


JULY
2016

UNEP DIGITAL METRICS

JULY
2016

SOCIAL MEDIA OVERVIEW

KEY FACTS







Total followers across all platforms 1,031,877
Compared to previous month 1.01% 

Highest follower growth this month was seen on French Facebook at 12.1% and Spanish Twitter at 12.7%






Strong follower growth also seen on Spanish Facebook at 10.2% and Instagram.

As users have abandoned QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat



English		1.2%	254,453
French		12.1%	14,329
Spanish		10.2%	8,191
Russian		5.1%	3,954
Tunza		0.4%	12,148
ROWA		5.5%	2,120




English		1.1%	528,603
French		4.8%	7,862
Spanish		12.7%	6,860
Russian		2.2%	6,860
ROWA		2.7%	7,180



	2.1%	5,570
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	7.3%	55,373
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WeChat		2%	18,091
RenRen		0.003%	545,833
QQ		0.33%	2,092,880
Weibo		0.3%	107,143

TWITTER

This month, UNEP's Twitter account recorded a 1.1% increase in followers from 522,706 to 528,603. This is mainly attributed to the downtime in social following the culmination of heavy activity last month during World Environment Day. To engage followers UNEP has continued to create engaging and impactful posts with compelling visuals to attract and capture the attention of the audience. This has been done through short and engaging campaigns, where UNEP has had its audience participate in social media activities. Additionally, review of analytics data informed that UNEP's Twitter audience is likely to engage with news on renewables, marine ecosystems and wildlife crime. UNEP's Twitter audience is also likely to engage with video content calling for action on the environment and climate change.

What worked:

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

What did not work:

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

FACEBOOK

This month Facebook account recorded a 1.2% increase in followers bringing the total number of fans from 251,541 to 254,453. This continued, increase in numbers is mainly attributed to the sharing of short informative posts on environmental news. 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 contributed 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:

- +News on environment and wildlife crime
- +News on endangered species
- +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 July)*

AGENCY	FOLLOWERS
UN	7,461,270
UNICEF	5,557,886
WHO	2,931,027
WWF	2,441,196
World Bank	1,906,210
Greenpeace	1,563,650
WFP	1,222,212
UNDP	987,787
UNEP	528,603
UNFCCC	301,581
FAO News	193,328
World Resources Inst	128,671
IPCC	75,657
WMO	28,065

UNEP's position remains constant despite 1.1% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,265,756
WHO	2,845,298
Greenpeace	2,644,399
WWF	2,107,074
UN	2,042,441
World Bank	2,037,783
UNDP	1,093,804
FAO	878,349
WFP	792,926
UNEP	254,453
UNFCCC	168,190
WRI	109,607
WMO	83,329
IPCC	18,399

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



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FACEBOOK OVERVIEW

UNEP has a total of **254,453** fans on Facebook as of 24 July 2016. This month **2,425,896** people saw UNEP's information from **76** posts

TOP POST THIS MONTH *(shared on 12 July 2016)*



The screenshot shows a Facebook post from UNEP, published by Hootsuite on July 12 at 10:15pm. The post features a photo of a young orangutan eating. The text of the post reads: "Orangutan conservation is failing and the species is now critically endangered - IUCN. More: <http://ow.ly/Kri33027uBV>". Below the photo is a caption: "Orangutans are now one step closer to extinction. Conservationists have been warning of this moment for years. Orangutans are officially headed for extinction. HUFFINGTONPOST.COM". The post has 135,299 people reached, 1,864 reactions, comments, and shares, and 1,435 post clicks. The reaction counts are: 666 Likes, 10 Loves, 2 Haha, 10 Wow, 586 Sad, 157 Angry, 74 Comments, 363 Shares, 173 On Post, 493 On Shares, 1 On Post, 9 On Shares, 1 On Post, 1 On Shares, 3 On Post, 7 On Shares, 107 On Post, 479 On Shares, 25 On Post, 132 On Shares, 6 On Post, 68 On Shares, 356 On Post, 7 On Shares.

KEY FACTS

July 2016 Summary

Fans: **254,453**

Posts: **76**

Total reach: **2,425,896**

Comments: **559**

Shares: **5,313**

Video views: **25,667**

New fans: **2,912**

Engagement rate: **2%**

Last month UNEP reached 19,233,915 people through 175 posts, and gained 21,004 new fans, with a 4% engagement rate

Best day of the month

Tuesday 12 July 2016 UNEP reached 135,896 unique individuals.

Key data on this day

- Posts to raise awareness on critically endangered species

Source: FB Insights



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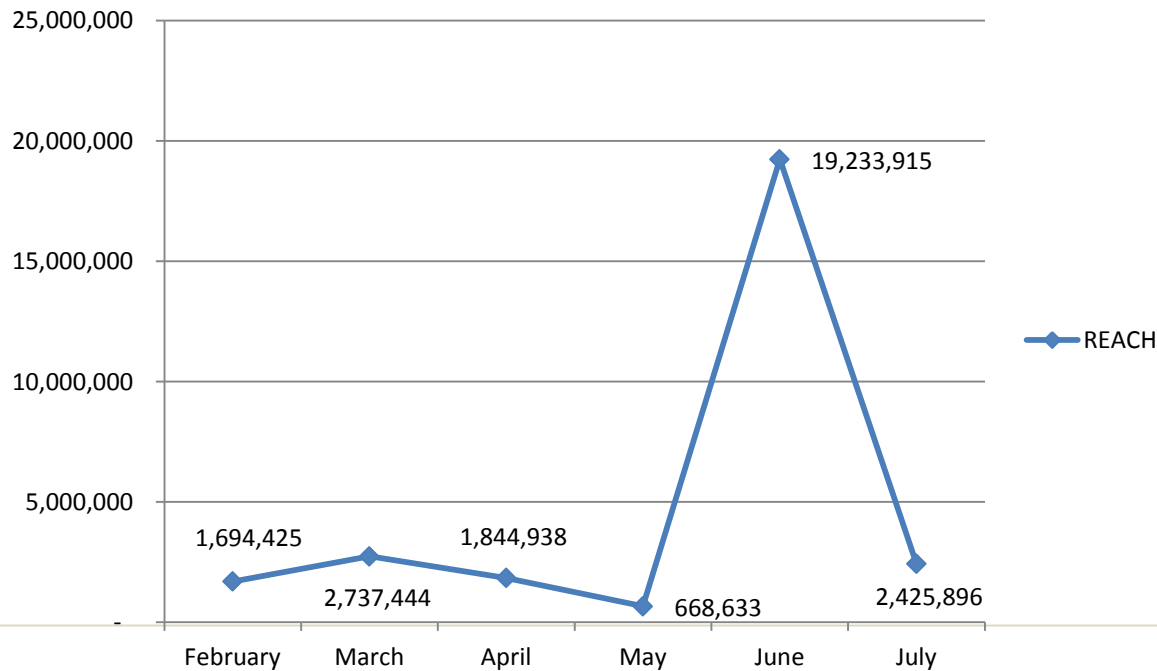
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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS

REACH



Source: FB Insights

KEY FACTS

Total number of unique people reached since February 2016:

28,605,251

Average number of people reached per post since February 2016

48,648

NUMBER OF POSTS SHARED

Month	No. of posts
JULY	76
JUNE	175
MAY	82
APRIL	86
MARCH	81
FEBRUARY	91
TOTAL POSTS	588

* **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 1.2% increase in followers with audience-optimized posts, featuring explanatory text accompanied by embedded links as well as audio-visual media. The combined use of audience optimized posts with occasional paid promotion has caused a steady increase in page reach and likes. Posting easy-to-share content should maintain steady growth.

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

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

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



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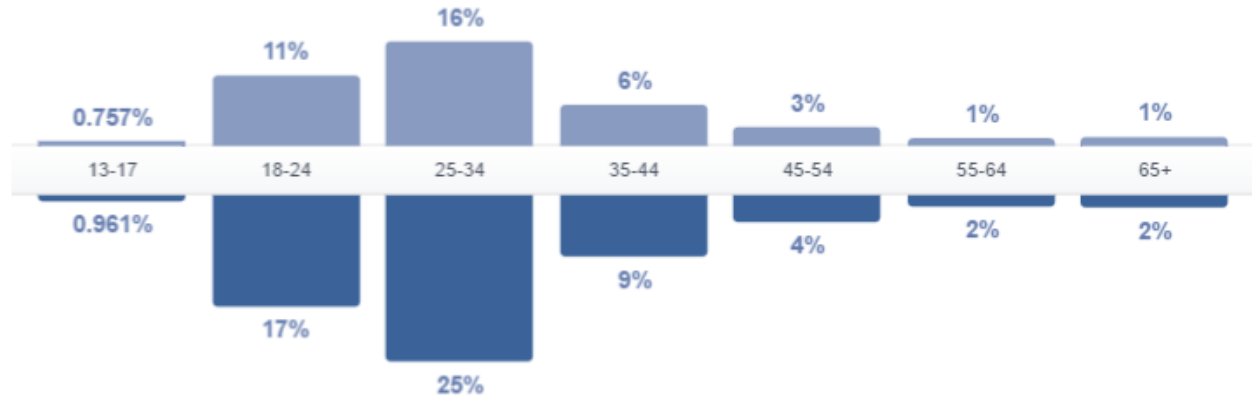
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FACEBOOK DEMOGRAPHICS

The people who like your Page

Women
 39%
 Your Fans

Men
 60%
 Your Fans



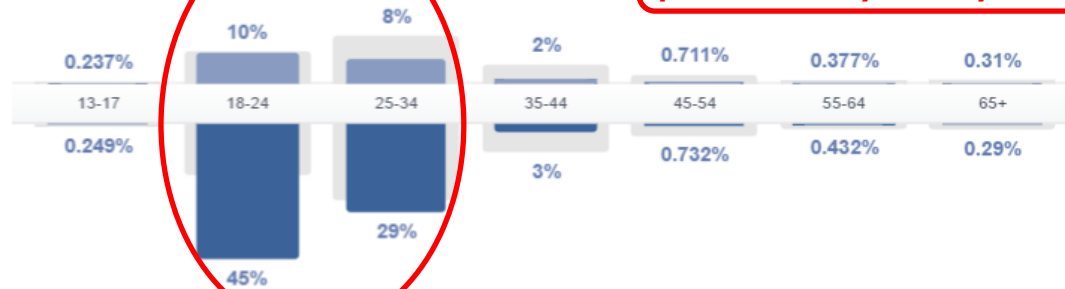
UNEP's fans are predominantly male: 60%

SOURCE: FACEBOOK INSIGHTS

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

Women
 22%
 People Engaged | 39%
 Your Fans

Men
 78%
 People Engaged | 60%
 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	29,062	Dhaka, Dhaka Division...	13,317	English (US)	134,576
Bangladesh	18,778	Nairobi, Kenya	11,085	English (UK)	42,988
United States of America	15,420	New Delhi, Delhi, India	4,300	Spanish	14,336
Kenya	14,004	Kathmandu, Bagmati ...	3,650	French (France)	10,882
Malaysia	9,620	Lima, Lima Region, Peru	2,168	Portuguese (Brazil)	8,227
Brazil	8,650	Kuala Lumpur, Malaysia	2,146	Arabic	5,292
Pakistan	7,936	Phnom Penh, Cambodia	2,119	Italian	4,233
Philippines	6,812	London, England, Unit...	1,972	Spanish (Spain)	3,953
Nepal	5,823	Cairo, Cairo Governor...	1,867	Portuguese (Portugal)	2,760
Mexico	5,813	Mexico City, Distrito Fe...	1,850	German	2,746

Source: FB Insights

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FACEBOOK BENCHMARKS

1		UNICEF	6.3m		▲ 0.2%	18	146.3K	
2		WWF	2.9m		▲ 0.2%	9	24.8K	
3		World Health Organizati...	2.8m		▲ 0.3%	12	31.7K	
4		Greenpeace International	2.6m		▲ 0.4%	23	129.9K	
5		United Nations	2m		▲ 0.3%	22	7.5K	
6		World Bank	2m		▲ 0.1%	14	3.6K	
7		United Nations Develop...	1.1m		▲ 0.2%	8	1.6K	
8		Food and Agriculture Or...	893.1K		▲ 0.6%	32	22.1K	
9		World Food Programme	793.2K		▲ 0.4%	1	59	
YOU 10		UNEP	254.6K		▲ 0.3%	16	4.3K	

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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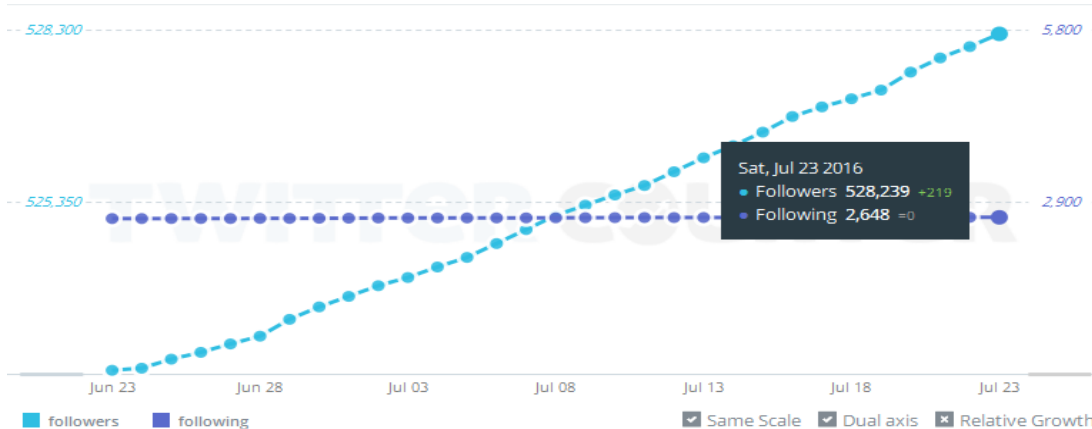
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TWITTER OVERVIEW

JULY 2016 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

KEY FACTS

July 2016 Summary

Followers: **528,239**
 Tweets: **537**
 Replies: **1.3K (42 per day)**
 Mentions: **5.7K**
 Retweets: **27.4K (884K per day)**
 Likes: **22.9K (740 per day)**
 Impressions: **7.4M (239K per day)**
 New followers: **5,879**
 Engagement rate: **0.9%**

TOP TWEETS THIS MONTH



Eid Mubarak! Very best wishes to you and your loved ones who will be celebrating #EidulFitr from all of us at @UNEP



RETWEETS 314 LIKES 460



What makes India's monsoon so unpredictable & difficult to forecast? @TheEconomist explains: ow.ly/PZOv301AQeC



RETWEETS 78 LIKES 85
 6:30 PM · 26 Jun 2016

Top tweets of the month

314 Retweets 460 likes 98K Impressions
 Eid Mubarak! Very nest wishes to your loved ones who will be celebrating #EidulFitr from all of us @UNEP
Tweeted on 6 July 2016

75 Retweets 65 likes 95K Impressions
 What makes India's monsoon so unpredictable and difficult to forecast? @TheEconomist explains: ow.ly/PZOv301AQeC
Tweeted on 26 June 2016



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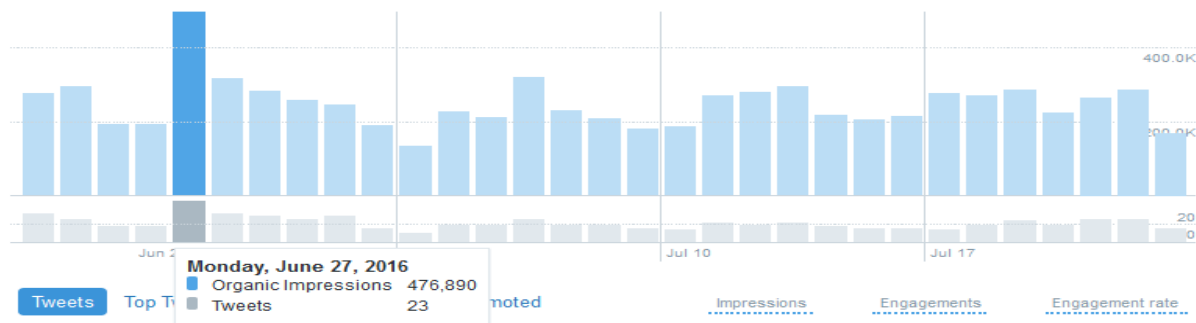
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TWITTER OVERVIEW

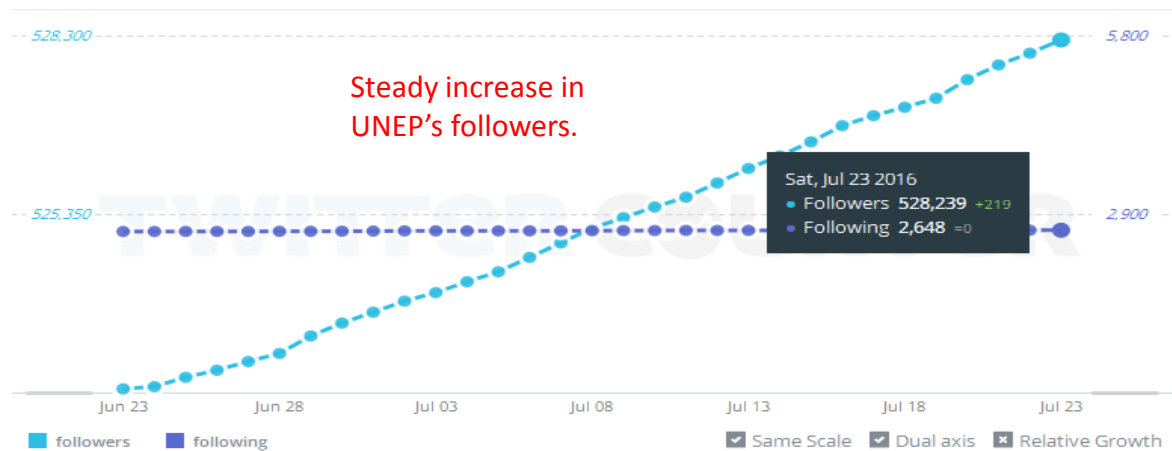
BEST DAY THIS MONTH: MONDAY 27 JUNE 2016

Your Tweets earned **7.4M impressions** over this 31 day period



SOURCE:TWITTER ANALYTICS

Steady increase in
UNEP's followers.



SOURCE:TWITTER COUNTER

KEY FACTS

Best day of the month

Monday, 27 June 2016 UNEP recorded 476,890 impressions.

Key data on this day

- Launch of field to space biodiversity monitoring technology

Impressions compared to previous month **5.7%** ↑
Followers compared to previous month **1.2%** ↑

* **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%

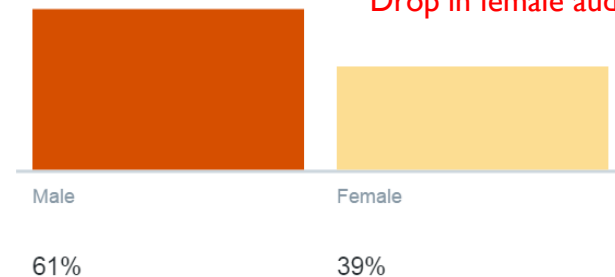
Interests

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

JULY TOP MEDIA



Top media of the month

1,021 likes

An estimated 25 million birds are killed every year in the Mediterranean as they migrate between Europe and Africa. The Convention on Migratory Bird Species has led action to combat these illegal killings through today's adoption of the Cairo Declaration, which calls for heavier penalties and increased surveillance to be better counter offenders.

#conservation #birds #environment
#medioambiente #meioambiente Photo:
NABU/Hogler Schulz

KEY FACTS

July 2016 Summary

Followers: **55,373**

Posts: **24**

New followers: **3,747**

Following: **222**

Followers compared to previous month

19.8% ↑

WHAT CAN WE DO?

Advocate for #CleanSeas



Enforce and strengthen legislation to stop marine litter



Invest in research to develop non-toxic material



Show the true cost of plastic disposal on products



Recycle



Invest in waste management infrastructures



Clean up beaches and shorelines



Ban plastic bags



Ban smoking on beaches



Use reusable bags



Stop intentional littering

Top media of the month

1,010 likes

#MarineLitter- what can we do to make a difference for #cleanseas? #oceans

#environment #environnement

#medioambiente #meioambiente #UNEP

Source: Iconosquare



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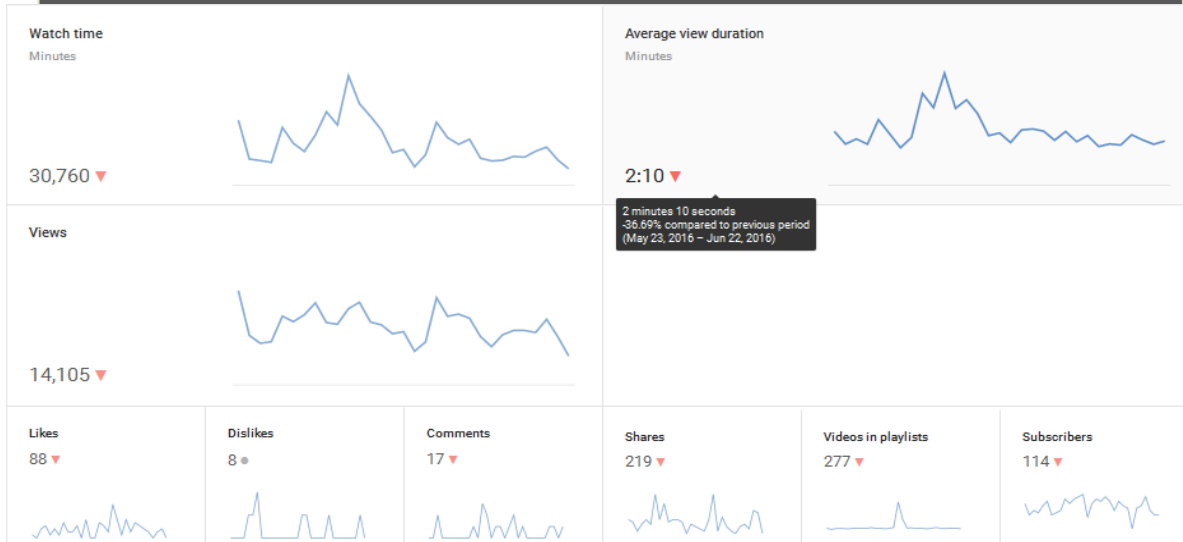
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YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Le Trou d'ozone en Antarctique - De la découve...	4,068 13%	702 5.0%	3	1
UNEP Town Hall Meeting - 29 June 2016	3,389 11%	283 2.0%	2	1
The Antarctic Ozone Hole -- From Discovery to ...	2,925 9.5%	554 3.9%	3	2
Why do we need to change our food system?	1,958 6.4%	812 5.8%	8	1
Seven Billion Dreams. One Planet. Consume wit...	1,941 6.3%	1,622 11%	15	2
A Bottle's Odyssey	766 2.5%	893 6.3%	6	0
Closing Plenary Session, adoption of outcomes...	714 2.3%	40 0.3%	0	0
WORLD ENVIRONMENT DAY 2016	557 1.8%	449 3.2%	1	0
HE Sheikh Hasina, 2015 Champion of the Earth	545 1.8%	590 4.2%	3	2
Floating Gardens	467 1.5%	259 1.8%	0	0

KEY FACTS

July 2016 Summary

Subscribers: **5,570**

Views: **14,105**

Watch time: **30,760**

New Subscribers: **116**

Last month UNEP recorded 26,531 views, 164,065 minutes watched and a gain of 312 new subscribers.

Subscribers compared to previous month

2.1% ↑

Views compared to previous month

118% ↓

New in Top 10 videos

- **Why do we need to change our food systems?**
- **Floating gardens**
- **Champions of the Earth, HE Sheikh Hasina**



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YOUTUBE DEMOGRAPHICS

Top geographies

Watch time

- France (12%)
- United States (10%)
- Kenya (9.8%)
- India (6.2%)
- United Kingdom (4.8%)



Gender

Views

- Male (58%)
- Female (42%)



Traffic sources

Watch time

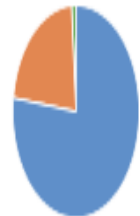
- External (38%)
- YouTube search (22%)
- Suggested videos (11%)
- Other (29%)



Playback locations

Watch time

- YouTube watch page (77%)
- Embedded in external websites and apps (22%)
- YouTube channel page (1.1%)
- YouTube other (0.0%)



CHINESE

UNEP WeChat Top post



13 posts/ June

24 June

Vacancy announcement: Chinese consultant for the UN PAGE office.

Views: 1,771

Reposts and favourites: 357

CHINESE

WeChat Summary

Followers : 18,091

Posts: 13

Reach: 230K

Impressions: 23K

Likes: 230

New followers: 329

Weibo Summary

Followers : 107,143

Posts: 79

Impressions: 1,164,559

Likes:1,092

Comments:234

New followers:350

CHINESE CONTENT HIGHLIGHTS

WHAT WORKED

- Petitions calling for the protection of animals
- Solar Impulse round-the-world trip completion
- News on climate change impacts and mitigation
- News on global climate change action
- UNEP China office field activities
- Vacancy announcements

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**.

79 Posts/ June

Top Weibo post: 24 June 2016

Repost Xinhua Agency:
‘World’s saddest polar bear’ exhibited in Chinese shopping centre. A petition calling for the closure of an aquarium in southern China that is home to an animal dubbed ‘the world’s saddest polar bear’

Impressions: 390,00

Likes, comments&shares: 156

UNEP Sina Weibo Top post

联合国环境规划署
7月24日 23:33 来自 微博 weibo.com
宝宝，高温酷暑你在商场还好吗？

【世上“最悲伤北极熊” 高温酷暑你在商场还好吗？】一只硕大的北极熊趴在玻璃墙上，“眼巴巴”地朝通风口外张望。墙外，一群好奇的游客不时拍打玻璃，想要引起它的注意。这只北极熊养在广州市正佳广场的海洋馆里，被许多网友称为世上“最悲伤的北极熊”。不少网友质疑，时值盛夏酷暑，广州室外温... [展开全文](#)

7月24日 22:28 来自 微博 weibo.com

阅读 4.0万 | 推广 | 132 | 14 | 13

f FACEBOOK

Total audience: **3,954**

Total Posts: **34**

Total Reach: **103.7K**

New likes: **191**

Vs 63 posts, 110K Reach and 224 new likes last month

RUSSIAN



Total audience: **14,329**

Total Posts: **55**

Total Reach: **212.4K**

New likes: **1,542**

Vs 32 posts, 88.7K reach and 587 new likes last month

FRENCH



Total audience: **8,191**

Total Posts: **35**

Total Reach: **14.7K**

New likes: **763**

Vs 39 posts, 70K Reach and 805 new likes last month

SPANISH



Total audience: **2,120**

Total Posts: **12**

Total Reach: **406.4K**

New likes: **80**

Vs 69 posts, 324K Reach and 110 new likes last month

ARABIC



🐦 TWITTER

Total followers: **6,278**

RUSSIAN



Total Tweets: **299**

Total Impressions: **153.3K**

New followers: **138**

Vs 1008 tweets, 396.7K Reach and 428 followers

Total followers: **7,862**

Total Tweets: **127**

Total impressions: **309.3K**

New followers: **358**

Vs 163 tweets, 677K Reach and 521 new followers last month

FRENCH



Total followers: **6,860**

SPANISH



Total Tweets: **88**

Total Impressions: **316.4K**

New followers: **782**

Vs. 124 tweets, 472K Reach and 719 new followers last month

Total followers: **7,185**

ARABIC



Total Tweets: **194**

Total Impressions: **97.7K**

New followers: **187**

Vs 270 tweets, 397K Reach and 267 new followers last month

LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

La #pollution de l'air est responsable d'1 décès/8. C'est le + gd risque lié à l'env sur la santé #BreatheLife



¿Te interesan los Objetivos de Desarrollo Sostenible? Esta es su línea de tiempo: [@ONUMX](https://ow.ly/2GkD302aNG4)



11:20 PM - 15 Jul 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.