


JUNE  
2016

# UNEP DIGITAL METRICS

JUNE  
2016

# SOCIAL MEDIA OVERVIEW







## KEY FACTS

Total followers across all platforms 3,659,238  
Compared to previous month 1.05% 






Highest follower growth this month was seen on Spanish Facebook at 12.3%, English Facebook at 9.1% , Spanish Twitter at 13.2%, French Twitter at 8.9% and Arabic Facebook at 5.7%.

Follower growth also seen on Instagram at 19.8%, Russian Twitter, Arabic Twitter, WeChat and YouTube. As users have abandoned QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat



English		9.1%	251,541
French		4.9%	12,787
Spanish		12.1%	7,428
Russian		6.3%	3,763
Tunza		1.4%	12,104
ROWA		5.7%	2,040



English		2.7%	522,706
French		8.9%	7,504
Spanish		13.2%	6,146
Russian		7.5%	6,140
ROWA		3.9%	6,731



	8.2%	5,454
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	19.8%	51,626
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WeChat		2.33%	17,762
RenRen		0.003%	545,833
QQ		0.33%	2,092,880
Weibo		0.35%	106,793



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## TWITTER

This month, UNEP's Twitter account recorded a 2.7% increase in followers from 511,584 to 522,706. This is mainly attributed to an increase in social media activities around the second session of the United Nations Environment Assembly, shortly followed by World Environment Day on 5 June. Live coverage of UNEA2 fared significantly better than pre-conference content. To engage followers UNEP has continued to create engaging and impactful posts with compelling visuals to attract and capture the attention of the audience. UNEP's Twitter account increased its activity throughout UNEA and launched the Wild For Life campaign. World Environment Day was a great opportunity to mobilize the audience on Twitter and the Environmental Crime report released on the eve of WED allowed @UNEP to build strong momentum in ahead of the day.

Additionally, review of analytics data informed that UNEP's Twitter audience is likely to engage with positive news on outcomes following the signing of the Paris Agreement, and news renewables and marine ecosystems. UNEP's Twitter audience is also likely to engage with video content calling for action on the environment and climate change.

### What worked:

- + Live coverage of #UNEA2
- + #WorldEnvironmentDay
- + #WildForLife posts

### What did not work:

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

## FACEBOOK

This month Facebook account recorded a 9.1% increase in followers bringing the total number of fans from 230,597 to 251,541. This continued, strong increase in numbers is mainly attributed to the paid social ads used to boost the most engaging World Environment Day content.

Continued implementation of the new approach featuring more interactive posts with news and videos as well as participation in campaigns to amplify awareness of current environmental issues continue to amplify user engagement.

Creative uses of the platform to fuel post sharing contribute to the growth of UNEP'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, UNEP will work to share content that can be tied back to programmatic successes.

### What worked:

- +World Environment Day
- +News on Climate Change
- + Wild For Life posts
- +Stories created using Facebook's Canvas application

### What did not work:

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

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# SOCIAL MEDIA BENCHMARKS

## UNEP TWITTER FOLLOWERS COMPARED TO OTHER AGENCIES *(As per 24 June)*

AGENCY	FOLLOWERS
UN	7,357,058
UNICEF	5,510,405
WHO	2,913,665
WWF	2,324,027
World Bank	1,852,584
Greenpeace	1,555,498
WFP	1,197,727
UNDP	973,121
<b>UNEP</b>	<b>522,706</b>
UNFCCC	297,414
FAO News	191,833
World Resources Inst	128,097
IPCC	74,645
WMO	27,385

UNEP's position remains constant despite 2.7% increase in followers.

## UNEP FACEBOOK FOLLOWERS COMPARED TO OTHER AGENCIES *(As per 24 June)*

AGENCY	FOLLOWERS
UNICEF	6,126,881
WWF	2,876,076
WHO	2,806,858
Greenpeace	2,618,702
World Bank	2,027,575
UN	2,016,348
UNDP	1,093,804
FAO	878,349
WFP	781,994
<b>UNEP</b>	<b>251,541</b>
UNFCCC	166,261
WRI	108,931
WMO	79,859
IPCC	18,037

UNEP's position remains constant despite 9.1% increase in followers.



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# FACEBOOK OVERVIEW

UNEP has a total of **251,541** fans on Facebook as of 24 June 2016. This month **19,233,915** people saw UNEP's information from **175** posts

## TOP POST THIS MONTH *(shared on 4 June 2016)*

**UNEP**  
Published by unepweb@unep.org · June 4 at 4:58pm ·

One day left until #WorldEnvironmentDay! Join the global celebrations and let us know what you are doing for #WED2016: <http://bit.ly/Register4WED>

5,688,811 people reached

50K Reactions

239 Comments 7.4K Shares

<b>53,643</b> Like	<b>48,891</b> On Post	<b>4,752</b> On Shares
<b>646</b> Love	<b>529</b> On Post	<b>117</b> On Shares
<b>59</b> Haha	<b>31</b> On Post	<b>28</b> On Shares
<b>129</b> Wow	<b>100</b> On Post	<b>29</b> On Shares
<b>719</b> Sad	<b>673</b> On Post	<b>46</b> On Shares
<b>31</b> Angry	<b>18</b> On Post	<b>13</b> On Shares
<b>365</b> Comments	<b>245</b> On Post	<b>120</b> On Shares
<b>7,645</b> Shares	<b>7,436</b> On Post	<b>209</b> On Shares

**302,429** Post Clicks

<b>279,937</b> Clicks to Play	<b>2,379</b> Link Clicks	<b>20,113</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>36</b> Hide Post	<b>4</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## KEY FACTS

### June 2016 Summary

Fans: **251,541**

Posts: **175**

Total reach: **19,233,915**

Comments: **1,364**

Shares: **12,894**

Reactions: **107,075**

Post clicks: **958,414**

Video views: **2,215,771**

New fans: **21,004**

Engagement rate: **4%**

*Last month UNEP reached 668,633 people through 82 posts, and gained 4,034 new fans, with a 1% engagement rate*

### Best day of the month

Sunday 5 June 2016 UNEP reached 4,204,458 unique individuals.

### Key data on this day

- Posts sharing content to celebrate WED2016.

Source: FB Insights



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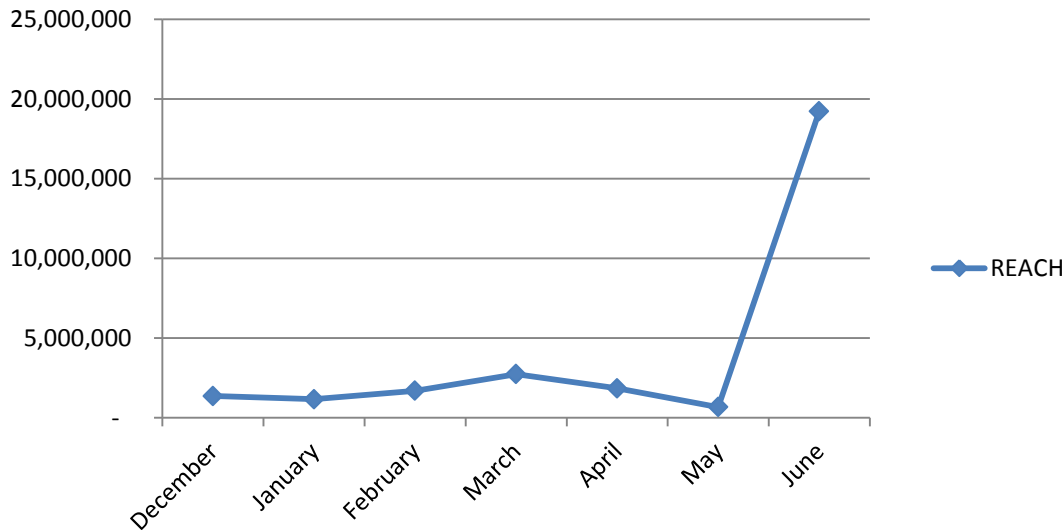
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# FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

## REACH



Source: FB Insights

## KEY FACTS

Total number of unique people reached since November 2015:

**28,708,225**

Average number of people reached per post since November 2015

**42,912**

## NUMBER OF POSTS SHARED

Month	No. of posts
JUNE 2016	175
MAY 2016	82
APRIL 2016	86
MARCH 2016	81
FEBRUARY 2015	91
JANUARY 2015	75
DECEMBER 2015	79
<b>TOTAL POSTS</b>	<b>669</b>

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

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# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

## KEY FACTS

UNEP Facebook page continues to maintain momentum in growth, recording a percentage 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.

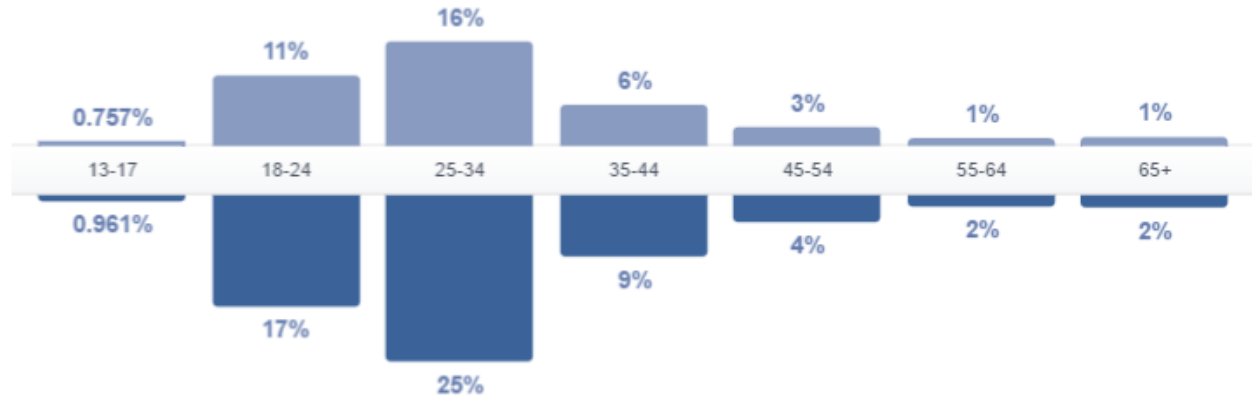
- **Reach** is the total number of estimated unique fans that saw any post from UNEP.
- Impressions by users is the number of estimated unique fans who saw a post as a result of a share.

\* **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.

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

# FACEBOOK DEMOGRAPHICS

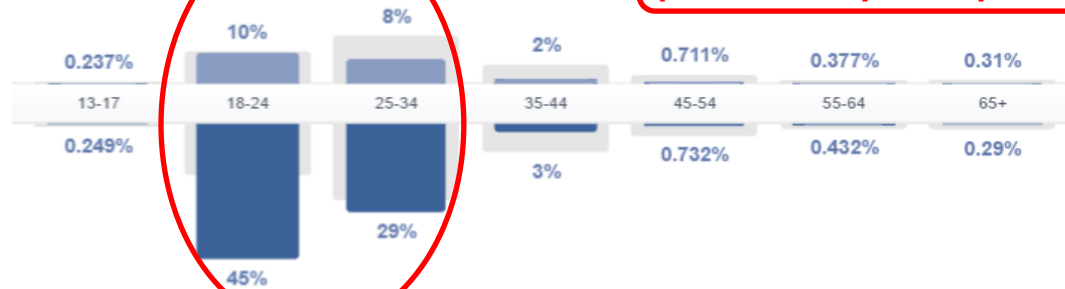
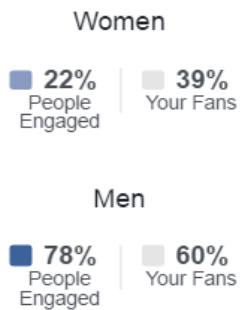
The people who like your Page



UNEP's fans are predominantly male: 60%

SOURCE: FACEBOOK INSIGHTS

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



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

SOURCE: FACEBOOK INSIGHTS



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# FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	28,678	Dhaka, Dhaka Division,...	13,475	English (US)	133,950
Bangladesh	18,680	Nairobi, Kenya	10,955	English (UK)	42,144
United States of America	15,291	New Delhi, Delhi, India	4,223	Spanish	14,125
Kenya	13,880	Kathmandu, Bagmati Z...	3,863	French (France)	10,686
Malaysia	9,616	Kuala Lumpur, Malaysia	2,186	Portuguese (Brazil)	8,160
Brazil	8,567	Lima, Lima Region, Peru	2,137	Arabic	5,188
Pakistan	7,849	Phnom Penh, Cambodia	2,088	Italian	4,179
Philippines	6,766	London, England, Unite...	1,976	Spanish (Spain)	3,931
Nepal	5,805	Cairo, Cairo Governora...	1,848	Portuguese (Portugal)	2,715
Mexico	5,778	Mexico City, Distrito Fe...	1,589	German	2,693

Source: FB Insights



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# FACEBOOK BENCHMARKS

1		UNICEF	6.1m		▲ 0.1%	19	179.6K	
2		WWF	2.9m		▲ 0.4%	8	108.2K	
3		World Health Organizati...	2.8m		▲ 0.3%	12	11.4K	
4		Greenpeace International	2.6m		▲ 0.3%	33	135.5K	
5		World Bank	2m		▲ 0.2%	19	46.6K	
6		United Nations	2m		▲ 0.3%	24	9.8K	
7		United Nations Develop...	1.1m		▲ 0.1%	14	4.3K	
8		Food and Agriculture Or...	878.4K		▲ 0.3%	26	9.8K	
9		World Food Programme	782K		▲ 0.2%	6	180	
YOU 10		UNEP	251.7K		▲ 0.2%	20	3.1K	

UNEP'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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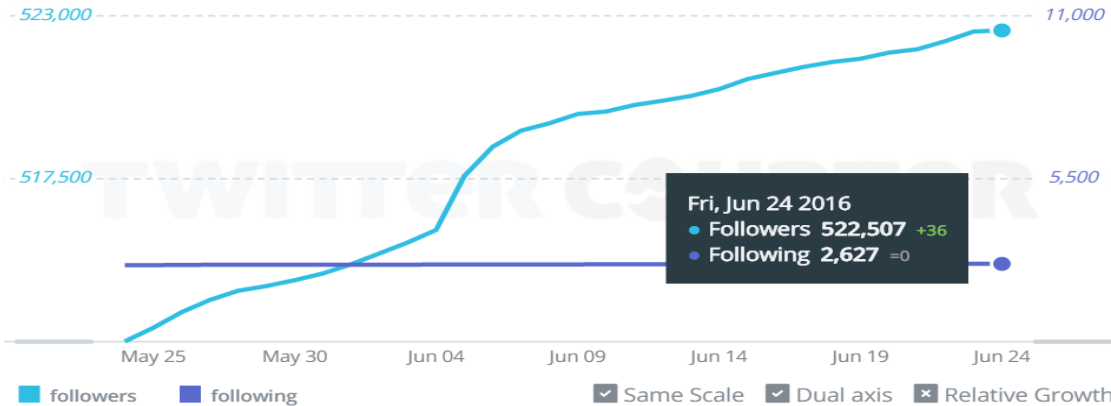
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# TWITTER OVERVIEW

## JUNE 2016 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH



Tomorrow is [#WorldEnvironmentDay](#)! What are you doing for [#WED2016](#)? Tell us: [bit.ly/Register4WED](http://bit.ly/Register4WED)



World Environment Day 2016

RETWEETS 401 LIKES 371



Today is [#WorldEnvironmentDay](#)! How are you celebrating? Use [#WED2016](#) & tell the world. [wed2016.com](http://wed2016.com)



RETWEETS 256 LIKES 276

## KEY FACTS

### June 2016 Summary

Followers: **522,706**

Tweets: **680**

Replies: **2K (64 per day)**

Mentions: **8.7K**

Retweets: **37K (1.2K per day)**

Likes: **31.1K (970 per day)**

Impressions: **12.5M (390.8K per day)**

New followers: **11,122**

Engagement rate: **0.9%**

### Top tweets of the month

401 Retweets 371 likes 176K Impressions

Tomorrow is [#WorldEnvironmentDay](#)! What are you doing for [#WED2016](#)? Tell us:

<http://bit.ly/Register4WED>

*Tweeted on 4 June 2016*

256 Retweets 256 likes 186K Impressions

Today is [#WorldEnvironmentDay](#)! How are you celebrating? Use [#WED2016](#) & tell the world. <http://wed2016.com/>

*Tweeted on 5 June 2016*



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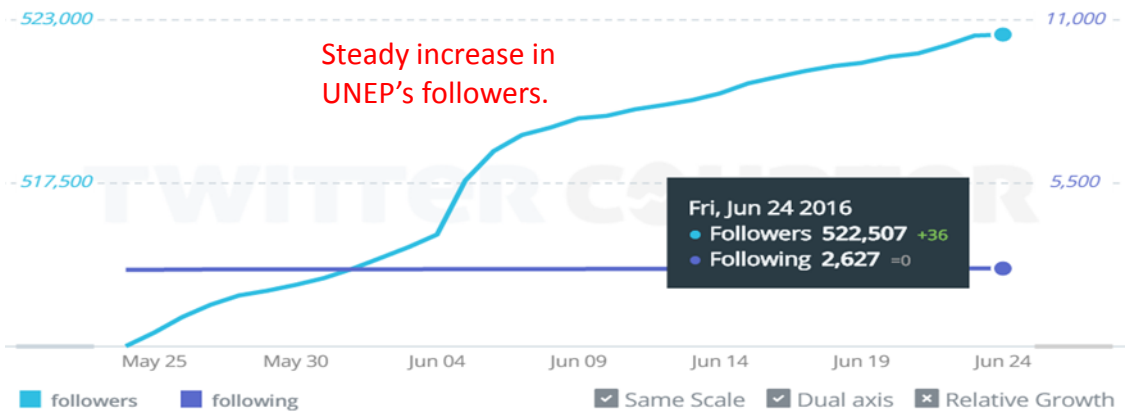
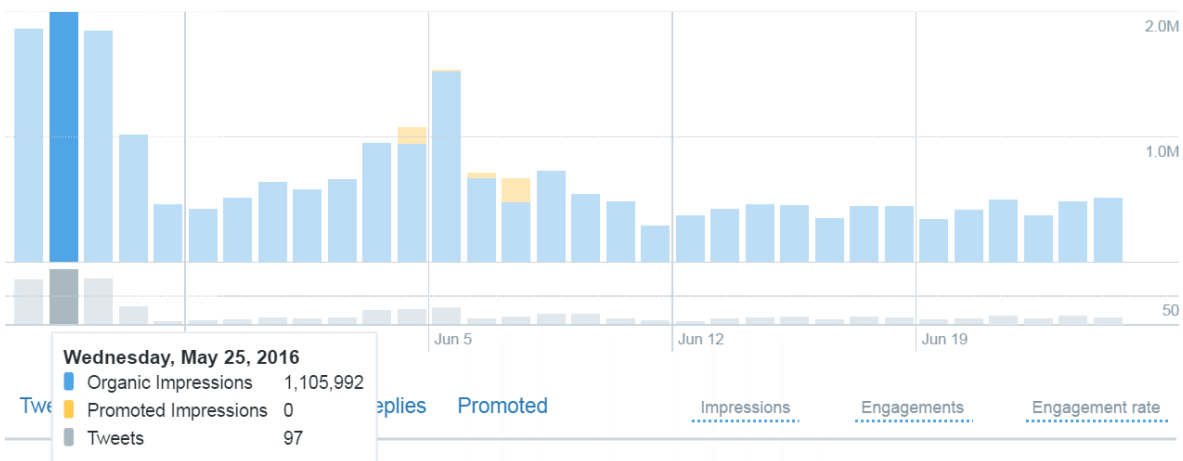
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# TWITTER OVERVIEW

## BEST DAY THIS MONTH: Wednesday 25 May 2016



SOURCE: TWITTER COUNTER

## KEY FACTS

### Best day of the month

Monday, 25 May 2016 UNEP recorded 1,105,992 impressions .

### Key data on this day

- Launch of the Wild For Life campaign

Impressions compared to previous month **15.7%** ↑  
 Followers compared to previous month **2.7%** ↑

\* **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	21%
United Kingdom	10%
India	6%
Kenya	5%
Canada	4%
Australia	3%
France	3%
Mexico	2%
Spain	2%
Nigeria	2%

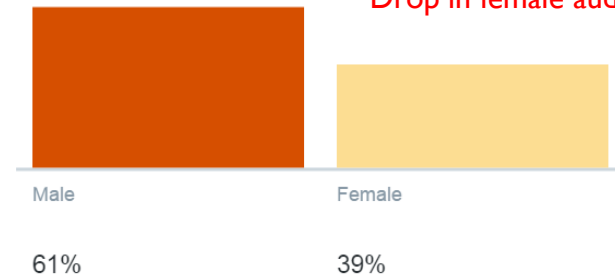
## Interests

Interest name	% of audience
Business and news	91%
Politics and current events	86%
Business news and general info	80%
Tech news	67%
Movie news and general info	67%
Science news	62%
Technology	62%
Business and finance	56%
Financial news	56%
Government	56%

## Region

State or region	% of audience
England, GB	8%
Greater London, GB	4%
California, US	4%
New York, US	2%
Ontario, CA	2%
Nairobi, KE	2%
Illinois, US	1%
Maharashtra, IN	1%
Texas, US	1%
New South Wales, AU	< 1%

## Gender



UNEP's followers are predominantly male: 61%  
Drop in female audience: 39%

SOURCE: TWITTER ANALYTICS



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# INSTAGRAM OVERVIEW

## MAY - JUNE TOP MEDIA



### Top media of the month

1,227 likes

On #WorldEnvironmentDay, stand with elephants. Tell us how you're making a difference for the environment today.  
#wed2016 #environment #medioambiente #meioambiente #conservation #wildlife #elephant



### Top media of the month

1,045 likes

Happy #WorldOceansDay! Oceans cover 71% of the Earth's surface and provide us with food, oxygen & jobs. What will you do to show your appreciation for our oceans today?  
#water #ocean #environment #environnement #medioambiente #meioambiente #UNEP

## KEY FACTS

### June 2016 Summary

Followers: **51,626**


Posts: 23

New followers: **8,519**

Following: **220**



Followers compared to previous month

**19.8%** 

Source: Iconosquare



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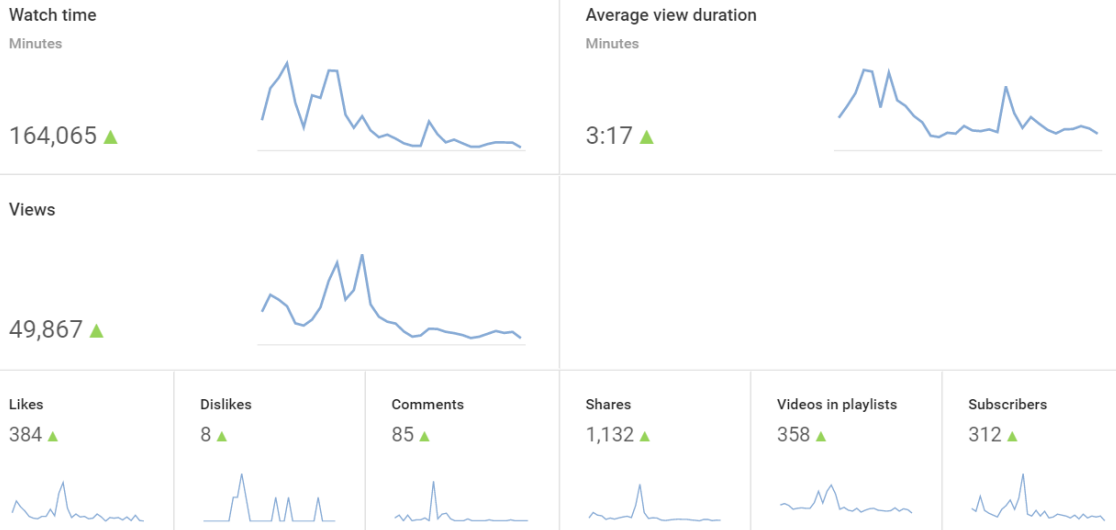
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# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH



## TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Closing Plenary Session, adoption of...	52,387 32%	6,095 12%	15	6
Closing Plenary Session, adoption of...	13,495 8.2%	522 1.0%	1	1
UNEA-2 HLS Opening Ceremony & M...	6,862 4.2%	475 1.0%	9	1
UNEP/OED:TOWN HALL AND BAOPA...	6,089 3.7%	274 0.5%	6	0
WORLD ENVIRONMENT DAY 2016	5,469 3.3%	3,943 7.9%	43	5
Seven Billion Dreams. One Planet. Co...	5,328 3.2%	4,466 9.0%	29	1
The Antarctic Ozone Hole -- From Dis...	4,669 2.8%	775 1.6%	3	1
Symposium: Environment and Displa...	4,664 2.8%	260 0.5%	4	2
Achim Steiner - World Environment D...	2,892 1.8%	1,965 3.9%	13	2
UNEA HLS Ministerial Dialogue: Deliv...	2,735 1.7%	177 0.4%	1	1

## KEY FACTS

### June 2016 Summary

Subscribers: **5,454**

Views: **49,867**

Watch time: **164,065**

New Subscribers: **312**

*Last month UNEP recorded 26,531 views, 63,576 minutes watched and a gain of 406 new subscribers.*

Subscribers compared to previous month

8.2% ▲

Views compared to previous month

88% ▲

### New in Top 10 videos

- **Closing Plenary of UNEA 2**
- **World Environment Day 2016 PSA**
- **UNEP Baobab Awards**



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# YOUTUBE DEMOGRAPHICS

## Top geographies

Watch time

- Kenya (26%)
- United States (8.7%)
- Egypt (6.6%)
- India (5.0%)
- Switzerland (4.0%)



## Gender

Views

- Male (57%)
- Female (43%)



## Traffic sources

Watch time

- External (34%)
- Direct or unknown (16%)
- YouTube channels (14%)
- Other (37%)



## Playback locations

Watch time

- YouTube watch page (86%)
- Embedded in external websites and apps (13%)
- YouTube channel page (1.2%)
- YouTube other (0.0%)

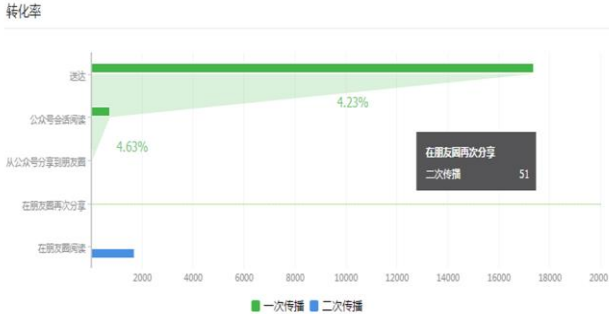




## CHINESE

### UNEP WeChat Top post

推广 | 全球公开招聘区域能源领域专家 / 数据详图



### 14 posts/ June

#### 25 June

Vacancy Announcement: Experts on City District Energy Systems - Copenhagen Centre on Energy Efficiency  
View: **3,225** Reposts and favourites: 1,099

#### 16 June

Translation of Achim Steiner's last commentary article on Our Planet : Final Reflections  
View: **1,470** Retweets and favourites: 294

### UNEP Sina Weibo Top post

联合国环境规划署  
6月15日 21:50 来自 微博 weibo.com  
拿出你的激情，一起来做公益！

@乐享森林嘉年华  
#公益大使易烊千玺# #千禧绿公益基金会# 2016年6月14日，由@中国绿化基金会 主办的“幸福家园 网络植树”生态扶贫公益项目公益大使@TFBOYS-易烊千玺 授权仪式和“中国绿化基金会千禧绿公益基金会”成立发布会在北京举行。@联合国环境规划署 驻华代表张世钊先生，中国绿化基金会副秘书长杨旭东先生等... 展开全文

阅读 33.4万 推广 13540 评论 2057 分享 3210

### 88 Posts/ June

#### Top Weibo post:

#### 15 June 2016

UNEP reposts a volunteer activity calling for people to grow more trees. A member of TFboys attended the activity as the charity ambassador.

Shares: 13,540

Likes & comments: 5,267

Reach: **334,000**

## CHINESE

### ED's WEIBO

Fans number: 2,266

6.04%

14 tweets posted in June.

#### Top weibo:

Achim Steiner wraps up his last day as Executive Director of UNEP and says thank you to everyone.

联合国环境规划署  
6月15日 18:29 来自 iPhone 6 Plus  
感谢北京环境保护局的邀请，@单环念十年，感谢联合国环境规划署执行主任@阿希姆施泰纳 为推动全球环境保护所付出的贡献，感谢长期以来对中国环境保护工作的领导和支持！早在北京奥运会筹备阶段，他就带领环境规划署的好伙伴们给予了大力支持和指导，感谢他任职期间，给规划署同仁带来的宝贵经验和启发。6月15日正式离任，祝他未来一切顺利！

6月15日 18:29 来自 微博 weibo.com  
阅读 7034 推广 0 评论 2 分享 7

## CHINESE CONTENT HIGHLIGHTS

### WHAT WORKED

- Executive Director Achim Steiner bids farewell to UNEP reposted by UNEP GWA Li Bingbing
- Celebrity engagement in World Environment Day event held in Shanghai advocating on sustainable consumption and production
- World Day to Combat Desertification and Drought side event in China - launch of IRP land potential report.
- InforMEA

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. UNEP is phasing out activity on both platforms to focus its social media efforts on **WeChat** and **Weibo**.

## f FACEBOOK

Total audience: **3,763**  
 Total Posts: **63**  
 Total Reach: **110K**  
 New likes: **224**  
*Vs 76 posts, 116K Reach and 543 new likes last month*

**RUSSIAN**



Total audience: **12,787**  
 Total Posts: **32**  
 Total Reach: **88.7K**  
 New likes: **587**  
*Vs 60 posts, 96K reach and 534 new likes last month*

**FRENCH**



Total audience: **7,428**  
 Total Posts: **39**  
 Total Reach: **70K**  
 New likes: **805**  
*Vs 43 posts, 112K Reach and 1,434 new likes last month*

**SPANISH**



Total audience: **2,040**  
 Total Posts: **69**  
 Total Reach: **324.5K**  
 New likes: **110**  
*Vs 63 posts, 380.5K Reach and 238 new likes last month*

**ARABIC**



## 🐦 TWITTER

Total followers: **6,140**  
 Total Tweets: **1008**  
 Total Impressions: **396.7K**  
 New followers: **428**  
*Vs 905 tweets, 436.K Reach and 465 followers*

**RUSSIAN**



Total followers: **7,504**  
 Total Tweets: **163**  
 Total impressions: **677K**  
 New followers: **521**  
*Vs 209 tweets 420.7K Reach and 608 new followers last month*

**FRENCH**



Total followers: **6,146**  
 Total Tweets: **124**  
 Total Impressions: **472.9K**  
 New followers: **719**  
*Vs. 153 tweets, 429K Reach and 1,729 new followers last month*

**SPANISH**



Total followers: **6,998**  
 Total Tweets: **270**  
 Total Impressions: **397.3K**  
 New followers: **267**  
*Vs 274 tweets, 391.6K Reach and 428 new followers last month*

**ARABIC**

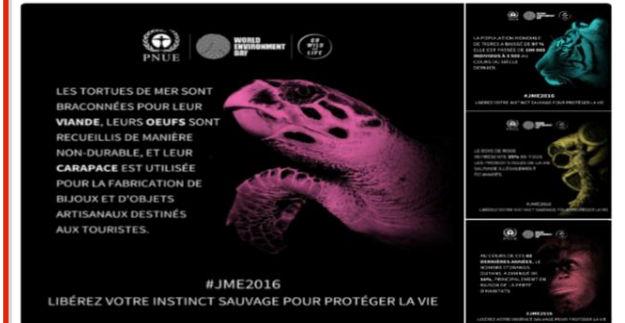


## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

**ONU Environnement** @UNEPI

.@OmarSy rejoignez notre campagne contre le trafic illégal d'espèces sauvages ! [wildfor.life](#)



RETWEETS 61 LIKES 60

10:26 AM - 31 May 2016

**ONU Ambiente** @PNUMA

¡Feliz Día Mundial del Medio Ambiente #DMMA2016! Exprésate en defensa de la [#vidasilvestre](#). [wed2016.org](#)



RETWEETS 231 LIKES 139

3:22 PM - 5 Jun 2016

## 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.