

SEP  
2015

# UNEP DIGITAL METRICS

www.unep.org

SEP  
2015



2,343,224  
Visits

↑ 7%  
since last month



5,607,346  
Page Views

↓ 40%  
since last month



00:21:29  
Avg. Time Spent

↓ 9%  
since last month

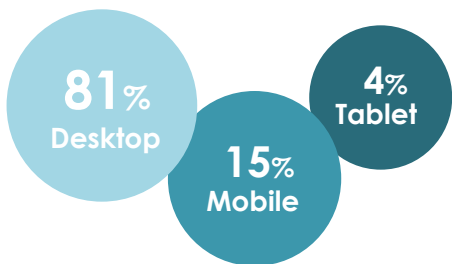


187,245  
Returning Visitors

↑ 6%  
since last month



Devices



179,314 Total Fans

2,574,336

People saw  
UNEP's messages

4.6% ↑  
Total Fans  
from last month

166% ↑  
Total Reach  
from last month

Top Post:  
UNEP Champions of the Earth  
Black Mambas Video  
337,717 readers, 55,187  
video views and 8,333  
Likes/Comments/Shares

57% male, 67% aged between 18-34



433,682 Total Followers

Top Tweet:  
UNEP GWAs get  
angry about  
climate change  
with angry birds  
178 retweets  
170 favourites

3.1% ↑  
Total Followers  
from last month

7.8M  
IMPRESSIONS  
By UNEP Tweets

71% male,  
Located in USA,  
UK and India



4,069 Total Subscribers

36,737 Total Views

4.3% ↑  
Total Subscribers  
from last month

8.2% ↑  
Total Views  
from last month

Top Video:  
A Bottle's Odyssey  
11,332 views



Followers compared to  
previous month: 25% ↑

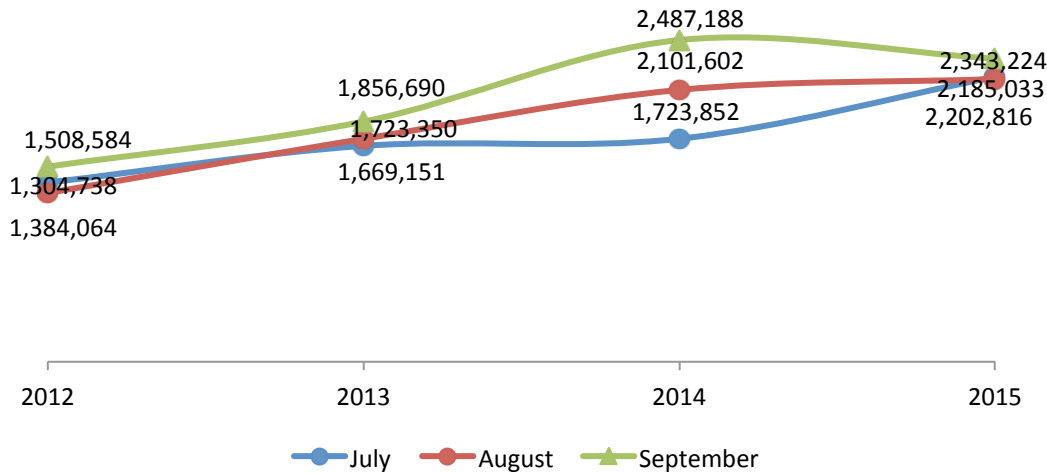
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# VISITS

Month	Total visits	Average per Day	Average Visit Duration
Sep-15	2,343,224	73,225	0:19:35
Aug-15	2,185,033	68,282	0:21:29
Jul-15	2,202,816	71,058	0:19:59
Total for last three months		6,731,073	

## Total monthly visits compared to the previous years

Source: Webtrends and Google Analytics



## KEY FACTS

Total visits year to date: 21,042,023

Visits compared to previous month  
7% ↑

Tuesday was the most active and Sunday the least active day

Average visits per visitor 1.71 Compared to previous month 1% ↓

51% Bounce rate on UNEP homepage

### \* Bounce rate

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



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# VISITORS

Month	Total visitors	Daily average	Peak day
Sep-15	1,370,662	45,688	13-Sep
Aug-15	1,223,407	40,780	30-Jul
Jul-15	1,257,276	41,909	25-Jun
<b>Total visitors for last 3 months</b>	<b>3,851,345</b>		

Most popular browsers used by visitors	
Browser	% of total
Chrome	46%
Internet Explorer	18%
Firefox	15%
Safari	11%
Opera Mini	3%
Android Browser	1%
Safari (in-app)	1%
Opera	1%
UC Browser	1%
Edge	1%

Source: Webtrends and Google Analytics

## KEY FACTS

Total visitors year to date: 12,584,750

Visitors compared to previous month  
12% ↑

Returning visitors compared to previous month  
4% ↓

### UNEP visitors by age group

**25-34 - 33.84%**

**18-24 - 24.24%**

35-44 - 19.40%

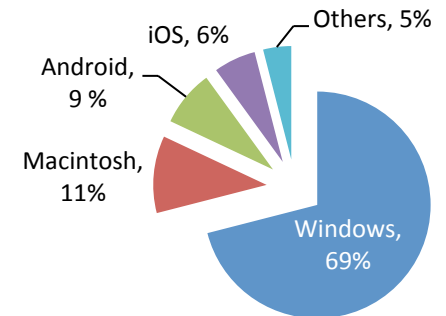
45-54 - 10.82%

55-64 - 7.31%

65+ - 4.39%

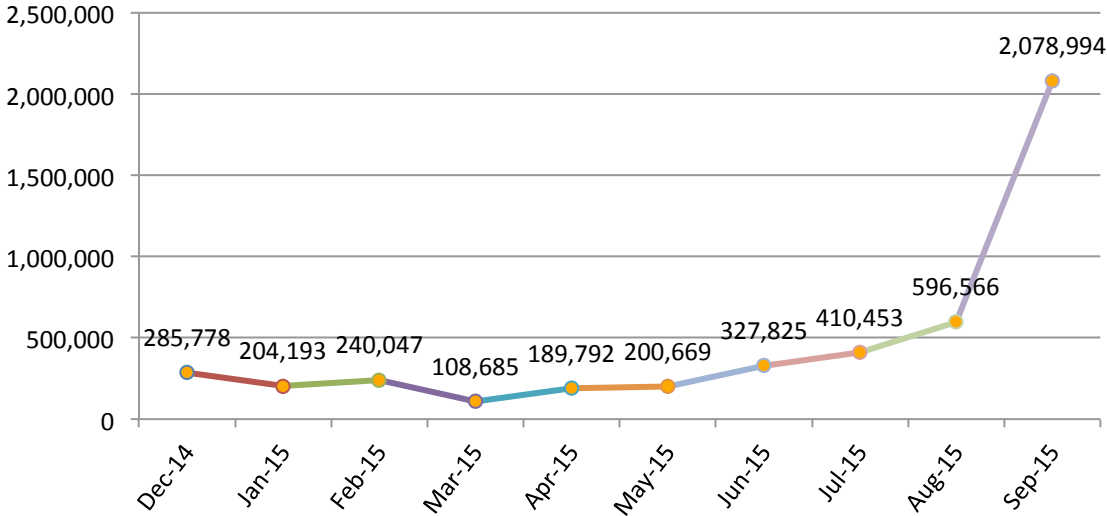
60% of UNEP audience is between ages 18-34 years

### Most popular operating systems used by visitors



# UPLOADS

Uploads trends from Jan 2015 to date



## KEY FACTS

Total uploads this month were 2,078,994 compared to the baseline 1880% ▲

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/resourceefficiency/">http://www.unep.org/resourceefficiency/</a>	524,787	25.24%
2	<a href="http://www.unep.org/esm/">http://www.unep.org/esm/</a>	271,123	13.04%
3	<a href="http://www.unep.org/10YFP/">http://www.unep.org/10YFP/</a>	174,003	8.37%
4	<a href="http://www.unep.org/climatechange/">http://www.unep.org/climatechange/</a>	113,345	5.45%
5	<a href="http://www.unep.org/CCAC/">http://www.unep.org/CCAC/</a>	108,592	5.22%
6	<a href="http://www.unep.org/About/">http://www.unep.org/About/</a>	84,805	4.08%
7	<a href="http://www.unep.org/energy/">http://www.unep.org/energy/</a>	82,083	3.95%
8	<a href="http://www.unep.org/ieacp/iea/trainers.aspx">http://www.unep.org/ieacp/iea/trainers.aspx</a>	63,122	3.04%
9	<a href="http://www.unep.org/climatechange/adaptation/">http://www.unep.org/climatechange/adaptation/</a>	60,610	2.92%
10	<a href="http://www.unep.org/provia/">http://www.unep.org/provia/</a>	60,145	2.89%

### \* 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

## Top 20 Microsites this Month

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

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. GRID-Arendal
6. UNEP - MAP
7. Forside - UNEP DTU PARTNERSHIP
8. Great Apes Survival Partnership – GRASP
9. UNEP International Ecosystem Management Partnership (UNEP-IEMP)
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.

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# COUNTRIES

## Top 10 Countries this Month

	Country	New Users	% of Total
1	India	18,569	12.12%
2	United States	17,967	11.73%
4	Kenya	7,034	4.59%
5	United Kingdom	6,355	4.15%
3	Australia	5,874	3.83%
7	Philippines	5,761	3.76%
6	China	5,066	3.31%
8	Germany	4,513	2.95%
9	Canada	3,862	2.52%
10	France	3,591	2.34%

## Top 10 Cities this Month

	City	New Users	% of Total
1	New Delhi	5,650	3.69%
2	London	3,082	2.01%
3	Nairobi	2,233	1.46%
4	Bengaluru	2,004	1.31%
5	Quezon City	1,962	1.28%
6	Sydney	1,934	1.26%
7	New York	1,746	1.14%
8	Mumbai	1,740	1.14%
9	Geneva	1,621	1.06%
10	Paris	1,170	0.76%

## KEY FACTS

The website reached 229 countries and 9802 cities this month.

Compared to previous month 1%   
And 19%  respectively

Northern America was the continent with most visits at (16%), Western Europe was second (12%) and Southern Asia third (11% of total visits)

Source: Google Analytics

## KEY FACTS

Google remains the top referral to the UNEP website

## Top 10 Referring Domains this month

	Domain	Visits	% of total visits
1	Direct Traffic	1,419,863	69%
2	google.com	152,467	7%
3	google.com.in	88,727	4%
4	google.com.ph	24,980	1%
5	google.co.uk	22,815	1%
6	google.com.mx	17,571	1%
7	Bing.com	17,550	1%
8	google.com.au	15,622	1%
9	google.co.za	12,939	1%
10	google.ca	11,569	1%

\* **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



# SEARCH TERMS

## KEY FACTS

Over 190,021 search terms

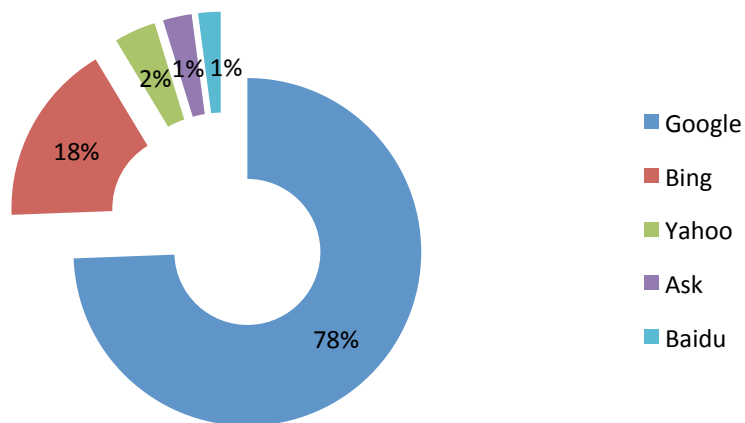
### Top 10 search terms this month

unep	3,476
biodiversity pdf	912
world environment day	838
Black sea	671
rio declaration	479
wed	466
solid waste management pdf	454
green economy	431
agenda 21	412
pnuma	371

### Top 5 search terms last month

1. unep
2. solid waste management pdf
3. wed
4. biodiversity pdf
5. environment day

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



#### \* Search term

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

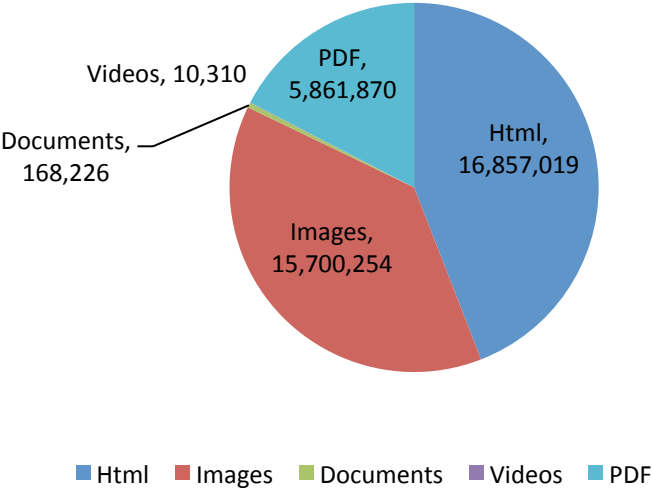
Source: Webtrends

Top 10 Publications this Month	
	Title
1	China's Green Financial System 2015
2	The Coming Financial Climate - The Inquiry's 4th Progress Report
3	Assessment of Transboundary Freshwater Vulnerability in Africa to Climate Change
4	Guidelines for the Establishment of Environmental Quality Objectives and Targets in the Coastal Zone of the Western Indian Ocean (WIO) Region
5	Towards a Sustainable Financial System in Indonesia
6	Sustainable Financing, Protected Areas Africa and the Caribbean
7	Aligning the financial system to sustainable development
8	UNEP Year Book 2014
9	Guidebook on National Legislation for Adaptation to Climate Change
10	Aligning_Africa's Financial System with Sustainable Development

Source: Piwik (Unique Downloads)

## 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

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# SOCIAL MEDIA OVERVIEW







## KEY FACTS

Total followers across all platforms  
3,433,883  
Compared to previous month 0.9% 

Highest follower growth this month was  
seen on English Facebook at 4.6% and  
Instagram, at 25%.

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



English		4.6%	179,314
French		0.6%	10,199
Spanish		1.9%	3,790
Russian		19%	835
Tunza		0.9%	11,375
ROWA		0.9%	1,167




English		3.1%	433,625
French		10%	3,255
Spanish		3.1%	2,500
Russian		11.4%	4,033
ROWA		4.6%	5,030



		4.3%	4,069
--	---	------	-------



		25%	15,861
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WeChat		3.8%	11,953
RenRen		0.005%	546,001
QQ		0.1%	2,105,647
Weibo		0.7%	95,229

## TWITTER

This month, UNEP's Twitter account recorded a 3.1% increase in followers from 420,711 to 433,682. Greater overall engagement numbers with the audience likely contributed to the rise to 7.8M impressions, an average of 244K per day. This growth is mainly attributed to more frequent tweeting to accommodate a larger percentage of UNEP's diverse audience and engagement with accounts whose following is based on a similar mandate as that of UNEP's.

In addition to the overall increase in impressions and engagement, 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, climate change, marine wildlife and climate pledge submissions from different countries ahead of COP21.

### What worked:

- + News on renewables
- + UN observance content
- + INDC submission news
- + News on climate change
- + #DidYouKnow tweets
- + UNEP International Children's Painting Competition winners announcements

### What did not work:

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

## FACEBOOK

This month Facebook account recorded a 4.6% increase in followers bringing the total number of fans from 171,761 to 179,314. This continued, strong increase in numbers is mainly attributed to a change in the nature of posts to fit users' preferences based on ongoing audience behavior analysis. The new approach features more interactive posts with news and videos resulting in the greatest user engagement. Additionally, UNEP's social media team has focused on ensuring any substantive or supportive comments on posts are replied to in a timely manner, which creates a stronger connection with followers.

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.

### What worked:

- + Environmental and wildlife news
- + Reports
- + Videos
- + UNEP Champions of the Earth posts
- + Sustainable consumption 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

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# SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	4,963,609
UNICEF	4,684,514
WHO	2,649,408
WWF	2,047,857
World Bank	1,532,083
Green Peace	1,461,390
WFP	1,036,038
UNDP	781,547
<b>UNEP</b>	<b>433,682</b>
UNFCCC	218,516
FAO News	172,510
IPCC	61,204
WMO	20,282
WRI Climate	13,308

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

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

AGENCY	FOLLOWERS
UNICEF	5,356,747
WWF	2,486,591
Green Peace	2,313,768
WHO	2,427,739
UN	1,839,526
World Bank	1,766,405
UNDP	977,836
FAO	697,033
WFP	671,579
<b>UNEP</b>	<b>179,314</b>
UNFCCC	130,948
WRI	95,884
WMO	41,953
IPCC	14,675

UNEP's position remains constant despite 4.6% increase in followers.



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# FACEBOOK OVERVIEW

UNEP has a total of **179,314** fans on Facebook as of September 23, 2015. This month **2,574,336** people saw UNEP's information from **87** posts

## TOP POST THIS MONTH *(shared on Saturday 20 September 2015)*

The screenshot shows a Facebook post from UNEP. The post text reads: "Meet the Black Mambas. This inspiring majority-female ranger unit is protecting our planet's wildlife in South Africa and will be honoured as a UNEP Champion of the Earth on 27 September. Show your support for #wildlife conservation and the Black Mambas - spread the word of their amazing work! #UNEPChampions". Below the text is a video thumbnail featuring three women in camouflage uniforms. The video title is "Black Mamba Anti-Poaching Unit, UNEP Champion of the Earth" and the description is "BLACK MAMBA APU Anti-Poaching Unit, South Africa". The video duration is 02:09. To the right of the post, a statistics sidebar shows: 337,717 People Reached, 55,187 Video Views, 8,333 Likes, Comments & Shares, 6,026 Likes, 683 On Post, 5,343 On Shares, 476 Comments, 64 On Post, 412 On Shares, 1,831 Shares, 1,794 On Post, 37 On Shares, 17,020 Post Clicks, 4,323 Clicks to Play, 5 Link Clicks, 12,692 Other Clicks. At the bottom of the post, it says "337,717 people reached" and "Boost Unavailable". At the bottom of the statistics sidebar, it says "NEGATIVE FEEDBACK", "59 Hide Post", "21 Hide All Posts", "0 Report as Spam", and "12 Unlike Page".

Source: FB Insights

## KEY FACTS

### September 2015 Summary

Fans: **179,314**

Posts: **87**

Total reach: **2,574,336**

Comments: **1825**

Shares: **11,137**

Likes: **39,555**

Link clicks: **5229**

Video views: **100,891**

New fans: **6,602**

Engagement rate: **4.5%**

*Last month UNEP reached 966,363 people through 65 posts, and gained 5,772 new fans, with a 2.1% engagement rate*

### Best day of the month

Saturday 20 September 2015 UNEP reached 337,717 unique individuals.

### Key data on this day

- Release of WWF report: Marine Population halved since 1970
- Champions of the Earth laureate videos



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# FACEBOOK OVERVIEW

## UNEP ED Achim Steiner Joins Facebook Community



**Achim Steiner**

September 21 at 7:12pm · 🌐

I'm excited to join the Facebook community to engage with people around the world on the environmental issues affecting our planet and its peoples. We are at a critical moment in our planet's history. The Sustainable Development Goals and the Paris climate conference in December can be turning points on the path to a sustainable, greener future. I hope we can all connect and work together to usher in a better world for current and future generations.



👍 Like    💬 Comment    ➦ Share

You and 83 others like this.

Most Recent ▾

### KEY FACTS

UNEP ED Achim Steiner joined the Facebook community on Monday 21 September 2015.

The Executive Director was able to gain 500 fans in the first two weeks after the page was launched.

Information on the ED's new social media platform was shared widely, well received and has since then managed to maintain steady growth through sharing of posts on the Sustainable Development Goals, climate change, UNEP's Champions of the Earth, all of which were shared through the UNEP Facebook page.

Source: FB



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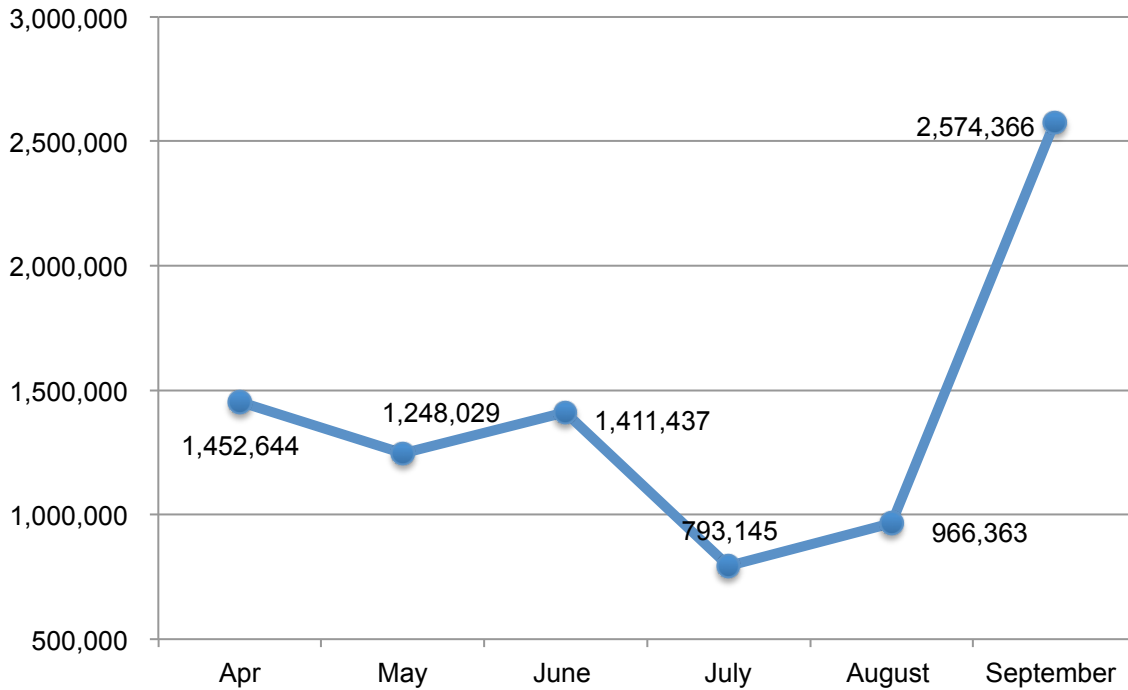
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# FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

## KEY FACTS

Total number of unique people reached since April 2015:

**3,367,511**

Average number of people reached per post since April 2015

**7,015**

*This is the highest ever recorded reach on UNEP Facebook*

## NUMBER OF POSTS SHARED

Month	No. of posts
SEPTEMBER 2015	87
AUGUST 2015	65
JULY 2015	65
JUNE 2015	97
MAY 2015	83
APRIL 2015	83
<b>TOTAL POSTS</b>	<b>480</b>

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



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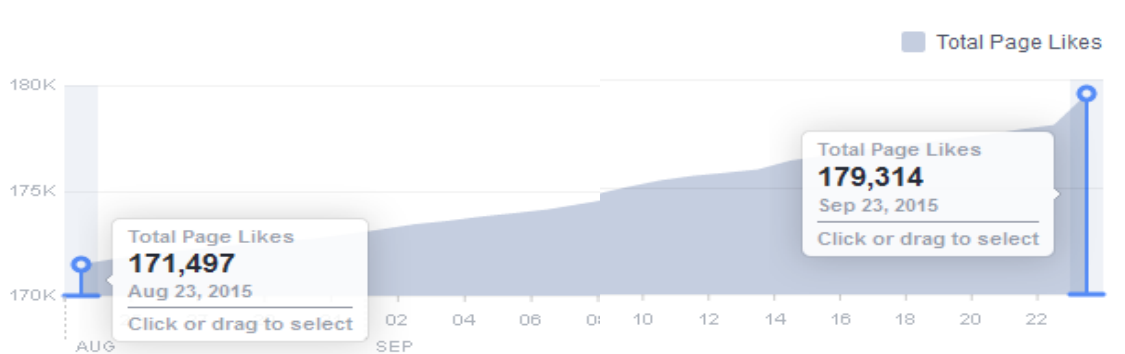
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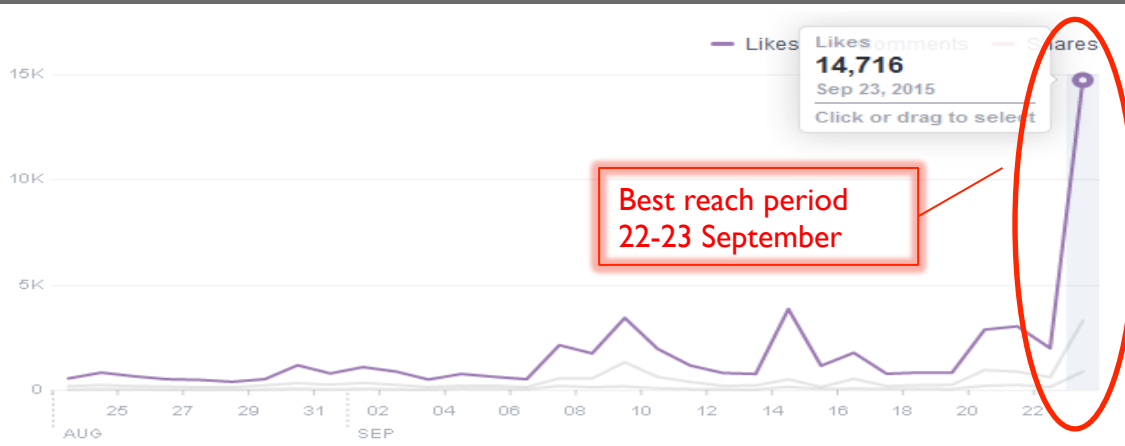
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# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## FACEBOOK MONTHLY GROWTH



## MONTHLY ENGAGEMENT



Source: FB Insights

## KEY FACTS

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 4.6%

\* **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.

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

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# FACEBOOK DEMOGRAPHICS

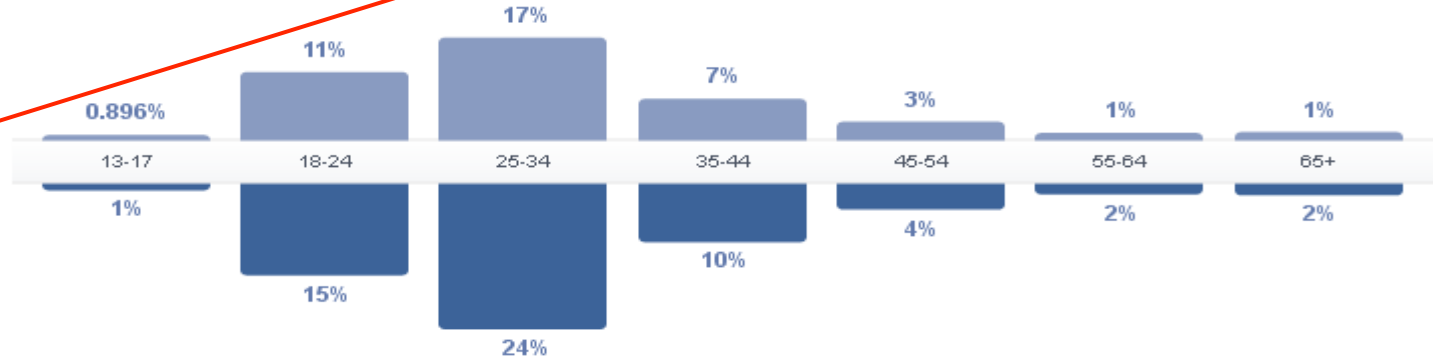
The people who like your Page

Women

41% Your Fans

Men

57% Your Fans



UNEP's fans are predominantly male: 57%

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

Women

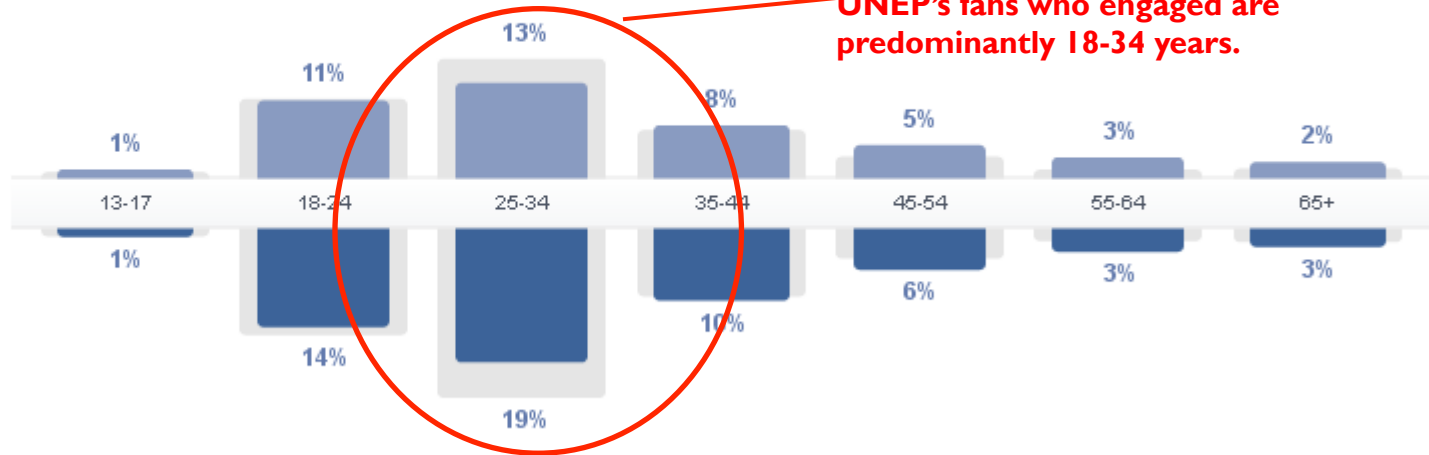
43% People Engaged

Men

56% People Engaged

41% Your Fans

57% Your Fans



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	19,454	Nairobi, Kenya	7,573	English (US)	94,597
United States of America	12,040	Dhaka, Dhaka Division...	4,759	English (UK)	30,461
Kenya	10,500	Kathmandu, Bagmati ...	3,252	Spanish	11,745
Malaysia	9,484	Kuala Lumpur, Malaysia	3,218	French (France)	7,570
Bangladesh	7,117	Cairo, Cairo Governor...	1,959	Portuguese (Brazil)	5,511
Pakistan	6,143	London, England, Unit...	1,668	Arabic	3,602
Brazil	6,105	Mexico City, Distrito Fe...	1,570	Italian	3,423
Nepal	4,954	Seoul, South Korea	1,511	Spanish (Spain)	3,128
Mexico	4,619	Phnom Penh, Cambodia	1,504	German	2,157
United Kingdom	4,126	Bangkok, Thailand	1,347	Korean	1,875

Source: FB Insights

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# FACEBOOK BENCHMARKS

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  UNICEF	5.4m 	▲ 0.6%	34	362.1K 
2  WWF	2.5m 	▲ 0.3%	10	78.9K 
3  World Health Organizati...	2.4m 	▲ 0.7%	17	38.1K 
4  Greenpeace International	2.3m 	▲ 0.5%	33	286.7K 
5  World Bank	1.8m 	▲ 2%	33	7.8K 
6  UNEP	182.9K 	▲ 2%	56	14.7K 
7  United Nations	1.8m 	▲ 1.4%	92	56.2K 
8  United Nations Develop...	976.9K 	▲ 1%	26	14.6K 
9  Food and Agriculture Or...	696.5K 	▲ 0.5%	15	14.9K 
10  World Food Programme	671.3K 	▲ 4,118.3%	7	404 

Source: FB Insights

UNEP's position remains constant despite increase in likes and engagements.

\*statistics comparison is in real-time last month.



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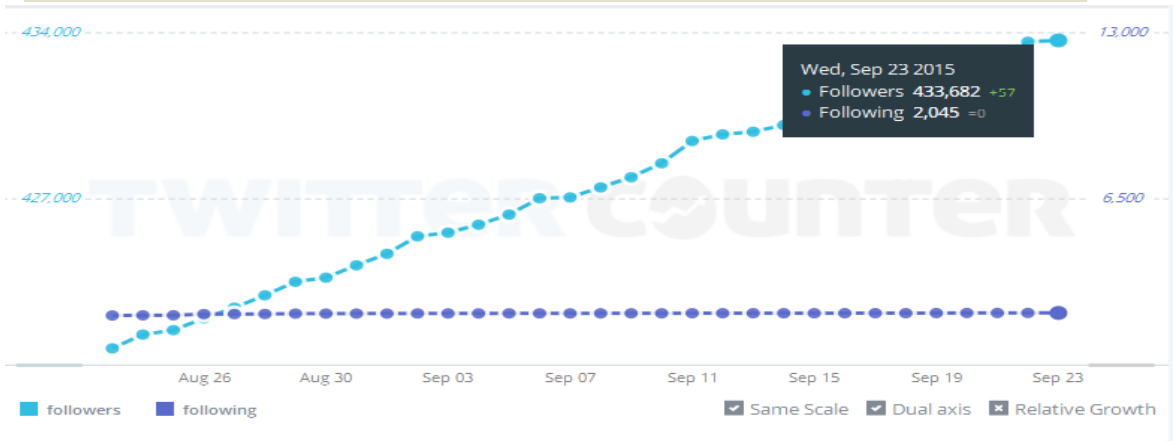
6 LANGUAGES

7 GLOSSARY

SEPT  
2015

# TWITTER OVERVIEW

## SEPTEMBER 2015 FOLLOWER GROWTH



## TOP TWEETS THIS MONTH



UNEP Ambassadors [@IanSommerhalder](#) & [@IamDonCheadle](#) get [#AngryAboutClimateChange](#) w/ [@AngryBirds](#) [youtu.be/tJTAV9u3HXo](http://youtu.be/tJTAV9u3HXo)



RETWEETS 178 FAVORITES 170



Top children's painting from North America region depicts a future of [#renewables](#): [ow.ly/S6AEen](http://ow.ly/S6AEen)



RETWEETS 196 FAVORITES 197



## KEY FACTS

### September 2015 Summary

Followers: **433,682**

Tweets: **552 (17 per day)**

Replies: **1.7K (52 per day)**

Mentions: **6.4K**

Retweets: **24.5K (712 per day)**

Favourites: **16.4K (502 per day)**

Impressions: **7.8M (244.5K per day)**

New followers: **12,971**

Engagement rate: **1.1%**

### Top tweets of the month

178 Retweets 170 Favourites 154K Impressions

UNEP Ambassadors [@IanSommerhalder](#) & [@IamDonCheadle](#) get [#AngryAboutClimateChange](#) w/ [@AngryBirds](#) [youtu.be/tJTAV9u3HXo](http://youtu.be/tJTAV9u3HXo)  
Tweeted on 19 September 2015

196 Retweets 197 Favourites 95K Impressions

Top children's painting from North America region depicts a future of [#renewables](#): [ow.ly/S6AEen](http://ow.ly/S6AEen)  
Tweeted on 12 September 2015



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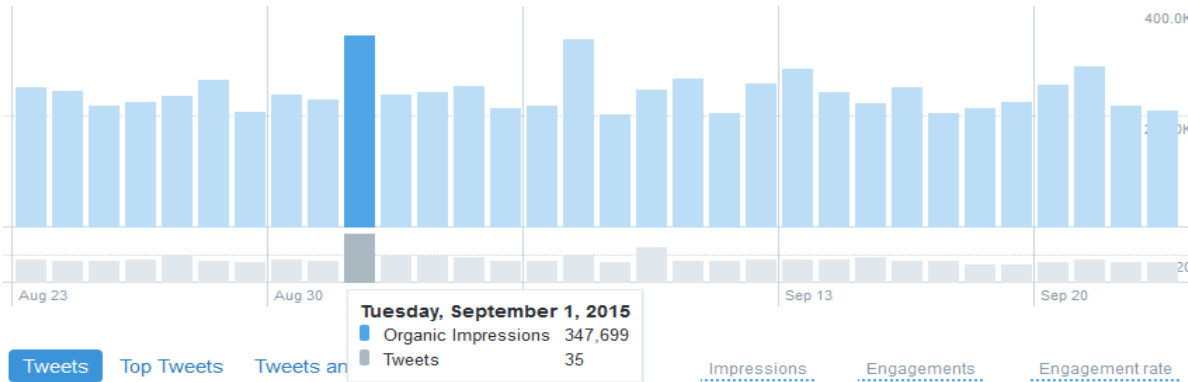
6 LANGUAGES

7 GLOSSARY

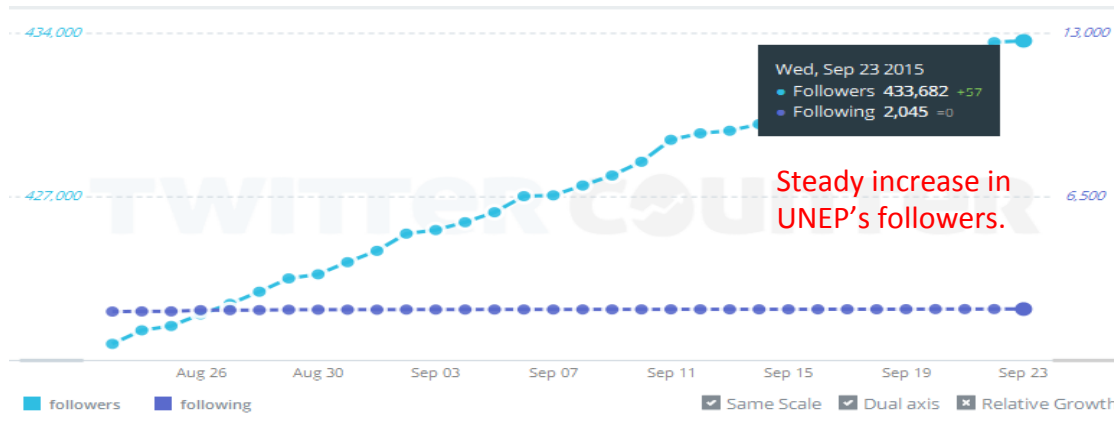
SEPT  
2015

# TWITTER OVERVIEW

## BEST DAY THIS MONTH



SOURCE: TWITTER ANALYTICS



SOURCE: TWITTER COUNTER

## KEY FACTS

### Best day of the month

Tuesday, 1 September 2015 UNEP recorded 347,699 impressions mainly attributed to a twitter chat for the 2015 SEED Awards.

### Key data on this day

- Tweets on proposed SDGs
- 2015 SEED Awards Twitter chat
- Buzz about sustainable energy

Impressions compared to previous month  
-4.1% ↑

Followers compared to previous month  
3.1% ↑

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



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# TWITTER DEMOGRAPHICS AND LOCATIONS

## Country

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

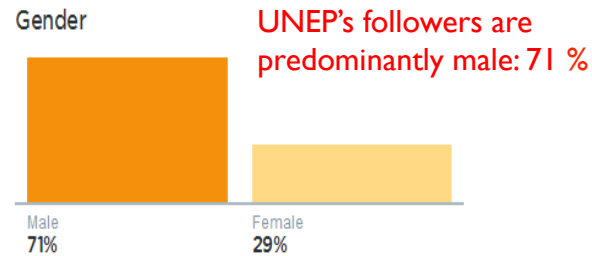
## Interests

Interest name	% of audience
Business and news	89%
Politics and current events	84%
Business news and general info	79%
Tech news	67%
Science news	64%
Movie news and general info	63%
Technology	62%
Financial news	57%
Government	54%
Business and finance	54%

## Region

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

## Gender



SOURCE: TWITTER ANALYTICS

SEPT  
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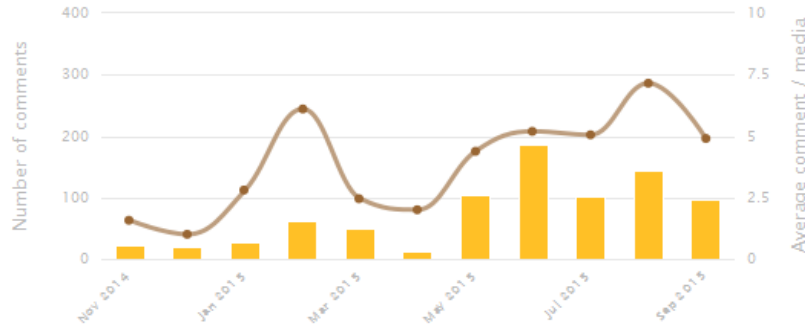
# INSTAGRAM OVERVIEW

## SEPTEMBER TOTALS (August 24-September 24)

SOURCE

From followers  
54.2%

GROWTH HISTORY

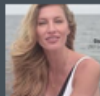


## TOP MEDIA THIS MONTH

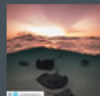
MOST LIKED



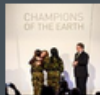
693



598



567



473



462

MOST COMMENTED



14



11



11



10



9

## KEY FACTS

### September 2015 Summary

Followers: **15,861**

Likes: **7,565**

Posts: **21**

Comments: **109**

New followers: **3,674**

Un-followers: **415**

Followers compared to previous month  
**25%** ↑

### Top media of the month

693 likes

The Adelle penguin is found along the entire Antarctic coast and some of its nearby islands. According to #IUCN, the species is listed as Near Threatened because it is expected to undergo a moderately rapid population decline over the next 3 generations owing to the effects of projected **climatechange**.

#environment #environnement  
#environmental #eco #medioambiente  
#mediambient #meioambiente #wildlife  
#biodiversity #penguin #Antarctica #UNEP  
#UN #UNEPChampions #action2015  
#conservation

Source: Iconosquare



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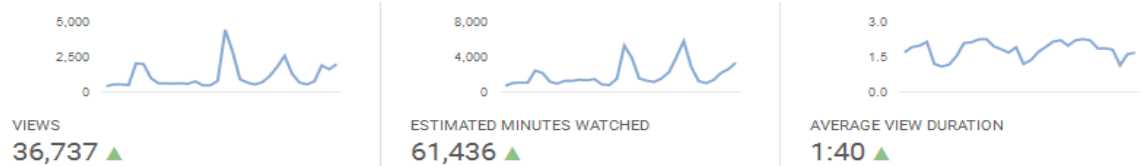


SEPT  
2015

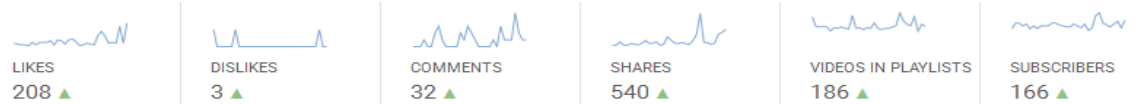
# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH

### Performance



### Engagement



## TOP 10 VIDEOS VIEWED THIS MONTH

### Top 10 Videos

[Browse all content](#)

Video	Views  ↓	Estimated minutes watched	Likes
<a href="#">A Bottle's Odyssey</a>	11,332 (31%)	10,569 (17%)	2
<a href="#">Ozone Song</a>	3,937 (11%)	8,919 (15%)	46
<a href="#">World Environment Day 2015 Official Video</a>	3,409 (9.3%)	4,317 (7.0%)	25
<a href="#">Precious Ozone - The Size of it</a>	2,394 (6.5%)	4,711 (7.7%)	8
<a href="#">The Antarctic Ozone Hole -- From Discovery to ...</a>	1,687 (4.6%)	10,156 (17%)	4
<a href="#">What makes a UNEP Champion of the Earth?</a>	1,374 (3.7%)	374 (0.6%)	15
<a href="#">Preventing Our Oceans from Becoming Dumps</a>	853 (2.3%)	2,624 (4.3%)	9
<a href="#">Achim Steiner's Message for International Ozone...</a>	700 (1.9%)	1,083 (1.8%)	3
<a href="#">HE Sheikh Hasina, 2015 Champion of the Earth</a>	545 (1.5%)	808 (1.3%)	18
<a href="#">Captains of Spaceship Earth, Eye on Earth Sum...</a>	476 (1.3%)	758 (1.2%)	8

## KEY FACTS

### September 2015 Summary

Subscribers: **4,069**  
 Views: **36,737**  
 Minutes watched: **61,436**  
 Lifetime views: **1,062,809**  
 New Subscribers: **166**

*Last month UNEP recorded 33,940 views, 43,571 minutes watched and a gain of 79 new subscribers.*

Subscribers compared to previous month  
 4.3%

Views compared to previous month  
 8.2%

### New in Top 10 videos

- What makes a UNEP Champion of the Earth? 1,374 views
- The Antarctic Ozone Hole 1,687 views
- HE Sheikh Hasina, 2015 Champion of the Earth 575 views



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# YOUTUBE DEMOGRAPHICS

## Demographics

### TOP GEOGRAPHIES

- Italy
- United States
- India
- United Kingdom
- Philippines



### GENDER

- Male 58%
- Female 42%



## Discovery

### TOP PLAYBACK LOCATIONS

- YouTube watch page 53%
- Embedded in external websites and apps 47%
- YouTube channel page 0.8%
- YouTube other 0.0%



### TOP TRAFFIC SOURCES

- External 54%
- YouTube search 14%
- Suggested videos 10%
- Other 22%



## CHINESE

### WeChat Top post

17个可持续发展目标 | 你认识几个 2015-09-22



**22 September 2015**  
**INFOGRAPHIC: 17 Sustainable Development Goals**  
*11689 Reach 587 RT*

### UNEP ED Joins Sina Weibo

**阿奇姆施泰纳** (Achim Steiner)  
 关注 31 | 粉丝 636  
 简介: 联合国环境规划署执行主任、联合国副秘书长. Tw...  
 主页 | 微博 | 相册

**阿奇姆施泰纳** 56分钟前 来自微博 weibo.com 234 阅读

**#臭氧层保护日#** 如果我们三十年前没有行动，今天的世界会是如何呢？蒙特利尔议定书的履约成功典范表明，只要世界各国齐心协力，就能在应对全球性环境问题上取得积极改变，推动和实现可持续发展。

@联合国环境规划署:【9-16保护臭氧层国际日】“想象一下，如果地球是一个果篮，那么臭氧层就是包裹着果篮的保鲜膜。臭氧层就像保鲜膜一样单薄、脆弱。但正是这层围绕着地球的薄膜，过滤了致命的太阳紫外线辐射，保护着这颗星球上的生命。” - 联合国环境署臭氧秘书处 执行秘书蒂娜·玻比利 演讲稿 | “修复臭氧层三十年，向国际合作致敬...”

**臭氧层: 你与紫外线之**

### Sina Weibo Top post

【抗击气候变化，孟加拉国总理获环境署地球卫士奖 | 政策领袖类别】联合国今天宣布将授予孟加拉国总理谢赫·哈西娜 (H.E. Ms Sheikh Hasina) 联合国最高环境荣誉“地球卫士奖”，以肯定孟加拉国为应对气候变化所采取的深远举措。 #抗击气候变化，孟...

**抗击气候变化，孟加拉国总理获环...**  
 ——今日，联合国宣布将授予孟加拉国总理谢赫·哈西娜 (H.E. Ms Sheikh Hasina) 联合国最高环境荣誉“地球卫士奖”。

文章详情 | 1

9月14日 15:05 来自 微博 weibo.com

阅读 2.5万 推广 转发 11 评论 3 9

**14 September 2015**  
 Bangladesh PM Hasina honoured by UNEP as a 2015 Champion of the Earth .  
*Reach: 25,000 unique users*

## CHINESE

### NEW FOLLOWERS

**Sina Weibo: 672**  
**QQ: 2290**  
**Renren: -30**  
**WeChat: 439**

### CHINESE CONTENT HIGHLIGHTS

#### UNEP ED Achim Steiner Joins Sina Weibo

ED Sina Weibo was launched on 15 September and has 715 fans so far. Visible increase on Wechat and Weibo during the September as more Chinese content was generated. UNEP tweets were retweeted by partners' accounts including Xinhua, CCTV and Li Bingbing.

Fans on **WeChat Sina Weibo** and **QQ** rising. **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.


## f FACEBOOK

Total audience: **835**  
Total Posts: **64** **RUSSIAN** 

Total Reach: **17,589**  
New likes: **131**  
*Vs 22 posts, 8,335K Reach and 53 new likes last month*

Total audience: **10,199**  
Total Posts: **103** **FRENCH** 

Total Reach: **30,893K**  
New likes: **217**  
*Vs 58 posts, 173,251K reach and 151 new likes last month*


Total audience: **3,790** **SPANISH** 

Total Posts: **17**  
Total Reach: **7,557K**  
New likes: **68**  
*Vs 8 posts, 105K Reach and 39 new likes last month*


Total audience: **1,167** **UNEP ROWA**

Total Posts: **194**  
Total Reach: **63.2K**  
New likes: **41**  
*Vs 57 posts, 1,438K Reach and 30 new likes last month*

## 🐦 TWITTER

Total followers: **4,033** **RUSSIAN** 

Total Tweets: **314**  
Total Impressions: **40.1K**  
New followers: **587**  
*Vs 91 tweets, 58.1K Reach and 0 new followers*

Total followers: **3,225** **FRENCH** 

Total Tweets: **104**  
Total impressions: **149.3K**  
New followers: **348**  
*Vs 71 tweets, 88.2K Reach and 213 new followers last month*

Total followers: **2,500** **SPANISH** 

Total Tweets: **44**  
Total Impressions: **22.5K**  
New followers: **100**  
*Vs. 31 tweets, 20.2K Reach and 91 new followers last month*

Total followers: **5,030** **UNEP ROWA**

Total Tweets: **195**  
Total Impressions: **34.5K**  
New followers: **239**  
*Vs 116 tweets, 34.5 Reach and 61 new followers last month*

## LANGUAGE CONTENT HIGHLIGHTS

### TWEET HIGHLIGHTS

**Top Tweet** earned 501 impressions 

@ЮНЕП: "Чемпион Земли" Пол Полман и Цели в области устойчивого развития #GlobalGoals #UNEPChampions @PaulPolman

[View Tweet activity](#)

[View all Tweet activity](#)

**Meilleur Tweet** a obtenu 6 849 impressions 

Félicitations à SE Sheikh Hasina, récompensée pour son action contre le changement climatique [bit.ly/1K9AMWD](http://bit.ly/1K9AMWD) [pic.twitter.com/SscshgA2Bg](http://pic.twitter.com/SscshgA2Bg)



👍 2 🔄 30 ⭐ 17

[View Tweet activity](#)

[Voir toute l'activité des Tweets](#)

شاهد فيديو عن بول بولمان الحائز على جائزة أبطال الأرض: [on.fb.me/1iy1hdy](http://on.fb.me/1iy1hdy)

#UNEPChampion

🌐 View translation



RETWEETS

2

10:16 AM - 25 Sep 2015

**UNEP ROWA**

## 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.