

OCT
2016

UNEP DIGITAL METRICS










UNEP







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2016

SOCIAL MEDIA OVERVIEW



KEY FACTS






Total followers across all platforms 1,122,066
 Compared to previous month 5% 
 Highest follower growth this month was seen on Spanish Facebook at 22% , French Facebook at 20% & Spanish Twitter at 11%
 Strong follower growth also seen on Russian Facebook at 7%
 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.

	English		2.8%	282,508
	French		20%	22,362
	Spanish		22%	14,978
	Russian		3%	4,462
	Tunza		0.5%	12,294
	ROWA		3.3%	2,466

	English		1.2%	547,242
	French		5.5%	9,217
	Spanish		11%	10,427
	Russian		7%	6,987
	ROWA		6%	7,855

		4%	6,090
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		3.2%	65,407
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	WeChat		3.4%	19,144
	RenRen		0.003%	545,833
	QQ		0.33%	2,092,880
	Weibo		2.1%	110,627

TWITTER

This month, UN Environment's Twitter account recorded a 1.2% increase in followers from 540,997 to 547,242. 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, review of analytics data informed that UN Environment's Twitter audience is likely to engage with news on renewables, marine ecosystems, wildlife crime, campaigns to raise awareness on endangered species and content encouraging audiences to participate through action. UN Environment's Twitter audience is also likely to engage with video content calling for action on the environment and climate change, with the most recent being the #LoveAir campaign on air quality.

What worked:

- +News on environment and wildlife crime
- +News and campaigns on endangered species
- + #WildForLife posts
- +Appreciation of international non UN observer days

What did not work:

- + Text-only Tweets
- + Images of conference daises

FACEBOOK

This month, UN Environment's Facebook account recorded a 2.8% increase in followers bringing the total number of fans from 274,779 to 282,508. This continued increase in numbers is mainly attributed to the sharing of short informative posts and video 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. Creative uses of the platform to fuel post sharing contributed to the growth of UN Environment's Facebook audience and 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:

- +News on environment, wildlife crime and climate change
- +Engaging video & animated infographics sharing impact stories with a human angle & briefly informative facts and figures.

What did not work:

- + Posts without strong accompanying images
- + News reporting that does not add value through the most sharable aspects of news/reports
- + Updates on programmatic work that lack a "human" side

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SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	7,812,960
UNICEF	5,702,608
WHO	3,002,234
WWF	2,690,983
World Bank	2,062,860
Greenpeace	1,586,122
WFP	1,288,441
UNDP	1,031,053
UN Environment	547,242
UNFCCC	317,755
FAO News	203,193
World Resources Inst	78,812
IPCC	78,812
WMO	30,457

UNEP's position remains constant despite 1.2% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,395,655
WHO	2,999,797
GreenPeace	2,701,067
UN	2,154,410
WWF	2,149,834
World Bank	2,148,948
UNDP	1,132,174
FAO	951,934
WFP	832,507
UN Environment	282,508
UNFCCC	182,554
WRI	112,473
WMO	97,786
IPCC	20,728

UNEP's position remains constant despite 2.8% increase in followers.



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FACEBOOK OVERVIEW

UN Environment has a total of **285,384** fans on Facebook as of 23 October 2016. This month **2,260,943** people saw UN Environment's information from **88** posts

TOP POST THIS MONTH *(shared on 28 September 2016)*

UN Environment
Published by Dave Cole [P] · September 28 · 🌐

"I want to protect our heritage." The Black Mamba Anti-Poaching Unit is a group of young women on the front lines of poaching in South Africa. Our Chief Erik Solheim met with the Black Mambas last week - watch and learn why these inspiring conservationists are making a difference for their communities. #WildforLife

170,822 people reached

605 Reactions

32 Comments **684** Shares

170,822 People Reached

32,228 Video Views

3,907 Reactions, Comments & Shares

2,534 Like	525 On Post	2,009 On Shares
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481 Love	69 On Post	412 On Shares
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3 Haha	0 On Post	3 On Shares
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31 Wow	8 On Post	23 On Shares
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6 Sad	2 On Post	4 On Shares
-----------------	---------------------	-----------------------

3 Angry	1 On Post	2 On Shares
-------------------	---------------------	-----------------------

168 Comments	32 On Post	136 On Shares
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684 Shares	684 On Post	0 On Shares
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7,304 Post Clicks

2,733 Clicks to Play	17 Link Clicks	4,554 Other Clicks
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KEY FACTS

October 2016 Summary

Fans: **285,384**

Posts: **88**

Total reach: **2,260,943**

Comments: **877**

Likes: **22,778**

Shares: **4,561**

Video views: **41,843**

New fans: **10,632**

Engagement rate: **1.1%**

Last month UN Environment reached 2,301,117 people through 82 posts, and gained 6,835 new fans, with a 1% engagement rate

Best day of the month

Wednesday 28 September 2016 UN Environment reached 170,822 unique individuals

Key data on this day

- Eriik Solheim meets the Black Mambas

Source: FB Insights



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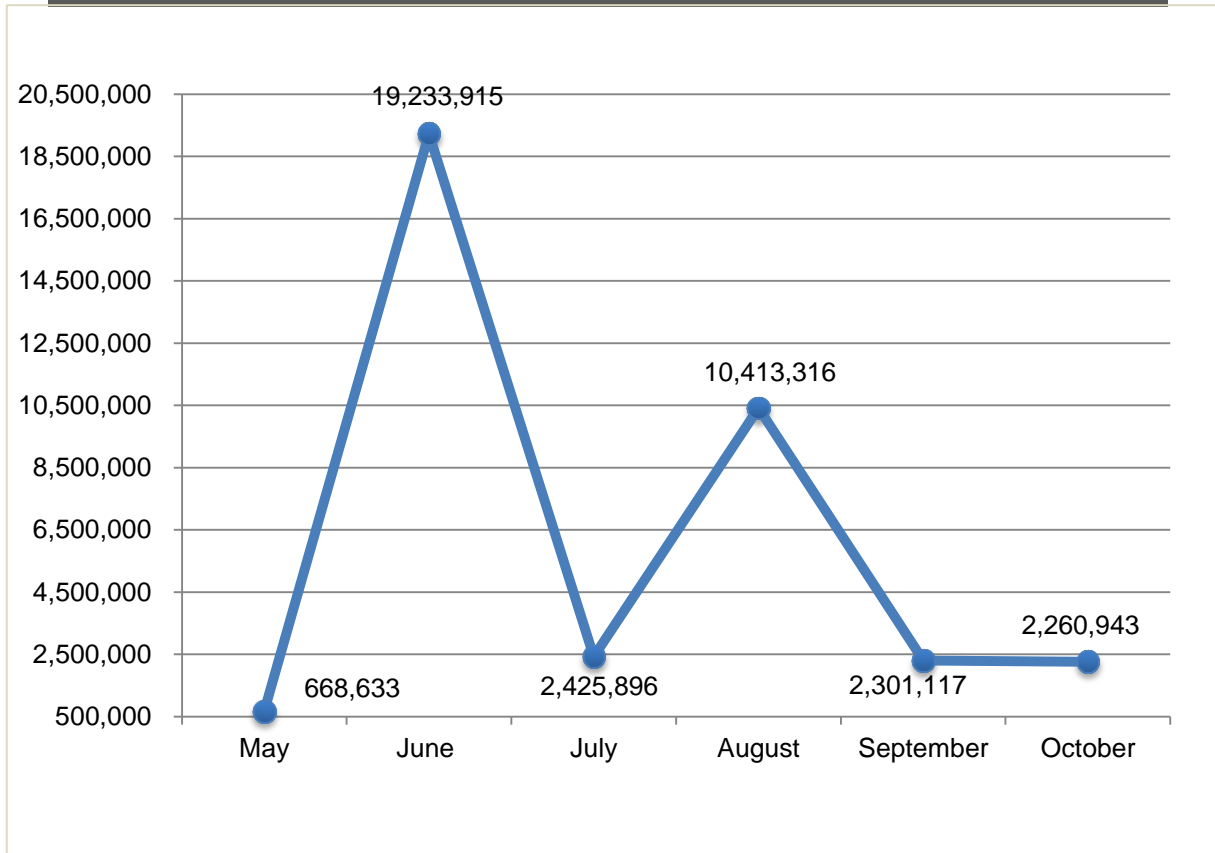
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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since May 2016:

37,303,820

Average number of people reached per post since May 2016

62,695

NUMBER OF POSTS SHARED

Month	No. of posts
OCTOBER	88
SEPTEMBER	82
AUGUST	95
JULY	76
JUNE	172
MAY	82
TOTAL POSTS	595

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



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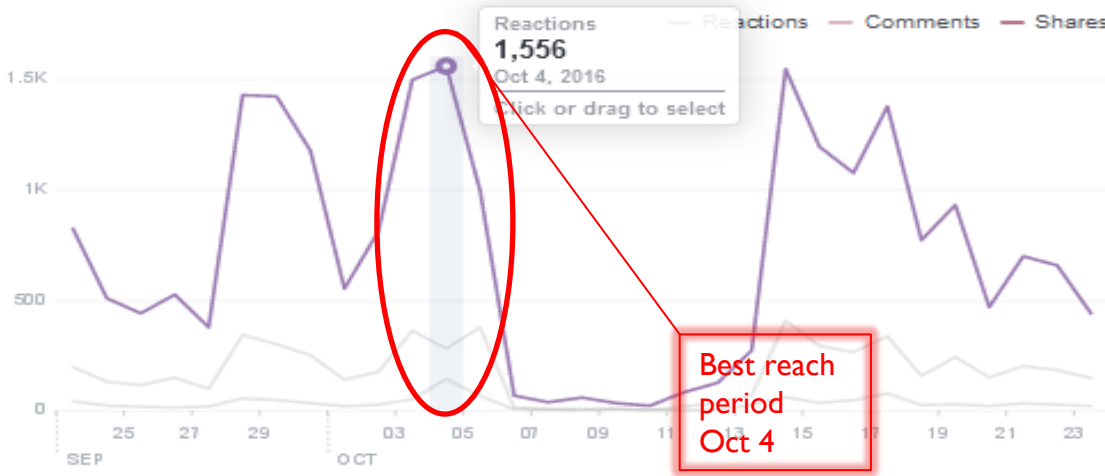
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FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

KEY FACTS

UN Environment Facebook page continues to maintain momentum in growth, recording a 4% 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.

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


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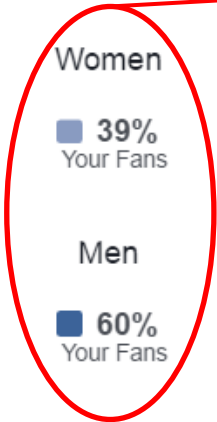
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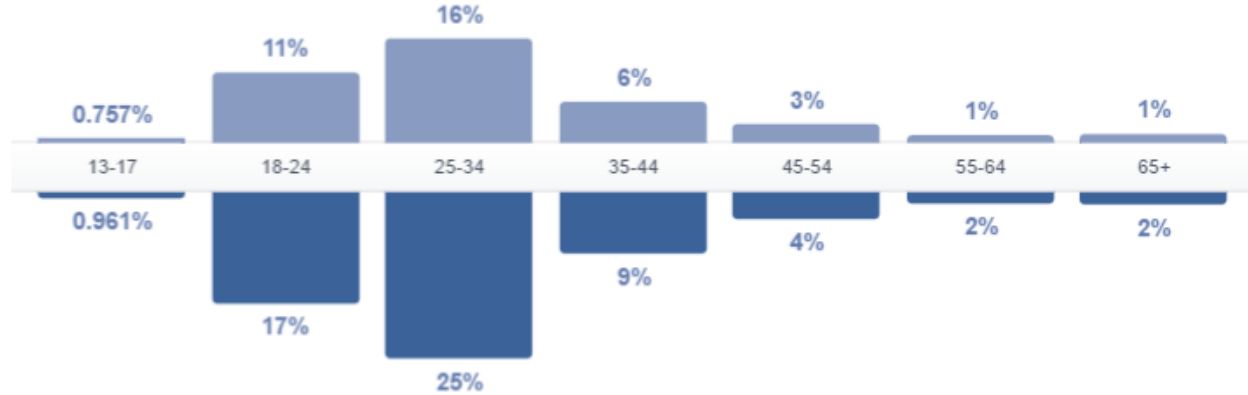
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FACEBOOK DEMOGRAPHICS

The people who like your Page

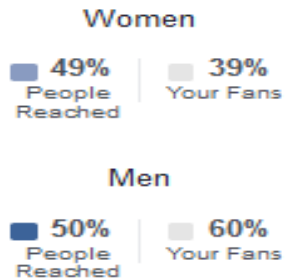


UNEP's fans are predominantly male: 60%

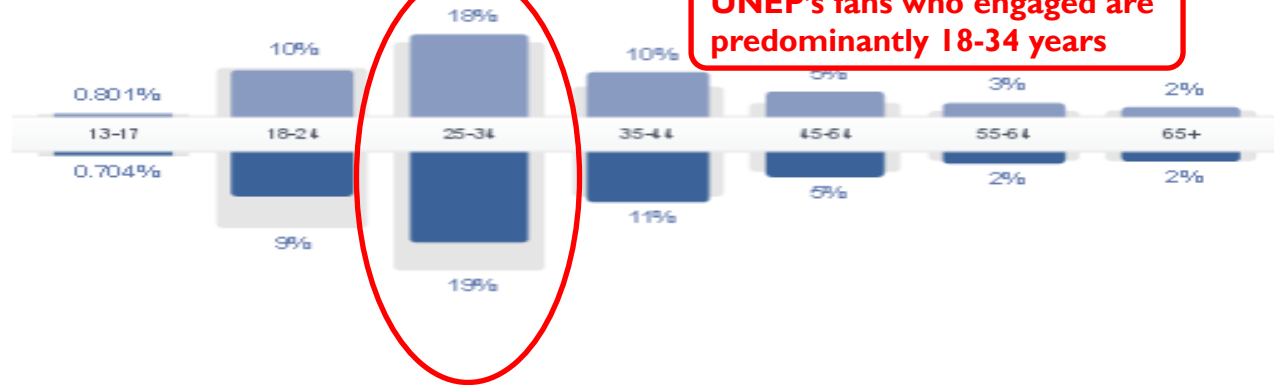


SOURCE: FACEBOOK INSIGHTS

The number of people your post was served to in the past 28 days.



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



SOURCE: FACEBOOK INSIGHTS

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FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	32,913	Dhaka, Dhaka Divisio...	15,323	English (US)	144,790
Bangladesh	20,919	Nairobi, Kenya	11,646	English (UK)	54,235
United States of Am...	18,469	New Delhi, Delhi, India	4,948	Spanish	16,022
Kenya	14,597	Kathmandu, Bagmat...	4,008	French (France)	12,519
Malaysia	9,857	Lima, Lima Region, ...	2,395	Portuguese (Brazil)	8,655
Brazil	9,254	Phnom Penh, Camb...	2,332	Arabic	5,824
Pakistan	8,770	London, England, U...	2,296	Italian	4,704
Philippines	7,250	Mexico City, Distrito ...	2,061	Spanish (Spain)	4,366
United Kingdom	6,531	Tunis, Tunis Govern...	1,926	German	3,352
Mexico	6,373	Cairo, Cairo Governo...	1,909	Portuguese (Portugal)	3,117

Source: FB Insights



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FACEBOOK BENCHMARKS

1		UNICEF	6.4m 	▲ 0.1%	18	80.2K 
2		World Health Organizati...	3m 	▲ 0.4%	26	72.1K 
3		WWF	2.9m 	▲ 0.1%	11	58.4K 
4		Greenpeace International	2.7m 	▲ 0.2%	30	94K 
5		United Nations	2.2m 	▲ 0.3%	19	13K 
6		World Bank	2.1m 	▲ 0.1%	23	59.6K 
7		United Nations Develop...	1.1m 	▲ 0.2%	3	767
8		Food and Agriculture Or...	952K 	▲ 0.4%	29	40.3K 
9		World Food Programme	832.5K 	▲ 0.2%	2	48
YOU 10		UN Environment	285.4K 	▲ 0.5%	16	8.7K 

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



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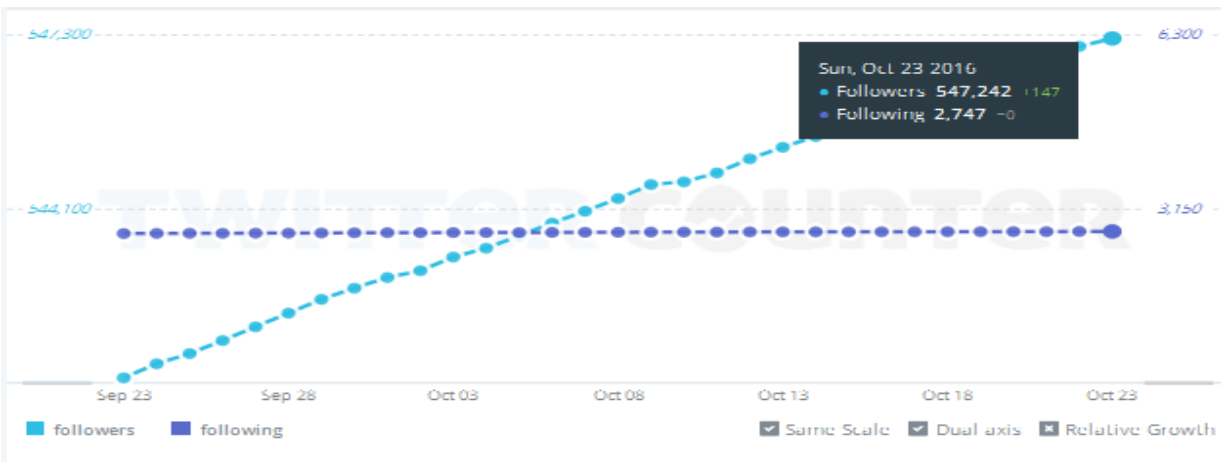
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TWITTER OVERVIEW

OCTOBER 2016 FOLLOWER GROWTH



KEY FACTS

October 2016 Summary

Followers: **547,242**
 Tweets: **321**
 Replies: **1.2K (39 per day)**
 Mentions: **5.8K**
 Retweets: **25.1K (683K per day)**
 Likes: **24.8K (800 per day)**
 Impressions: **6.6M (214K per day)**
 New followers: **6,245**
 Engagement rate: **1.2%**

TOP TWEETS THIS MONTH

UN Environment @UNEP
 History is made! #MontrealProtocol countries agree to curb powerful greenhouse gases in largest climate breakthrough since Paris. 🌍🌍

Parties to the Montreal Protocol meet in Kigali, Rwanda, September 2016.

RETWEETS: 1,039 | LIKES: 981

8:42 AM - 15 Oct 2016

UN Environment @UNEP
 France just became the first country to ban all plastic plates, cups, and utensils: bit.ly/2cMiv8b

RETWEETS: 433 | LIKES: 482

5:43 PM - 28 Sep 2016

Top tweets of the month

1039 Retweets 981 Likes 200K Impressions
 History is made! #MontrealProtocol countries agree to curb powerful greenhouse gases in largest climate breakthrough since Paris.
Tweeted on 15 October 2016

433 Retweets 462 Likes 140K Impressions
 France just became the first country to ban all plastic plates, cups, and utensils: bit.ly/2cMiv8b
Tweeted on 28 September 2016



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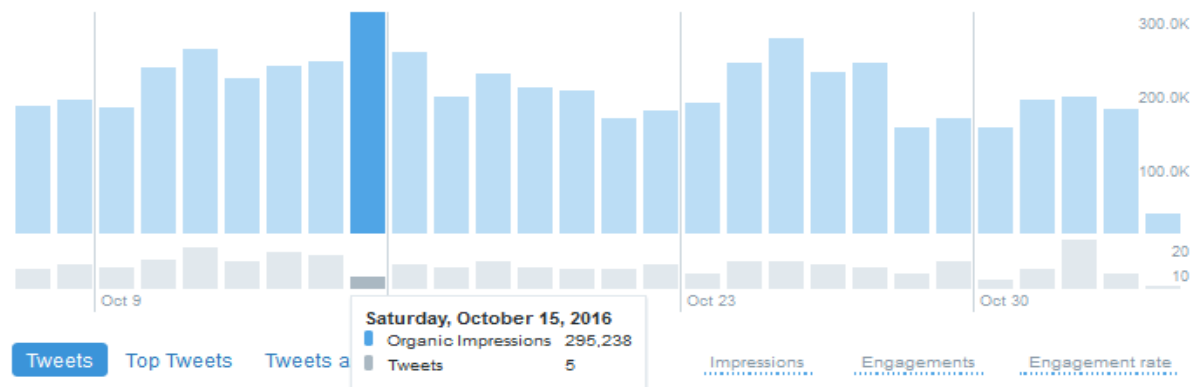
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TWITTER OVERVIEW

BEST DAY THIS MONTH: SATURDAY 15 OCTOBER 2016



SOURCE: TWITTER ANALYTICS

KEY FACTS

Best day of the month

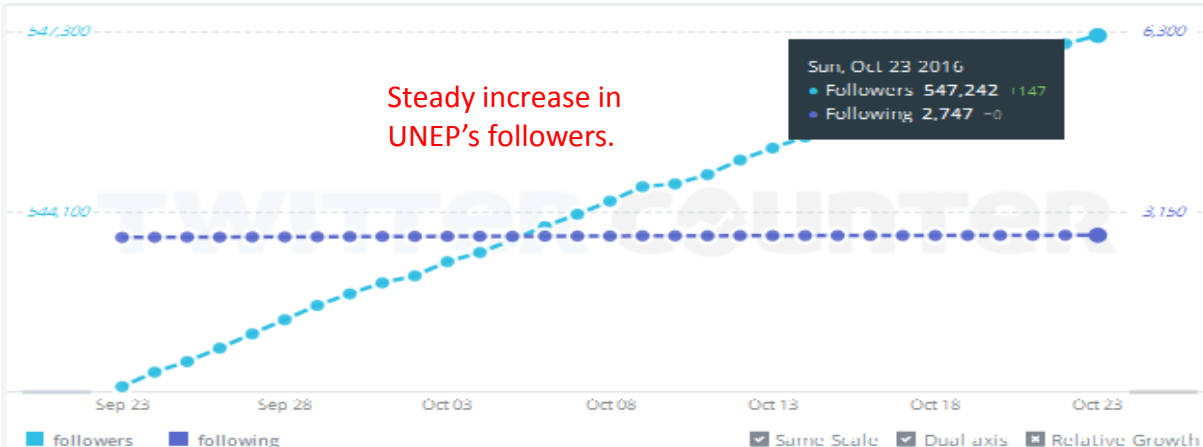
Saturday, 15 October 2016
UN Environment recorded 295,238 impressions.

Key data on this day

- Montreal Protocol Kigali Agreement

Impressions compared to previous month **20%** ↑
Followers compared to previous month **1.2%** ↑

Steady increase in UNEP's followers.



SOURCE: TWITTER COUNTER

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



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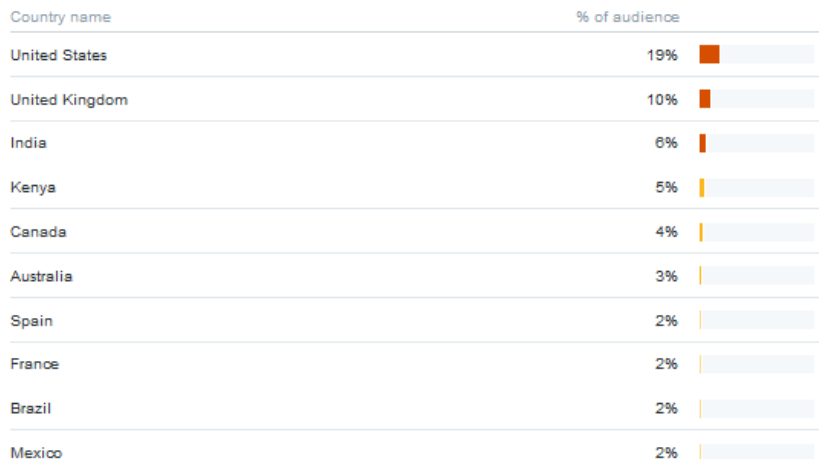
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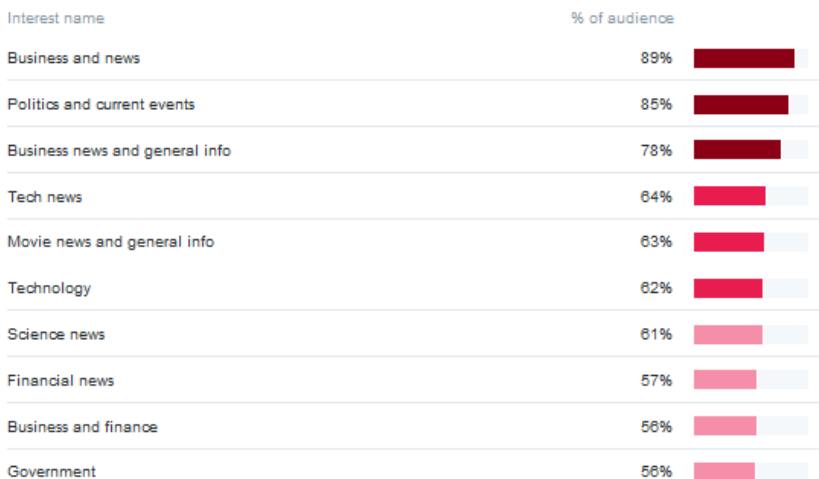
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TWITTER DEMOGRAPHICS AND LOCATIONS

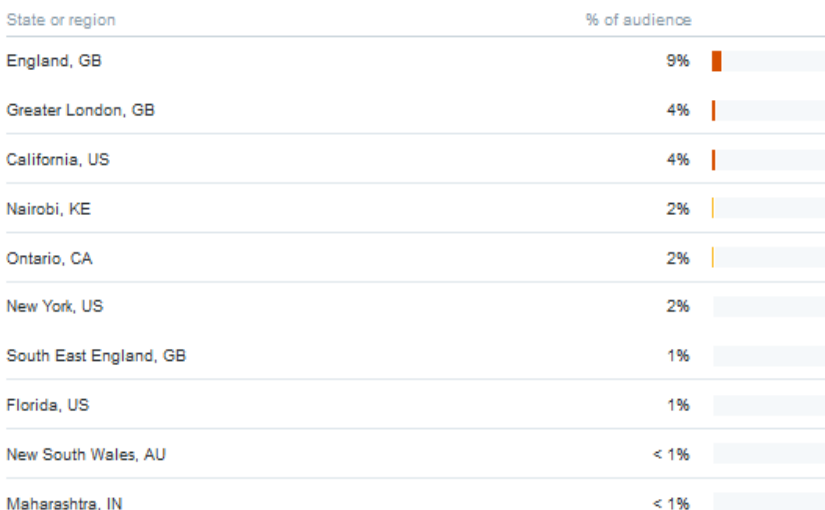
Country



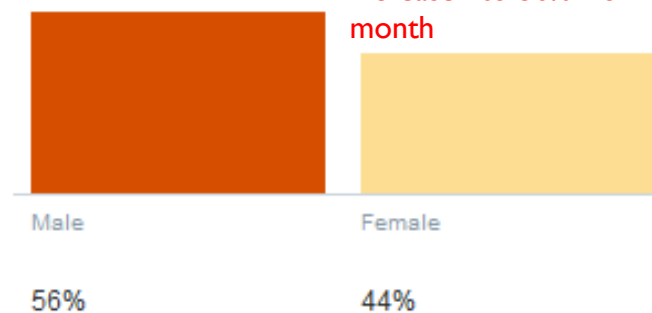
Interests



Region



Gender



UNEP's Male audience has increased to 56% from 49% last month

SOURCE: TWITTER ANALYTICS



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INSTAGRAM OVERVIEW

OCTOBER TOP MEDIA



Top media of the month

1,774 Likes

History has been made! In the largest climate breakthrough since the #ParisAgreement nearly 200 countries have agreed to curb greenhouse gases under the #MontrealProtocol. The #climateaction momentum continues!
#climate #environment #ozone



Top media of the month

1,425 Likes

Elephants are intelligent emotional creatures. They are gardeners of the forests and savannas. Have you seen #elephants in the wild? Tell us where below!
#wildforlife #wildlife

KEY FACTS

October 2016 Summary

Followers: **65,407**

Posts: **26**

New followers: **2,029**

Following: **238**

Gender: ♀ **59%** ♂ **41%**

Average age range: **18-34**

Followers compared to previous month
3.2% ↑

Top media video media of the month



2,363 Views 642 Likes

Today is #WorldTourismDay – how many of these #ecotravel tips have you followed?
#Travel #Sustainability #GreenPassport

Source: instagram.com



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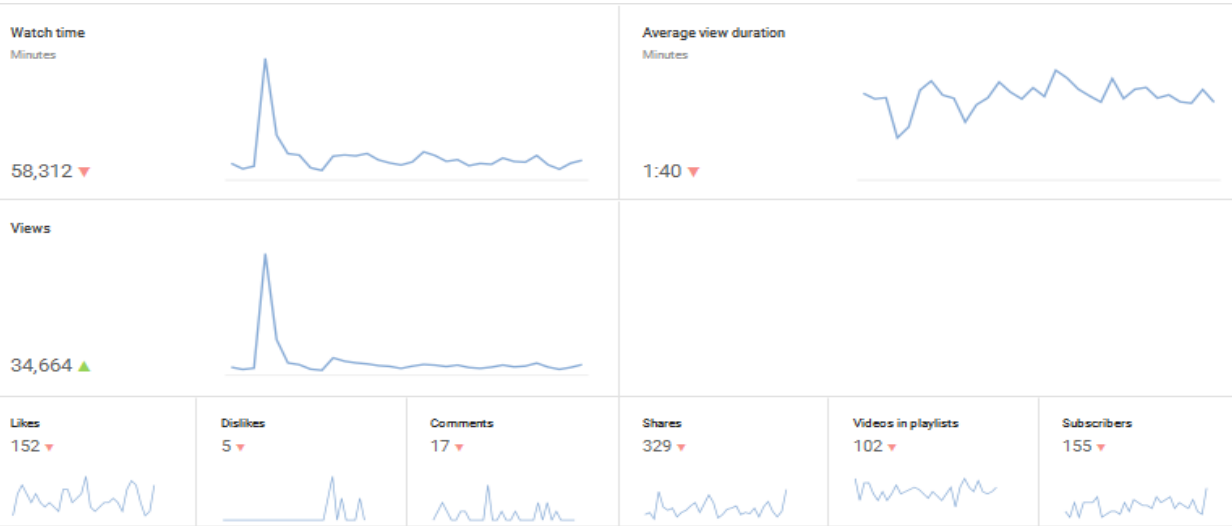
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YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
The Antarctic Ozone Hole – From Discovery...	13,612 23%	1,982 5.7%	7	0
A Bottle's Odyssey	12,610 22%	13,625 39%	9	2
Seven Billion Dreams. One Planet. Consum...	3,665 6.3%	2,959 8.5%	27	2
Meet Lewis Pugh: UNEP Patron of the Oce...	1,579 2.7%	561 1.6%	2	1
Ozone Song	1,296 2.2%	755 2.2%	6	0
TEDx Talk by David Jensen "Natural Resour...	1,218 2.1%	288 0.8%	2	0
Preventing Our Oceans from Becoming Du...	1,197 2.1%	491 1.4%	1	0
Coastal Ecosystems: A Natural Barrier to C...	978 1.7%	237 0.7%	4	0
Briefing on the State of the Environment	846 1.4%	81 0.2%	0	0
Black Mamba Anti-Poaching Unit, 2015 Ch...	826 1.4%	728 2.1%	7	0

KEY FACTS

October 2016 Summary

Subscribers: **6,090**

Views: **34,664**

Watch time: **58,312**

New Subscribers: **231**

Last month UN Environment recorded 33,776 views, 57,615 minutes watched and a gain of -6 subscribers.

Subscribers compared to previous month

4% ▲

Views compared to previous month

2.6% ▲

New in Top 10 videos

- **TED Talk by David Jensen**
- **Preventing Our Oceans from Becoming Dumpsites**
- **Coastal Ecosystems**
- **Briefing on the State of the Environment**
- **Black Mambas Anti-Poaching Unit: 2015 Champions of the Earth**



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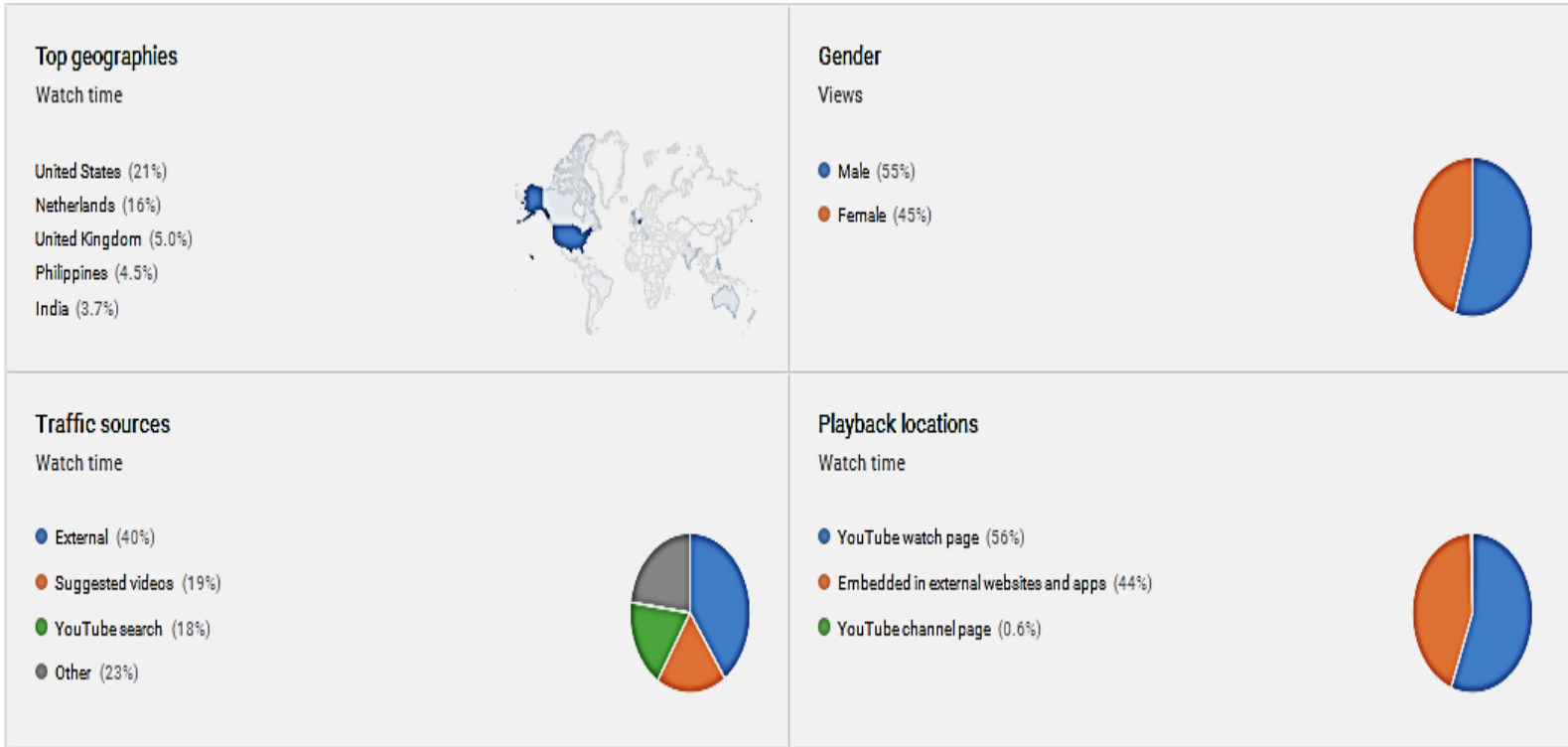
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YOUTUBE DEMOGRAPHICS



INSIGHTS

- Analytics indicate an increase in the female audience up 10% from 44% last month.
- Netherlands, United Kingdom and Phillipines feature as a new locations in top geographies

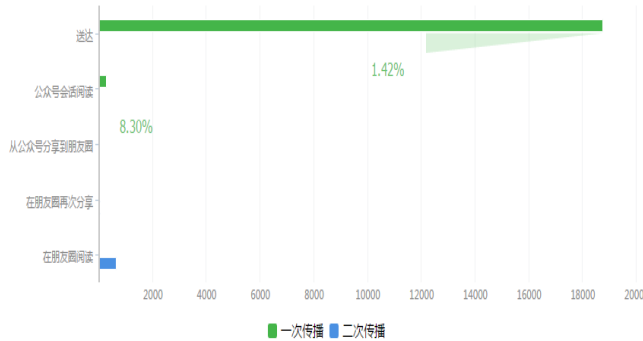
On the Radar

- Tech news indicates the intention of Google to purchase Twitter. This may mean the integration of Youtube and Twitter. UN Environment is on the lookout for this development which may mean an increase in publishing video content and a possible increase in audience on both Twitter and Youtube platforms

CHINESE

UN Environment WeChat Top post

转化率

Top WeChat post: 16 October 2016

Countries agree to curb powerful greenhouse gases in largest climate breakthrough since Paris

Views: 4,749

Reposts and favourites: 542

Top Weibo post: 10 October 2016

Brief wrap-up video of CITES CoP17 held in Johannesburg, South Africa from September 24- October 5, 2016.

Views: 581,000

Reposts and favourites: 497

CHINESE

WeChat Summary

Followers : 19,144

Posts: 14

Reach: 262K

Reposts: 2,394

Likes: 294

New followers: 628

Weibo Summary

Followers : 119,627

Posts: 76

Impressions: 1.93M

Likes: 4,307

Comments: 601

New followers: 2,393

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- News on **#CITES #CoP17**: UNEP WeChat released Lewis Pugh's Op-ed, *Turning turtle on the illicit wildlife trade*; as well as @Li Bingbing's op-ed *Time for tears is past, it's time for action*
- #Kigali Amendment**: China took lead in Montreal Protocol Amendment Negotiation, where 200 countries struck a landmark deal to reduce the emissions of GHGs.

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**.

UN Environment Sina Weibo Top post



联合国环境规划署

10月10日 16:31 来自 秒拍网页版

#CITES大会# 第17届《濒危野生动植物种国际贸易公约》缔约方大会 (CITES COP17) 于10月5日在南非约翰内斯堡闭幕。本次缔约方大会决定将全部8种穿山甲列入CITES附录I; 将野生非洲灰鸫升级至附录I; 将丝鼯、长尾鼯和蝙蝠列入附录II等等, 让我们一起来回顾一下长达两周的大会吧! 秒拍视频



阅读 58.1万

推广

316

35

181

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f FACEBOOK

Total audience: **4,462**

Total Posts: **33**

Total Reach: **68K**

New likes: **130**

Vs 40 posts, 90K reach and 160 new likes last month

RUSSIAN



Total audience: **22,262**

Total Posts: **60**

Total Reach: **262K**

New likes: **3,717**

Vs 56 posts, 282K reach and 2004 new likes last month

FRENCH



Total audience: **14,987**

SPANISH



Total Posts: **47**

Total Reach: **232K**

New likes: **2,611**

Vs 50 posts, 139K reach and 1,625 new likes last month

Total audience: **2,466**

ARABIC



Total Posts: **40**

Total Reach: **338K**

New likes: **79**

Vs 42 posts, 427K Reach and 186 new likes last month

🐦 TWITTER

Total followers: **6,987**

RUSSIAN



Total Tweets: **580**

Total Impressions: **277K**

New followers: **483**

Vs 580 tweets, 326K Reach and 294 followers

Total followers: **9,217**

FRENCH



Total Tweets: **158**

Total impressions: **308K**

New followers: **483**

Vs 560 tweets 308K Reach and 560 new followers last month

Total followers: **10,427**

SPANISH



Total Tweets: **144**

Total Impressions: **657K**

New followers: **1,000**

Vs. 164 tweets, 733K Reach and 966 new followers last month

Total followers: **7,855**

ARABIC



Total Tweets: **125**

Total Impressions: **116K**

New followers: **450**

Vs 91 tweets, 107K Reach and 224 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS



ONU Environnement
@UNEPfr



L'[#AccordDeParis](#) sur le climat entrera en vigueur dans 30 jours !

View translation



RETWEETS 95 LIKES 74

8:49 PM - 5 Oct 2016



UNEP
Published by Baba Dogo · 29 September at 15:48 ·

Жизнь 1,8 миллиарда человек зависит от лесов. Еда, вода, топливо, лекарства... И это не полный список того, что нам даёт лес. Что мы будем делать, если на земле не останется лесов? Каким будет наше будущее? Есть о чём задуматься, не правда ли?

Мы получили множество фотографий от участников конкурса "Лесной пейзаж", и хотели бы поделиться хотя бы с малой частью перкрасных снимков с вами. Смотрите и получайте удовольствие от леса из разных уголков мира вместе с нами.

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5,975 people reached

Boost post

WEB

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

Direct Traffic: Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link

Page Views: An instance of an Internet user visiting a particular page on a website.

Referring Domain: A web site that refers a visitor to your site by linking to it.

Visitors: The number of inferred individual people (filtered for spiders and robots), within a designated reporting timeframe, with activity consisting of one or more visits to a site.

Visits: An instance of an Internet user visiting a particular page on a website.

SOCIAL MEDIA

Engagement Rate: Is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/weekly basis.

Eng.Rate = (Engaged users/Reach) *100

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

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

Replies: Replies are mentions that start with the @ handle of a specific user you're engaging.

Retweet: A retweet is when a user shares a post of another user with their followers. Twitter enables this action with their "retweet" button.

Impressions: Based on Twitter's definition, the number of people who saw a tweet on the platform.

Reach: Is the total number of estimated unique users that saw each post by UNEP.

Tweet: Any message posted on Twitter that is displayed to followers.