

DEC  
2015

# UNEP DIGITAL METRICS

# www.unep.org

DEC 2015



2,559,603 Visits

↓ 1% since last month



6,842,168 Page Views

↑ 19% since last month



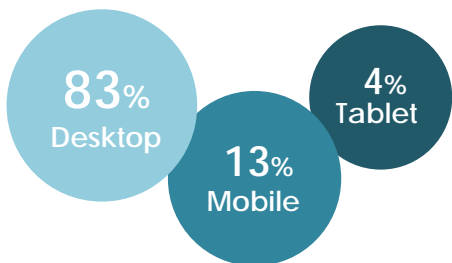
00:20:10 Avg. Time Spent

↓ 10% since last month



381,746 Returning Visitors

↑ 81% since last month



Devices

Source: Google Analytics

Source: Webtrends



204,602 Total

3.3% ↑

Total Fans from last month

1.3M ↓

Total Reach Facebook Posts

Top Post:  
Video: His Holiness Pope Francis Visits UNEP.  
140,542 readers,  
19,731 video views  
1,519 Likes/Comments/Shares  
5,762 Post Clicks



58% male,  
40% aged between 25-34



467,865 Total Followers

2.6% ↑

Total Followers from last month

10M ↑

IMPRESSIONS By UNEP Tweets

Top Tweet:  
#ParisAgreement: 195 nations set path to keep temperature rise well below 2 deg. C: #COP21  
199 retweets  
230 likes



61% male,  
Located in USA,  
UK and India



4,536 Total Subscribers

2.6% ↑

Total Subscribers from last month

28% ↓

Total Views from last month

25,106 Total Views

Top New Video:  
Sustainable Innovation Forum Opening Day  
2,719 views



Followers compared to previous month: 14% ↑



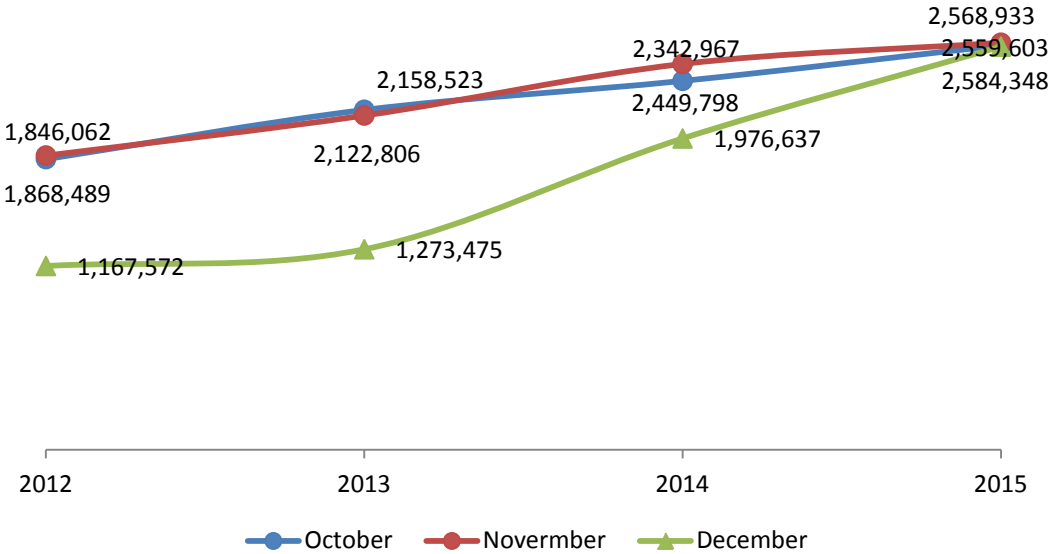
# VISITS

Month	Total visits	Average per Day	Average Visit Duration
Dec-15	2,559,603	82,568	0:20:10
Nov-15	2,584,348	80,760	0:22:22
Oct-15	2,568,933	85,631	0:23:41
Total for last three months	7,712,884		

## KEY FACTS

- Total visits year to date: 28,754,907
- Visits compared to previous month 1% ↓
- Monday was the most active and Saturday the least active day
- Average visits per visitor 1.54

Total monthly visits compared to the previous years



*Note: Analytics tools provided visit, page views and visitor numbers far in excess of normal totals. Upon review, referring domains for several million visits were not related to search engines, news sites, or environmental sites in any way. The activity in question began on 9 December and continued through 23 December. While an investigation is undertaken as to the reasons for this traffic, the visits from the domains in question have been removed from inclusion in this report, while page views and visitor numbers from 9-23 December have been revised to reflect the average of daily activity in the first half of the reporting period.*

# VISITORS

Month	Total visitors	Daily average	Peak day
Dec-15	3,053,971	214,318	23-Dec
Nov-15	1,562,231	52,074	18-Nov
Oct-15	1,664,616	55,487	7-Oct
<b>Total visitors for last 3 months</b>	<b>6,280,818</b>		

Source: Webtrends

### Most popular browsers used by visitors

Browser	% of total
Chrome	48.65%
Internet Explorer	16.52%
Firefox	14.20%
Safari	12.63%
Opera Mini	2.60%
Android Browser	1.20%
Edge	1.09%
Opera	0.88%
Safari (in-app)	0.77%
UC Browser	0.75%

Source: Google Analytics

### KEY FACTS

Total visitors year to date: 18,865,568

Visitors compared to previous month 94% ↑

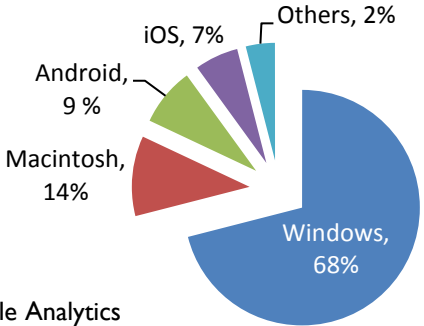
Returning visitors compared to previous month 81% ↑

#### UNEP visitors by age group

<b>25-34 - 32.56%</b>
<b>18-24 - 29.06%</b>
35-44 - 16.07%
45-54 - 10.18%
55-64 - 7.26%
65+ - 4.86%

62% of UNEP audience is between ages 18-34 years

### Most popular operating systems used by visitors

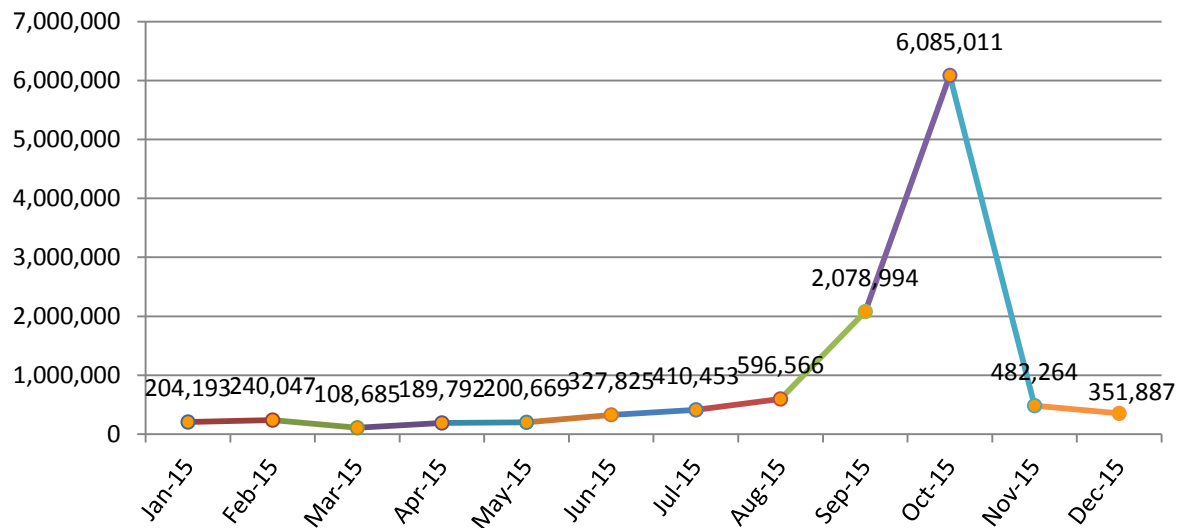


Source: Google Analytics

DEC  
2015

# UPLOADS

Uploads trends from Jan 2015 to date



## KEY FACTS

Total uploads this month were 351,887 compared to the baseline 235% ↑

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	<a href="http://www.unep.org/">http://www.unep.org/</a>	56,612	16%
2	<a href="http://www.unep.org/eacp/iea/trainers.aspx">http://www.unep.org/eacp/iea/trainers.aspx</a>	18,929	5%
3	<a href="http://www.unep.org/NewsCente/Multimedia/">http://www.unep.org/NewsCente/Multimedia/</a>	5,474	2%
4	<a href="http://www.unep.org/esm/">http://www.unep.org/esm/</a>	3,079	1%
5	<a href="http://www.unep.org/chemicalsandwaste/">http://www.unep.org/chemicalsandwaste/</a>	2,693	1%
6	<a href="http://www.unep.org/vacancies/">http://www.unep.org/vacancies/</a>	2,557	1%
7	<a href="http://www.unep.org/admin/shijian/Shi jian.asp">http://www.unep.org/admin/shijian/Shi jian.asp</a>	1,306	0%
8	<a href="http://www.unep.org/resourceefficiency/">http://www.unep.org/resourceefficiency/</a>	1,104	0%
9	<a href="http://www.unep.org/disastersandconflicts/">http://www.unep.org/disastersandconflicts/</a>	1,101	0%
10	<a href="http://www.unep.org/climatechange/">http://www.unep.org/climatechange/</a>	1,030	0%

### \* 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



1  
WEBSITE

2  
DOWNLOADS

3  
SOCIAL MEDIA

4  
FACEBOOK

5  
TWITTER

6  
YOUTUBE

7  
GLOSSARY

## Top 20 Microsites this Month

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

Source: Webtrends

## KEY FACTS

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

1. UNEP
2. UNEP Finance Initiative: Innovative financing for sustainability
3. UNEP-World Conservation Monitoring Centre (WCMC)
4. UNEP/GRID-Sioux Falls
5. Forside - UNEP DTU PARTNERSHIP
6. UNEP/MAP
7. GRID-Arendal
8. Great Apes Survival Partnership – GRASP
9. UNDP-UNEP Poverty-Environment Initiative: UNPEI
10. UNEP - DHI Partnership – Centre on Water 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.*

## Top 10 Countries this Month

	Country	% of Total	New Users
1	United States	40,190	18.46%
2	United Kingdom	15,537	7.14%
3	India	13,907	6.39%
4	Canada	10,431	4.79%
5	France	8,897	4.09%
6	Kenya	6,797	3.12%
7	Germany	6,163	2.83%
8	China	5,959	2.74%
9	Philippines	5,562	2.56%
10	Switzerland	3,498	1.61%

## Top 10 Cities this Month

	City	% of Total	New Users
1	London	4,563	2.10%
2	New Delhi	3,528	1.62%
3	Paris	3,240	1.49%
4	New York	2,733	1.26%
5	Nairobi	2,395	1.10%
6	Hong Kong	2,382	1.09%
7	Sydney	2,133	0.98%
8	Geneva	1,752	0.80%
9	Montreal	1,705	0.78%
10	Washington	1,308	0.60%

## KEY FACTS

The website reached 230 countries and 12390 cities this month.

Northern America was the sub-continent with most visits at (21%), Western Europe was second (13%) and Northern Europe third (11% of total visits)

Source: Google Analytics

DEC  
2015

# REFERRALS

## Top 10 Referring Domains this month

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

Source: Webtrends

## KEY FACTS

Google remains the top referral to the UNEP website.

### \* **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.



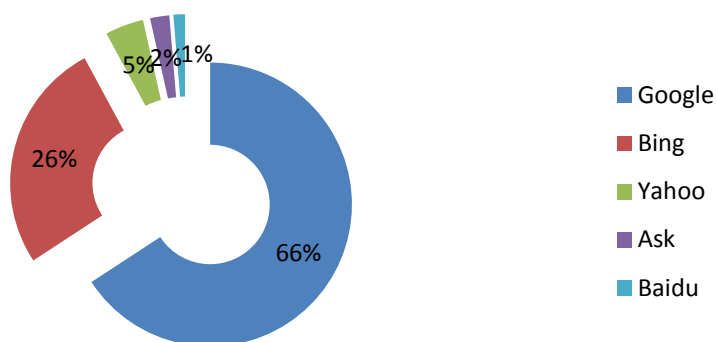
DEC  
2015

# SEARCH TERMS

## Top 10 search terms this month

unep	3,918
Climate change	1,420
world environment day	1,384
solid waste management	815
biodiversity pdf	786
solid waste management pdf	688
wed	581
black sea	469
environment day	374
biodiversity definition pdf	372

## Top search engines used to reach www.unep.org



## KEY FACTS

Over 175,858 search terms

### Top 5 search terms last month

1. unep
2. world environment day
3. Climate change
4. wed
5. sustainable development

### \* Search term

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

Source: Webtrends



1  
WEBSITE

2  
DOWNLOADS

3  
SOCIAL MEDIA

4  
FACEBOOK

5  
TWITTER

6  
YOUTUBE

7  
GLOSSARY

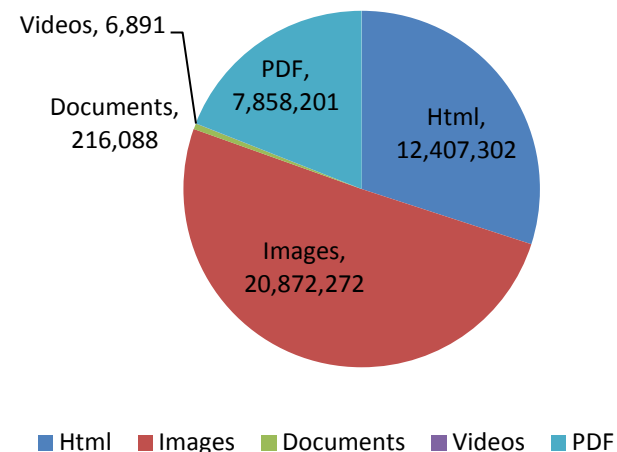
## Top 10 Publications this Month

	Title
1	Ecotourism: Principles, Practices & Policies for Sustainability
2	Our Planet: Global Climate Action - Innovations and Best Practices
3	Global Trends in Renewable Energy Investment 2015
4	Climate Change and Human Rights
5	Green Energy Choices: The Benefits, Risks and Trade-Offs of Low-Carbon Technologies for Electricity Production, SUMMARY FOR POLICY MAKERS
6	Climate Commitments of Subnational Actors and Business - A Quantitative Assessment of their Emission Reduction Impact, June 2015
7	Biodegradable Plastics & Marine Litter, Misconceptions, concerns and impacts on marine environments
8	Economic Valuation of Wastewater the Cost of Action and the Cost of no Action
9	UNEP Annual Report 2014
10	REDD+ ACADEMY - Reducing Emissions from Deforestation and Forest Degradation Learning Journal, EDITION 1 - FALL 2015

Source: Piwik

## 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

DEC  
2015

# SOCIAL MEDIA OVERVIEW

## KEY FACTS







Total followers across all platforms  
3,509,274

Compared to previous month 0.9% 






Highest follower growth this month was seen on French twitter at 8.3%, Instagram at 14% and Russian Facebook at 13%.

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



English		3.3%	204,602
French		1%	10,656
Spanish		0.3%	3,919
Russian		13%	1,289
Tunza		0.5%	11,641
ROWA		3.3%	1,303




English		2.6%	467,865
French		18.3%	5,042
Spanish		7.3%	2,746
Russian		1.6%	4,308
ROWA		3.0%	5,464



		2.6%	4,536
--	---	------	-------



		14%	24,750
--	---	-----	--------



WeChat		3.3%	13,243
RenRen		0.005%	545,926
QQ		0.04%	2,102,700
Weibo		1.7%	99,284

## TWITTER

This month, UNEP's Twitter account recorded a 2.6% increase in followers from 455,824 to 467,865. This growth is mainly attributed to frequent tweeting including live tweeting due to COP21. During this period UNEP's Twitter account experienced significant activity, including live tweeting events with UNEP involvement at COP21. The Pope's visit also sparked conversation on UNEP's Twitter account and garnered a large increase in followers.

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 and the Paris Agreement. UNEP's Twitter audience is also likely to respond to developments in meeting pledges made by countries for the Paris Agreement.

**What worked:**

- + News on country pledges post COP21
- + UN observance content
- + INDC submission news
- + News on climate change
- + #DidYouKnow tweets
- + Live tweeting from COP21

**What did not work:**

- + Text-only Tweets
- + Images of press conferences

## FACEBOOK

This month Facebook account recorded a 3.3% increase in followers bringing the total number of fans from 198,079 to 204,602. This continued, strong increase in numbers is mainly attributed to a engaging posts from the events at COP21 coupled with a change in the nature of posts to fit users' preferences based on ongoing audience behavior analysis as well as increase in shareable and interactive video posts. The new approach features more interactive posts with news and videos resulting in the greatest 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. However this month audiences were seen to engage with posts relating to ongoing events and outcomes of the COP21 climate conference

**What worked:**

- + Outcomes from COP21
- + Videos
- + His Holiness's visit to UNEP HQ posts
- + Sustainable Development Goals posts
- + COP21 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

DEC  
2015

# SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	5,832,969
UNICEF	4,990,445
WHO	2,746,899
WWF	2,076,674
World Bank	1,635,633
Green Peace	1,488,718
WFP	1,089,495
UNDP	856,645
<b>UNEP</b>	<b>467,865</b>
UNFCCC	257,838
FAO News	179,916
IPCC	68,113
WMO	22,631
WRI Climate	15,526

UNEP's position remains constant despite 2.6% increase in followers.

## UNEP FACEBOOK FOLLOWERS COMPARED TO OTHER AGENCIES (As per October 23rd)

AGENCY	FOLLOWERS
UNICEF	5,699,660
WHO	2,624,417
WWF	2,590,949
Green Peace	2,403,282
UN	1,906,933
World Bank	1,880,451
UNDP	1,039,111
FAO	765,639
WFP	700,908
<b>UNEP</b>	<b>204,602</b>
UNFCCC	154,109
WRI	100,033
WMO	50,799
IPCC	15,916

UNEP's position remains constant despite 3.3% increase in followers.



1  
WEBSITE

2  
SOCIAL MEDIA  
HIGHLIGHTS

3  
FACEBOOK

4  
TWITTER

5  
YOUTUBE

6  
LANGUAGES

7  
GLOSSARY

DEC  
2015

# FACEBOOK OVERVIEW

UNEP has a total of **204,602** fans on Facebook as of December 23, 2015. This month **1,365,119** people saw UNEP's information from **79** posts

## TOP POST THIS MONTH *(shared on Friday 27 November 2015)*

**UNEP** Published by [unepweb@unep.org](mailto:unepweb@unep.org) [?] · November 27 · 🌐

Yesterday Pope Francis visited the United Nations offices in Nairobi. While at the UN, Pope Francis took time to learn from UNEP Executive Director [Achim Steiner](#) about UNEP's Headquarters, which is powered through solar panels located on the roof of the building. Mr. Steiner also spoke of the work that UNEP undertakes, which is "about the relationship of humanity and nature." Watch, pass on, and be a part of #ClimateAction.

**His Holiness Pope Francis Visits UNEP HQ**  
04:37

140,542 people reached Boost Unavailable

277 Likes 14 Comments 308 Shares

Like Comment Share

**140,542** People Reached

**19,731** Video Views

**1,519** Reactions, Comments & Shares

<b>1,096</b> Like	<b>277</b> On Post	<b>819</b> On Shares
<b>2</b> Love	<b>0</b> On Post	<b>2</b> On Shares
<b>95</b> Comments	<b>15</b> On Post	<b>80</b> On Shares
<b>326</b> Shares	<b>308</b> On Post	<b>18</b> On Shares

**5,762** Post Clicks

<b>984</b> Clicks to Play	<b>2</b> Link Clicks	<b>4,776</b> Other Clicks
------------------------------	-------------------------	------------------------------

**NEGATIVE FEEDBACK**

<b>21</b> Hide Post	<b>2</b> Hide All Posts
<b>1</b> Report as Spam	<b>1</b> Unlike Page

## KEY FACTS

### December 2015 Summary

Fans: **204,602**

Posts: **79**

Total reach: **1,365,119**

Comments: **976**

Shares: **3,825**

Likes: **17,482**

Link clicks: **1,077**

Video views: **68,864**

New fans: **6,523**

Engagement rate: **1.7%**

*Last month UNEP reached 3,311,103 people through 95 posts, and gained 7,456 new fans, with a 1.8% engagement rate*

### Best day of the month

Friday 27 November 2015 UNEP reached 140,542 unique individuals.

### Key data on this day

- Video; His Holiness Pope Francis Visits UNEP HQ .



1  
WEBSITE

2  
SOCIAL MEDIA  
HIGHLIGHTS

3  
FACEBOOK

4  
TWITTER

5  
YOUTUBE

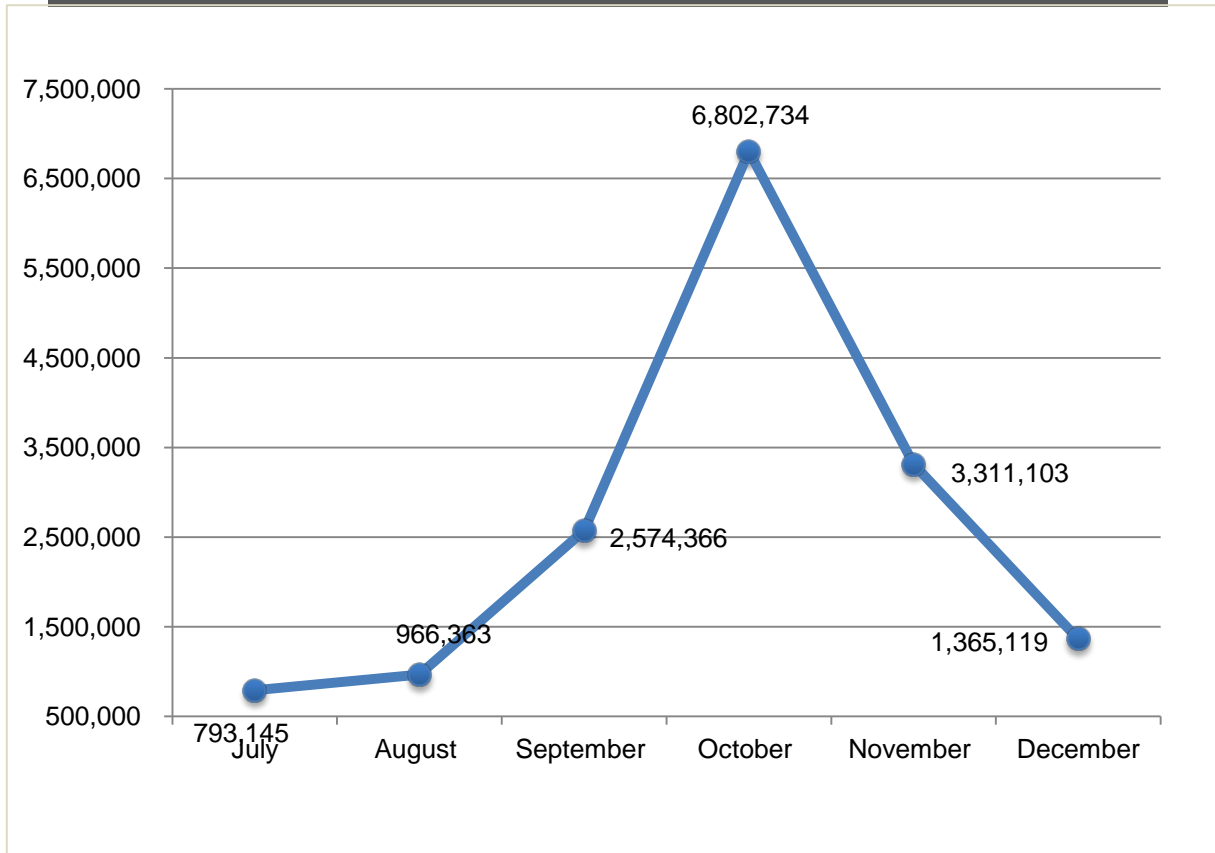
6  
LANGUAGES

7  
GLOSSARY

DEC  
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 June 2015:

**15,812,830**

Average number of people reached per post since May 2015

**33,716**

## NUMBER OF POSTS SHARED

Month	No. of posts
DECEMBER	79
NOVEMBER 2015	95
OCTOBER 2015	78
SEPTEMBER 2015	87
AUGUST 2015	65
JULY 2015	65
<b>TOTAL POSTS</b>	<b>469</b>

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



1  
WEBSITE

2  
SOCIAL MEDIA  
HIGHLIGHTS

3  
FACEBOOK

4  
TWITTER

5  
YOUTUBE

6  
LANGUAGES

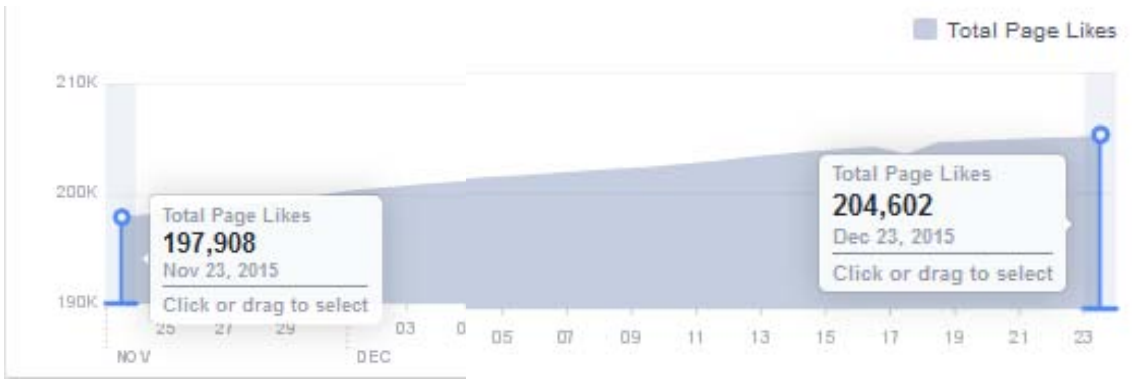
7  
GLOSSARY

DEC  
2015

# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## KEY FACTS

### FACEBOOK MONTHLY GROWTH



UNEP Facebook page continues to maintain momentum in growth, recording a significant percentage increase in followers with audience-optimised posts, featuring captivating images with explanatory text.

Fans compared to previous month 3.3%

### MONTHLY ENGAGEMENT



\* **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.

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

Source: FB Insights



1  
WEBSITE

2  
SOCIAL MEDIA  
HIGHLIGHTS

3  
FACEBOOK

4  
TWITTER

5  
YOUTUBE

6  
LANGUAGES

7  
GLOSSARY



# FACEBOOK DEMOGRAPHICS

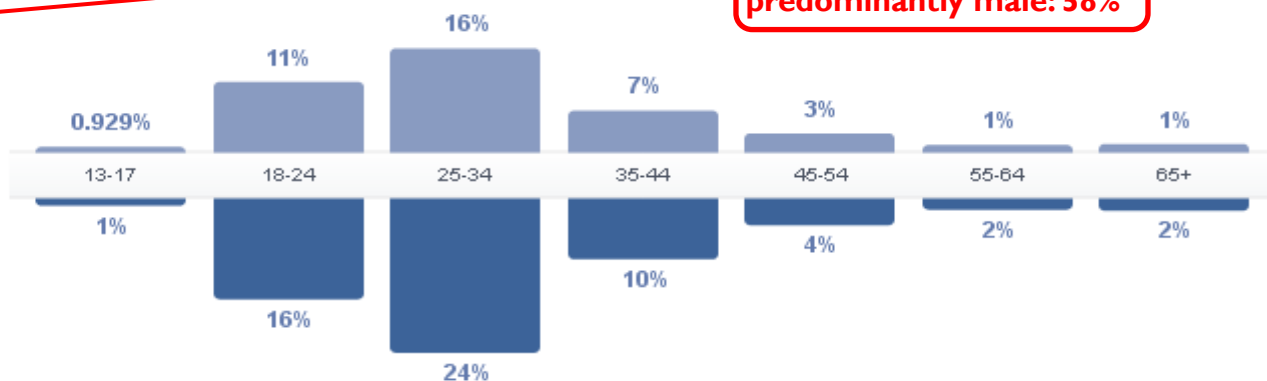
## The people who like your Page

Women

41%  
Your Fans

Men

58%  
Your Fans



UNEP's fans are predominantly male: 58%

SOURCE: FACEBOOK INSIGHTS

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

Women

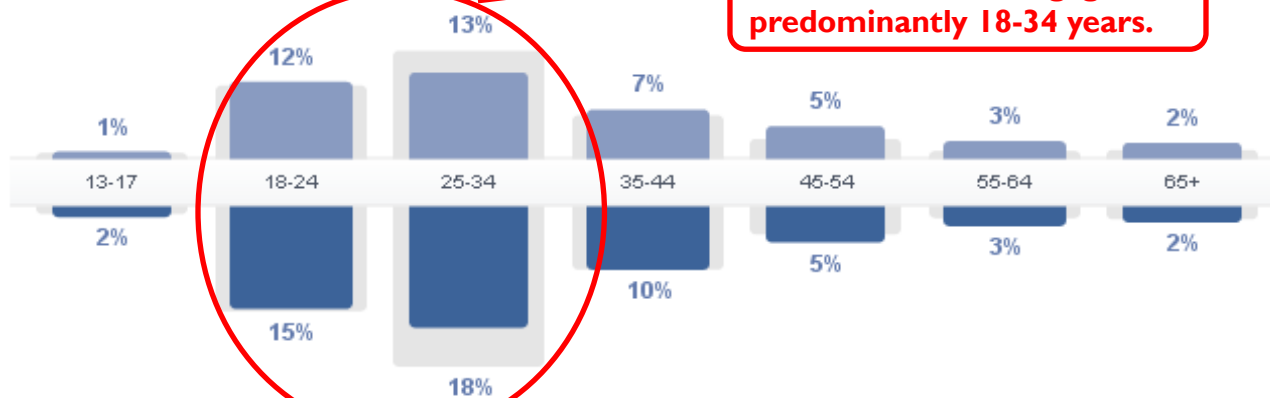
43%  
People Engaged

41%  
Your Fans

Men

56%  
People Engaged

58%  
Your Fans



UNEP's fans who engaged are predominantly 18-34 years.

SOURCE: FACEBOOK INSIGHTS

DEC  
2015

# FACEBOOK ENGAGEMENT - COUNTRIES, CITIES, AND LANGUAGES

Country	People Engaged	City	People Engaged	Language	People Engaged
India	1,434	Dhaka, Dhaka Division...	828	English (US)	9,265
United States of America	1,380	Nairobi, Kenya	714	English (UK)	2,926
Bangladesh	1,032	Mexico City, Distrito Fe...	228	Spanish	1,147
Kenya	794	Quezon City, Metro Ma...	206	French (France)	859
Mexico	604	Kathmandu, Bagmati ...	205	Portuguese (Brazil)	388
Pakistan	591	New Delhi, Delhi, India	204	Italian	337
United Kingdom	501	Lagos, Lagos State, Ni...	196	Spanish (Spain)	301
Philippines	446	Chittagong, Chittagon...	180	Arabic	297
Brazil	423	London, England, Unit...	164	German	224
Italy	402	Phnom Penh, Cambodia	157	Japanese	166

Source: FB Insights

DEC  
2015

# FACEBOOK BENCHMARKS

1		UNICEF	5.7m 	▲0.5%	18	236.9K 
2		World Health Organizati...	2.6m 	▲0.5%	0	0
3		WWF	2.6m 	▲0.3%	23	74.6K 
4		Greenpeace International	2.4m 	▲0.3%	33	173.8K 
5		World Bank	1.9m 	0%	16	3K
YOU 6		UNEP	205.1K	▲0.4%	18	3.3K
7		United Nations	1.9m 	▲0.1%	33	11.6K
8		United Nations Develop...	1m 	▲0.3%	9	5.6K
9		Food and Agriculture Or...	785.6K 	▲0.6%	13	12.7K
10		World Food Programme	700.9K 	▲4,140.9%	3	258

Source: FB Insights

UNEP's position remains constant despite increase in likes and engagements.  
\*statistics comparison is in real-time last month.



1  
WEBSITE

2  
SOCIAL MEDIA  
HIGHLIGHTS

3  
FACEBOOK

4  
TWITTER

5  
YOUTUBE

6  
LANGUAGES

7  
GLOSSARY

DEC  
2015

# TWITTER OVERVIEW

## DECEMBER 2015 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH



Watch: [@adriangrenier](#) tells you how to be a part of [#ClimateAction](#): [on.fb.me/1ISpbbY](https://on.fb.me/1ISpbbY)  
[#SIF15](#) [@Climate\\_Action\\_](#)



RETWEETS 112 LIKES 154

11:41 PM - 8 Dec 2015



[#ParisAgreement](#): 195 nations set path to keep temperature rise well below 2 deg. C: [bit.ly/1jWGYs0](https://bit.ly/1jWGYs0) [#COP21](#)



RETWEETS 199 LIKES 230

7:26 PM - 13 Dec 2015



## KEY FACTS

### December 2015 Summary

Followers: **467,865**

Tweets: **681 (18 per day)**

Replies: **20.8K (63 per day)**

Mentions: **6.8K**

Retweets: **26.4K (853 per day)**

Favourites: **20.7K (667 per day)**

Impressions: **10M (322.4K per day)**

New followers: **12,041**

Engagement rate: **0.9%**

### Top tweets of the month

112 Retweets 154 likes 113K Impressions

Watch: [@adriangrenier](#) tells you how to be a part of [#ClimateAction](#): [on.fb.me/1ISpbbY](https://on.fb.me/1ISpbbY)  
[#SIF15](#) [@Climate\\_Action\\_](#)  
 Tweeted on 8 December 2015

199 Retweets 230 likes 113K Impressions

[#ParisAgreement](#): 195 nations set path to keep temperature rise well below 2 deg. C: [bit.ly/1jWGYs0](https://bit.ly/1jWGYs0) [#COP21](#)  
 Tweeted on 13 December 2015



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

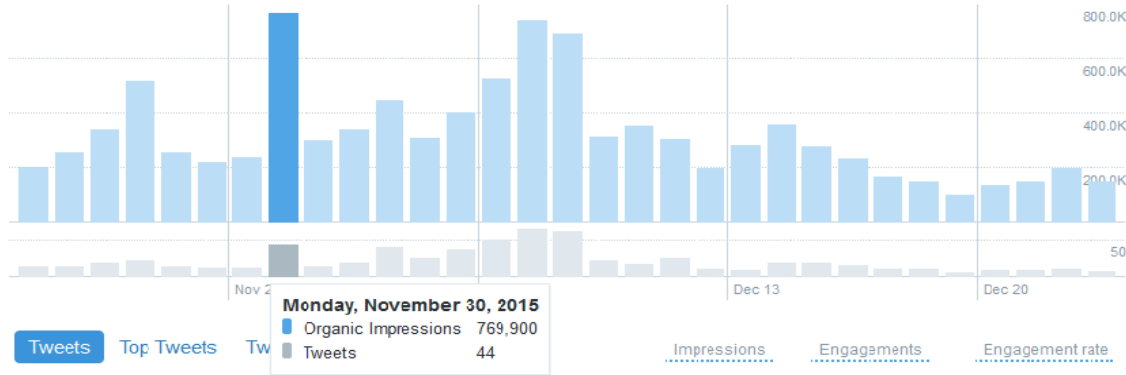
6 LANGUAGES

7 GLOSSARY

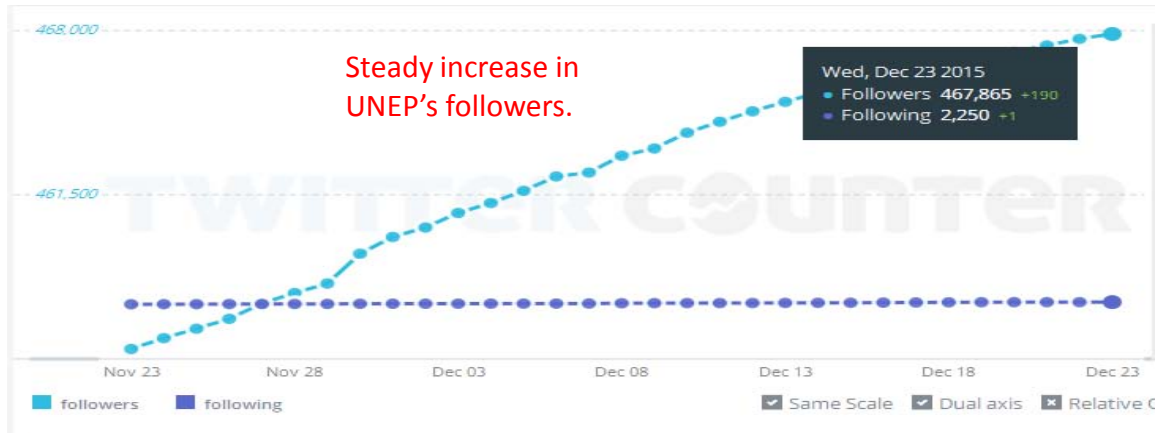
DEC  
2015

# TWITTER OVERVIEW

BEST DAY THIS MONTH: Monday 30 November 2015



SOURCE:TWITTER ANALYTICS



SOURCE:TWITTER COUNTER

## KEY FACTS

### Best day of the month

Monday, 30 November 2015 UNEP recorded 769,900 impressions.

### Key data on this day

- Live tweeting of the COP21 opening ceremony

Impressions compared to previous month **0.5%** ↑  
 Followers compared to previous month **2.6%** ↑

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



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

6 LANGUAGES

7 GLOSSARY

DEC  
2015

# TWITTER DEMOGRAPHICS AND LOCATIONS

## Country

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

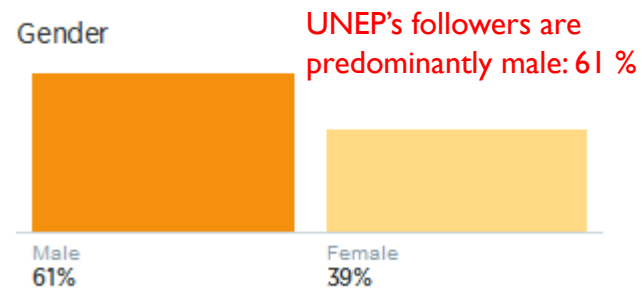
## Region

State or region	% of audience
England, GB	9%
Greater London, GB	4%
California, US	3%
New York, US	2%
Nairobi, KE	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	84%
Business news and general info	78%
Tech news	65%
Science news	64%
Movie news and general info	63%
Technology	61%
Financial news	57%
Government	56%
Business and finance	55%

## Gender



SOURCE: TWITTER ANALYTICS



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

6 LANGUAGES

7 GLOSSARY

DEC  
2015

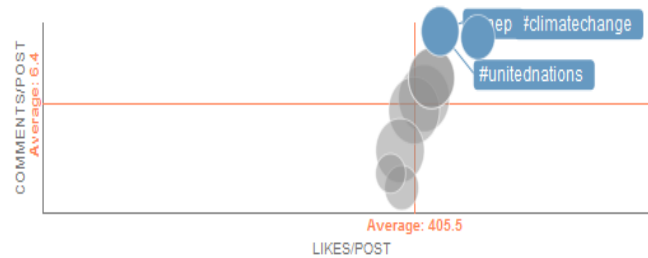
# INSTAGRAM OVERVIEW

## DECEMBER TOTALS (November - December)

#climatechange is your top hashtag.

Of the hashtags you use most, #climatechange received 18% more engagement than your average post. Consider using it and your other top hashtags more often for more likes and comments on future posts.

**+18%**  
ENGAGEMENT



## KEY FACTS

### December 2015 Summary

Followers: **24,750**

Likes/Post: **405**

Posts: **19**

New followers: **3,110**

Following: **178**

Followers compared to previous month  
**14%** ↑

## TOP MEDIA THIS MONTH



### Top media of the month

651 likes

@unenvironment A polar bear at #COP21 reminds visitors to the #climatechange conference about the importance of conserving the Arctic and its #wildlife. #environment #conservation #environment #medioambiente #meioambiente #Paris #UNEP #unitednations

465 likes

@unenvironment Amazing! Illustration of #sustainable cities to accompany the panel at #SIF15. #environment #sustainability #COP21 #environment #medioamboente #meioambiente

Source: Union Metrics



1 WEBSITE

2 SOCIAL MEDIA HIGHLIGHTS

3 FACEBOOK

4 TWITTER

5 YOUTUBE

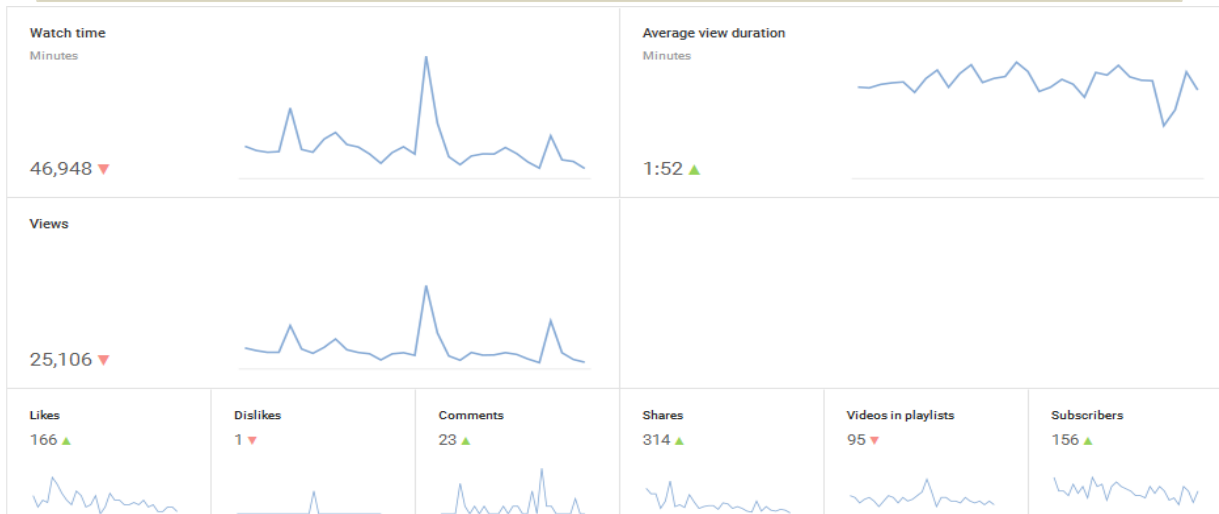
6 LANGUAGES

7 GLOSSARY

DEC  
2015

# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH



## TOP 10 VIDEOS VIEWED THIS MONTH

Top 10 Videos [Browse all content](#)

Video	Watch time (minutes) Ⓜ ↓	Views Ⓜ	Likes Ⓜ
The Antarctic Ozone Hole -- From Discovery to Re...	10,401 (22%)	1,683 (6.7%)	10
Sustainable innovation Forum - Opening Day	4,996 (11%)	2,719 (11%)	2
His Holiness Pope Francis' visit to UNEP headqua...	3,467 (7.4%)	1,694 (6.7%)	15
A Bottle's Odyssey	2,994 (6.4%)	3,189 (13%)	7
Seven Billion Dreams. One Planet. Consume with...	2,886 (6.1%)	2,496 (9.9%)	19
Preventing Our Oceans from Becoming Dumps	1,656 (3.5%)	610 (2.4%)	3
Ozone Song	1,152 (2.5%)	607 (2.4%)	5
Solutions COP21 Opening Night at the Grand Pal...	1,008 (2.1%)	762 (3.0%)	1
Le Trou d'ozone en Antarctique - De la découv...	924 (2.0%)	177 (0.7%)	2
Coastal Erosion	747 (1.6%)	448 (1.8%)	0

## KEY FACTS

### December 2015 Summary

Subscribers: **4,536**

Views: **25,106**

Minutes watched: **46,948**

New Subscribers: **116**

*Last month UNEP recorded 34,869 views, 58,356 minutes watched and a gain of 69 new subscribers.*

*\*YouTube recently changed its analytics algorithm, prioritising watch time over views and lifetime views on each video*

Subscribers compared to previous month  
2.6%

Views compared to previous month  
28%

### New in Top 10 videos

- SIF Opening Day
- Solutions COP21 Opening Night
- Le Trou d'ozone en Antarctique



1  
WEBSITE

2  
SOCIAL MEDIA  
HIGHLIGHTS

3  
FACEBOOK

4  
TWITTER

5  
YOUTUBE

6  
LANGUAGES

7  
GLOSSARY



DEC  
2015

# YOUTUBE DEMOGRAPHICS

## Top geographies

Watch time

United States (22%)  
United Kingdom (5.8%)  
Italy (5.7%)  
India (4.7%)  
Canada (4.1%)



## Gender

Views

Male (58%)  
Female (43%)



## Traffic sources

Watch time

External (29%)  
Direct or unknown (22%)  
Suggested videos (19%)  
Other (30%)



## Playback locations

Watch time

YouTube watch page (71%)  
Embedded in external websites and apps (28%)  
YouTube channel page (0.5%)



## CHINESE

### WeChat Top post

巴黎气候大会正式拉开帷幕 2015-11-30

[查看图文详解](#) [加入图文对比](#)



**30 November 2015**

COP21 Officially Opened

*Reach 12,654 Reposts: 1050*

## CHINESE

### NEW FOLLOWERS

Sina Weibo: 1,670

QQ: -737

Renren: -28

WeChat: 422

### CHINESE CONTENT HIGHLIGHTS

Fans on **WeChat** and **Sina Weibo** continue to rise. December saw a slight decrease in UNEP's **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.

#### WHAT WORKED

- COP21
- Content highlighting UNEP's participation in South-South Cooperation Forum

### Sina Weibo Top post

#巴黎气候大会#12月6日，巴黎——应对气候变化南南合作高级别论坛，联合国助理秘书长兼环境规划署执行主任易卜拉辛·提奥发表演讲。‘气候变化是实现可持续发展进程中的主要南南合作领域之一’ [演讲稿 | 气候变...](#)



12月8日 00:41 来自 微博 weibo.com

阅读 99.0万 推广 转发 55 评论 5 14

**6 December 2015**

COP21 DED addresses the high level forum on South-South Cooperation on

Climate Change Forum: Climate change is one of the most important issues that should be addressed by South-South Cooperation.


*Shares: 55*

*Likes & comments: 14*

*Reach: 990,000*

## f FACEBOOK

Total audience: **1,289**  
 Total Posts: **33** **RUSSIAN**   
 Total Reach: **50K**  
 New likes: **152**  
*Vs 69 posts, 49K Reach and 197 new likes last month*

Total audience: **10,656**  
 Total Posts: **56** **FRENCH**   
 Total Reach: **27K**  
 New likes: **61**  
*Vs 65 posts, 28K reach and 130 new likes last month*

Total audience: **3,919** **SPANISH**   
 Total Posts: **0**  
 Total Reach: **0**  
 New likes: **13**  
*Vs 3 posts, 4K Reach and 36 new likes last month*

Total audience: **1,303** **UNEP ROWA**  
 Total Posts: **333**  
 Total Reach: **58K**  
 New likes: **42**  
*Vs 258 posts, 69K Reach and 94 new likes last month*

## 🐦 TWITTER


Total followers: **4,308**  
 Total Tweets: **670** **RUSSIAN**   
 Total Impressions: **161K**  
 New followers: **68**  
*Vs 670 tweets, 161K Reach and 138 new followers*

Total followers: **5,042**  
 Total Tweets: **266** **FRENCH**   
 Total impressions: **369K**  
 New followers: **781**  
*Vs 164 tweets 182K Reach and 573 new followers last month*

Total followers: **2,746** **SPANISH**   
 Total Tweets: **1**  
 Total Impressions: **14K**  
 New followers: **0**  
*Vs 5 tweets, 16K Reach and 84 new followers last month*

Total followers: **5,464** **UNEP ROWA**  
 Total Tweets: **343**  
 Total Impressions: **122K**  
 New followers: **158**  
*Vs 247 tweets, 120K Reach and 246 new followers last month*

## LANGUAGE CONTENT HIGHLIGHTS

#巴黎气候大会#12月6日，巴黎——应对气候变化南南合作高级别论坛，联合国助理秘书长兼环境规划署副执行主任易卜拉辛·提奥发表演讲。“气候变化是实现可持续发展进程中的主要南南合作领域之一”  [演讲稿 | 气候变...](#)



12月8日 00:41 来自 微博 weibo.com

阅读 99.0万 推广 转发 55 评论 5 14

 **ONU Environnement** @UNEPAfr   
**#Cop 21: Paris fera un chèque d'1 million d'euros au fonds vert pour le #Climat de l'@ONU\_fr novethic.fr/breves/details ...**



RETWEETS 34 LIKES 14

## 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

**Followers:** Users who have subscribed to your Twitter 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:** 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 but impressions is 4,000 - because those 2000 people could potentially have seen the message twice.

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

**Tweets:** Any message you send out to your followers.