,170 people

saw UNEP's
messages

Top Post:
World Wetlands Day
(34,960 readers and
727 Interactions)

57% male, aged between 18-34



332,927

Total Followers



↑ 4.1%

Total Followers
from last month

21.6M
Reached
By UNEP Tweets

Top Tweet:
#WorldWetlandsDay
513 retweets and 174 favourites

69% male,
Located in USA, UK and India



3,058

Total Subscribers



↑ 2.5%

Total Subscribers
from last month

21.5%
Total Views
from last month

14,045 Total Views

Top Video:
A Bottle's Odyssey
2,995 views

53% male,
Located in USA, UK and Russia



FEB
2015

VISITS

Month	Total visits	Average per Day	Average Visit Duration
Feb 2015	2,267,932	70,872	00:19:22
Jan 2015	1,752,090	54,752	00:18:54
Total visits of Year To Date	4,020,022		

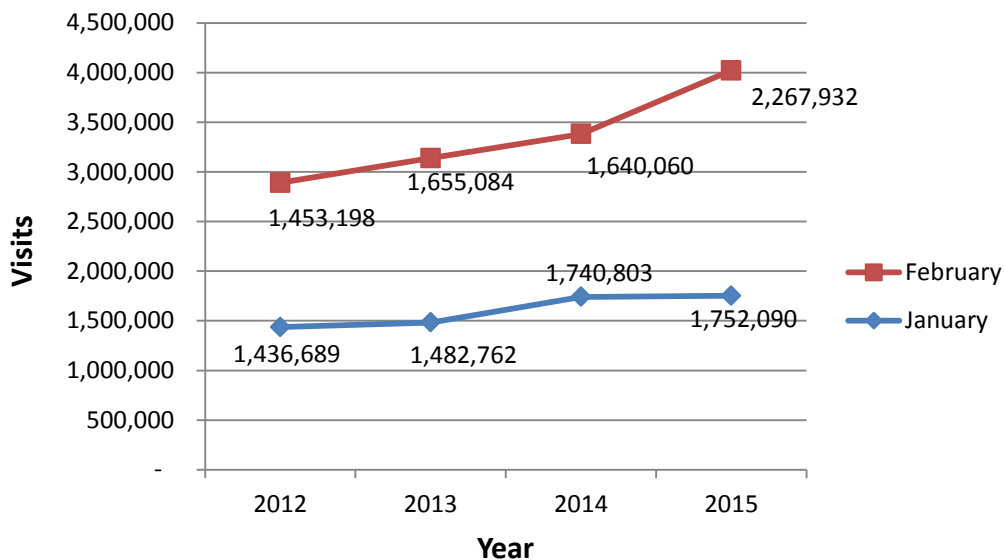
KEY FACTS

Visits compared to previous month
29.44% ↑

Mondays are the most active and
Saturdays the least active days

Average visits per visitor 1.66
Compared to previous month 1.24% ↑

39% Bounce rate on UNEP homepage



Source: Webtrends and Google Analytics

* Bounce rate

the percentage of visitors to a particular website who navigate away from the site after viewing only one page.



1 WEBSITE

2 DOWNLOADS

3 SOCIAL MEDIA HIGHLIGHTS

4 FACEBOOK

5 TWITTER

6 YOUTUBE

7 GLOSSARY

VISITORS

Month	Total visitors	Daily average	Peak day
Feb 2015	1,367,226	45,574	3-Feb
Jan 2015	1,071,339	35,771	21-Jan
Total visitors of Year To Date	2,438,565		

Most popular browsers used by visitors

	Browser	Unique visitors
1	Chrome	27,294
2	Internet Explorer	20,505
3	Firefox	12,065
4	Safari	7,892
5	Opera Mini	2,335
6	Android Browser	1,094
7	Opera	435
8	UC Browser	347
9	Safari (in-app)	265
10	S40 Ovi Browser	264

Source: Webtrends and Google Analytics

KEY FACTS

Visitors compared to previous month
27.62% ↑

Returning visitors compared to previous month 19.1% ↑

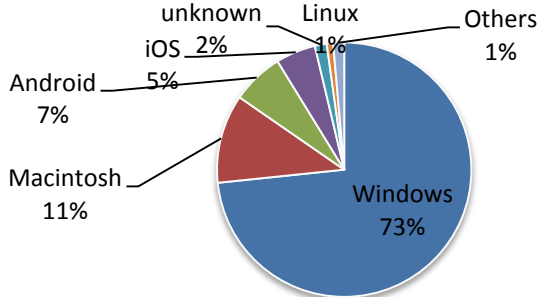
Gender distribution
Male 43%, female 57 %

UNEP visitors by age group

- 25-34 - 34.38%**
- 18-24 - 28.73%
- 35-44 - 13.81%
- 45-54 - 10.37%
- 55-64 - 7.23%
- 65+ - 5.48%

63% of UNEP audience is between ages 18-34 years

Most popular operating systems used by visitors




FEB
2015

PAGE VIEWS

Month	Total Page Views	Daily Average	Average Page Views per Visit
Feb 2015	9,981,504	311,922	4.4
Jan 2015	7,974,890	249,215	4.55
Total Page Views of Year To Date	17,956,394		


Popular pages in Feb 2015			
		Position Jan 2015	% change in visits from Jan 2015
1	http://www.unep.org/	-	18.07%
2	http://www.unep.org/newscentre/	-	31.64%
3	http://www.unep.org/rss/	-	28.80%
4	http://www.unep.org/resourceefficiency/	-	54.43%
5	http://www.unep.org/vacancies/	-	20.85%
6	http://www.unep.org/climatechange/	-	29.07%
7	http://www.unep.org/IETC/	-	23.24%
8	http://www.unep.org/about/	13	105.80%
9	http://www.unep.org/wed/	12	29.52%
10	http://www.unep.org/ccac/	14	49.58%
11	http://www.unep.org/ecosystemmanagement/	16	53.23%
12	http://www.unep.org/disastersandconflicts/	22	222.98%
13	http://www.unep.org/greeneconomy/	8	-30.01%
14	http://www.unep.org/roa/	19	76.46%
15	http://www.unep.org/experts/	15	39.81%


KEY FACTS

Page views compared to previous month
25.16% 

Top pages visitors use to enter our website are:

1. UNEP Home page
2. News Centre
3. Resource Efficiency
4. UNEP Employment
5. Climate Change

Page with the most improved page views compared to previous month - Disasters and Conflicts 386% 

Total uploads this month was 240,047 compared to previous month 38.49% 

Source: Webtrends



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA
HIGHLIGHTS

4
FACEBOOK

5
TWITTER

6
YOUTUBE

7
GLOSSARY

KEY FACTS

The website reached 218 countries and 5708 cities

North America was the continent with most visits at 18%, Western Europe was second (14%) and Northern Europe third (1% of total visits)

Top 10 Countries Feb 2015

	Country	% of Total	New Users
1	United States	14.43%	8,681
2	Kenya	6.74%	2,613
3	United Kingdom	6.69%	3,935
4	India	6.12%	3,840
5	Germany	3.91%	2,282
6	France	3.78%	2,039
7	Canada	3.54%	2,095
8	Italy	2.56%	1,393
9	Switzerland	2.49%	1,257
10	Australia	2.42%	1,519

Top 10 Cities Feb 2015

	City	% of Total	New Users
1	Nairobi	4.29%	1,213
2	London	2.60%	1,584
3	Geneva	1.75%	859
4	New Delhi	1.46%	862
5	Paris	1.39%	603
6	Shanghai	1.36%	962
7	Rome	1.35%	751
8	Sydney	1.22%	817
9	Bangkok	1.19%	731
10	Bengaluru	1.17%	809

Source: Google Analytics

FEB
2015

REFERRALS

KEY FACTS

There were 1202 referring domains in Feb 2015

Top 10 Referring Domains in Feb 2015

	Domain	Visits	% Visits
1	Direct Traffic	1,115,743	49.20%
2	google.com	179,634	7.92%
3	google.co.in	71,290	3.14%
4	google.co.uk	38,646	1.70%
5	google.com.ph	21,348	0.94%
6	google.com.mx	20,644	0.91%
7	google.ca	18,362	0.81%
8	bing.com	16,419	0.72%
9	google.fr	16,068	0.71%
10	google.com.au	10,429	0.46%

* **Direct Traffic**

Represents traffic to the web site with no referrer either due to:

- the visitor typed the domain name directly into their browser,
- the visitor bookmarked the site, or
- the visitor clicked on an email, shortcut, or other direct link

* **Referring Domain**

A website that refers a visitor to your site by linking to it.

Source: Webtrends



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA
HIGHLIGHTS

4
FACEBOOK

5
TWITTER

6
YOUTUBE

7
GLOSSARY

FEB
2015

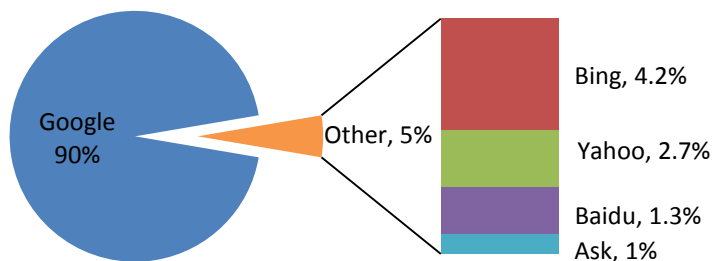
SEARCH TERMS

Top 10 Search Terms in Feb 2015

unep	1,571
ocean waste	776
tourism	735
glaciers	703
why the importance of water quality should be a concern for every south african	504
kenya tanzania maritime boundary	491
solid waste management	443
municipal solid waste management book	406
geo small island developing states outlook	388
world environment day	382

Top search engines used to reach www.unep.org

■ Google ■ Bing ■ Yahoo ■ Ask ■ Baidu



Source: Webtrends & Google Analytics

KEY FACTS

Over 368 search terms in this month

Top 5 search terms last month

1. unep
2. Species diversity in mangrove forests
3. Environmental pollution
4. Solid waste management pdf
5. Poverty and sustainability

FEB
2015

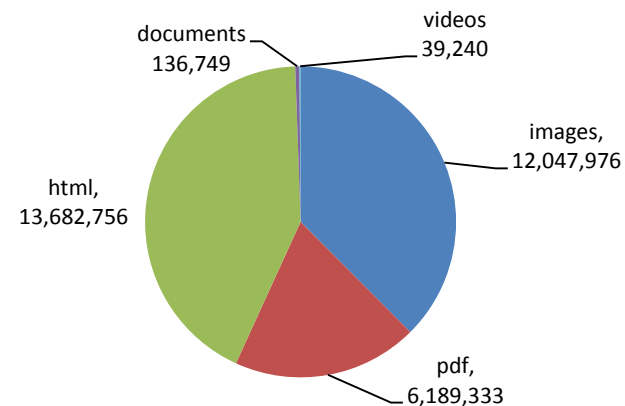
DOWNLOADS

Top 10 Publications in Feb 2015

	February 2015	Downloads
1	Our Planet: Climate for life 2014	136
2	Guidance Manual SIDS Full Report	67
3	Aligning the financial system	59
4	Climate finance for cities and buildings: a handbook for local governments	44
5	Climate change: implications for investors and financial institutions	43
6	Natural resources and conflict	38
7	Africa's adaptation gap: technical report	34
8	Keeping track of adaptation actions in Africa: Targeted Fiscal Stimulus Actions Making a Difference	26
9	South-South Trade in Renewable Energy: A Trade Flow analysis of selected environmental goods	22
10	Guidance Manual on valuation	17

KEY FACTS

Top file types downloaded this month



File types


- Html (html, css, js, asp, aspx)
- Images (jpg, png, gif)
- Documents (doc, xls, ppt)
- Videos (avi, mov, mp4, flv)

Source: Webtrends & Piwik

FEB
2015

SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms
3,284,208
Compared to previous month 0.5% 

Highest follower growth this month was seen on Instagram, Russian FB and French Twitter

	Social Media Platforms	Followers This month	Followers Last month	% Monthly growth
Facebook	FB (English)	150,099	148,099	1.4 %
	FB (Tunza)	11,063	11,019	0.4 %
	FB (French)	9,425	9,415	0.1 %
	FB (Spanish)	3,088	3,047	1.3 %
	FB (Russian)	401	359	10.5 %
Twitter	TW (English)	332,972	323,091	4.1 %
	TW (Russian)	2,800	2,650	5.6 %
	TW (French)	1,314	1,132	13.9 %
	TW(Spanish)	1,566	1,518	3.1 %
Chinese Social media	WeChat	10,029	9,982	0.5%
	RenRen	546,228	546,259	No change
	QQ	2,088,913	2,086,748	0.2 %
	WEIBO	86,396	86,151	0.3 %
	Youtube	3,058	2,984	2.5 %
	Google+	4,975	4,843	2.7%
	Instagram	2,728	2271	16.8 %

FEB
2015

SOCIAL MEDIA HIGHLIGHTS

Lewis Pugh's 5 Swims

FIVE SWIMS
ANTARCTICA
for **1 REASON**

- 1 London - launch | 1 Feb
- 2 Campbell Island | 13 Feb 12° South
- 3 Cape Adare | 19 Feb 77° South
- 4 Cape Evans | 22 Feb 77° South
- 5 Bay of Whales | 28 Feb 78.2° South
- 6 Peter I Island | 1 March 89° South

UN Environment @UNEP

Launch of mediation practitioners guide



UN Environment @UNEP

New @UN guide promotes #Mediation as vital tool to prevent & resolve nat resources disputes: ow.ly/JmRbt

10:45 AM - 20 Feb 2015

50 RETWEETS 25 FAVORITES

2015 Champions of the Earth Nominations



UN Environment @UNEP

Calling env innovators & visionaries --> Nominations are now open for 2015 #UNEPChampions! ow.ly/Jfhul

12:25 PM - 18 Feb 2015

40 RETWEETS 28 FAVORITES

3 Feb #5Swims

UN Patron of the Oceans, Lewis Pugh, announced the #5Swims expedition in the Antarctic and embarked on the first two swims in Feb. To date 7 tweets (366 RT'S) and 2 FB posts (reaching 19,224 users) have been shared on #5swims.

RT – retweet
FB - facebook
DC – disasters and conflicts

19 Feb #NRMediation

The joint DPA and UNEP publication "Natural Resources and Conflict: A Guide for Mediation Practitioners" was launched. In collaboration with DC 7 messages on #NRMediation was shared on @UNEP. A total of 571 tweets were recorded on the hashtag reaching 5.5M users. @UN, @UNEP and @UNDP were main contributors.

18 Feb #UNEPChampions

Nominations for the 2015 Champions of the Earth opened on Feb 18. Since the launch a total of 11 tweets and 5 FB posts have been sent out on main UNEP accounts. Posts on FB reached a total of 38,744 people. In total 492 posts on #UNEPChampions (426 were RT's) was recorded reaching 5M users. Main contributors were @UN and @WeCanEndPoverty.



1 WEBSITE

2 DOWNLOADS

3 SOCIAL MEDIA HIGHLIGHTS

4 FACEBOOK

5 TWITTER

6 YOUTUBE

7 GLOSSARY

TWITTER

Although reach was down compared to Jan engagement rates were generally good with an increase in RT's, mentions, replies and favourites compared to Jan. The average retweet rate was **70** RTs per post an increase by 22% compared to last month. Engagement rate was, however, slightly lower than the average for the past six months, suggesting that @UNEP's engagement potential should be advanced.

Follower increase remained steady compared to last month although slightly under the average for the past six months (Feb was 13,770, average 14,142)

What worked:

- + Fact driven and strong content (positive/negative)
- + Emotional content
- + Visual content: Visual posts / infographics / videos give good returns
- + RT's of fact and visual solid content from other credible accounts

What did not work:

- + Text only posts (should be further reduced)
- + General announcements (of e.g. events – necessary but more context often needed)
- + 'Talking heads' visuals and videos

FACEBOOK

Overall engagement, reach and follower growth figures saw an increase compared to Jan metrics. Engagement rate was 4% compared to 3.52% last month. Compared to peers such as UNDP and FAO UNEP record a slightly lower engagement suggesting efforts to increase engagement rates should be put into place.

What worked:

- + Fact driven and strong content (positive/negative)
- + Emotional content
- + 'Big' environment news
- + Highlights from UNEP reports.

What did not work:

- + Call outs for e.g. Champions nominations, SEED award needs stronger wording to record better engagement rates.
- + Promotion of past content e.g. Champions video and Ian Somerhalder video.
- + Difficult subjects for example Mercury PR



FACEBOOK OVERVIEW

UNEP has a total of **150,099** fans on Facebook as of Feb 23, 2015. This month **628,170** people saw UNEP's information from **60** posts

TOP POST THIS MONTH *(shared on Monday 2nd at 11:31am)*

UNEP
February 2 at 11:31am · Edited ·

Research has confirmed that 64% of wetlands worldwide have been lost since 1900, and that 76% of populations of freshwater plants and animals have disappeared in the last 40 years alone, which is worse than any other ecosystem.

Today is World Wetlands Day: Make a pledge to support wetlands or enter your wetland photo to the photo contest to win a flight to anywhere in the world!

Wetlands for Our Future: Act Now to Prevent, Stop, and Reverse Wetland...

World Wetlands Day is celebrated every year on 2 February to help raise public awareness about the...

WWW.UNEP.ORG | BY UNEP

34,960 people reached **Boost Post**

Like · Comment · Share · 327 7 212

34,960 People Reached

727 Likes, Comments & Shares

476 Likes	327 On Post	149 On Shares
30 Comments	7 On Post	23 On Shares
221 Shares	212 On Post	9 On Shares

188 Post Clicks

0 Photo Views	188 Link Clicks	0 Other Clicks
-------------------------	---------------------------	--------------------------

NEGATIVE FEEDBACK

18 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Source: FB Insights

*** Engagement Rate** for Facebook is the percentage of people who saw a post and liked, shared, clicked or commented on it.

*** Reach** is the total number of estimated unique Twitter users that saw a tweet from UNEP.

KEY FACTS

February 2015 Summary

- Fans: **150,099**
- Posts: **60**
- Total reach: **628,170**
- Comments: **453**
- Shares: **3,363**
- Likes: **11,445**
- Link clicks: **6,060**
- New fans: **2,673**
- Engagement rate: **4%**

Last month UNEP reached 562,931 people through 54 posts, and gained 2,393 new fans

Best day of the month

Monday, Feb 2nd UNEP reached **36,352** unique individuals.

Key data on this day

- World Wetlands Day (posted)
- Launch of Wastewater report (posted)
- Strong and factual messaging
- 1132 stories created based on UNEP's posts



1 WEBSITE

2 DOWNLOADS

3 SOCIAL MEDIA HIGHLIGHTS

4 FACEBOOK

5 TWITTER

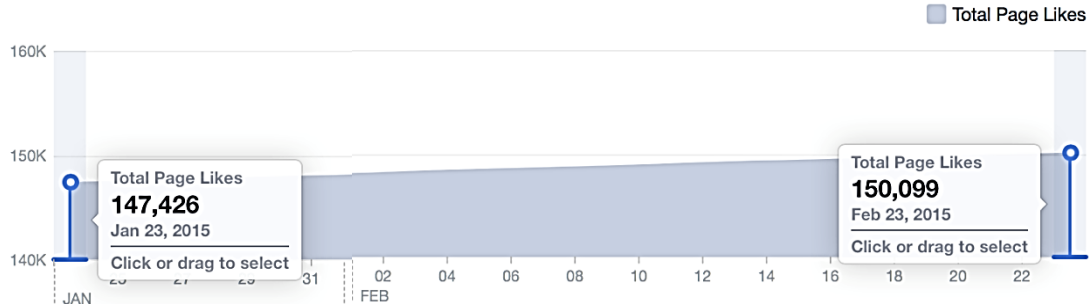
6 YOUTUBE

7 GLOSSARY

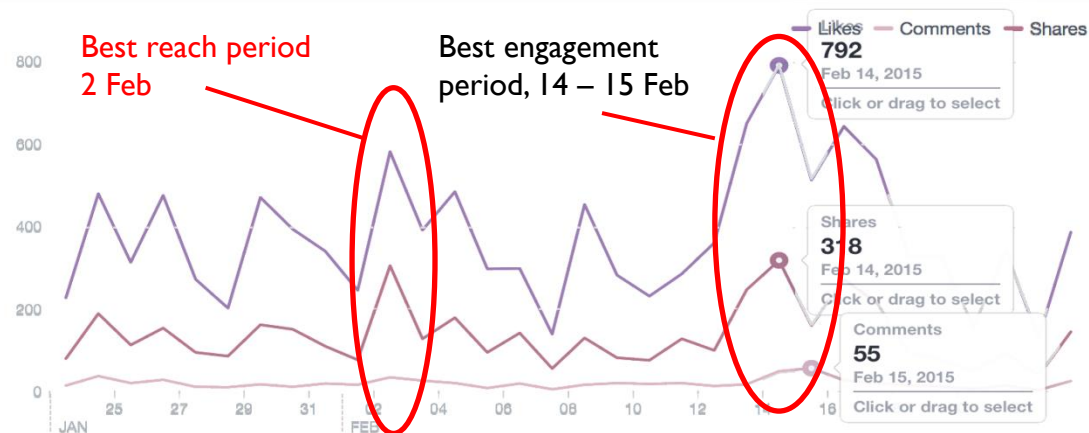
FEB
2015

FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



MONTHLY ENGAGEMENT



Source: FB Insights

KEY FACTS

Total number of people who saw UNEP's post (i.e. reach) increased 10.4 % compared to last month

Fans compared to previous month 1.8 %

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

* **Engagement rate** for Facebook is the percentage of people who saw a post and liked, shared, clicked or commented on it.
 $Eng.Rate = (Engaged\ users / Reach) * 100$



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA
HIGHLIGHTS

4
FACEBOOK

5
TWITTER

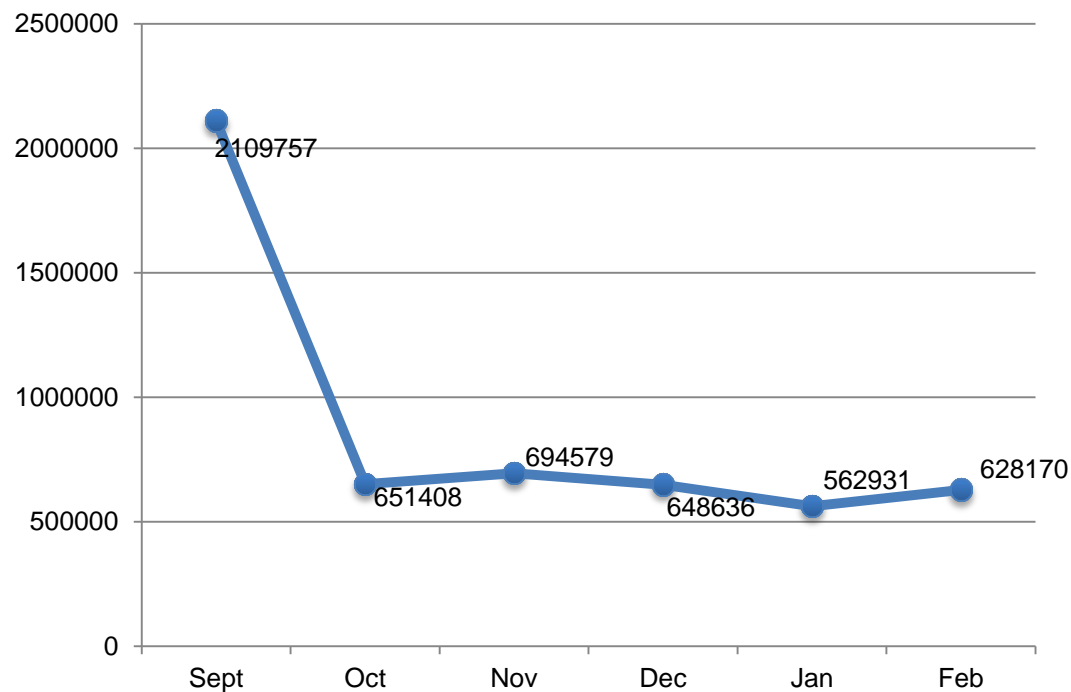
6
YOUTUBE

7
GLOSSARY

FEB
2015

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 Sep 2014
5,295,481

Average number of people reached per post since Sep 2014
12,822

NUMBER OF POSTS SHARED

Month	No. of posts
SEPTEMBER 2014	100
OCTOBER 2014	54
NOVEMBER 2014	77
DECEMBER 2014	68
JANUARY 2015	54
FEBRUARY 2015	60
TOTAL POSTS	413

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



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA
HIGHLIGHTS

4
FACEBOOK

5
TWITTER

6
YOUTUBE

7
GLOSSARY

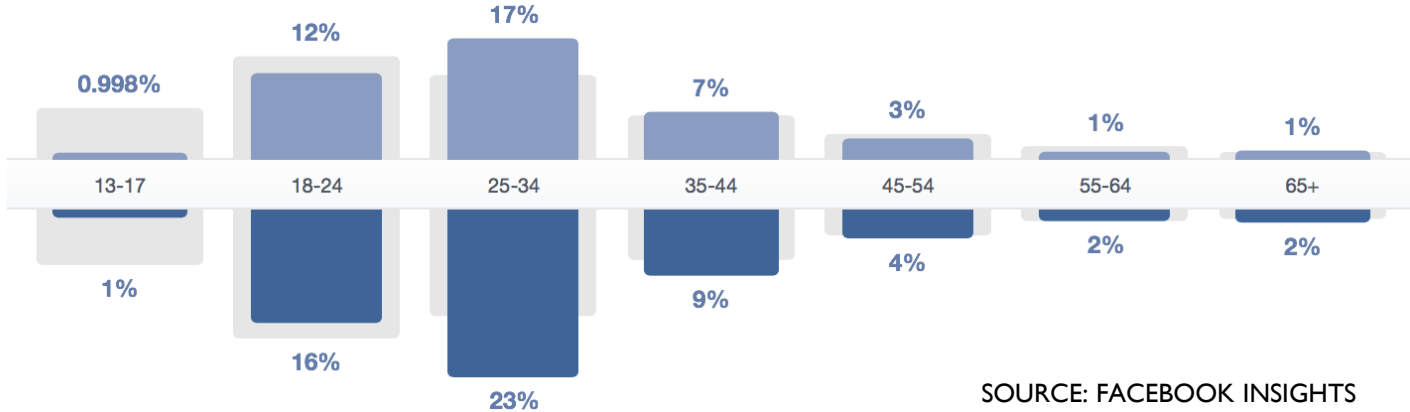
FACEBOOK DEMOGRAPHICS

The people who like your Page

UNEP's fans are predominantly male: 57 %

Women
 42% Your Fans
 46% All Facebook

Men
 57% Your Fans
 54% All Facebook



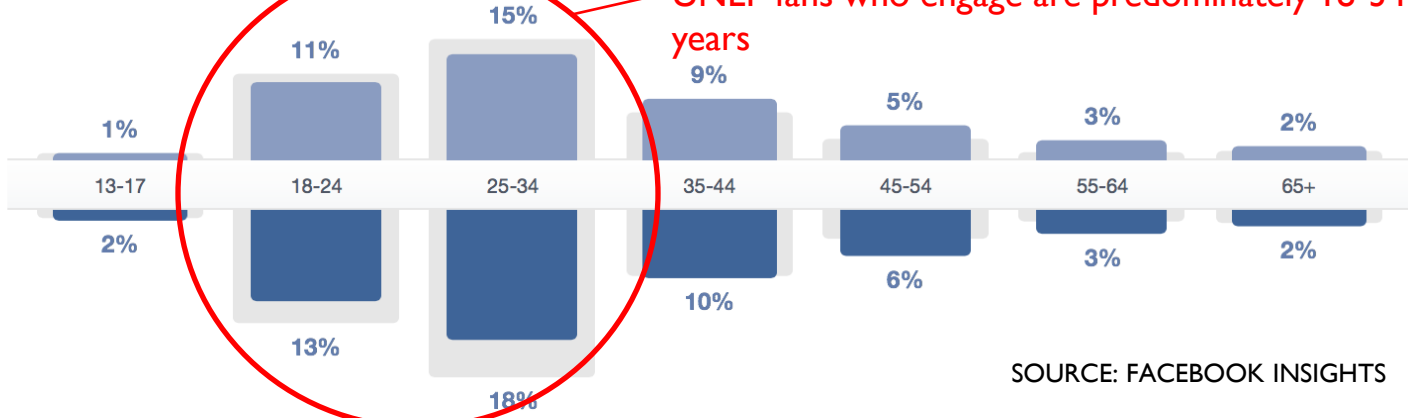
SOURCE: FACEBOOK INSIGHTS

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

UNEP fans who engage are predominately 18-34 years

Women
 45% People Engaged
 42% Your Fans

Men
 54% People Engaged
 57% Your Fans



SOURCE: FACEBOOK INSIGHTS

FEB
2015

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

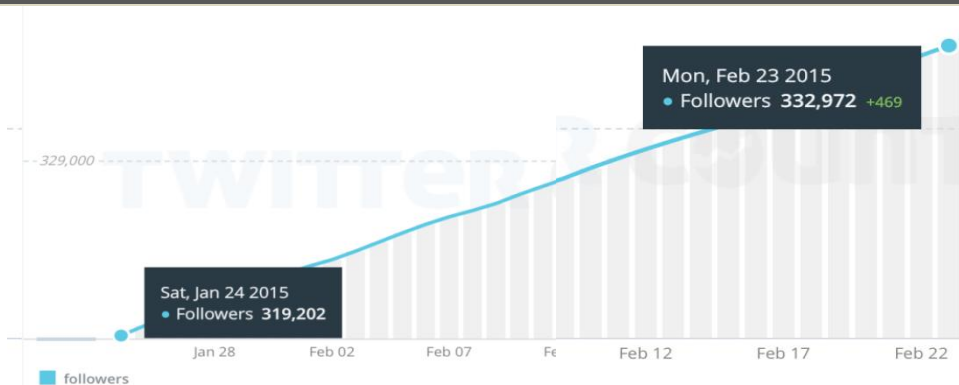
Country	Your Fans	City	Your Fans	Language	Your Fans
India	15,186	Nairobi, Kenya	6,321	English (US)	76,649
United States of America	9,766	Kuala Lumpur, Malaysia	3,078	English (UK)	23,673
Malaysia	9,342	Kathmandu, Nepal	2,697	Spanish	9,528
Kenya	8,721	Dhaka, Bangladesh	2,495	French (France)	5,955
Brazil	5,112	New Delhi, Delhi, India	2,298	Portuguese (Brazil)	4,605
Pakistan	5,106	Cairo, Al Qahirah, Egypt	1,658	Italian	2,995
Nepal	4,063	Seoul, South Korea	1,394	Arabic	2,805
Mexico	3,731	London, England, United ...	1,327	Spanish (Spain)	2,507
Bangladesh	3,630	Lima, Peru	1,315	Simplified Chinese (China)	1,882
United Kingdom	3,430	Mexico City, Distrito Feder...	1,279	German	1,828

Source: FB Insights

FEB
2015

TWITTER OVERVIEW

FEBRUARY FAN GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH



UN Environment @UNEP
64% wetlands lost since 1900. On #WorldWetlandsDay we celebrate importance & value of wetlands ow.ly/lkjBA
11:28 AM - 2 Feb 2015
513 RETWEETS 174 FAVORITES



UN Environment @UNEP
"Every year about 13M hectares of #forest are destroyed. Every min we lose 25 football fields of trees" @ibrahimthiaw
2:10 PM - 17 Feb 2015
321 RETWEETS 88 FAVORITES

* **Engagement Rate** for Twitter is the ratio of the Engagement actions (favorites, replies, retweets as well as new follows) and reach generated over a Tweet.

KEY FACTS

February 2015 Summary

Followers: **332,972**
Tweets: **159**
Replies: **817**
Mentions: **3.6k**
Retweets: **8.7K**
Favourites: **4.1K**
Reach: **21.6M**
New followers: **13,770**
Engagement rate: **1.3%**

Top tweets of the month

513 Retweets 174 favourites
64% wetlands lost since 1900.
On #WorldWetlandsDay we celebrate importance & value of wetlands <http://ow.ly/lkjBA>
Tweeted on 2 Feb 2015

321 Retweets 88 Favorites
"Every year about 13M hectares of #forest are destroyed. Every min we lose 25 football fields of trees" @ibrahimthiaw
Tweeted on 17 Feb 2015

* **Reach** is the total number of estimated unique Twitter users that saw a tweet from UNEP.



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA
HIGHLIGHTS

4
FACEBOOK

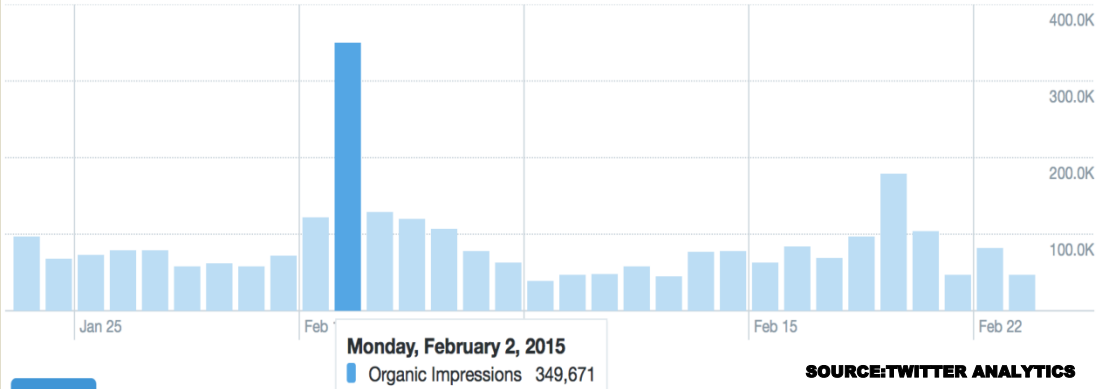
5
TWITTER

6
YOUTUBE

7
GLOSSARY

TWITTER OVERVIEW

BEST DAY THIS MONTH



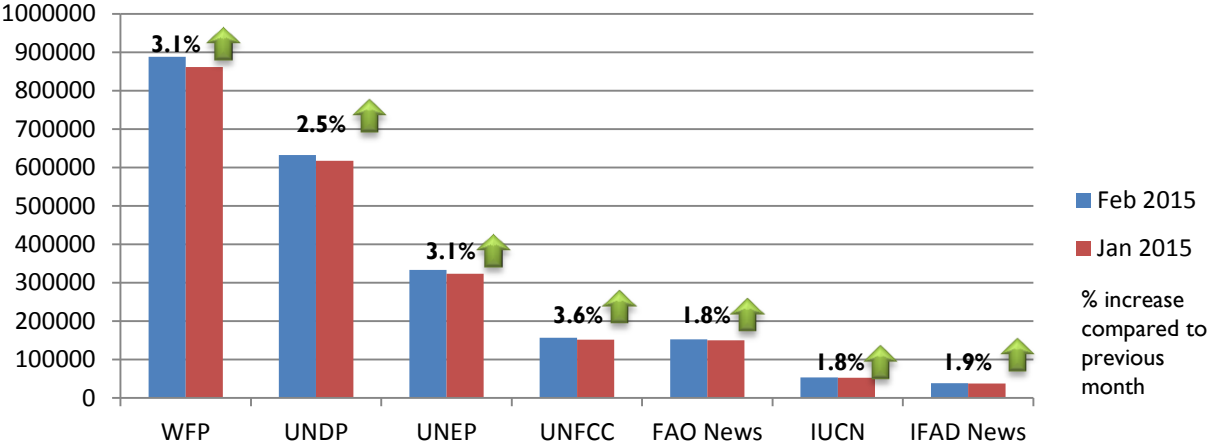
KEY FACTS

Best day of the month
Monday, Feb 2nd UNEP recorded 349,671 Impressions

- Key data on this day**
- Top tweet posted
 - World Wetlands Day
 - Tweets on Wastewater
 - UN report on wastewater Management launched
 - Content Input from UNEP SSC on wastewater management

UNEP FOLLOWERS COMPARED TO OTHER AGENCIES

(As per February 23rd)



* **Impressions** is the potential number of users that saw the tweet. E.g. if you have 2,000 followers and send the same message two times, your reach is 2,000 (unique people who saw it) but impressions is 4,000 (time displayed).

TWITTER DEMOGRAPHICS AND LOCATIONS

Interests

Most unique interests [?](#)

- 35% Financial news

- 33% Business and finance

- 33% Green solutions

- 31% Government

- 30% Nonprofit

Top interests [?](#)

- 70% Business and news

- 69% Politics and current events

- 57% Business news and general info

- 42% Science news

- 35% Financial news

- 33% Technology

- 33% Business and finance

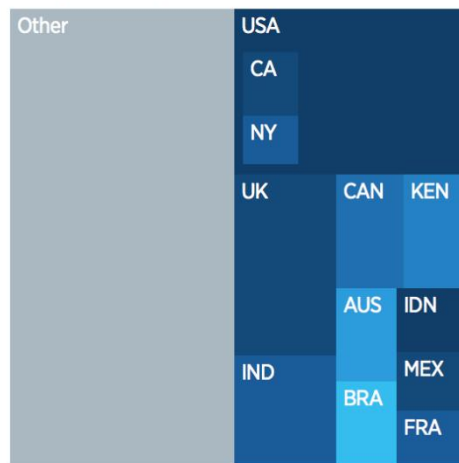
- 33% Green solutions

- 31% Tech news

- 31% Government

Location

Top countries and states



Top cities

- 3% Nairobi, KE

- 2% London, UK

- 2% New York City, US

- 2% Washington, D.C., US

- 1% Jakarta, ID

Gender

UNEP's followers are predominantly male: 69 %



Your followers also follow

- 53% UNICEF · [Profile](#)

- 52% BarackObama · [Profile](#)

- 48% nytimes · [Profile](#)

- 44% BillGates · [Profile](#)

- 44% BBCBreaking · [Profile](#)

- 43% BBCWorld · [Profile](#)

- 43% TheEconomist · [Profile](#)

- 42% WHO · [Profile](#)

- 39% UNDP · [Profile](#)

SOURCE: TWITTER ANALYTICS

FEB
2015

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH

Performance



VIEWS
14,045 ▲



ESTIMATED MINUTES WATCHED
31,198 ▲



SUBSCRIBERS
74

Engagement



LIKES
76



DISLIKES
1



COMMENTS
22



SHARES
75



FAVORITES ADDED
15



FAVORITES REMOVED
0

TOP 10 VIDEOS VIEWED THIS MONTH

Video	Views ?	Estimated minutes watched ?	Likes ?
A Bottle's Odyssey	2,995 (21%)	2,674 (8.6%)	19
The Antarctic Ozone Hole -- From Discovery t...	1,898 (14%)	12,564 (40%)	3
Somali activist wins Champions award for Ins...	482 (3.4%)	758 (2.4%)	3
Oceanographer Sylvia Earle awarded Lifetime...	389 (2.8%)	475 (1.5%)	2
UNEP: A briefing on the eve of COP 20 in Lim...	354 (2.5%)	785 (2.5%)	3
Dutch ocean crusader Boyan Slat awarded to...	346 (2.5%)	629 (2.0%)	5
Ten years of Champions of the Earth	297 (2.1%)	85 (0.3%)	0
Gisele Bündchen experiences energy poverty ...	293 (2.1%)	924 (3.0%)	1
UNEP eco-tourism series Malewa Wildlife Lod...	197 (1.4%)	580 (1.9%)	0
Le Trou d'ozone en Antarctique - De la décou...	185 (1.3%)	1,281 (4.1%)	0

KEY FACTS

February 2015 Summary

Subscribers: **3,058**

Views: **14,045**

Minutes watched: **31,198**

Lifetime views: **793,751**

New Subscribers: **74**

Last month UNEP recorded 11,032 views, 26,227 minutes was watched and 84 new subscribers gained

Subscribers compared to previous month
2.5 % ▲

Views compared to previous month
21.5 % ▲



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA
HIGHLIGHTS

4
FACEBOOK

5
TWITTER

6
YOUTUBE

7
GLOSSARY

Demographics

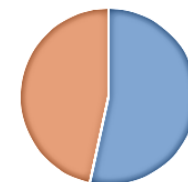
Top Countries

- United States
- United Kingdom
- Russia
- Kenya
- Canada



Gender

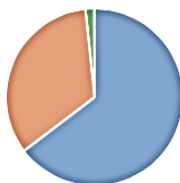
- Male 53%
- Female 47%



Discovery

TOP PLAYBACK LOCATIONS

- YouTube watch page 65%
- Embedded player on other websites 34%
- YouTube channel page 1.6%
- Other 0.1%



TOP TRAFFIC SOURCES

- Unknown – embedded player 33%
- YouTube search 17%
- External website 17%
- Other 33%



FEB
2015

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **401**

Total Posts: **76**

Total Reach: **7,759** (average 19,3 per post)

New likes: **44**

Vs. 74 posts, 2,937 Reach and 44 new likes last month // account not open in Feb 2014

FRENCH

Total audience: **9,425**

Total Posts: **51**

Total Reach: **6510** (average 140 per post)

New likes: **10**

Vs. 72 posts, 10,101 Reach and 86 new likes last month // 21 posts, 11,540 Reach & 125 new likes in Feb 2014

SPANISH

Total audience: **3,088**

Total Posts: **11**

Total Reach: **8134** (average 739 per post)

New likes: **40**

Vs. 4 posts, 948 Reach and x new likes last month // account not open in Feb 2014

TWITTER

RUSSIAN

Total followers: **2,800**

Total Tweets: **332**

Total Impressions: **200K**

New followers: **200**

Vs. 343 tweets, 200K Reach and 385 new followers last month // account not open in Feb 2014

FRENCH

Total followers: **1314**

Total Tweets: **96**

Total impressions): **88,9K**

New followers: **183**

Vs. 214 tweets, 93,5K Reach and 188 new followers last month // 66 tweets & 33 new followers in Feb 2014

SPANISH

Total followers: **1566**

Total Tweets: **52**

Total Impressions: **61,9K**

New followers: **51**

Vs. 7 tweets, 55,6K Reach and 57 new followers last month // 288 tweets, 54 new followers in Feb 2014.

CHINESE

NEW FOLLOWERS

Sina Weibo: **245**

QQ: **2,165**

Renren: **31**

WeChat: **47**

CHINESE CONTENT HIGHLIGHTS

Monthly Top Post

Nomination for Champions of the Earth
26,000 reach, 16 shares, 1 comments, 17 likes

ED's Op-Ed UN at Crossroads

19,000 reach, 6 shares, 1 comments, 8 likes

IPCC – Intergovernmental Panel on Climate Change

20,000 reach, 10 shares, 2 comments, 7 likes

UN framework convention on climate change

15,000 reach, 18 shares, 6 comments, 16 likes



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA
HIGHLIGHTS

4
FACEBOOK

5
TWITTER

6
YOUTUBE

7
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.

Fans: Users who "like" a particular page in Facebook.

Followers: Users who have subscribed to your Twitter updates and will see your Tweets show up in their news stream.

Impressions: The number of times content associated with your page is displayed. The key difference between Impressions and Reach, is that Impressions measure the number of times your content is displayed, while Reach measures the number of unique people who saw your content.

For example: If five people each saw a post twice, the result would be ten Impressions (times displayed) and a Reach of five (unique people who saw it).

Reach: Is the total number of estimated unique Twitter users that saw a tweet from UNEP.

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.

Tweets: Any message you send out to your followers.