

JAN  
2017








# UNEP DIGITAL METRICS







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# 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

		3%	6,733
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		6%	80,430
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	WeChat		2.4%	20,040
	RenRen		0.003%	545,833
	QQ		0.33%	2,092,880
	Weibo		0.4%	121,107

## 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 its 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 on 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
<b>UN Environment</b>	<b>574,329</b>
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
<b>UN Environment</b>	<b>311,947</b>
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)*

**UN Environment**  
Published by Dave Cole 191 · December 31, 2016 at 3:55am ·

Striking a blow against poachers, China has moved to ban all commerce in ivory by the end of 2017: <https://goo.gl/SbH9nL> #wildforlife

**China Bans Its Ivory Trade, Moving Against Elephant Poaching**  
China's decision gives wildlife protection advocates hope that the threatened extinction of certain elephant populations in Africa can be...  
GOO.GL | BY EDWARD WONG AND JEFFREY GETTLEMAN

223,662 People Reached

4,164 Reactions, Comments & Shares

3,234 Like	1,150 On Post	2,084 On Shares
332 Love	92 On Post	240 On Shares
2 Haha	2 On Post	0 On Shares
32 Wow	13 On Post	19 On Shares
6 Sad	1 On Post	5 On Shares
5 Angry	1 On Post	4 On Shares
109 Comments	30 On Post	79 On Shares
449 Shares	443 On Post	6 On Shares

2,699 Post Clicks

11 Photo Views	677 Link Clicks	2,011 Other Clicks
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223,662 people reached

Boost Unavailable

1.2K Reactions

28 Comments 443 Shares

Like Comment Share

## 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

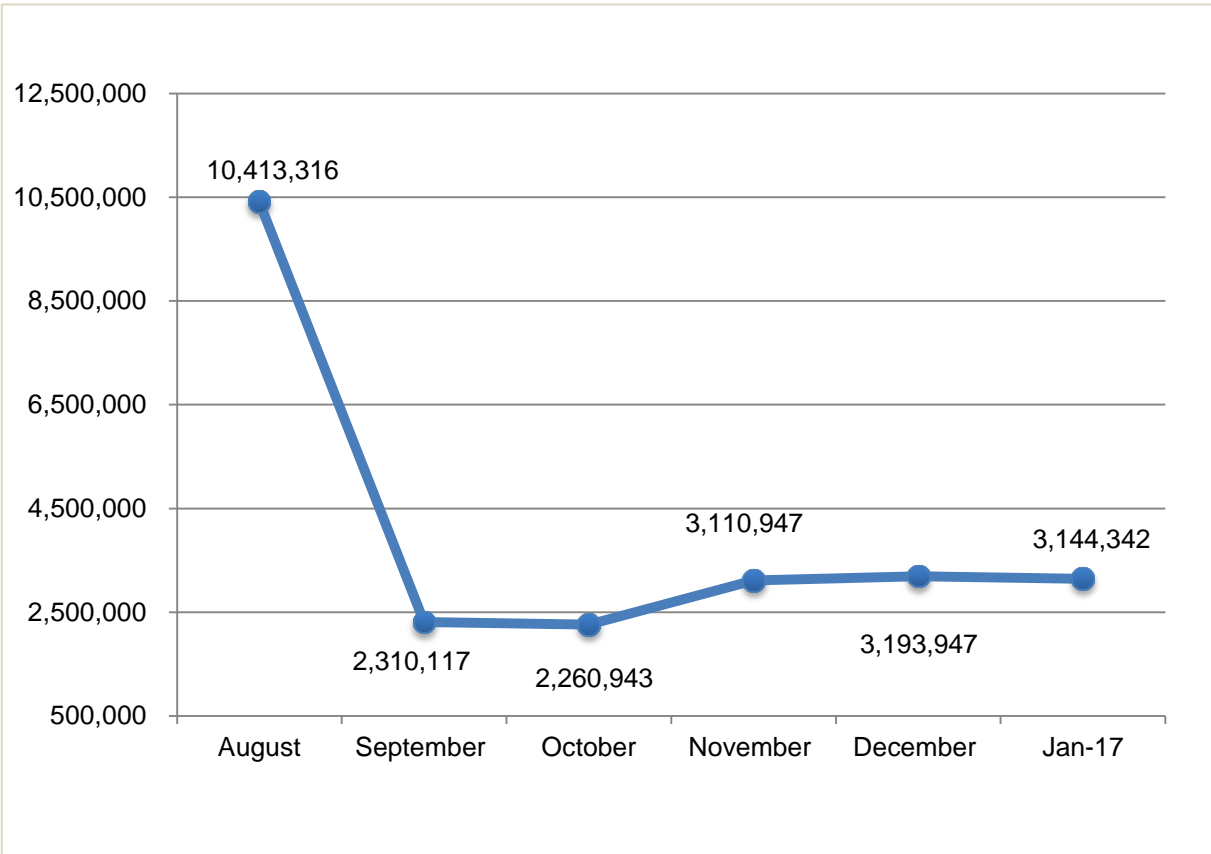
- China bans all commerce in ivory by the end of 2017.

Source: FB Insights

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# FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

## KEY FACTS

Total number of unique people reached since 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
<b>TOTAL POSTS</b>	<b>521</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

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.

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

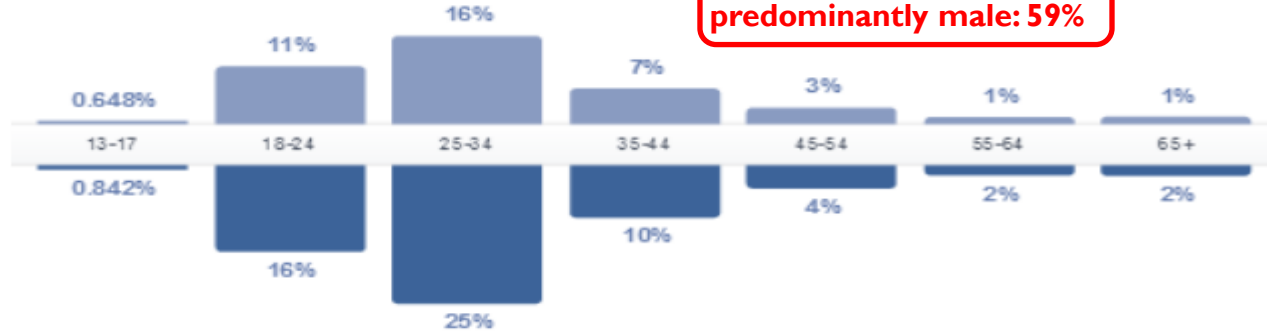


# FACEBOOK DEMOGRAPHICS

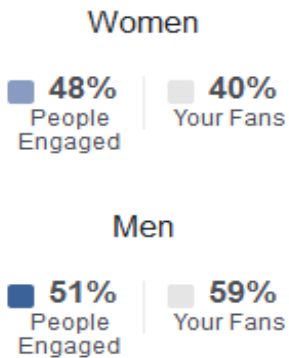
The people who like your Page



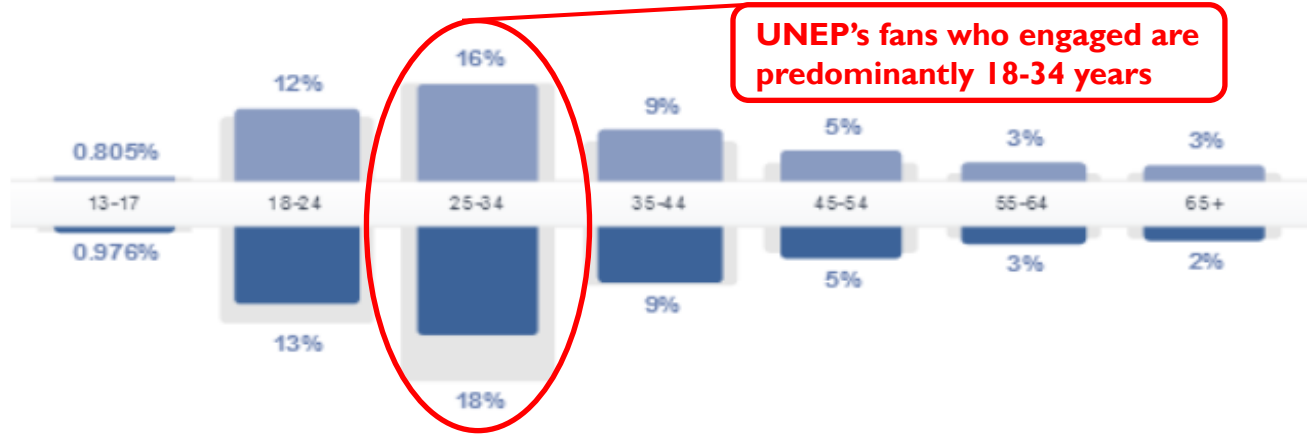
UNEP's fans are predominantly male: 59%



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	35,997	Dhaka, Dhaka Division...	16,269	English (US)	154,134
Bangladesh	22,014	Nairobi, Kenya	12,312	English (UK)	63,698
United States of America	20,981	New Delhi, Delhi, India	5,432	Spanish	17,624
Kenya	15,115	Kathmandu, Bagmati ...	3,922	French (France)	14,485
Malaysia	10,078	Lima, Lima Region, Peru	2,638	Portuguese (Brazil)	9,176
Brazil	9,828	Phnom Penh, Cambodia	2,577	Arabic	6,599
Pakistan	9,598	London, England, Unit...	2,561	Italian	5,159
Philippines	7,768	Mexico City, Distrito Fe...	2,540	Spanish (Spain)	4,828
United Kingdom	7,551	Lagos, Lagos State, Ni...	2,275	German	3,721
Mexico	7,252	Bangalore, Karnataka, ...	2,190	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



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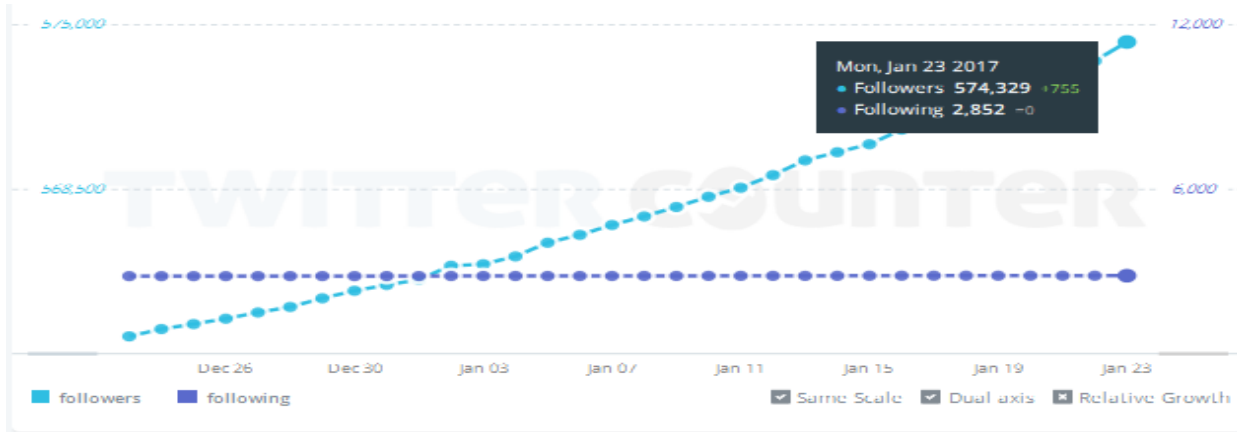
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# TWITTER OVERVIEW

## JANUARY 2017 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH

UN @ UN Environment @UNEP

Lower costs are not the only benefits of wind and solar. It's 2017 and the #futureisclean: [bit.ly/2hBoXU3](http://bit.ly/2hBoXU3)



RETWEETS 661 LIKES 1,455

6:03 PM - 1 Jan 2017

34 661 1.5K

UN @ UN Environment @UNEP

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



RETWEETS 321 LIKES 505

1:33 AM - 1 Jan 2017

34 321 505

## 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 (621 per day)**

Impressions: **6.1M (190K per day)**

New followers: **11,637**

Engagement rate: **1.3%**

### Top tweets of the month

661 Retweets 1455 Likes 529K Impressions

#### Impressions

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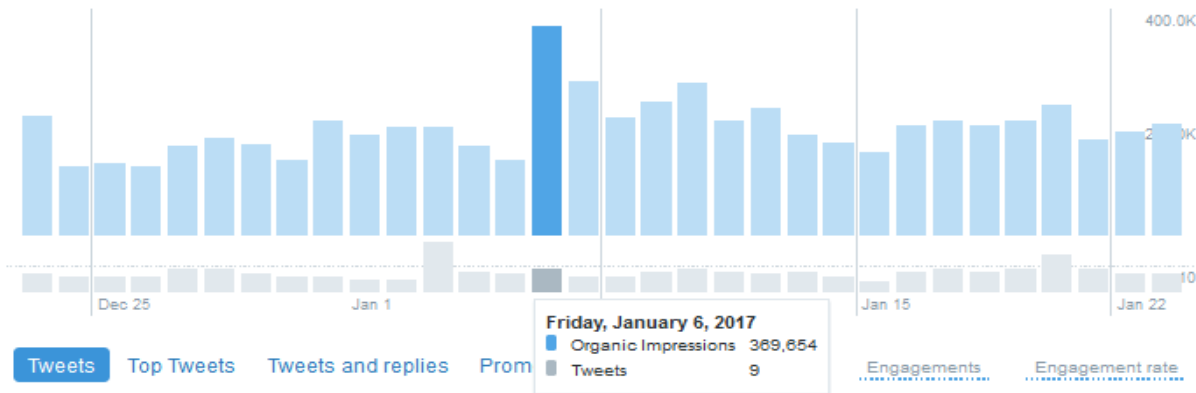
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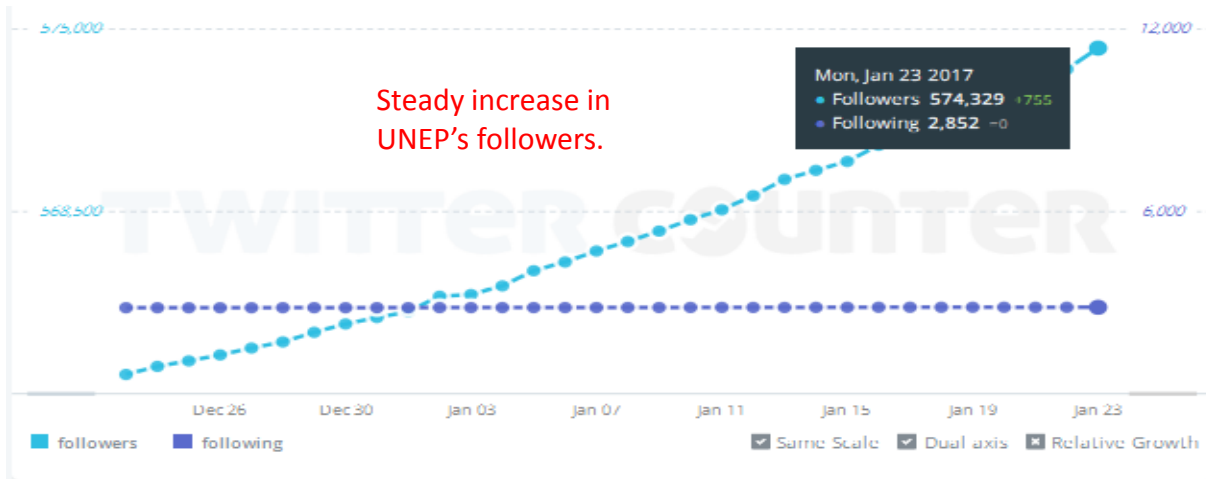
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# TWITTER OVERVIEW

## 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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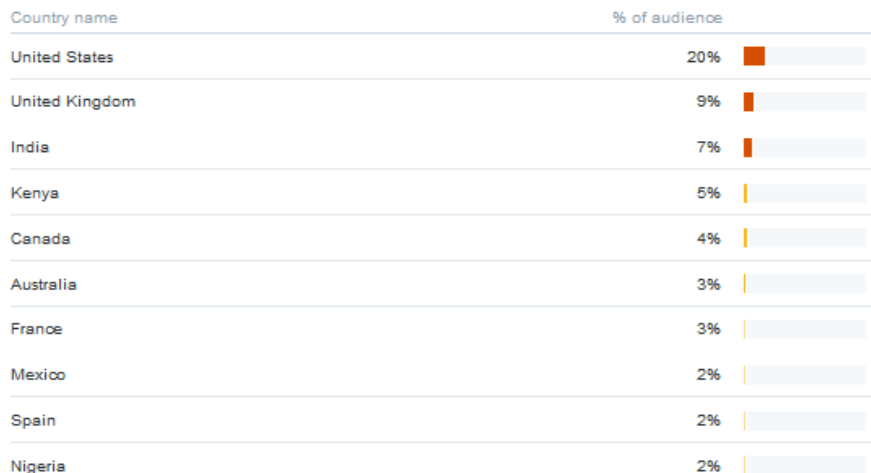
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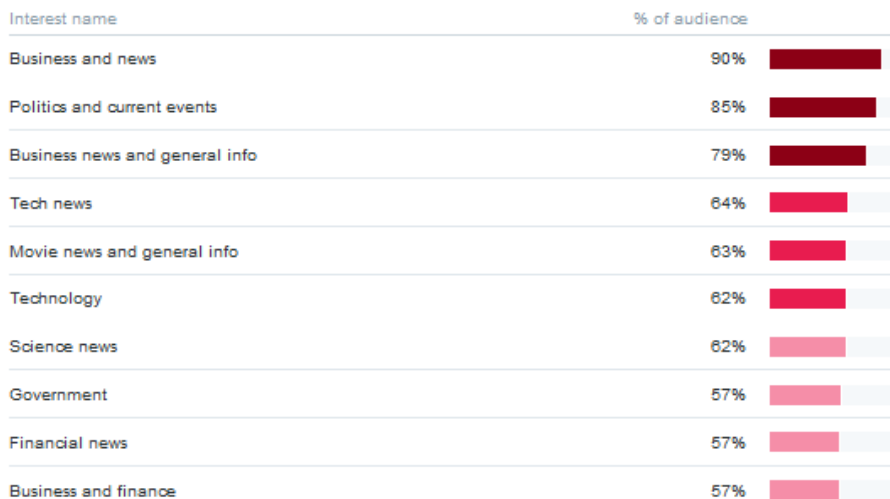
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# TWITTER DEMOGRAPHICS AND LOCATIONS

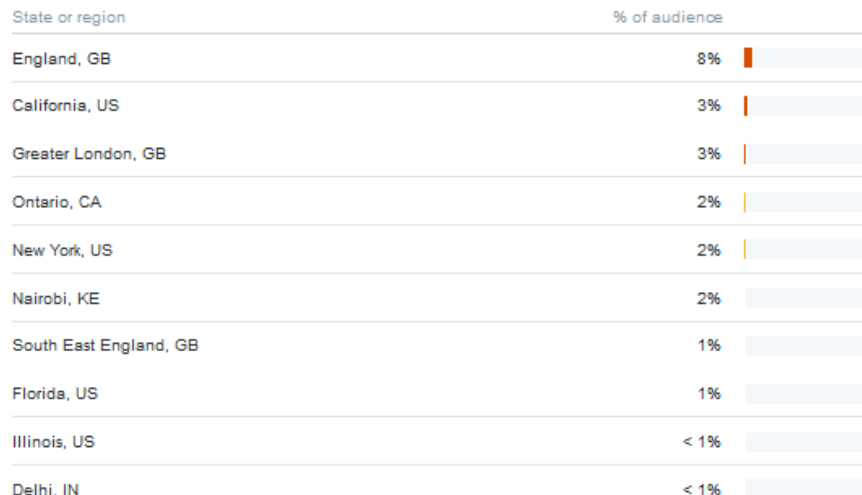
## Country



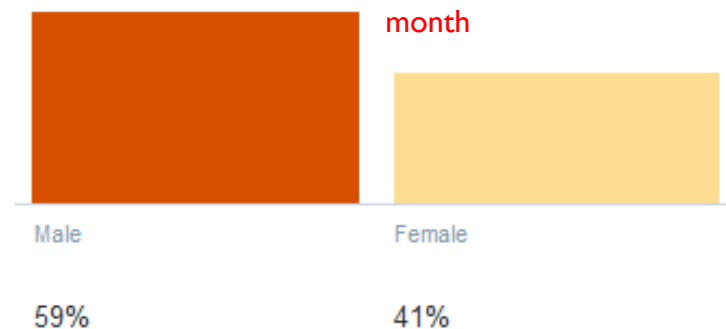
## Interests



## Region



## 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 has 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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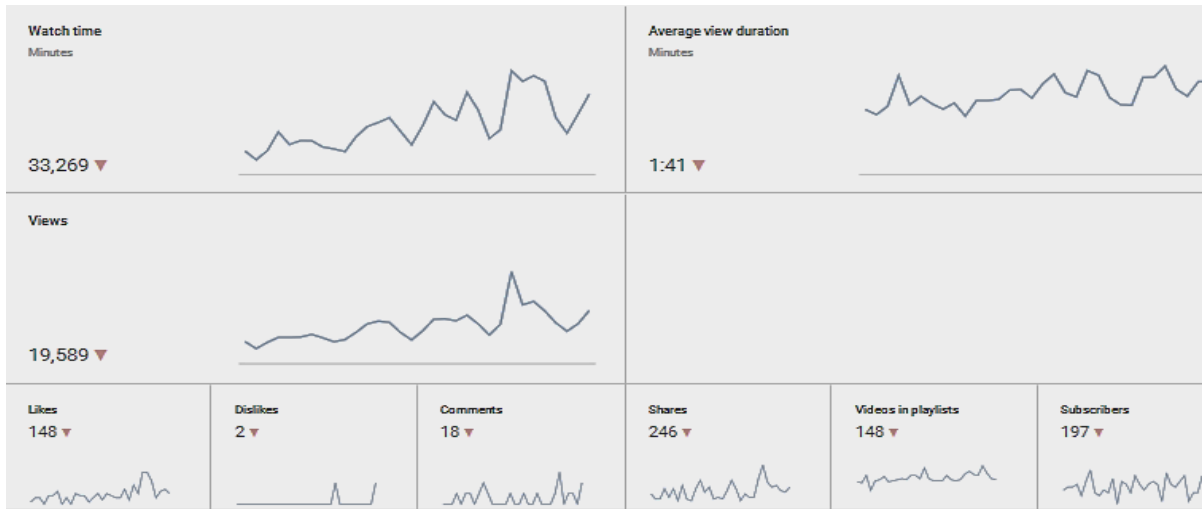
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# YOUTUBE

## 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 Bündchen 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.



## 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

Followers : 20, 278  
Posts: 14  
Reach: 278K  
Reposts: 1,991  
Likes: 327  
New followers: 238

#### Weibo Summary

Followers : 121,688  
Posts: 106  
Impressions: 2.6M  
Likes: 3,189  
Comments: 1,242  
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**.

## FACEBOOK

Total audience: **4,800**

Total Posts: **4**

Total Reach: **17K**

New likes: **95**

*Vs 43 posts, 90K reach and 151 new likes last month*

**RUSSIAN**



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*

**FRENCH**



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*

**SPANISH**



Total audience: **2,684**

Total Posts: **46**

Total Reach: **196K**

New likes: **88**

*Vs 33 posts, 343K Reach and 70 new likes last month*

**ARABIC**



## TWITTER

Total followers: **7,600**

**RUSSIAN**



Total Tweets: **54**

Total Impressions: **329K**

New followers: **100**

*Vs 514 tweets, 374K Reach and 291 followers*

Total followers: **10,796**

Total Tweets: **133**

Total impressions: **220K**

New followers: **318**

*Vs 136 tweets 214K Reach and 650 new followers last month*

**FRENCH**



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*

**SPANISH**



Total followers: **8,522**

Total Tweets: **58**

Total Impressions: **40K**

New followers: **178**

*Vs 135 tweets, 78K Reach and 489 new followers last month*

**ARABIC**



## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

ONU de @UNEPT

Et vous, avez-vous dit non aux sacs plastiques ? #résolution2017



RETWEETS 67 J'AIME 31

11:11 - 4 janv. 2017

ONU de @UNEPT

Publié par Agathe Hume (9) - 13 janvier 23:04 - ©

Le Maroc est l'un des pays du continent africain où l'électrification rurale est la plus avancée. Mais l'équipement en électroménager reste très limité.

Pour combler ce déficit, Rawia Lamhar 23 ans jeune ingénieure d'état a créé Fresh it. Un réfrigérateur à base d'argile qui fonctionne sans électricité et qu'elle décline en deux modèles.

L'un pour les plus pauvres, l'autre pour les adeptes de méthodes plus écologiques. Une solution pour une meilleure nutrition et la conserva...  
Afficher la suite



Une jeune entrepreneuse au Maroc crée des réfrigérateurs 100% naturels

A 23 ans, elle lance deux modèles de réfrigérateurs naturels issus de technique ancienne.

FRANCEINTER.FR

60 090 personnes atteintes

5:36

21 commentaires 455 partages

60 090 Personnes atteintes

2 647 Réactions, commentaires et partages

1 949 J'aime 487 Sur la publication 1 462 Sur les partages

132 J'aime 38 Sur la publication 94 Sur les partages

2 Haha 0 Sur la publication 2 Sur les partages

34 Wouah 11 Sur la publication 23 Sur les partages

1 Ouh 0 Sur la publication 1 Sur les partages

79 Commentaires 30 Sur la publication 49 Sur les partages

455 Partages 455 Sur la publication 0 Sur les partages

2 628 Cites sur la publication

54 Affichages de photos 562 Cites sur des liens 1 612 Autres clics ill.

COMMENTAIRES NEGATIFS

23 Masquer la publication Masquer toutes les publications

0 Signaler comme indésirable 0 Je n'aime plus la Page

## 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.