JAN
2017

UNEP DIGITAL METRICS

UNEP

JAN 2017

SOCIAL MEDIA OVERVIEW

KEY FACTS

Total followers across all platforms 1,237,886
Compared to previous month 3% ↑
Highest follower growth this month was seen on Spanish Facebook at 8% , Spanish Twitter at 13% and French Facebook at 5.5%
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	↑	2.5%	311,947
French	↑	5.5 %	34,653
Spanish	↑	13 %	26,034
Russian	↑	1%	4,800
Tunza	↑	1%	12,666
ROWA	↑	3.4%	2,684

English	↑	2.1%	574,329
French	↑	3%	10,796
Spanish	↑	8%	15,545
Russian	↑	1%	7,600
ROWA	↑	1%	8,522

YouTube	↑	3%	6,733

	↑	6%	80,430

WeChat	↑	2.4 %	20,040
RenRen	↓	0.003 %	545,833
QQ	↓	0.33 %	2,092,880
Weibo	↑	0.4 %	121,107

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SOCIAL MEDIA ANALYSIS – JANUARY 2017

TWITTER

This month, UN Environment's Twitter account recorded a 2.1% increase in followers from 562,692 to 574,329. 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 toward the end of the year and into the new year, UN Environment used it's evergreen content to create engaging and impactful posts. The posts featured infographics from previous campaigns with compelling language to attract and capture the attention of the audience. UN Environment also asked its audience participate in social media activities, including asking them to share their new year's resolutions for a happier healthier planet, keeping alive the conversation around existing campaigns such as #notwasting, #loveair and #cleanseas. Additionally, this month, the increase in followers is attributed an increase in interaction between UN Environment and the audience through replies in posts, sparking and encouraging conversation around different subjects. UN Environment's Twitter audience is constantly engaging with video content calling for action on the environment and climate change.

What worked:

+Best wishes to followers in the new year from UN Environment
+ Use of evergreen content from existing campaigns
+News and campaigns on endangered species

What did not work:

+ Text-only Tweets
+ Content lacking a human element

FACEBOOK

This month, UN Environment's Facebook account recorded a 2.5% increase in followers bringing the total number of fans from 304,455 to 311,947. This continued increase in numbers is mainly attributed to the sharing of short informative posts and videos 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. This month, UN Environment engaged fans through the news ojn current environmental issues and the upcoming World Environment Day. 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, air quality, wildlife crime, climate change and stories on human impact on the environment

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 January*)

AGENCY	FOLLOWERS
UN	8,298,098
UNICEF	5,849,017
WHO	3,244,212
WWF	2,995,314
World Bank	2,199,565
Greenpeace	1,625,425
WFP	1,369,998
UNDP	1,072,534
UN Environment	**574,329**
UNFCCC	350,245
FAO News	208,958
World Resources Inst	134,807
IPCC	83,408
WMO	33,131

UNEP's position remains constant despite 2.1% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,586,428
WHO	3,142,205
WWF	2,981,103
Greenpeace	2,764,714
UN	2,245,161
World Bank	2,191,463
UNDP	1,159,218
FAO	1,012,731
WFP	853,704
UN Environment	**311,947**
UNFCCC	210,316
World Resource Inst	115,324
WMO	103,103
IPCC	22,933

UNEP's position remains constant despite 2.5% increase in followers.

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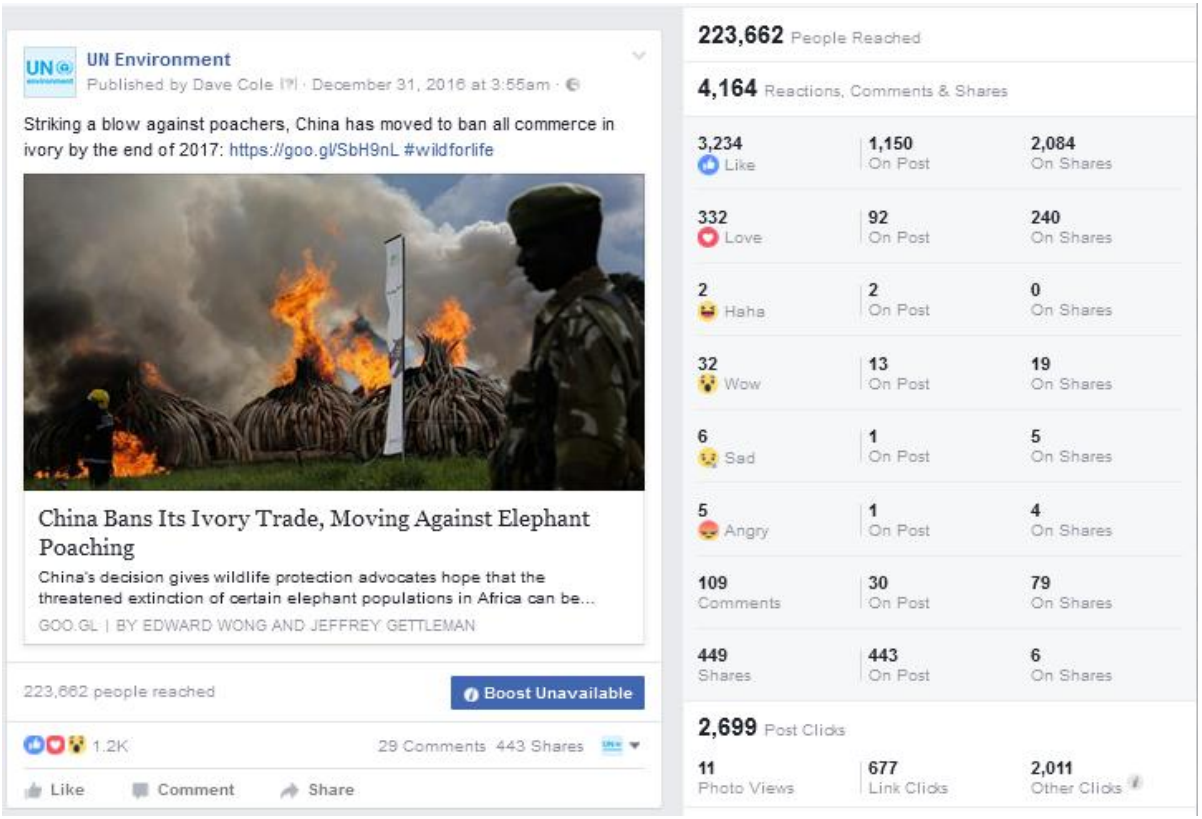
FACEBOOK OVERVIEW

UN Environment has a total of **311,947** fans on Facebook as of 23 January 2017. This month **3,144,342** people saw UN Environment's information from **82** posts

TOP POST THIS MONTH *(shared on 16 December 2016)*



Source: FB Insights

KEY FACTS

January 2017 Summary

Fans: **311,943**

Posts: **82**

Total reach: **3,144,342**

Comments: **1,314**

Likes: **39,737**

Shares: **10,322**

Video views: **54,220**

New fans: **7,492**

Engagement rate: **1.1%**

Last month UN Environment reached 3,144,342 people through 96 posts, and gained 9,785 new fans, with a 1.2% engagement rate

Best day of the month

Saturday 31 December 2016 UN Environment reached 223,662 unique individuals

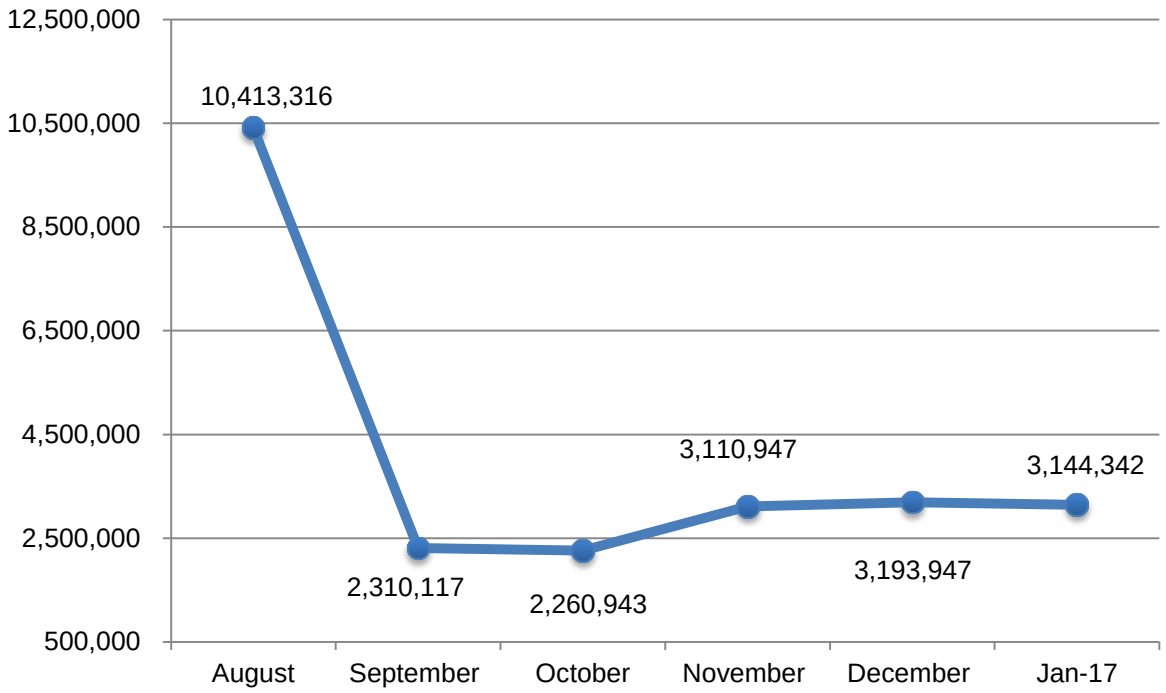
Key data on this day

- China bans all commerce in ivory by the end of 2017.

JAN 2017

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 August 2016:
24,433,612
Average number of people reached per post since August 2016
46,897

NUMBER OF POSTS SHARED

Month	No. of posts
JANUARY 2017	82
DECEMBER 2016	96
NOVEMBER 2016	78
OCTOBER 2016	88
SEPTEMBER 2016	82
AUGUST 2016	95
TOTAL POSTS	**521**

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

JAN 2017

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 2.5% 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.*

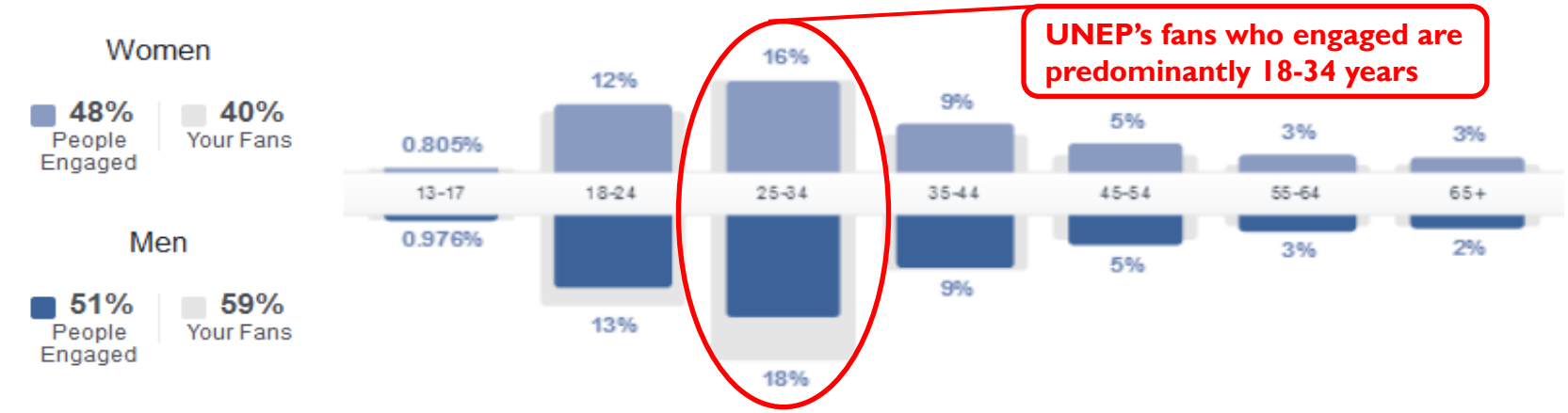
**** Engagement rate*** *is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/weekly basis.*
*Eng.Rate = (Engaged users/Reach) *100*

JAN 2017

FACEBOOK DEMOGRAPHICS

The people who like your Page

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



SOURCE: FACEBOOK INSIGHTS

JAN 2017

FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans
India	35,997
Bangladesh	22,014
United States of America	20,981
Kenya	15,115
Malaysia	10,078
Brazil	9,828
Pakistan	9,598
Philippines	7,768
United Kingdom	7,551
Mexico	7,252

City	Your Fans
Dhaka, Dhaka Division...	16,269
Nairobi, Kenya	12,312
New Delhi, Delhi, India	5,432
Kathmandu, Bagmati ...	3,922
Lima, Lima Region, Peru	2,638
Phnom Penh, Cambodia	2,577
London, England, Unit...	2,561
Mexico City, Distrito Fe...	2,540
Lagos, Lagos State, Ni...	2,275
Bangalore, Karnataka, ...	2,190

Language	Your Fans
English (US)	154,134
English (UK)	63,698
Spanish	17,624
French (France)	14,485
Portuguese (Brazil)	9,176
Arabic	6,599
Italian	5,159
Spanish (Spain)	4,828
German	3,721
Portuguese (Portugal)	3,550

Source: FB Insights

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FACEBOOK BENCHMARKS

1	UNICEF	6.6m	▲0.1%	15	120K
2	World Health Organizati...	3.1m	▲0.2%	2	3.5K
3	WWF	3m	▲0.1%	7	34.2K
4	Greenpeace International	2.8m	▲0.4%	30	118.7K
5	United Nations	2.2m	▲0.3%	26	27.7K
6	World Bank	2.2m	▲0.2%	17	7.2K
7	United Nations Develop...	1.2m	▲0.1%	2	558
8	Food and Agriculture Or...	1m	▲0.5%	33	52.5K
9	World Food Programme	853.7K	▲0.2%	4	104
YOU 10	UN Environment	314.2K	▲0.7%	20	9.2K

UN Environment's position remains the same despite increase in number of fans. UNEP requires an increase in engagement to remain competitive.

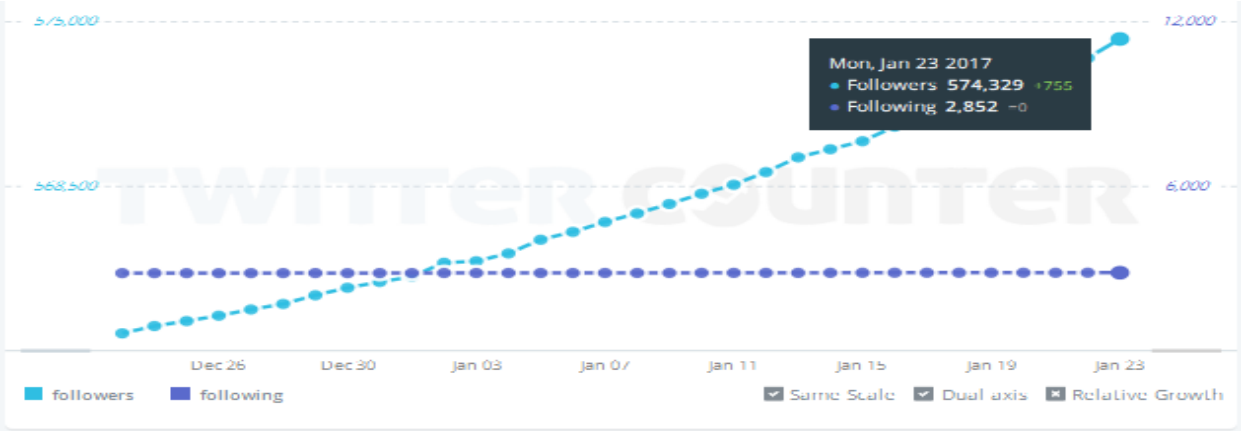
*statistics comparison is in real-time last month.

Source: FB Insights

JAN 2017

TWITTER OVERVIEW

JANUARY 2017 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

KEY FACTS

January 2017 Summary

Followers: **574,329**
Tweets: **248**
Replies: **1.4K (45 per day)**
Mentions: **4.6K**
Retweets: **24.3K (758 per day)**
Likes: **23K (621per day)**
Impressions: **6.1M (190K per day)**
New followers: **11,637**
Engagement rate: **1.3%**

TOP TWEETS THIS MONTH

Top tweets of the month

661 Retweets 1455 Likes 529K Impressions

Lower costs are not the only benefit of wind and solar. It's 2017 and the #futureisclean : bit.ly/2hBoXU3

Tweeted on 1 January 2017

321 Retweets 505 Likes 116K Impressions

Happy New Year from us at UN Environment! Share your New Year resolution for a happier healthier planet with us!

Tweeted on 1 January 2017

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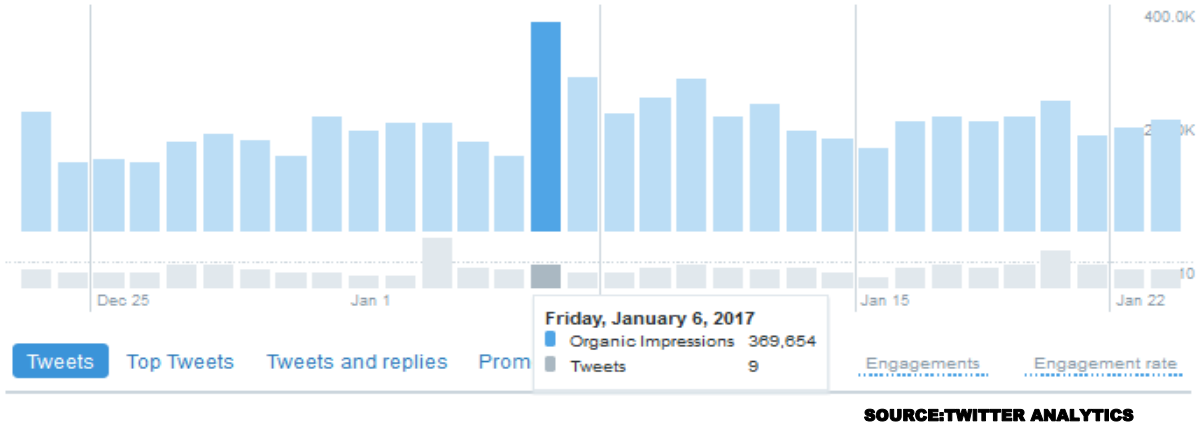
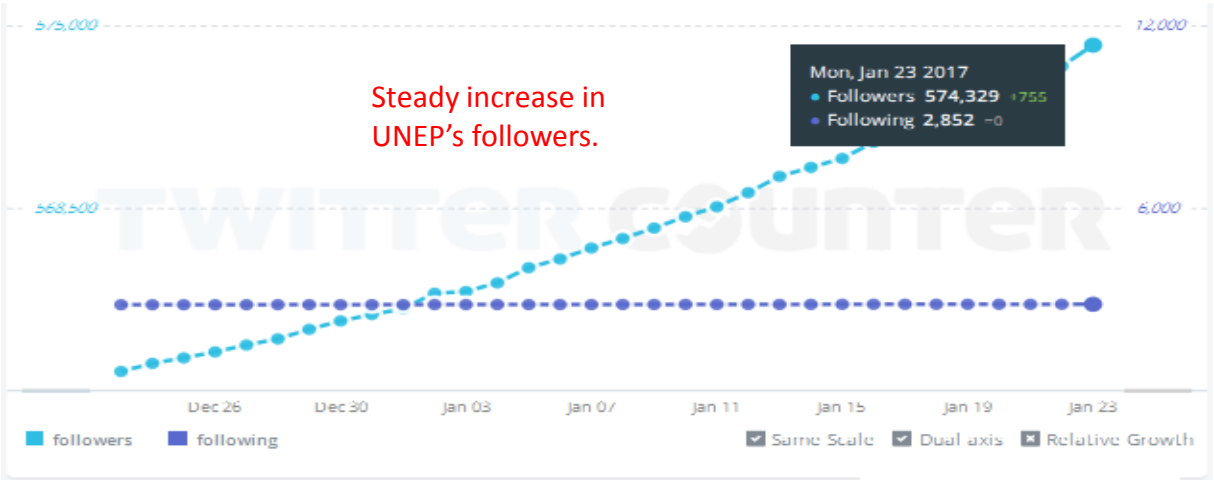
TWITTER OVERVIEW

BEST DAY THIS MONTH: FRIDAY JANUARY 6 2017



SOURCE:TWITTER ANALYTICS



SOURCE:TWITTER COUNTER

KEY FACTS

Best day of the month

Friday 6 January, 2017 UN Environment recorded 369,654 impressions.

Key data on this day

- Joint commentary from Margaret Chan, Petteri Taalas and Erik Solheim on working as one for environmental health

Impressions compared to previous month 9% ↑

Followers compared to previous month **2.1%** ↑

***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	7%
Kenya	5%
Canada	4%
Australia	3%
France	3%
Mexico	2%
Spain	2%
Nigeria	2%

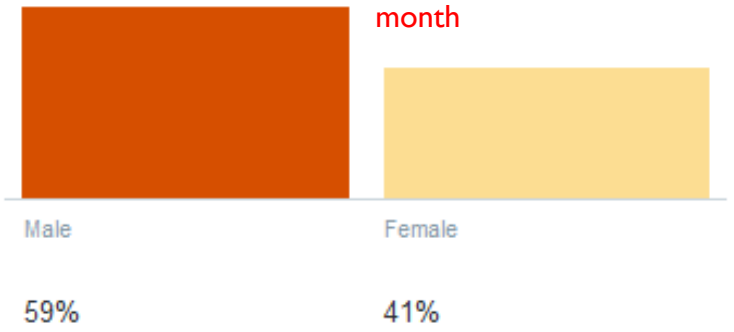
Region

State or region	% of audience
England, GB	8%
California, US	3%
Greater London, GB	3%
Ontario, CA	2%
New York, US	2%
Nairobi, KE	2%
South East England, GB	1%
Florida, US	1%
Illinois, US	< 1%
Delhi, IN	< 1%

Interests

Interest name	% of audience
Business and news	90%
Politics and current events	85%
Business news and general info	79%
Tech news	64%
Movie news and general info	63%
Technology	62%
Science news	62%
Government	57%
Financial news	57%
Business and finance	57%

Gender



UNEP's female audience has increased to 41% from 40% last month

SOURCE:TWITTER ANALYTICS

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INSTAGRAM OVERVIEW

JANUARY TOP MEDIA

Top media of the month

1,821 Likes
Climate action: France hass announced its long-term climate plan, which targets a 40% reduction in emissions by 2030 compared to 1990.
#climatechange #climateaction #factonclimate

Photo: Unsplash/Pedro Kummel

Top media of the month

1,758 Likes
"It's the constitutional right of the people to enjoy a clean environment." – Costa Rica's President Lius Guillermo Solis announced that his country plans to be carbon neutral by 2021, the year of its bicentennial. #costarica #renewables #futureisclean #environment #climateaction

Source: instagram.com

KEY FACTS

January 2017 Summary

Followers: **80,430**
Posts: **42**
New followers: **4,490**
Following: **245**
Gender: ♀ **59%** ♂ **41%**
Average age range: **18-34**

Followers compared to previous month
6% ⬆

Top media video media of the month

7,489 Views 1,639 Likes
The #MannequinChallenge from Antarctica! Double tap to show your support for increasing marine protected areas in #Antarctica. #Antarctica2020 @LewisPugh

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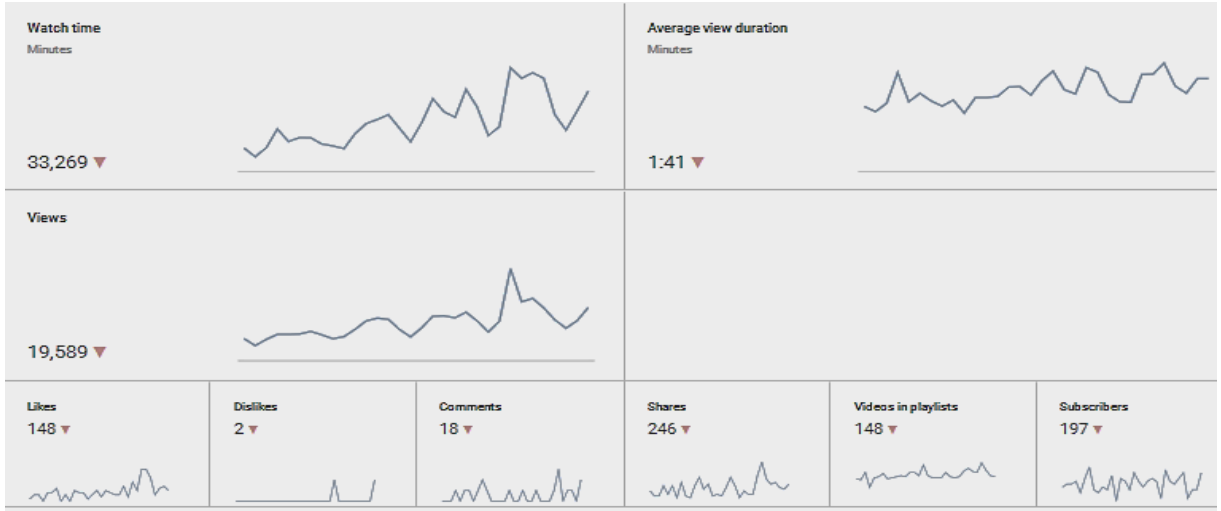
YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	Watch time (minutes)		Views		Likes	Comments
Ozone Song	5,580	17%	2,983	15%	14	2
The Antarctic Ozone Hole – From Discovery ...	3,621	11%	616	3.1%	7	0
Seven Billion Dreams. One Planet. Consum...	2,083	6.3%	1,964	10%	23	1
Mumbai Beach Clean-Up	1,258	3.8%	1,484	7.6%	6	2
UNEP Live Stream	1,040	3.1%	118	0.6%	0	0
A Bottle's Odyssey	940	2.8%	1,043	5.3%	4	0
The Hole - A film on the Montreal Protocol, ...	892	2.7%	302	1.5%	3	0
2016 Champions of the Earth - Press Confe...	786	2.4%	152	0.8%	0	0
Why do we need to change our food system?	769	2.3%	375	1.9%	2	0
Gisele Bündchen experiences energy pover...	561	1.7%	170	0.9%	3	0

KEY FACTS

January 2017 Summary

Subscribers: **6,733**

Views: **19,589**

Watch time: **33,269**

New Subscribers: **188**

Last month UN Environment recorded 24,946 views, 42,256 minutes watched and a gain of 260 subscribers.

Subscribers compared to previous month 3% ▲

Views compared to previous month 21% ▼

New in Top 10 videos

- The Hole- A film on the Montreal Protocol
- A Bottle's Odyssey
- Gisele Bundchen experiences energy poverty in Africa

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YOUTUBE DEMOGRAPHICS

Top geographies

Watch time

United States (29%)
India (7.6%)
United Kingdom (6.9%)
France (4.5%)
Canada (4.2%)

Gender

Views

Male (57%)
Female (43%)

Traffic sources

Watch time

External (46%)
YouTube search (19%)
Suggested videos (11%)
Other (24%)

Playback locations

Watch time

YouTube watch page (70%)
Embedded in external websites and apps (30%)
YouTube channel page (0.5%)

INSIGHTS

- Analytics indicate an increase in the male audience up 1% from 56% last month.
- Also featured in top geographies this month is France
- This month, UN Environment's YouTube audience recorded and increase in engagement with certain videos making a come-back in the top ten featured videos.

SOCIAL MEDIA - LANGUAGES

CHINESE

UN Environment WeChat Top post

Top WeChat post: 02 December 2016

Erik Solheim joint editorial with heads of WHO and WMO: Working as one UN to address the root environmental cause of ill health .

Views: 3,215
Reposts and favourites: 197

UN Environment Sina Weibo Top post

Top Weibo post: 11 November 2016

UN Environment (China office) appoints 2 teenagers to attend the ECOSOC forum at head quarters in New York.

Views: 267,000
Reposts and favourites: 356

CHINESE

WeChat Summary	Weibo Summary
Followers : 20, 278	Followers : 121,688
Posts: 14	Posts: 106
Reach: 278K	Impressions: 2.6M
Reposts: 1,991	Likes:3,189
Likes: 327	Comments:1,242
New followers: 238	New followers:581

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- Joint editorial by Erik Solheim and heads from WHO and WMO
- News on appointments by UN Environment's China office
- Change in UN Environment's visual identity
- Youth competition on reduction of food waste and food loss
- News on health and the environment; air pollution
- News on China's ivory ban

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**.

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SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **4,800**
Total Posts: **4**
Total Reach: **17K**
New likes: **95**
Vs 43 posts, 90K reach and 151 new likes last month

FRENCH

Total audience: **34,653**
Total Posts: **49**
Total Reach: **344K**
New likes: **1,820**
Vs 43 posts, 344K reach and 4,352 new likes last month

SPANISH

Total audience: **23,044**
Total Posts: **48**
Total Reach: **603K**
New likes: **3,596**
Vs 38 posts, 292K reach and 2,938 new likes last month

ARABIC

Total audience: **2,684**
Total Posts: **46**
Total Reach: **196K**
New likes: **88**
Vs 33 posts, 343K Reach and 70 new likes last month

TWITTER

RUSSIAN

Total followers: **7,600**
Total Tweets: **54**
Total Impressions: **329K**
New followers: **100**
Vs 514 tweets, 374K Reach and 291 followers

FRENCH

Total followers: **10,796**
Total Tweets: **133**
Total impressions: **220K**
New followers: **318**
Vs 136 tweets 214K Reach and 650 new followers last month

SPANISH

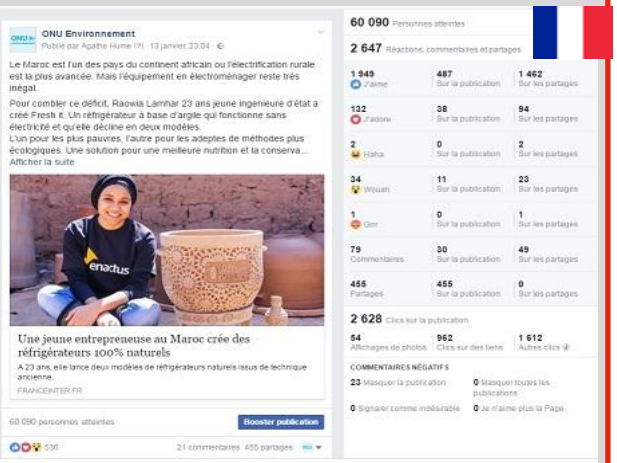
Total followers: **14,355**
Total Tweets: **143**
Total Impressions: **1.3M**
New followers: **1,370**
Vs. 91 tweets, 826K Reach and 1,321 new followers last month

ARABIC

Total followers: **8,522**
Total Tweets: **58**
Total Impressions: **40K**
New followers: **178**
Vs 135 tweets, 78K Reach and 489 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS



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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 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.