www.unep.org

1,985,919 Visits

↓ **21.7%** since last month

21,800,981 Page Views

↑ **49.2%** since last month

00:23:29 Avg. Time Spent

↓ **5.9%** since last month

161,800 Returning Visitors

↓ **23%** since last month

Devices

- **82%** Desktop
- **14%** Mobile
- **4%** Tablet
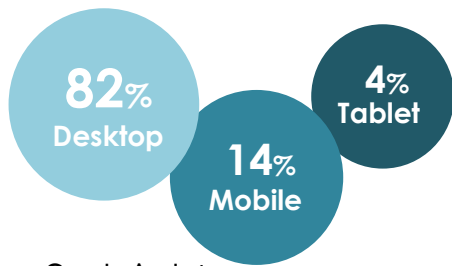
Source: Google Analytics

Source: Webtrends

215,359 Total Fans

1,694,425 People saw UNEP's messages

2.5% ↑ Total Fans from last month

45% ↑ Total Reach from last month

Top Post:
Post: What are the links between Health and Environment?
77,642 readers & 1,262 Reactions/Comments/Shares

58% male, 24% aged between 18-34

485,307 Total Followers

1.4% ↑ Total Followers from last month

8.2M ↑ IMPRESSIONS By UNEP Tweets

Top Tweet:
Global Warming: What is the impact of #ClimateChange on the planet?
ow.ly/YcoWU
825 retweets 1.5K likes and 408K Impressions

61% male, Located in USA, UK and India

4,729 Total Subscribers

Total Views 18,008

2.4% ↑ Total Subscribers from last month

0.3% ↓ Total Views from last month

Top Video:
The Antarctic Ozone Hole
14,786 views

Followers compared to previous month: **12.2%** ↑

VISITS

FEB 2016

Month	Total visits	Average per Day	Average Visit Duration
Feb-16	1,985,919	70,925	00:21:33
Jan-16	3,086,792	96,362	0:23:29
Dec-15	2,559,603	318,677	0:20:10
Total for last three months	7,632,314		

KEY FACTS

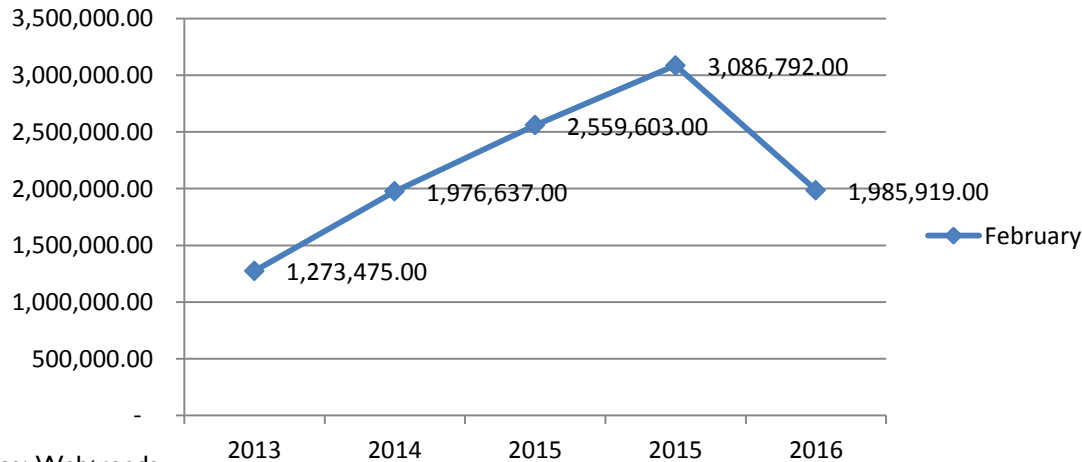Total visits year to date: 5,072,711

Visits compared to previous month -21.70%

Tuesday 16th was the most active and Saturday 6th the least active day

Average visits per visitor 1.61

Total monthly visits compared to the previous years

February

Source: Webtrends

VISITORS

Month	Total visitors	Daily average	Peak day
Feb-16	1,234,808	44,100	16-Feb
Jan-16	2,075,097	69,169	12-Jan
Dec-15	3,053,971	214,318	23-Dec
Total visitors for last 3 months	6,363,876		

Source: Webtrends

Most popular browsers used by visitors

Browser	% of total
Chrome	49.04%
Internet Explorer	16.58%
Firefox	13.89%
Safari	12.37%
Opera Mini	2.63%
Edge	1.53%
Android Browser	1.13%
Opera	0.85%
UC Browser	0.76%
Safari (in-app)	0.63%

Source: Google Analytics

Total visitors year to date: 3,309,905

Visitors compared to previous month 25% ⬇

Returning visitors compared to previous month 23% ⬇

UNEP visitors by age group

25-34 - 30.98%
18-24 - 29.34%
35-44 - 18.04%
45-54 - 10.93%
55-64 - 6.70%
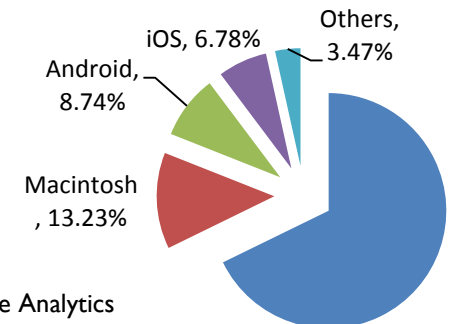65+ - 4.01%

60% of UNEP audience is between ages 18-34 years

Most popular operating systems used by visitors

iOS, 6.78%
Others, 3.47%
Android, 8.74%
Macintosh, 13.23%

Source: Google Analytics

UPLOADS

KEY FACTS

Uploads trends over the last 12 months
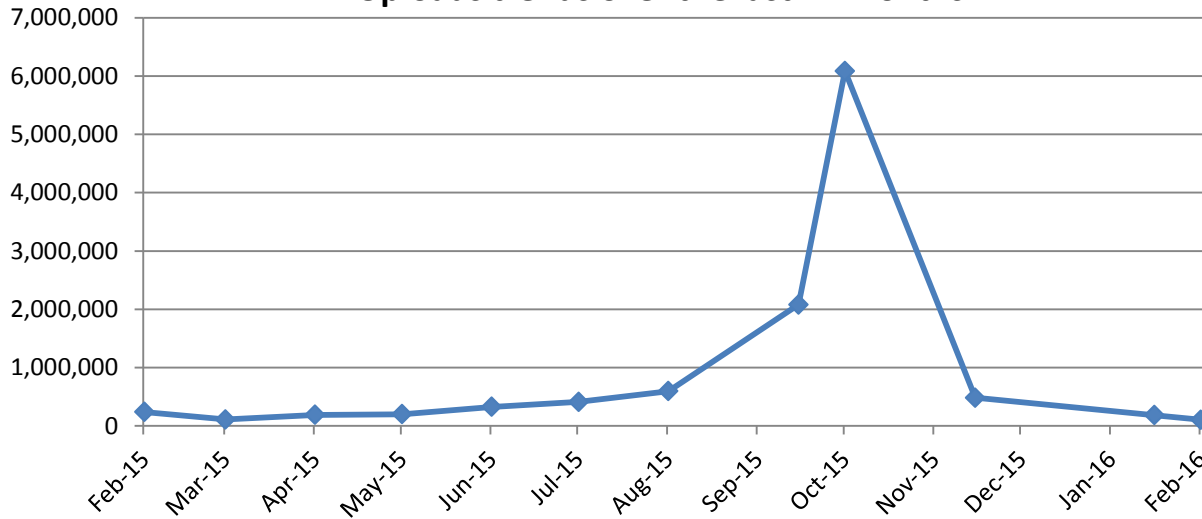
Total uploads this month were 104,003 compared to the baseline 0.48% ⬇

Baseline : 105,000

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

	Most updated sites	Uploads	% Uploads
1	http://www.unep.org/	15,147	14.56%
2	http://www.unep.org/ieacp/iea/trainers.aspx	6,336	6.09%
3	http://www.unep.org/About/sgb/cpr_portal/	3,176	3.05%
4	http://www.unep.org/vacancies/subscribe/	2,488	2.39%
5	http://www.unep.org/esm/	2,292	2.20%
6	http://www.unep.org/chemicalsandwaste/	2,146	2.06%
7	http://www.unep.org/disastersandconflicts/	2,113	2.03%
8	http://www.unep.org/climatechange/	1,690	1.62%
9	http://www.unep.org/ecosystemmanagement/	1,591	1.53%
10	http://www.unep.org/resourceefficiency/	1,498	1.44%

***Uploads**
Uploaded files indicate the content that has changed on the website either through updates to existing content or insertion of new content types including pages (html, asp, aspx files), documents (pdf, .doc, .docx) and images (jpeg, gif, e.t.c)

Source: Webtrends

MICROSITES

KEY FACTS

Top 20 Microsites this Month	
1	NewsCentre
2	UNEP Annual Report 2013
3	WED – Global
4	DEWA
5	Experts
6	GEO
7	Resource Efficiency
8	Climate and Clean Air Coalition (CCAC)
9	Publications
10	UNEP and the Post-2015 Agenda
11	Climate Change
12	Disasters and Conflicts
13	Green Economy
14	Transport
15	Chemicals and Waste
16	UNEP Year Book Report
17	Environmental Education and Training
18	Governing Council (GC)
19	The Partnership for Clean Fuels and Vehicles (PCFV)
20	Regional Office for Africa (ROA)

Source: Webtrends

Top listed websites based on Google ranking using the search term "UNEP":

1. UNEP
2. UNEP Finance Initiative: Innovative financing for sustainability
3. United Nations Environment Programme - Wikipedia
4. UN Environment (@UNEP) | Twitter
5. UNEP – Facebook
6. UNEP-World Conservation Monitoring Centre (WCMC)
7. Renewables 2015 Global Status Report - Ren21.net
8. UNEP – YouTube
9. UNEP?/Grid – Sioux falla
10. GRID-Arendal and Environment

*** Micro-site**
A microsite is a separately promoted part of a larger website. A microsite is designed to meet separate objectives and has a separate web address (or Uniform Resource Locator) as its home page. Typically, a microsite resides on the same web server and reflects the branding and overall visual design of the larger site with which it is associated.

COUNTRIES

FEB 2016

KEY FACTS

The website reached 231 countries and 11,660 cities this month.

Northern America was the sub-continent with most visits at (18.53%), Western Europe was second (12%) and Northern Europe third (10.45% of total visits)

Top 10 Countries this Month

	Country	New Users	% of Total
1	United States	35,425	16.37%
2	United Kingdom	15,917	7.36%
3	Kenya	9,417	4.35%
4	India	13,541	6.26%
5	Canada	8,092	3.74%
6	France	6,519	3.01%
7	Germany	6,041	2.79%
8	Mexico	6,974	3.22%
9	China	5,911	2.73%
10	Philippines	5,732	2.65%

Top 10 Cities this Month

	City	New Users	% of Total
1	Nairobi	3,201	1.48%
2	London	5,042	2.33%
3	Paris	2,587	1.20%
4	New Delhi	3,410	1.58%
5	New York	2,551	1.18%
6	Geneva	1,796	0.83%
7	Bangkok	1,454	0.67%
8	Singapore	1,702	0.79%
9	Washington	1,311	0.61%
10	Sydney	2,034	0.94%

Source: Google Analytics

| 1 WEBSITE | 2 DOWNLOADS | 3 SOCIAL MEDIA | 4 FACEBOOK | 5 TWITTER | 6 YOUTUBE | 7 GLOSSARY |

REFERRALS

Google remains the top referral to the UNEP website.

Direct Traffic is 66%

Top 10 Referring Domains this month

	Domain		
1	google.com		
2	google.co.in		
3	google.co.uk		
4	bing.com		
5	Google.com.ph		
6	Google.ca		
7	google.com.mx		
8	Google.com.fr		
9	Google.de		
10	Google.es		

Source: Webtrends

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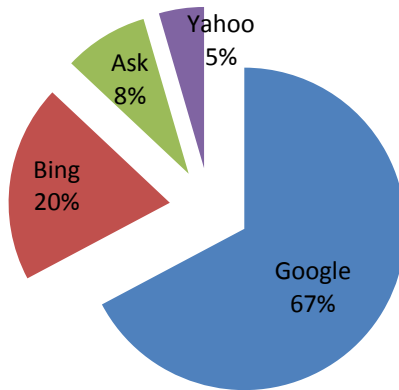*A website that refers a visitor to your site by linking to it.*

SEARCH TERMS

Over 151,589 search terms

Top 10 phrases terms this month

unep	2,830
world environment day	1,603
biodiversity pdf	859
solid waste management	762
Climate change	742
environment	370
Environment day	306
books about extracting and processing precious metals pdf downloads	305
water management plan in developing country	229
Unep jobs	222

Top 5 search terms last month
1. unep
2. Climate change
3. world environment day
4. solid waste management pdf
5. Biodiversity pdf

Top search engines used to reach www.unep.org

Yahoo 5%
Ask 8%
Bing 20%
Google 67%

Source: Webtrends

* **Search term**
The terms or phrases a visitor used to find your site using any search engine

UNEP

1 WEBSITE
2 DOWNLOADS
3 SOCIAL MEDIA
4 FACEBOOK
5 TWITTER
6 YOUTUBE
7 GLOSSARY

DOWNLOADS

KEY FACTS

### Top 10 Publications this Month

	Title
1	An Introduction to Environmental Assessment
2	Early warning as a human right: building resilience to climate-related hazards
3	Global Trends in Renewable Energy Investment 2015
4	Our Planet: Global Climate Action - Innovations and Best Practices
5	Climate Commitments of Subnational Actors and Business - A Quantitative Assessment of their Emission Reduction Impact, June 2015
6	Green Energy Choices: The Benefits, Risks and Trade-Offs of Low-Carbon Technologies for Electricity Production, SUMMARY FOR POLICY MAKERS
7	Enforcement Handbook on Controlling Illegal Shipments of Chemicals and Waste - For Asia Enforcement Officers
8	UNEP Year Book 2014
9	The United Nations Environment Programme and the 2030 Agenda Global Action for People and the Planet
10	Economic Valuation of Wastewater the Cost of Action and the Cost of no Action

Source: Piwik

Top file types downloaded this month

Documents, 167,157
Videos, 5167
Images, 12,567,403
Html, 30,388,878
PDF, 6,712,137
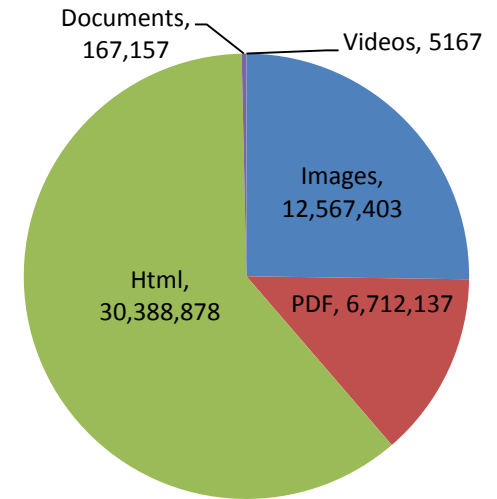
File types
- Html (html, css, js, asp, aspx, php)
- Images (jpg, png, gif, jpeg)
- Documents (doc, xls, ppt)
- Videos (avi, mov, mp4, flv)

Source: Webtrends

SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 3,548,596
Compared to previous month 0.6%

Highest follower growth this month was seen on Instagram at 12.2% ,Russian Facebook at 27% and Spanish Facebook at 7.5%.

Follower growth also seen on French Twitter, English Facebook, WeChat and YouTube.

Facebook

Language		%	Followers
English	⬆	2.5%	215,359
French	⬆	1.7%	10,887
Spanish	⬆	7.5%	4,211
Russian	⬆	27%	1,929
Tunza	⬆	0.5%	11,766
ROWA	⬆	5%	1,418

Twitter

Language		%	Followers
English	⬆	1.4%	485,307
French	⬆	5.4%	5,606
Spanish	⬇	4.2%	2,860
Russian	⬆	3.2%	4,336
ROWA	⬆	3.7%	5,830

YouTube

		%	
YouTube	⬆	2.4%	4,729

Instagram

		%	
Instagram	⬆	12.2%	30,811

China

Platform		%	Followers
WeChat	⬆	3%	14,102
RenRen	⬇	0.005%	545,926
QQ	⬇	0.04%	2,101,825
Weibo	⬆	1.4%	101,694

SOCIAL MEDIA ANALYSIS – FEBRUARY 2016

TWITTER

This month, UNEP's Twitter account recorded a 1.4% increase in followers from 475,417 to 485,307. This growth – slower percentage-wise than most months - is mainly attributed to the annual downturn in social media activity, particularly among UN accounts that are UNEP's most prolific high-follower engagers. During this period UNEP's twitter account increased it's activity during the meeting of the Open Ended Committee of Permanent Representatives ahead of UNEA2 and the kick off campaign ahead of the 2016 World Wildlife Day. UNEP began engaging its audience with polls and these were well received. UNEP's poll on caring for the environment generated a lot of activity and recorded a high number of impressions as well as votes.

In addition to the UNEP's audience, review of analytics data informed that UNEP's Twitter audience is likely to engage with positive and informative news on the now adopted SDG's, the Paris Agreement and news on renewables and action oriented polls. UNEP's Twitter audience is also likely to respond to video content on renewables and climate change.

What worked:
+ News on renewables   + Polls
+ News on climate change   + #DidYouKnow tweets
+ Live tweeting from OECPR/UNEA2

What did not work:
+ Text-only Tweets
+ Images of press conferences

FACEBOOK

This month Facebook account recorded a 2.5% increase in followers bringing the total number of fans from 210,789 to 215,359. This continued, strong increase in numbers is mainly attributed to an increase in the use of video content and engaging and inspiring posts with a human angle. Implementation of the new approach featuring more interactive posts with news and videos continues to amplify user engagement.

Creative uses of the platform to fuel post sharing is a contributor to the growth of UNEP's Facebook audience and development of highly sharable, non event-related content will be key to continue such growth. In the future, new Facebook page content delivery options, such as slide shows, will be used innovatively to increase engagement and reach on a greater scale.

What worked:
+ Videos
+News on renewables
+ News on Health and Environment
+ Sustainable Development Goals posts
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 UNEP's work that lack a "human" side

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	6,580,221
UNICEF	5,235,132
WHO	2,824,045
WWF	2,096,083
World Bank	1,698,349
Green Peace	1,506,576
WFP	1,123,876
UNDP	904,046
UNEP	**485,307**
UNFCCC	271,986
FAO News	184,585
IPCC	70,147
WMO	23,706
WRI Climate	16,497

UNEP's position remains constant despite 1.4% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	5,823,468
WHO	2,711,330
WWF	2,671,495
Green Peace	2,458,410
UN	1,933,925
World Bank	1,898,197
UNDP	1,063,261
FAO	812,862
WFP	729,333
UNEP	**215,359**
UNFCCC	158,137
WRI	103,297
WMO	85,185
IPCC	16,607

UNEP's position remains constant despite 2.5% increase in followers.

FACEBOOK OVERVIEW

KEY FACTS

UNEP has a total of **215,359** fans on Facebook as of February 23, 2016. This month **1,694,425** people saw UNEP's information from **91** posts

February 2016 Summary

Fans: **215,359**

Posts: **91**

Total reach: **1,694,425**

Comments: **709**

Shares: **4,619**

Likes: **17,018**

Link clicks: **9,083**

Video views: **2,261**

New fans: **5,317**

Engagement rate: **1%**

Last month UNEP reached 1,63,751 people through 75 posts, and gained 6,187 new fans, with a 1% engagement rate

TOP POST THIS MONTH *(shared on Wednesday 6 January 2016)*

UNEP
Published by Hootsuite [?] · February 20 at 10:02pm · 🌐

Skin cancer. Lung cancer. Asthma. Lead poisoning. Mercury poisoning. Malaria. Ebola. Zika. The list of health conditions that can be linked to environmental pollution and degradation is long and growing. More: http://ow.ly/YvYcj

What are the links between health & environment?
From Asthma to Zika, the links between health and environment are fundamental.
UNEP.ORG | BY UNEP

77,642 people reached   Boost Unavailable

👍❤️ 575   20 Comments 330 Shares

77,642 People Reached

1,262 Reactions, Comments & Shares

896 👍 Like	**574** On Post	**322** On Shares
2 ❤️ Love	**1** On Post	**1** On Shares
30 Comments	**20** On Post	**10** On Shares
334 Shares	**330** On Post	**4** On Shares

1,542 Post Clicks

2 Photo Views	**756** Link Clicks	**784** Other Clicks ⓘ

NEGATIVE FEEDBACK

12 Hide Post	**3** Hide All Posts	
0 Report as Spam	**0** Unlike Page	

Best day of the month
Saturday 20 February 2016 UNEP reached 77,642 unique individuals.

Key data on this day
- Post: What are the links between health and & environment?

Source: FB Insights

FACEBOOK MONTHLY REACH

KEY FACTS

Total number of unique people reached since September 2015:
16,911,498
Average number of people reached per post since August 2015
33,488

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

September	October	November	December	January	February
2,574,366	6,802,734	3,311,103	1,365,119	1,163,751	1,694,425

Source: FB Insights

NUMBER OF POSTS SHARED

Month	No. of posts
FEBRUARY 2016	91
JANUARY 2016	75
DECEMBER 2015	79
NOVEMBER 2015	95
OCTOBER 2015	78
SEPTEMBER 2015	87
TOTAL POSTS	**505**

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

FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

KEY FACTS
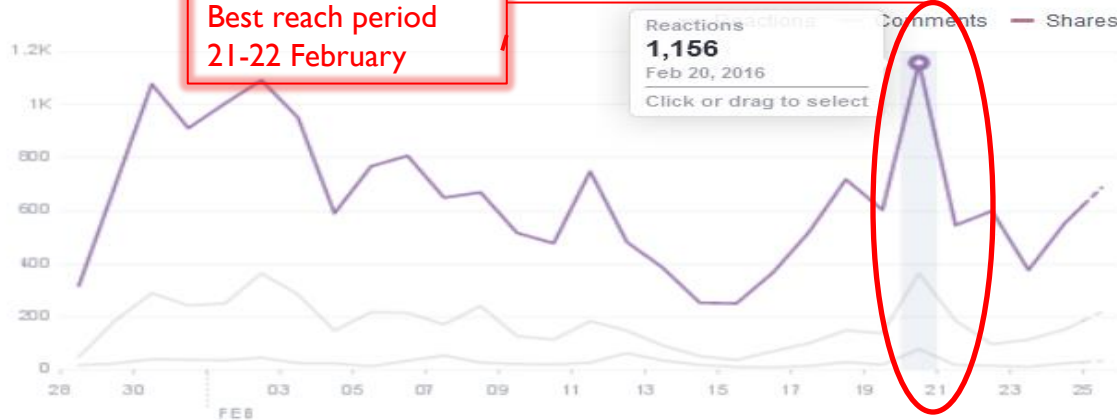
UNEP Facebook page continues to maintain momentum in growth, recording a percentage increase in followers with audience-optimised posts, featuring explanatory text accompanied by embedded links as well as audio-visual media.

Fans compared to previous month 2.5%

FACEBOOK MONTHLY GROWTH

Total Page Likes

Total Page Likes
210,042
Jan 23, 2016
Click or drag to select

Total Page Likes
215,359
Feb 23, 2016
Click or drag to select

MONTHLY ENGAGEMENT

Best reach period
21-22 February

Reactions   Comments   — Shares

Reactions
1,156
Feb 20, 2016
Click or drag to select

Source: FB Insights

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

*** 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*

FACEBOOK DEMOGRAPHICS

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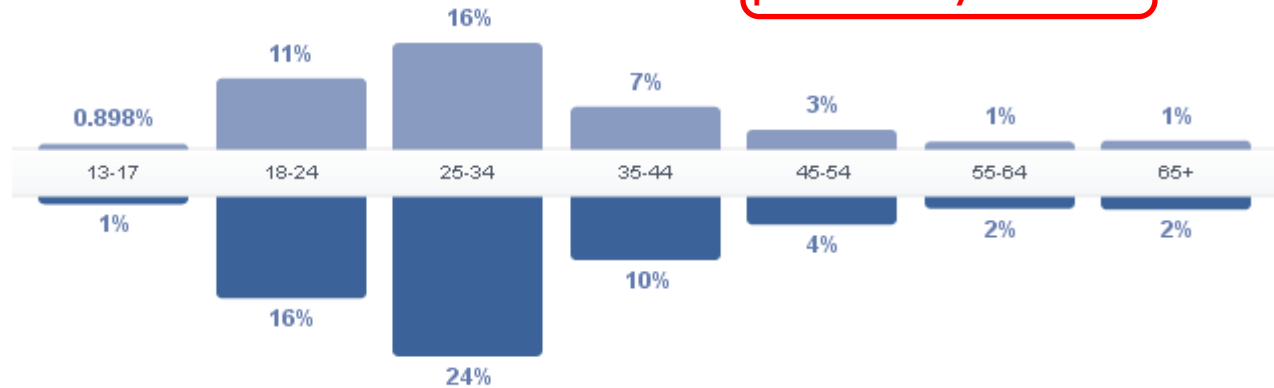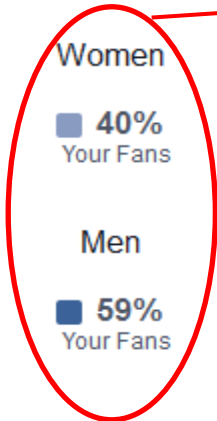
UNEP's fans are predominantly male: 59%

Women
■ **40%** Your Fans

Men
■ **59%** Your Fans

13-17	18-24	25-34	35-44	45-54	55-64	65+
0.898%	11%	16%	7%	3%	1%	1%
1%	16%	24%	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.
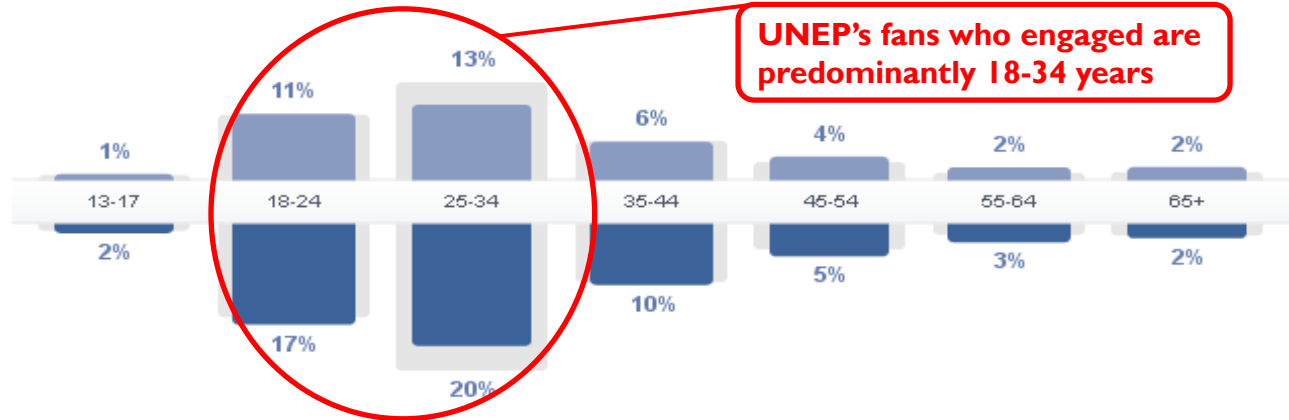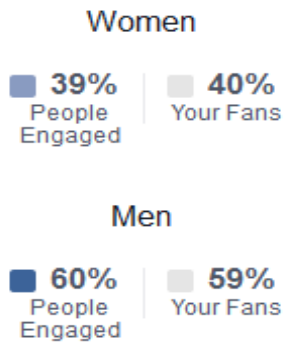
UNEP's fans who engaged are predominantly 18-34 years

Women
■ **39%** People Engaged   □ **40%** Your Fans

Men
■ **60%** People Engaged   □ **59%** Your Fans

13-17	18-24	25-34	35-44	45-54	55-64	65+
1%	11%	13%	6%	4%	2%	2%
2%	17%	20%	10%	5%	3%	2%

SOURCE: FACEBOOK INSIGHTS

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	People Engaged
Bangladesh	2,267
India	1,289
United States of America	1,015
Kenya	702
Philippines	503
Pakistan	461
Mexico	394
United Kingdom	370
Malaysia	300
Brazil	296

City	People Engaged
Dhaka, Dhaka Division...	1,455
Nairobi, Kenya	577
Chittagong, Chittagon...	300
New Delhi, Delhi, India	185
Kathmandu, Bagmati ...	161
Quezon City, Metro Ma...	139
Mexico City, Distrito Fe...	139
Lagos, Lagos State, Ni...	130
London, England, Unit...	113
Bangkok, Thailand	113

Language	People Engaged
English (US)	9,692
English (UK)	2,423
Spanish	704
French (France)	655
Arabic	277
Portuguese (Brazil)	265
Spanish (Spain)	213
Italian	207
German	186
Korean	151

Source: FB Insights

FACEBOOK BENCHMARKS

1		UNICEF	5.8m	▲ 0.8%	19	476.2K
2		World Health Organizati...	2.7m	▲ 0.4%	14	9K
3		WWF	2.6m	▲ 0.4%	7	21K
4		Greenpeace International	2.4m	▲ 0.2%	22	77.7K
5		United Nations	1.9m	▲ 0.1%	33	11.7K
6		World Bank	1.9m	▲ 0.1%	17	2.5K
7		United Nations Develop...	1.1m	▲ 0.2%	20	9.3K
8		Food and Agriculture Or...	791.2K	▲ 0.6%	17	12.4K
9		World Food Programme	709.9K	▲ 4,192.8%	7	370
YOU 10		UNEP	210.9K	▲ 0.6%	19	3.5K

Source: FB Insights

UNEP's position has dropped despite increase in number of fans. UNEP requires and increase in engagement to remain competitive
*statistics comparison is in real-time last month.

UNEP

1	2	3	4	5	6	7
WEBSITE	DOWNLOADS	SOCIAL MEDIA	FACEBOOK	TWITTER	YOUTUBE	GLOSSARY

TWITTER OVERVIEW

KEY FACTS

FEBRUARY 2016 FOLLOWER GROWTH
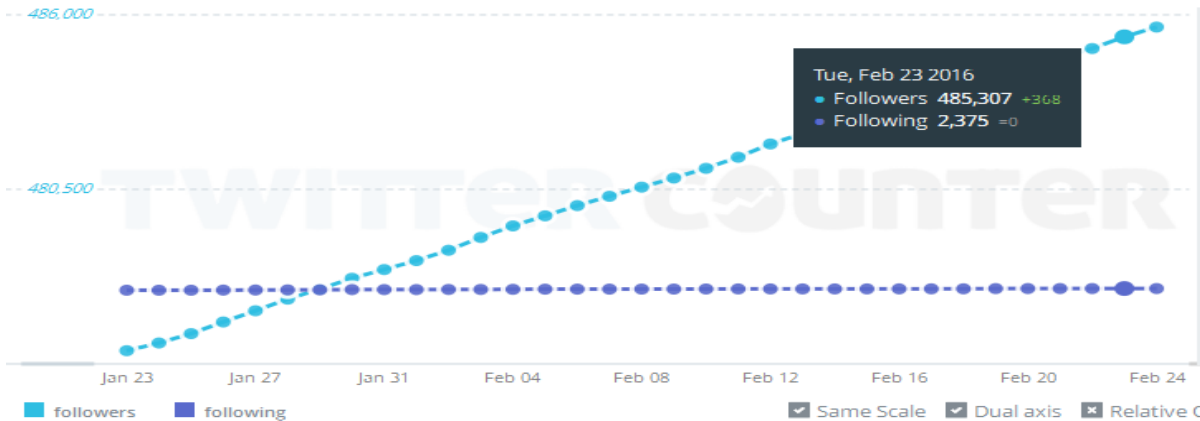
Tue, Feb 23 2016
● Followers 485,307 +368
● Following 2,375 =0

followers   following   Same Scale Dual axis Relative C

February 2016 Summary
Followers: **485,307**

Tweets: **486** *(15 per day)*

Replies: **1.1K (33 per day)**

Mentions: **6.2K**

Retweets: **23.1K (723 per day)**

Likes (formerly favourites): **18.2K (570 per day)**

Impressions: **8M (250.2K per day)**

New followers: **6,890**

Engagement rate: **1%**

Top tweets of the month
<u>825 Retweets 1.5K likes 408K Impressions</u>
Global warming: What is the impact of #ClimateChange on the planet? Read: ow.ly/YcoWU
Tweeted on 11 February 2016

<u>195 Retweets 136 likes 87K Impressions</u>
Poll: What will you do this weekend to improve our #environment? Reply and tell us more!
Tweeted on 29 January 2016

TOP TWEETS THIS MONTH

TWITTER OVERVIEW

KEY FACTS

Best day of the month
Friday, 19 February 2016 UNEP recorded 591,934 impressions .

Key data on this day
- Final day of the meeting of the Open Ended Committee of Permanent Representatives
- WWD 2016 #InOurHands Campaign
- Call for COP 22 Climate Solutions Submissions

BEST DAY THIS MONTH: Friday 19 February 2016

600.0K

400.0K

Jan 24   Jan 31   Feb 7   Feb 21

Tweets | Top Tweets | Tweets and replies | Promoted | Engagement rate

Friday, February 19, 2016
Organic Impressions 591,934
Tweets 27

SOURCE:TWITTER ANALYTICS

486,000

Steady increase in UNEP's followers.

Tue, Feb 23 2016
- Followers 485,307 +368
- Following 2,375 =0

480,500

Jan 23 Jan 27 Jan 31 Feb 04 Feb 08 Feb 12 Feb 16 Feb 20 Feb 24

followers   following   ☑ Same Scale ☑ Dual axis ☒ Relative

SOURCE:TWITTER COUNTER

Impressions compared to previous month 58% 🔼
Followers compared to previous month 1.4% 🔼

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

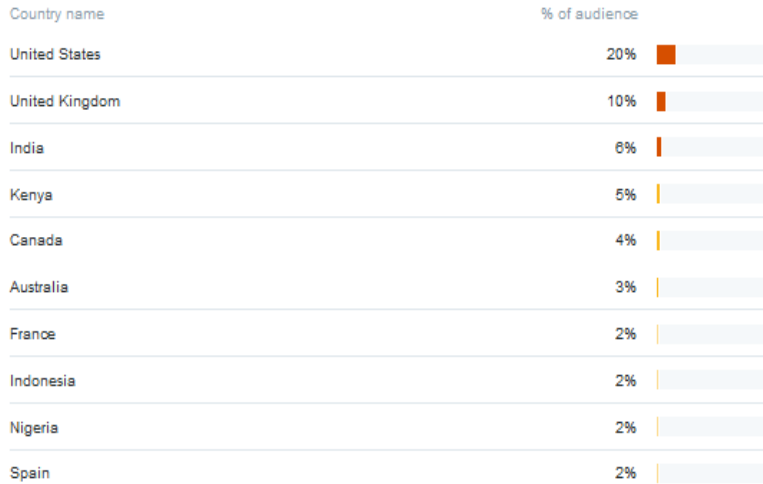1 WEBSITE 2 DOWNLOADS 3 SOCIAL MEDIA 4 FACEBOOK 5 TWITTER 6 YOUTUBE 7 GLOSSARY
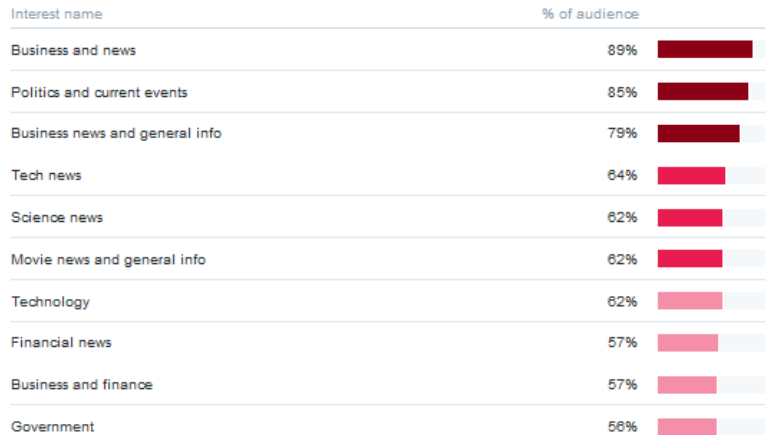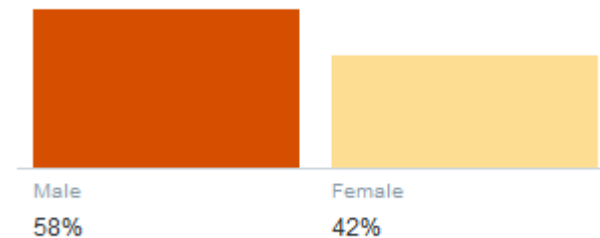
UNEP

TWITTER DEMOGRAPHICS AND LOCATIONS

Country

Country name	% of audience
United States	20%
United Kingdom	10%
India	6%
Kenya	5%
Canada	4%
Australia	3%
France	2%
Indonesia	2%
Nigeria	2%
Spain	2%

Region

State or region	% of audience
England, GB	8%
Greater London, GB	4%
California, US	3%
Nairobi, KE	2%
New York, US	2%
Ontario, CA	2%
Ile-de-France / Île-de-France, FR	1%
Texas, US	1%
Florida, US	1%
New South Wales, AU	< 1%

Interests

Interest name	% of audience
Business and news	89%
Politics and current events	85%
Business news and general info	79%
Tech news	64%
Science news	62%
Movie news and general info	62%
Technology	62%
Financial news	57%
Business and finance	57%
Government	56%

UNEP's followers are predominantly male: 58 %
Growth in female audience: 42%

Gender

| Male	Female
58%	42%

SOURCE: TWITTER ANALYTICS

INSTAGRAM OVERVIEW

JANUARY FEBRUARY (January - February)

#kenya is your top hashtag.

Of the hashtags you use most, **#kenya** received **17% more engagement** than your average post. Consider using it and your other top hashtags more often for more likes and comments on future posts.

+17%
ENGAGEMENT

COMMENTS/POST
Average: 3.6
Average: 506.9
LIKES/POST
#kenya
#wildlife
#mediambient
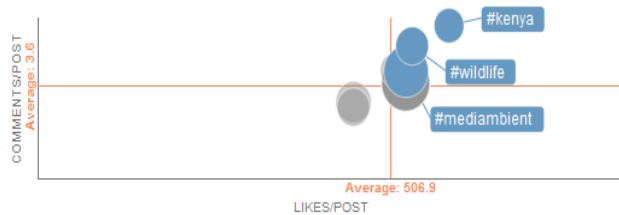
February 2016 Summary
Followers: **30,811**

Likes/Post: **506**

Posts: **301**

Engagement rate : **58%** ⬆

New followers: **3,339**

Following: **200**

Followers compared to previous month **12%** ⬆

Top media of the month
800 likes
#TBT 1987- tiger cub in Mysore, #India The Tiger is classified as endangered by the IUCN. In 2006, it was believed that 13 countries had breeding tiger populations; now, that number is down to 8. #tiger #wildlife #environment #conservation #InOurHands #WWD2016 #environnment #medioambiente #meioambiente Credit: UN Photo/John Isaac

654 likes
#TBT January 2011- UNEP GWA @gisele plants a tree for the #environment during her visit to UNEP HQ in Nairobi. #environment environnment #medioambiente #meioambiente #Kenya #Nairobi #UNEP #unitednations #eco #UN

Source: Union Metrics

TOP MEDIA THIS MONTH

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH

Watch time
Minutes

39,696 ▲

Average view duration
Minutes

2:12 ▲

Views

18,008 ▲

Likes	Dislikes	Comments	Shares	Videos in playlists	Subscribers
136 ▲	1 ●	22 ▲	263 ▲	100 ▼	132 ▲
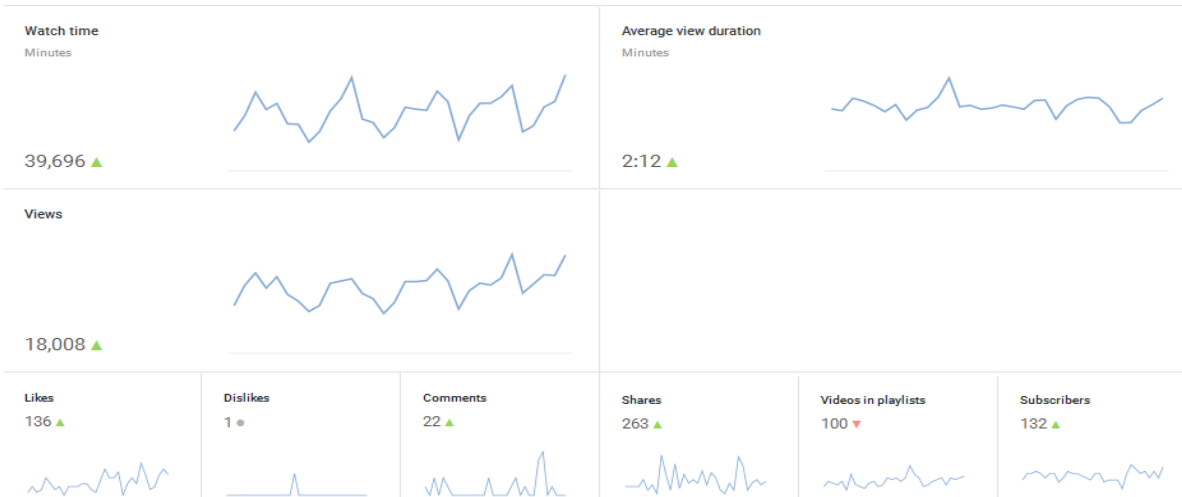
TOP 10 VIDEOS VIEWED THIS MONTH

Top 10 Videos   Browse all content

Video	Watch time (minutes) ⓘ ↓	Views ⓘ	Likes ⓘ
The Antarctic Ozone Hole – From Discovery t…	14,786 (37%)	2,350 (13%)	6
Seven Billion Dreams. One Planet. Consume …	3,555 (9.0%)	3,069 (17%)	32
Le Trou d'ozone en Antarctique - De la décou…	1,545 (3.9%)	264 (1.5%)	1
TEDx Talk by David Jensen "Natural Resourc…	1,193 (3.0%)	254 (1.4%)	1
Ozone Song	874 (2.2%)	595 (3.3%)	5
Gisele Bündchen experiences energy poverty …	786 (2.0%)	254 (1.4%)	2
A Bottle's Odyssey	780 (2.0%)	888 (4.9%)	3
Preventing Our Oceans from Becoming Dum…	689 (1.7%)	299 (1.7%)	3
UNEP eco-tourism series Malewa Wildlife Lo…	648 (1.6%)	243 (1.3%)	1
HE Sheikh Hasina, 2015 Champion of the E…	615 (1.5%)	654 (3.6%)	11

KEY FACTS

January 2016 Summary
Subscribers: **4,729**
Views: **18,008**
Watch time: **39,696**
New Subscribers: **112**

Last month UNEP recorded 12,975 views, 27,207 minutes watched and a gain of 81 new subscribers.
*YouTube recently changed its analytics algorithm, prioritising watch time over views and lifetime views on each video

Subscribers compared to previous month
2.4% ⬆

Views compared to previous month
0.3% ⬆

New in Top 10 videos
- Gisele Bundchen Experiences Energy Poverty in Africa
- UNEP eco-tourism series Malewa Wildlife Lodge in Kenya

SOCIAL MEDIA - LANGUAGES

CHINESE

WeChat Top post

23 February
WWD 2016 – How you could involved – share with us your moment with wildlife! #InOurHands

Reach 13,7375 Retweets: 1,378

Sina Weibo Top post

02 February 2016

Climate change and Arctic – Famous Chinese singer Li Jian joins UNEP in advocacy for the Arctic.

Shares: 9,205
Likes & comments: 102,206
Reach: 86, 000

CHINESE

UNEP ED's Weibo saw an increase 5% in fans to 1,589, and recorded 35 tweets in February.

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED
- Popular campaigns including: UNEP ED's upcoming lecture in Shanghai ,26 Feb.
- WWD 2016 social media campaign #InOurHands
- Recruitment news
- Open-ended CPR on UNEP ED's account
- ED's Chinese New Year wishes with climate change element

Fans on **WeChat** and **Sina Weibo** continue to rise. Slight decrease in **QQ** audience. This is because social media users continue to move to WeChat.
RenRen audience numbers continue to drop due to decrease in use of platform by users as well as popularity. The possibility that RenRen might be phased out as a Chinese social media platform remains.

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **1,929**
Total Posts: **49**
Total Reach: **62K**
New likes: **405**
Vs 40 posts, 55K Reach and 235 new likes last month

FRENCH

Total audience: **10,887**
Total Posts: **30**
Total Reach: **47K**
New likes: **185**
Vs 34 posts, 35K reach and 46 new likes last month

SPANISH

Total audience: **4,211**
Total Posts: **0**
Total Reach: **0**
New likes: **292**
Vs 0 posts, 0K Reach and 13 new likes last month

UNEP ROWA

Total audience: **1,418**
Total Posts: **46**
Total Reach: **70K**
New likes: **67**
Vs 154 posts, 93K Reach and 48 new likes last month

TWITTER

RUSSIAN

Total followers: **4,336**
Total Tweets: **661**
Total Impressions: **140K**
New followers: **136**
Vs 420 tweets, 83K Reach and -108 followers

FRENCH

Total followers: **5,606**
Total Tweets: **158**
Total impressions: **152K**
New followers: **286**
Vs 74 tweets 112K Reach and 278 new followers last month

SPANISH

Total followers: **2,860**
Total Tweets: **0**
Total Impressions: **0K**
New followers: **114**
Vs. 1 tweets, 14K Reach and 0 new followers last month

UNEP ROWA

Total followers: **5,830**
Total Tweets: **236**
Total Impressions: **163K**
New followers: **209**
Vs 205 tweets, 103K Reach and 157 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

阿奇姆施泰纳 V
2月7日 06:33 来自 iPhone 6 Plus
在 @联合国环境规划署 总部内罗毕给各位中国的盆友拜年啦！猴年，hold住地球的健康，hold住全球的气温。祝盆友们阖家团圆，幸福满满。
肯尼亚·内罗毕

阅读20.1万 推广　　转发68　　评论18　　97

Top Tweet earned 3,109 impressions

Portraits de 5 #femmes qui se battent pour la protection de l'#environnement
bit.ly/1S4MW9p
pic.twitter.com/754xHCM6ZU

1　15　20

UNEP

1 WEBSITE
2 DOWNLOADS
3 SOCIAL MEDIA
4 FACEBOOK
5 TWITTER
6 YOUTUBE
7 GLOSSARY

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.

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.