www.unep.org

2,584,348 Visits

↑ 1% since last month

5,770,348 Page Views

↓ 6% since last month

00:22:22 Avg. Time Spent

↑ 6% since last month

210,624 Returning Visitors

↑ 1% since last month

Devices

83% Desktop

13% Mobile

4% Tablet
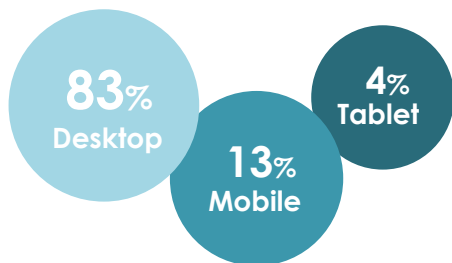
Source: Google Analytics

Source: Webtrends

Facebook

198,079 Total Fans

3,311,103 People saw UNEP's messages

3.9% ↑ **Total Fans** from last month

51% ↓ **Total Reach** from last month

Top Post:
Video: Climate Change is a ___ problem.
228,032 readers, 26,099 video views & 3,114 Likes/Comments/Shares

58% male, 24% aged between 18-34

Twitter

455,824 Total Followers

2.3% ↑ **Total Followers** from last month

6.8M ↓ **IMPRESSIONS** By UNEP Tweets

Top Tweet:
Countries agree on top actions to save saiga antelopes @BonnConvention 586 retweets 1.1K likes

61% male, Located in USA, UK and India

YouTube

4,420 Total Subscribers

34,869 Total Views

1.6% ↑ **Total Subscribers** from last month

12% ↑ **Total Views** from last month

Top Video:
The Antarctic Ozone Hole
13,565 views

Followers compared to previous month: **17%** ↑

VISITS

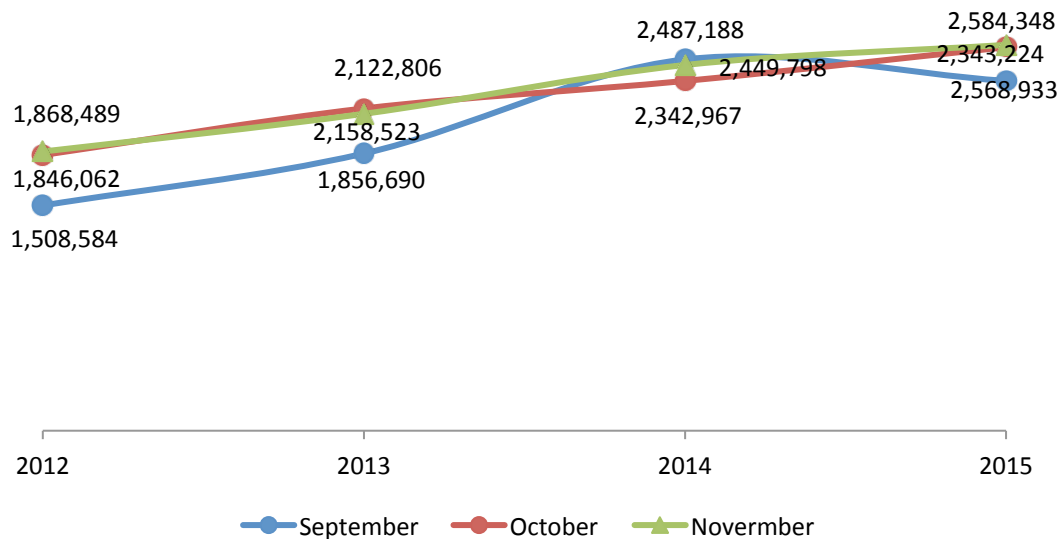| Month	Total visits	Average per Day	Average Visit Duration
Nov-15	2,584,348	80,760	0:22:22
Oct-15	2,568,933	85,631	0:23:41
Sep-15	2,343,224	73,225	0:21:29
Total for last three months	7,496,505		

Total visits year to date: 26,195,304

Visits compared to previous month 1% ⬆

Monday was the most active and Saturday the least active day

Average visits per visitor 1.54 Compared to previous month 7% ⬆

Total monthly visits compared to the previous years

- 1,868,489
- 1,846,062
- 1,508,584
- 2,122,806
- 2,158,523
- 1,856,690
- 2,487,188
- 2,449,798
- 2,342,967
- 2,584,348
- 2,343,224
- 2,568,933

2012   2013   2014   2015

— September — October — Novermber

Source: Webtrends

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

VISITORS

Month	Total visitors	Daily average	Peak day
Nov-15	1,562,231	52,074	18-Nov
Oct-15	1,664,616	55,487	7-Oct
Sep-15	1,370,662	45,688	13-Sep
Total visitors for last 3 months	4,597,509		

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

Total visitors year to date: 15,811,597

Visitors compared to previous month 6% ⬇

Returning visitors compared to previous month 1% ⬆

UNEP visitors by age group

25-34 - 33.31%
18-24 - 30.18%
35-44 - 16.52%
45-54 - 9.90%
55-64 - 6.26%
65+ - 3.83%

63% of UNEP audience is between ages 18-34 years

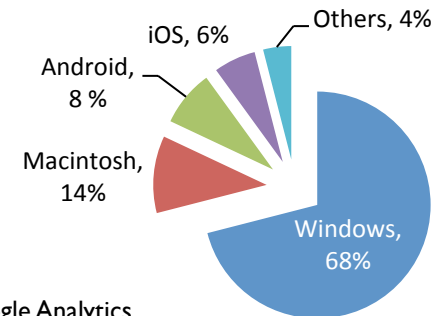Most popular operating systems used by visitors

iOS, 6%
Others, 4%
Android, 8 %
Macintosh, 14%
Windows, 68%

Source: Google Analytics

UPLOADS

Uploads trends from Jan 2015 to date

	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15
Uploads	204,193	240,047	108,685	189,792	200,669	327,825	410,453	596,566	2,078,994	6,085,011	482,264
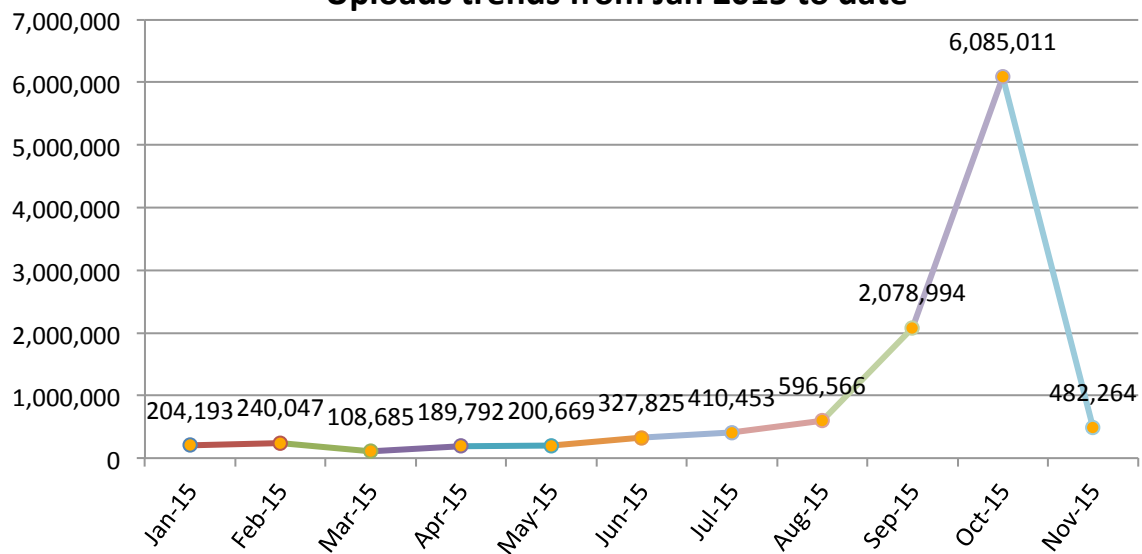
Total uploads this month were 482,264 compared to the baseline 359% ⬆

Baseline : 105,000

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

	Most updated sites	Uploads	% Uploads
1	http://www.unep.org/NewsCentre/	39,755	8%
2	http://www.unep.org/about/	4,059	1%
3	http://www.unep.org/Library/	3,486	1%
4	http://www.unep.org/esm/	3,383	1%
5	http://www.unep.org/OzonAction/	3,203	1%
6	http://www.unep.org/vacancies/	3,190	1%
7	http://www.unep.org/eacp/iea/trainers.aspx	3,004	1%
8	http://www.unep.org/chemicalsandwaste/	2,762	1%
9	http://www.unep.org/ieacp/iea/training/manual/exercises5.aspx/	2,253	0%
10	http://www.unep.org/ecalendar/	1,859	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

MICROSITES

KEY FACTS

Top 20 Microsites this Month	
1	WED - Global
2	UNEP Annual Report 2013
3	Climate Change
4	Experts
5	DEWA
6	Regional Office for Africa (ROA)
7	Resource Efficiency
8	Climate and Clean Air Coalition (CCAC)
9	GEO
10	Disasters and Conflicts
11	UNEP and the Post-2015 Agenda
12	Green Economy
13	Chemicals and Waste
14	Transport
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	Regional Seas

Source: Webtrends

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

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

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

COUNTRIES

KEY FACTS

The website reached 231 countries and 11320 cities this month.

Northern America was the sub-continent with most visits at (20%), Western Europe was second (12%) and Northern Europe third (10% of total visits)

Top 10 Countries this Month

	Country	New Users	% of Total
1	United States	39,901	17.42%
2	United Kingdom	15,500	6.77%
3	India	13,255	5.79%
5	Canada	9,575	4.18%
4	Australia	8,806	3.84%
7	Kenya	8,285	3.62%
6	China	7,447	3.25%
8	France	7,216	3.15%
9	Germany	6,416	2.80%
10	Switzerland	3,472	1.52%

Top 10 Cities this Month

	City	New Users	% of Total
1	London	4,838	2.11%
2	New Delhi	3,519	1.54%
3	Nairobi	3,010	1.31%
4	Sydney	3,002	1.31%
5	New York	2,965	1.29%
6	Paris	2,788	1.22%
7	Hong Kong	2,392	1.04%
8	Geneva	1,835	0.80%
9	Washington	1,663	0.73%
10	Shanghai	1,658	0.72%

Source: Google Analytics

REFERRALS

KEY FACTS

Google remains the top referral to the UNEP website.

Direct Traffic is 1,671,370 (65%)

Top 10 Referring Domains this month

	Domain	Visits	% of total visits
1	google.com	204,052	8%
2	google.co.in	78,454	3%
3	google.co.uk	38,306	1%
4	Bing.com	25,906	1%
5	google.ca	22,742	1%
6	google.com.au	18,263	1%
7	google.com.mx	17,671	1%
8	Google.fr	17,206	1%
9	Google.com.ph	16,371	1%
10	Google.de	9,977	1%

Source: Webtrends

* Direct Traffic
Represents traffic to the web site with no referrer either due to:
- *the visitor typed the domain name directly into their browser,*
- *the visitor bookmarked the site, or*
- *the visitor clicked on an email, shortcut, or other direct link*

* Referring Domain
A website that refers a visitor to your site by linking to it.
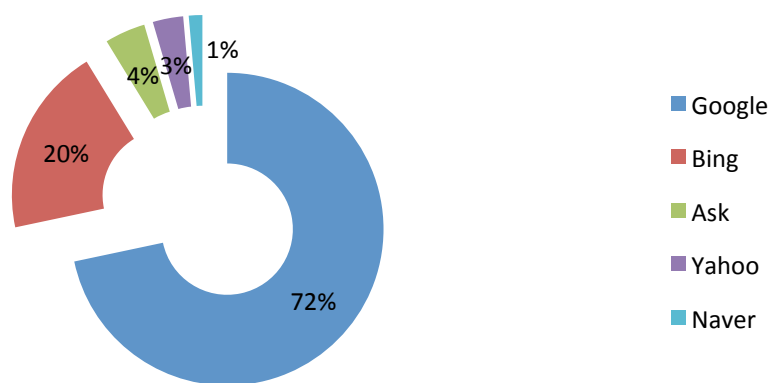
SEARCH TERMS

KEY FACTS

Over 208,556 search terms

Top 10 search terms this month

unep	3,723
world environment day	2,164
Climate change	878
wed	745
sustainable development	620
solid waste management	619
green economy	566
black sea	536
water atlas	526
Biodiversity pdf	516

Top 5 search terms last month
1. unep
2. world environment day
3. biodiversity pdf
4. Africa water
5. Black sea

Top search engines used to reach www.unep.org

- Google 72%
- Bing 20%
- Ask 4%
- Yahoo 3%
- Naver 1%

Source: Webtrends

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

DOWNLOADS

Top 10 Publications this Month

	Title
1	The 2015 Emissions Gap Report
2	The United Nations Environment Programme and the 2030 Agenda Global Action for People and the Planet
3	UNEP Year Book 2014
4	Raising the Bar – Advance Environmental Disclosure in Sustainability Reporting
5	Global Waste Management Outlook
6	The Financial System we Need, The UNEP Inquiry Report
7	UNEP Annual Report 2014
8	International Trade in Resources- A Biophysical Assessment
9	Uncovering Pathways Towards an Inclusive Green Economy - A Summary for Leaders
10	Inquiry Working Paper - Creating A Sustainable Financial System, A Role For Finance Ministries

Source: Piwik

Top file types downloaded this month

Videos, 6,891
Documents, 216,088
PDF, 8,650,747
Html, 12,407,302
Images, 19,217,739

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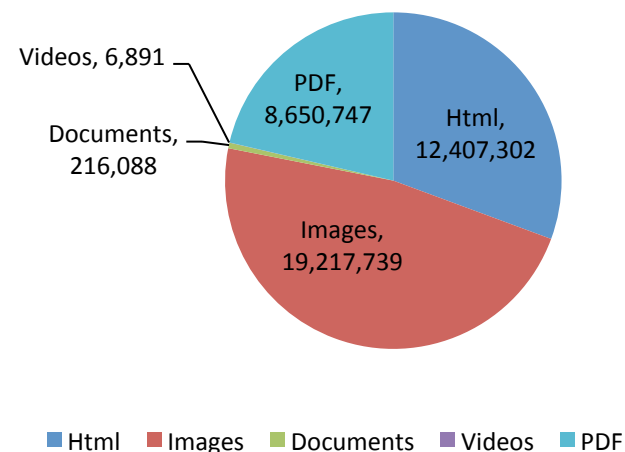
File types
- Html (html, css, js, asp, aspx)
- Images (jpg, png, gif)
- Documents (doc, xls, ppt)
- Videos (avi, mov, mp4, flv)

Source: Webtrends

SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 3,542,481
Compared to previous month 2.3% ⬆

Highest follower growth this month was seen on Instagram at 17% and French twitter at 87%.

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

Facebook

Language		%	Followers
English	⬆	3.9%	198,079
French	⬆	87%	10,565
Spanish	⬆	0.9%	3,906
Russian	⬆	18%	1137
Tunza	⬆	0.7%	11,588
ROWA	⬆	2.4%	1,261

Twitter

Language		%	Followers
English	⬆	2.3%	455,824
French	⬆	15.5%	4,261
Spanish	⬆	3.1%	2,695
Russian	⬆	1.7%	4,240
ROWA	⬆	3.0%	5,306

YouTube

		%	Followers
	⬆	1.6%	4,420

Instagram

		%	Followers
	⬆	17%	21,746

China

Platform		%	Followers
WeChat	⬆	2.7%	12,821
RenRen	⬇	0.002%	545,954
QQ	⬇	0.03%	2,103,437
Weibo	⬆	1.3%	97,614

SOCIAL MEDIA ANALYSIS – NOVEMBER 2015

TWITTER

This month, UNEP's Twitter account recorded a 2.3% increase in followers from 445,770 to 455,824. 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. However, growth slowed from previous months, possibly due to a lull between major campaigns (SDGs/Champions to COP21/ #CaptureClimate).

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 status and future of saiga antelopes, calls to action on personal involvement in climate change, and Twitter-optimised video clips with straightforward and inspirational messages.

What worked:
+ Wildlife conservation news
+ COP21 updates
+ News on climate change
+ Tweets promoting #CaptureClimate campaign
+ Short, inspirational video content
+ Post on #EnvConflictDay
What did not work:
+ Text-only Tweets
+ Conference images from distance

FACEBOOK

This month Facebook account recorded a 3.9% increase in followers bringing the total number of fans from 190,623 to. 198,079. UNEP continues to outpace monthly growth rates of other UN system agencies due to increased video content, enhanced visuals, and calls to action to accompany top content posted. UNEP's social media team has continued its audience-first approach in ensuring any substantive or supportive comments on posts are replied to or interacted with in a timely manner, which creates a stronger connection with followers.

In collaboration with the Disasters & Conflicts Sub-programme, UNEP's social media team and designers created a suite of social media content for International Day for Preventing the Exploitation of the Environment during War and Armed Conflict. UNEP users engaged strongly with these posts and information about UNEP's work in this area averaged strong user reach.

What worked:
+ Short video content
+ Calls to action to share messages to show support
+ Periodic posts of UNEPLive SDG indicator maps
+ #EnvConflictDay posts

What did not work:
+ World #CitiesDay content
+ Teaser posts not accompanied by high value, shareable content

SOCIAL MEDIA BENCHMARKS

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

AGENCY	FOLLOWERS
UN	5,502,155
UNICEF	4,881,127
WHO	2,722,020
WWF	2,067,482
World Bank	1,611,822
Green Peace	1,479,630
WFP	1,074,610
UNDP	833,447
UNEP	**455,824**
UNFCCC	240,847
FAO News	177,844
IPCC	66,446
WMO	22,212
WRI Climate	14,673

UNEP's position remains constant despite 2.3% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	5,581,723
WHO	2,570,764
WWF	2,550,748
Green Peace	2,365,156
UN	1,890,400
World Bank	1,879,329
UNDP	1,026,042
FAO	735,078
WFP	694,560
UNEP	**198,079**
UNFCCC	153,113
WRI	98,656
WMO	47,469
IPCC	15,480

UNEP's position remains constant despite 10.7% increase in followers.

FACEBOOK OVERVIEW

KEY FACTS

UNEP has a total of **198,079** fans on Facebook as of November 23, 2015. This month **3,311,103** people saw UNEP's information from 95 posts

November 2015 Summary

Fans: **198,079**

Posts: **95**

Total reach: **3,311,103**

Comments: **675**

Shares: **4,989**

Likes: **21,455**

Link clicks: **3,990**

Video views: **90,635**

New fans: **7,456**

Engagement rate: **1.8%**

Last month UNEP reached 6,802,734 people through 78 posts, and gained 11,309 new fans, with a 2.8% engagement rate

TOP POST THIS MONTH *(shared on Tuesday 10 November 2015)*

UNEP
Published by unepweb@unep.org [?] · November 10 at 9:22pm · Edited · 🌐

12 Global Goals are directly linked to climate change. Action at the #COP21 in Paris benefits everyone: http://ow.ly/UIOyp Watch and pass on the message to show your support!

CLIMATE CHANGE IS AN OCEANS PROBLEM.

Climate change is a _____ problem
00:23

228,038 people reached   Boost Unavailable

619 Likes 11 Comments 937 Shares

👍 Like   💬 Comment   ➦ Share

We're running a test allowing people to like, love, laugh and have other reactions to Page posts. This test will only happen in a few countries. If someone reacts, you'll see it below.

228,038 People Reached

26,099 Video Views

3,114 Reactions, Comments & Shares

2,091 👍 Like	619 On Post	1,472 On Shares
1 ❤ Love	0 On Post	1 On Shares
85 Comments	15 On Post	70 On Shares
937 Shares	937 On Post	0 On Shares

5,499 Post Clicks

1,486 Clicks to Play ⓘ	131 Link Clicks	3,882 Other Clicks ⓘ

NEGATIVE FEEDBACK

25 Hide Post	7 Hide All Posts
0 Report as Spam	2 Unlike Page

Source: FB Insights

Best day of the month
Tuesday 10 November 2015 UNEP reached 228,038 unique individuals.

Key data on this day
- Video: Climate change is a _____ problem.

FACEBOOK MONTHLY REACH

KEY FACTS

Total number of unique people reached since June 2015:
15,859,148
Average number of people reached per post since June 2015
32,834

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

- June: 1,411,437
- July: 793,145
- August: 966,363
- September: 2,574,366
- October: 6,802,734
- November: 3,311,103

Source: FB Insights

NUMBER OF POSTS SHARED

Month	No. of posts
NOVEMBER 2015	95
OCTOBER 2015	78
SEPTEMBER 2015	87
AUGUST 2015	65
JULY 2015	65
JUNE 2015	97
TOTAL POSTS	**483**

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

FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH

Total Page Likes

Total Page Likes
198,079
Nov 24, 2015
Click or drag to select

Total Page Likes
190,645
Oct 23, 2015
Click or drag to select
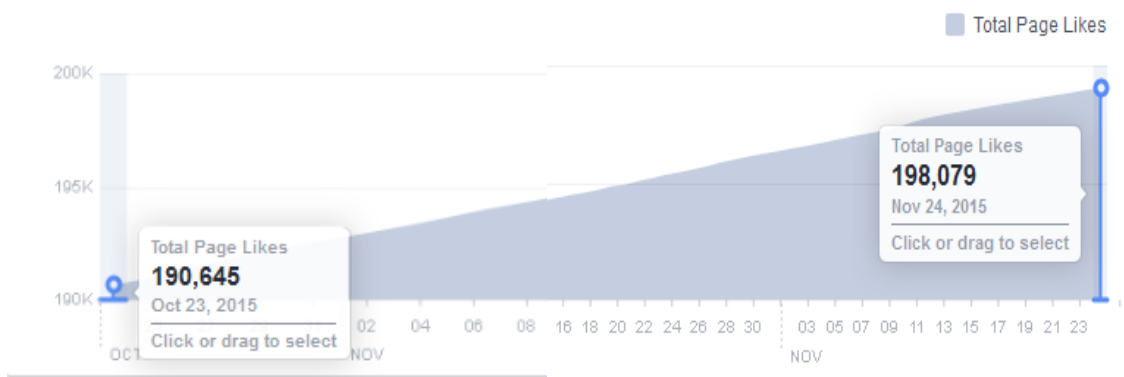
UNEP Facebook page continues to maintain momentum in growth, recording a significant percentage increase in followers with audience-optimised posts, featuring captivating images with explanatory text.

Fans compared to previous month 3.9% ⬆

MONTHLY ENGAGEMENT

Best reach period 10-11 October

Reactions — Comments — Shares

Reactions
1,608
Nov 10, 2015
Click or drag to select

Source: FB Insights

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

* Engagement rate *is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/ weekly basis.*
Eng.Rate = (Engaged users/Reach) *100

FACEBOOK DEMOGRAPHICS

The people who like your Page

Women
- ■ 41% Your Fans

Men
- ■ 58% Your Fans
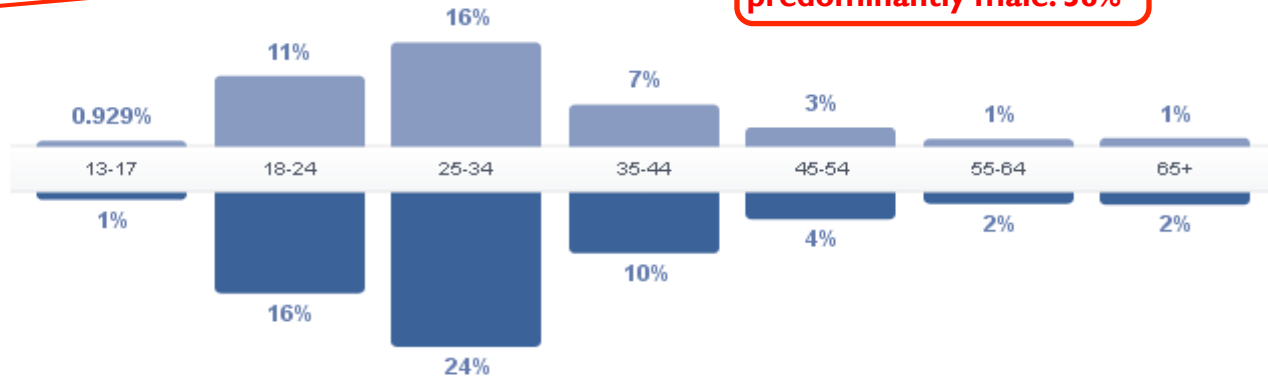
UNEP's fans are predominantly male: 58%

Age	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0.929%	11%	16%	7%	3%	1%	1%
Men	1%	16%	24%	10%	4%	2%	2%

SOURCE: FACEBOOK INSIGHTS

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

Women
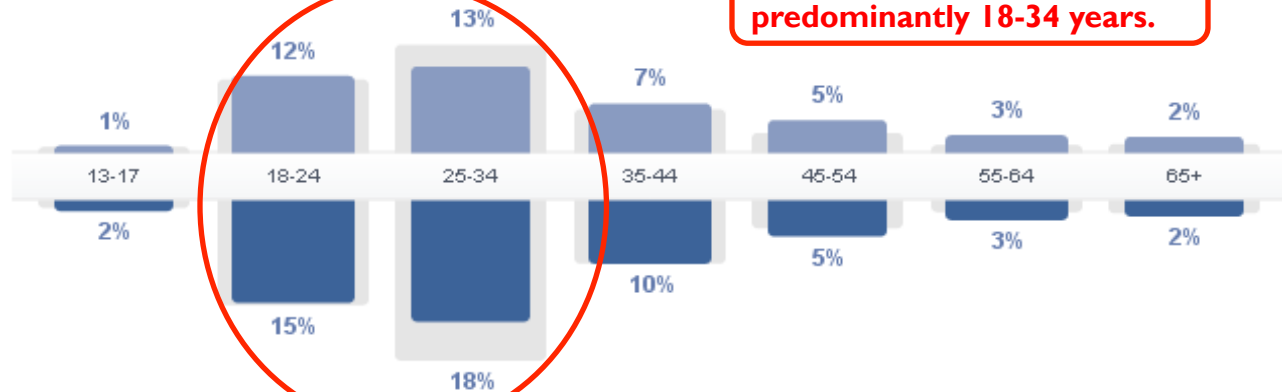- ■ 43% People Engaged | 41% Your Fans

Men
- ■ 56% People Engaged | 58% Your Fans

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

Age	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	1%	12%	13%	7%	5%	3%	2%
Men	2%	15%	18%	10%	5%	3%	2%

SOURCE: FACEBOOK INSIGHTS

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	People Engaged
India	1,434
United States of America	1,380
Bangladesh	1,032
Kenya	794
Mexico	604
Pakistan	591
United Kingdom	501
Philippines	446
Brazil	423
Italy	402

City	People Engaged
Dhaka, Dhaka Division...	828
Nairobi, Kenya	714
Mexico City, Distrito Fe...	228
Quezon City, Metro Ma...	206
Kathmandu, Bagmati ...	205
New Delhi, Delhi, India	204
Lagos, Lagos State, Ni...	196
Chittagong, Chittagon...	180
London, England, Unit...	164
Phnom Penh, Cambodia	157

Language	People Engaged
English (US)	9,265
English (UK)	2,926
Spanish	1,147
French (France)	859
Portuguese (Brazil)	388
Italian	337
Spanish (Spain)	301
Arabic	297
German	224
Japanese	166

Source: FB Insights

UNEP

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WEBSITE

2
SOCIAL MEDIA
HIGHLIGHTS

3
FACEBOOK

4
TWITTER

5
YOUTUBE

6
LANGUAGES

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GLOSSARY

FACEBOOK BENCHMARKS

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	UNICEF	5.6m	▲0.4%	19	176.8K
2	World Health Organizati...	2.6m	▲0.5%	8	5.5K
3	WWF	2.6m	▲0.3%	12	97.5K
4	Greenpeace International	2.4m	▲0.3%	80	113.3K
5	World Bank	1.9m	0%	17	2.2K
YOU 6	UNEP	199.5K	▲0.8%	20	4K
7	United Nations	1.9m	▲0.2%	41	15.6K
8	United Nations Develop...	1m	▲0.3%	34	14.9K
9	Food and Agriculture Or...	735.1K	▲0.5%	11	10.7K
10	World Food Programme	694.6K	▲4,130.4%	5	191

Source: FB Insights

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

TWITTER OVERVIEW

NOVEMBER 2015 FOLLOWER GROWTH

Tue, Nov 24 2015
- Followers 455,824 +429
- Following 2,168 +3

Oct 27 · Oct 31 · Nov 04 · Nov 08 · Nov 12 · Nov 16 · Nov 20 · Nov 24

followers · following

☑ Same Scale ☑ Dual axis ☒ Relative Growth
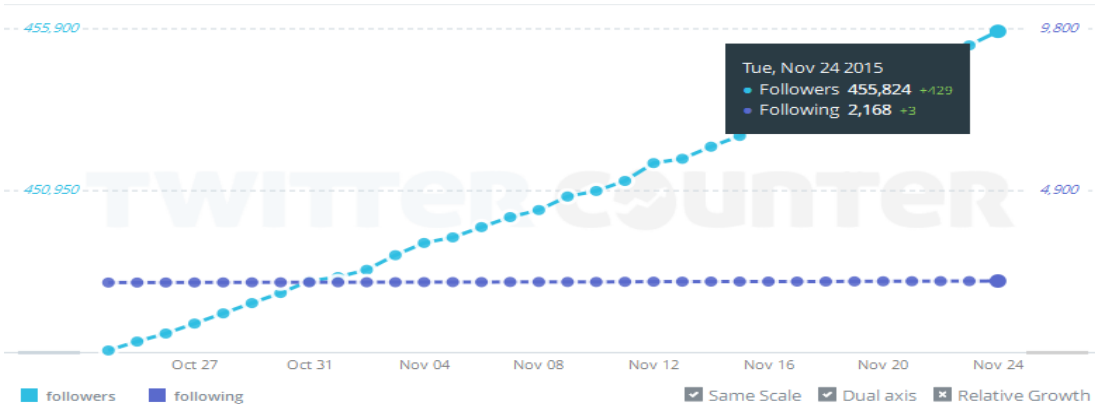
SOURCE: TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

UN Environment @UNEP · Nov 2
Countries agree on actions to help save saiga antelopes: bit.ly/1l3jzq1 #conservation @BonnConvention

586 · 1.1K

UN Environment @UNEP · Nov 14
Youth will be most affected by our climate decisions. Let's set them up for success. #COP21 🌱 bit.ly/1L1KuYc

2015 is the time to protect the **planet** for **future** generations.
#action2015
2015 TIME FOR GLOBAL ACTION FOR PEOPLE AND PLANET
www.un.org/action2015

232 · 177

November 2015 Summary
Followers: **455,824**

Tweets: **491** *(13 per day)*

Replies: **1.4K (43 per day)**

Mentions: **6.8K**

Retweets: **19.3K (604 per day)**

Favourites: **13.3K (417 per day)**

Impressions: **6.8M (212K per day)**

New followers: **10,054**

Engagement rate: **0.9%**

Top tweets of the month
586 Retweets 1127 likes 593K Impressions
Countries agree on actions to help save saiga antelopes: bit.ly/1l3jzq1 #conservation @BonnConvention
Tweeted on 2 November 2015

232 Retweets 177 likes 106K Impressions
Youth will be most affected by our climate decisions. Let's see them up for success. #COP21 bit.ly/1L1KuYc
Tweeted on 14 November 2015

TWITTER OVERVIEW

BEST DAY THIS MONTH: Monday 9 November 2015

Tweets | Top Tweets | Tweets and replies | Promoted

Monday, November 9, 2015
Organic Impressions 358,333
Tweets 16

SOURCE:TWITTER ANALYTICS

Steady increase in UNEP's followers.

Tue, Nov 24 2015
Followers 455,824 +429
Following 2,168 +3

■ followers ■ following
☑ Same Scale ☑ Dual axis ☒ Relative Growth
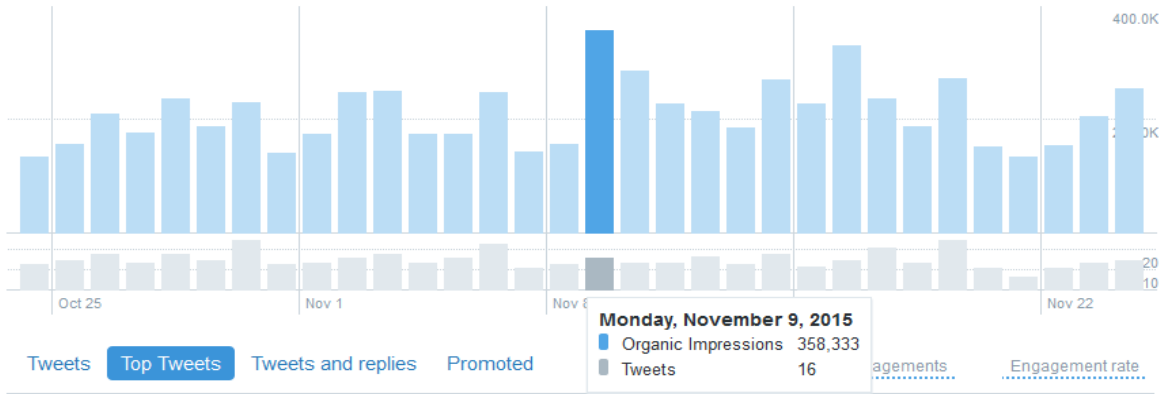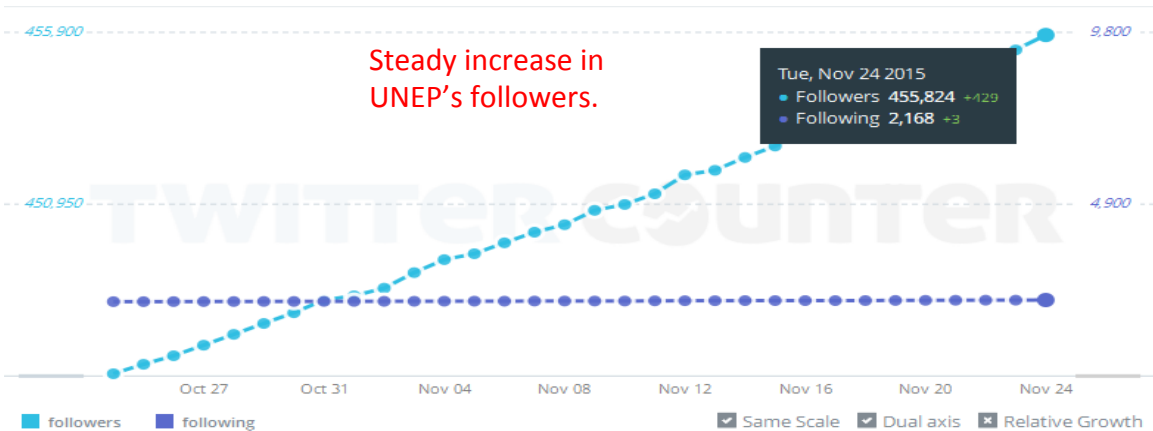
SOURCE:TWITTER COUNTER

KEY FACTS

Best day of the month
Monday, 9 November 2015 UNEP recorded 358,333 impressions.

Key data on this day
- Buzz about COP21
- Tweets on #CaptureClimate campaign
- Emissions Gap report

Impressions compared to previous month **8.1%** ⬇️
Followers compared to previous month **2.3%** ⬆️

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

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%
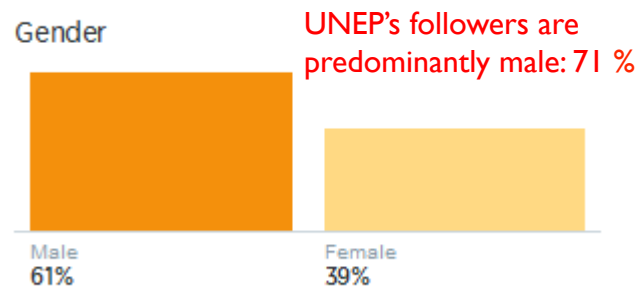
Interests

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

UNEP's followers are predominantly male: 71 %

Male 61%
Female 39%

SOURCE: TWITTER ANALYTICS

INSTAGRAM OVERVIEW

NOVEMBER TOTALS (October 24- November 24)

SOURCE

From followers 79.8%

GROWTH HISTORY

November 2015 Summary
Followers: **21,746**

Likes: **14,465**

Posts: **49**

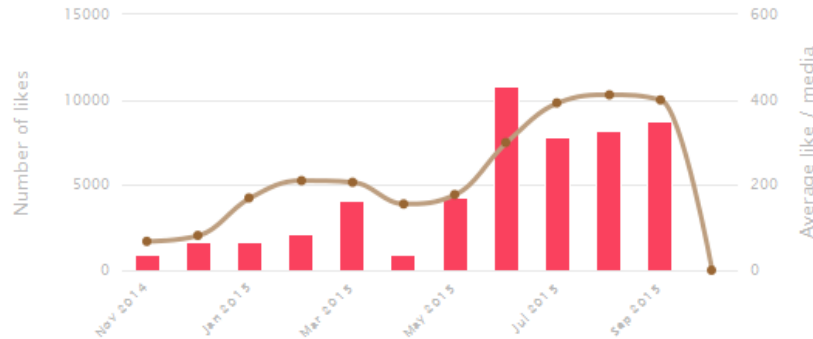Comments: **74**

New followers: **3,121**

Un-followers: **603**

Followers compared to previous month **17%** ⬆

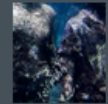### Top media of the month
579 likes

#climatechange adaptation in #Jamaica. At a coral nursery in Jamaica's Oracabessa Bay, small pieces of coral grow before being re-planted on the reefs that play a crucial role in coastal protection. #CaptureClimate #COP21 #UNEP #climate Photo by Kadir van Lohuizen @kadirvanlohuizen
Do you have a #climatechange story to share? Tag your image with #CaptureClimate and mention @unenvironment – we'll be featuring our favourites on our social media platforms

TOP MEDIA THIS MONTH

MOST LIKED

474 465

579 438 427

MOST COMMENTED

7 7

11 6 5

Source: Iconosquare

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH

Watch time
Minutes

58,356 ▼

Average view duration
Minutes

1:40 ▼

Views

34,869 ▲

Likes	Dislikes	Comments	Shares	Videos in playlists	Subscribers
154 ▼	5 ▼	17 ▼	346 ▼	97 ▼	157 ▼
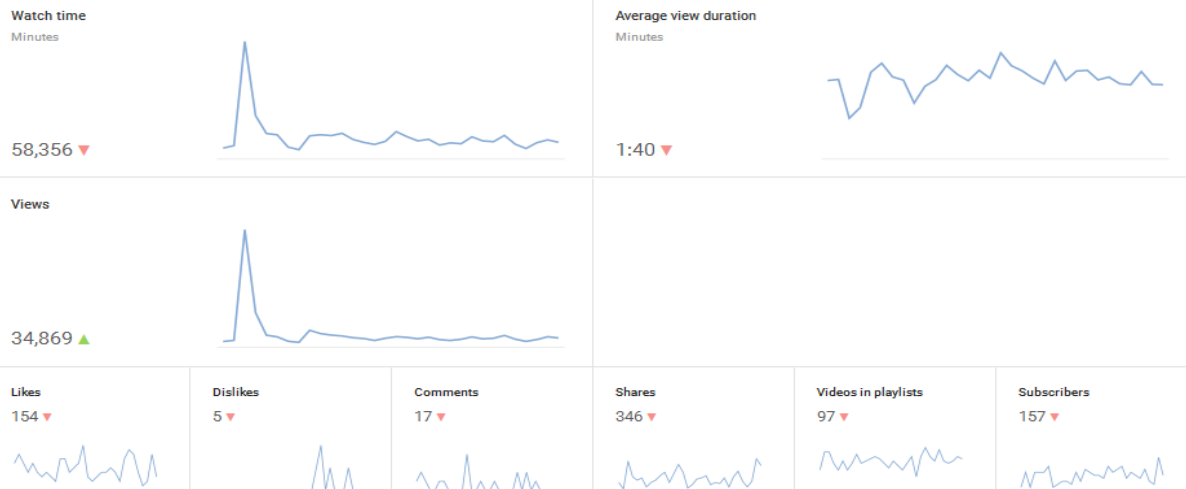
TOP 10 VIDEOS VIEWED THIS MONTH

Top 10 Videos   Browse all content

Video	Watch time (minutes) ⊘ ↓	Views ⊘	Likes ⊘
The Antarctic Ozone Hole -- From Discovery to Re...	13,565 (23%)	1,995 (5.7%)	8
A Bottle's Odyssey	12,601 (22%)	13,629 (39%)	9
Seven Billion Dreams. One Planet. Consume with...	3,708 (6.4%)	3,036 (8.7%)	28
Meet Lewis Pugh: UNEP Patron of the Oceans	1,602 (2.7%)	571 (1.6%)	2
Ozone Song	1,317 (2.3%)	758 (2.2%)	6
TEDx Talk by David Jensen "Natural Resources a...	1,258 (2.2%)	297 (0.9%)	2
Preventing Our Oceans from Becoming Dumps	1,183 (2.0%)	487 (1.4%)	1
Coastal Ecosystems: A Natural Barrier to Climate ...	981 (1.7%)	240 (0.7%)	4
Briefing on the State of the Environment	846 (1.4%)	82 (0.2%)	0
Black Mamba Anti-Poaching Unit, 2015 Champio...	826 (1.4%)	727 (2.1%)	7

KEY FACTS

October 2015 Summary
Subscribers**: 4,420**
Views: **34,869**
Minutes watched: **58,356**
New Subscribers: **69**

Last month UNEP recorded 31,185 views, 56,558 minutes watched and a gain of 282 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% ⬆

Views compared to previous month
12% ⬆

New in Top 10 videos
- Briefing on the State of the Environment
- Meeting Lewis Pugh UNEP Patron of the Oceans
- Coastal Ecosystems: A Natural Barrier to Climate Change

NOV 2015

YOUTUBE DEMOGRAPHICS

Top geographies
Watch time

United States (21%)
Netherlands (16%)
United Kingdom (5.1%)
Philippines (4.3%)
India (3.7%)

Gender
Views

● Male (55%)
● Female (45%)

Traffic sources
Watch time

● External (40%)
● Suggested videos (19%)
● YouTube search (18%)
● Other (23%)

Playback locations
Watch time

● YouTube watch page (56%)
● Embedded in external websites and apps (43%)
● YouTube channel page (0.6%)

UNEP

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SOCIAL MEDIA - LANGUAGES

CHINESE

WeChat Top post

12 November 2015
ED Visit to China:
Attended UNEP- Tongji Institute for Environment for Sustainable Development (IESD) board meeting 2015.
Reach 12,401 Retweets: 978

Sina Weibo Top post

10 November 2015
ED Visit to China:
Presented early findings of the UNEP- Beijing collaborative report on pollution control in briefing.
Shares: 11
Likes & comments: 7
Reach: 15,000

CHINESE

NEW FOLLOWERS

Sina Weibo: 1,243
QQ: -614
Renren: -13
WeChat: 339

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED
- Posts on UNEP ED Achim Steiner's visit to China

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

SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **1,137**
Total Posts: **69**
Total Reach: **49,197**
New likes: **197**

Vs 33 posts, 18.4K Reach and 141 new likes last month

FRENCH

Total audience: **10,595**
Total Posts: **65**
Total Reach: **28,688K**
New likes: **130**

Vs 101 posts, 48K reach and 266 new likes last month

SPANISH

Total audience: **3,906**
Total Posts: **3**
Total Reach: **41**
New likes: **36**

Vs 10 posts, 4.6K Reach and 80 new likes last month

UNEP ROWA

Total audience: **1,261**
Total Posts: **258**
Total Reach: **69K**
New likes: **94**

Vs 194 posts, 63.2K Reach and 41 new likes last month

TWITTER

RUSSIAN

Total followers: **4,240**
Total Tweets: **678**
Total Impressions: **92.5K**
New followers: **138**

Vs 678 tweets, 92.5K Reach and 138 new followers

FRENCH

Total followers: **4,261**
Total Tweets: **164**
Total impressions: **182.1K**
New followers: **573**

Vs 192 tweets 165.5K Reach and 433 new followers last month

SPANISH

Total followers: **2,965**
Total Tweets: **5**
Total Impressions: **16.5K**
New followers: **84**

Vs. 44 tweets, 25.8K Reach and 111 new followers last month

UNEP ROWA

Total followers: **5,306**
Total Tweets: **247**
Total Impressions: **120.9K**
New followers: **246**

Vs 195 tweets, 34.5K Reach and 239 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

ONU Environnement @UNEPfr · Nov 4

4 au 10 décembre : @SolutionsCop21 au @GrandPalaisRmn des solutions pour le #climat ow.ly/UbrYl #SCOP21

30   10

ONU Environnement @UNEPfr · Nov 23

26 Nov @Pontifex visite le #PNUE & @ONUHabitat_fr. Suivez nous ici, sur @SnapChat (unenvironment) & Instagram: instagram.com/unenvironment/

View translation

RETWEETS LIKES
8   9

8:07 PM - 23 Nov 2015 · Details

UNEP

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GLOSSARY

WEB

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

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

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

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

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

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

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.