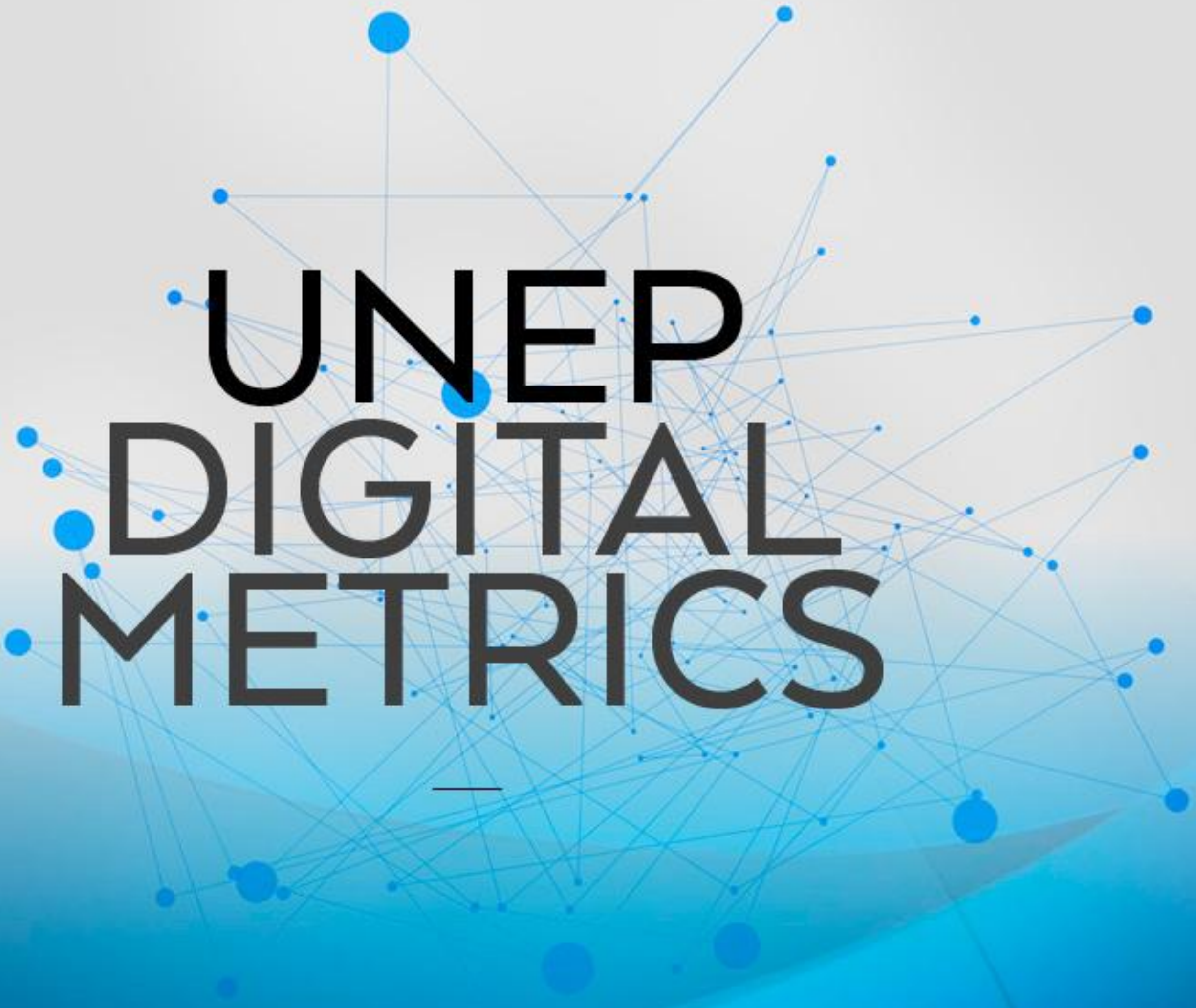
MAR
2015



UNEP
DIGITAL
METRICS

UNEP

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2015

www.unep.org

↓ 1.28% since last month

2,238,911
Visits

↓ 63% since last month

3,690,969
Page Views

↓ 43.8% since last month

00:10.53
Avg. Time Spent

↓ 0.1% since last month

Returning
Visitors

84.4% Desktop

11.8% Mobile

3.8% Tablet

Devices

149,013
Total Fans

↓ 0.7% **Total Fans** from last month

↓ 5.5% **Total Reach** from last month

594,218 people saw UNEP's messages

Top Post:
WCDRR
41,488 readers and
1138 Interactions

57% male, aged between 18-34

345,245
Total Followers

↑ 3.6% **Total Followers** from last month

3,1M
IMPRESSIONS
By UNEP Tweets

Top Tweet:
Solar Impulse
366 retweets and 226 favourites

69% male,
Located in USA, UK and India

3,104
Total Subscribers

↑ 1.5% **Total Subscribers** from last month

↑ 18.5% **Total Views** from last month

17,225 Total Views

Top Video:
A Bottle's Odyssey
6,479 views

Followers compared to previous month 22.5 % ↑

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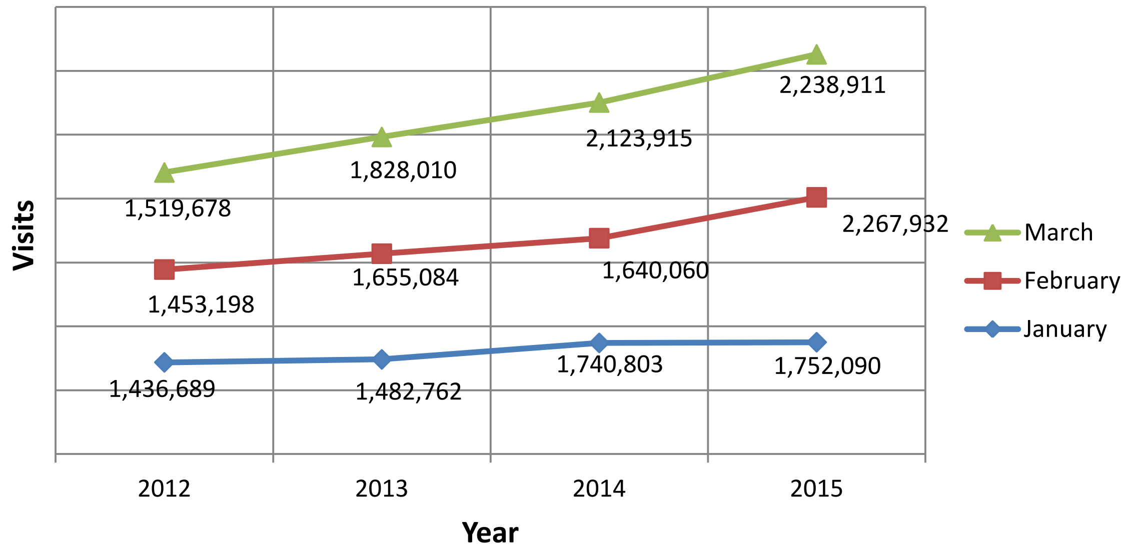
VISITS

Month	Total visits	Average per Day	Average Visit Duration
Mar 2015	2,238,911	77,203	00:10:53
Feb 2015	2,267,932	70,872	00:19:22
Jan 2015	1,752,090	54,752	00:18:54
Total visits of Year To Date	6,258,933		



Source: Webtrends and Google Analytics

KEY FACTS

Visits compared to previous month
1.28% ↓

Mondays are the most active and Saturdays the least active days

Average visits per visitor 1.64
Compared to previous month 1.24% ↓

59% Bounce rate on UNEP homepage

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

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VISITORS

Month	Total visitors	Daily average	Peak day
Mar 2015	1,363,972	45,466	3-Mar
Feb 2015	1,367,226	45,574	3-Feb
Jan 2015	1,071,339	35,771	21-Jan
Total visitors of Year To Date	3,802,537		

Most popular browsers used by visitors

	Browser	**% of total**
1	Chrome	40.95%
2	Internet Explorer	25.09%
3	Firefox	15.50%
4	Safari	11.37%
5	Opera Mini	2.85%
6	Android Browser	1.53%
7	Opera	0.65%
8	Safari (in-app)	0.54%
9	UC Browser	0.44%
10	S40 Ovi Browser	0.37%

Source: Webtrends and Google Analytics

KEY FACTS

Visitors compared to previous month
0.24% ⬇

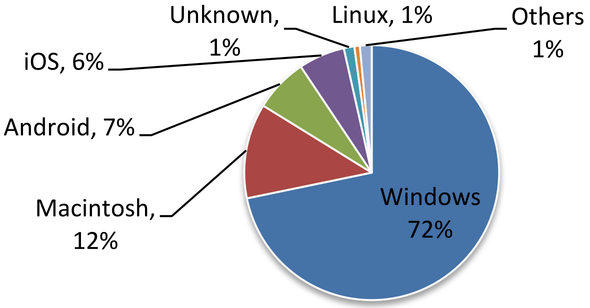
Returning visitors compared to previous month 0.1% ⬇

Gender distribution
Male 42.3 %, female 57.7 %

UNEP visitors by age group
25-34 - 30.46%
18-24 - 34.15%
35-44 - 13.10%
45-54 - 9.81%
55-64 - 6.86%
65+ - 5.62%

65% of UNEP audience is between ages 18-34 years

Most popular operating systems used by visitors



PAGE VIEWS

Month	Total page views	Daily Average	Average Page Views per Visit
Mar 2015	3,690,969	127,274	1.66
Feb 2015	9,981,504	311,922	4.4
Jan 2015	7,974,890	249,215	4.55

Popular pages in Mar 2015

1	http://www.unep.org/
2	http://www.unep.org/rss/
3	http://www.unep.org/newscentre/
4	http://www.unep.org/vacancies/
5	http://www.unep.org/climatechange/ctcn/
6	http://www.unep.org/wed/
7	http://www.unep.org/climatechange/
8	http://www.unep.org/disastersandconflicts/
9	http://www.unep.org/resourceefficiency/
10	http://www.unep.org/publications/
11	http://www.unep.org/IETC/
12	http://www.unep.org/greeneconomy/
13	http://www.unep.org/roa/
14	http://www.unep.org/energy/
15	http://www.unep.org/oare/

Popular pages in Feb 2015

1	http://www.unep.org/
2	http://www.unep.org/newscentre/
3	http://www.unep.org/rss/
4	http://www.unep.org/resourceefficiency/
5	http://www.unep.org/vacancies/
6	http://www.unep.org/climatechange/
7	http://www.unep.org/IETC/
8	http://www.unep.org/about/
9	http://www.unep.org/wed/
10	http://www.unep.org/ccac/
11	ttp://www.unep.org/ecosystemmanagement
12	http://www.unep.org/disastersandconflicts/
13	http://www.unep.org/greeneconomy/
14	http://www.unep.org/roa/
15	http://www.unep.org/experts/

Source: Webtrends

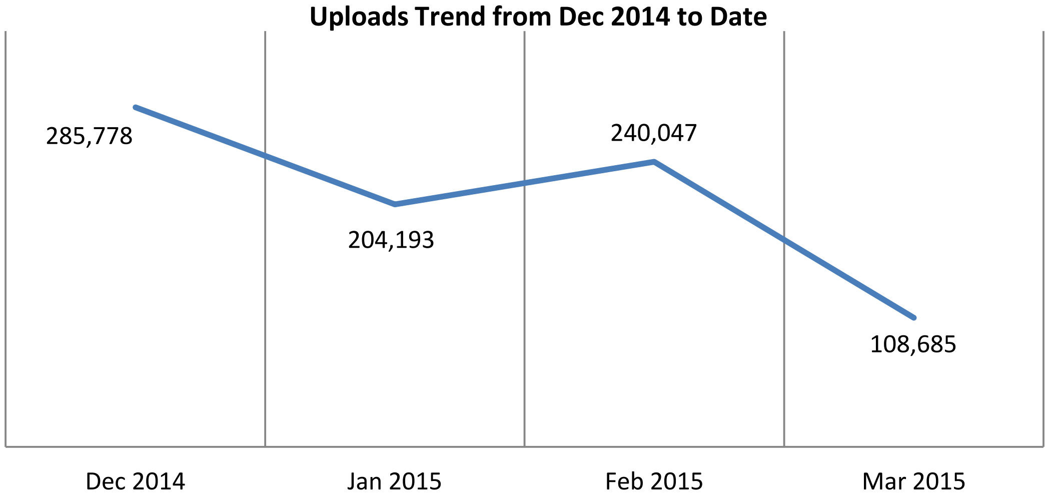
KEY FACTS

Top pages visitors use to enter our website are:

1. UNEP Home page
2. News Centre
3. Climate Technology Centre and Network (CTCN)
4. UNEP International Environmental Technology Centre
5. UNEP Employment

The sharp reduction in page views could be attributed to the upgrade of the analytics tool, and change of filtering parameters ***Webtrends*** *done in February 2015*

UPLOADS



	Most updated sites	Uploads	% Uploads
1	http://www.unep.org/ieacp/iea/trainers.aspx	37,030	34%
2	http://www.unep.org/newscentre/	8,931	8%
3	http://www.unep.org/resourceefficiency/	5,396	5%
4	http://www.unep.org/chemicalsandwaste/	3,290	3%
5	http://www.unep.org/vacancies/subscribe/	3,056	3%
6	http://www.unep.org/disastersandconflicts/	2,574	2%
7	http://www.unep.org/climatechange/	2,311	2%
8	http://www.unep.org/greeneconomy/	2,120	2%
9	http://www.unep.org/esm/	2,053	2%
10	http://www.unep.org/OzonAction/virtual- tour-new/	2,022	2%

KEY FACTS

Total uploads this month were 108,685 compared to previous month 54.72% ⬇

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

**** 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

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MICROSITES

Top 20 microsites in Mar 2015

1	WED - Global
2	UNEP Year Book Report
3	Resource Efficiency
4	Regional Office for Africa (ROA)
5	UNEP and the Post-2015 Agenda
6	Green Economy
7	GEO
8	Climate change
9	Environmental Education and Training
10	IEA Community Platform
11	Transport
12	Chemicals and Waste
13	Energy
14	Governing Council (GC)
15	OzonAction
16	UNEA
17	The Partnership for Clean Fuels and Vehicles
18	Ecosystem Management
19	Regional Seas
20	Climate and Clean Air Coalition (CCAC)

Source: Webtrends

KEY FACTS

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. GRID-Arendal
5. UNEP/GRID-Sioux Falls
6. UNEP - MAP
7. Forside - UNEP DTU PARTNERSHIP
8. UNEP - DHI Partnership – Centre on Water and Environment
9. UNEP - Life Cycle Initiative
10. UNEP TEEB Office
11. GreenUp - UNEP
12. UNDP-UNEP Poverty-Environment Initiative: UNPEI
13. GRASP-Great Apes Survival Partnership

*** Micro-site***
A microsite is a separately promoted part of a larger Web site. 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

Top 10 Countries Mar 2015

	Country	% of Total	New Users
1	United States	14.55%	33,641
2	United Kingdom	7.49%	17,309
3	India	6.43%	14,855
4	Kenya	3.58%	8,283
5	Canada	3.72%	8,603
6	France	3.32%	7,673
7	Germany	3.33%	7,702
8	Australia	3.32%	7,672
9	China	2.83%	6,544
10	Philippines	2.70%	6,232

Top 10 Cities Mar 2015

	City	% of Total	New Users
1	Nairobi	3.04%	3,490
2	London	2.29%	5,459
3	Geneva	1.53%	2,746
4	New Delhi	1.42%	3,516
5	Sydney	1.36%	3,562
6	Paris	1.28%	2,018
7	New York	1.24%	2,478
8	Shanghai	0.98%	2,455
9	Madrid	0.91%	2,567
10	Bengaluru	0.90%	2,580

Source: Google Analytics

KEY FACTS

The website reached 235 countries and 10,464 cities this month.
Compared to previous month 8% ⬆ and 83% respectively ⬆

North America was the continent with most visits at (18%), Western Europe was second (13%) and Northern Europe third (10% of total visits)

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REFERRALS

Top 10 Referring Domains in Mar 2015

	Domain	Visits	% of total visits
1	Direct Traffic	1,080,276	48%
2	google.com	169,420	8%
3	google.co.in	57,883	3%
4	google.co.uk	40,032	1%
5	google.com.ph	20,511	1%
6	google.com.mx	17,799	1%
7	google.ca	17,147	1%
8	bing.com	16,608	1%
9	google.fr	14,355	1%
10	google.com.au	14,079	1%

Source: Webtrends

KEY FACTS

There were 1000 referring domains in Mar 2015

**** 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.

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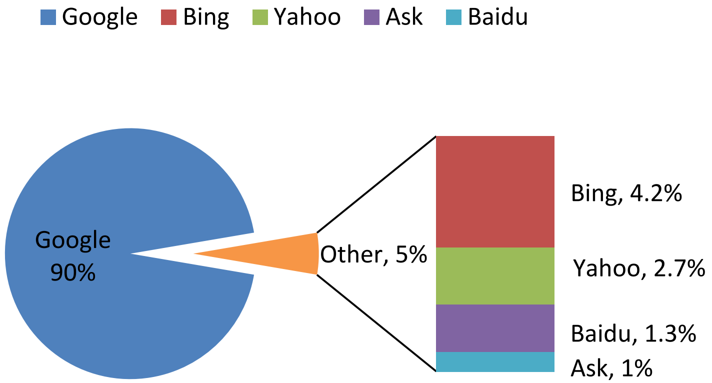
SEARCH TERMS

Top 10 Search Terms in Mar 2015

unep	3,715
green economy	783
world environment day	695
solid waste management	597
climate change	585
united nations environment programme unep, lake alemaya. environmental change hotspots. Division of early warning and assessment (DEWA).	584
biomass burning in sub-sahara countries in africa	546
biodiversity	435
agenda 21	431
future outlook of environmental sustainability	360

Top search engines used to reach www.unep.org



Source: Webtrends

KEY FACTS

Over 669 search terms in this month

Top 5 search terms last month

1. unep
2. Ocean waste
3. Tourism
4. Glaciers
5. Solid waste management

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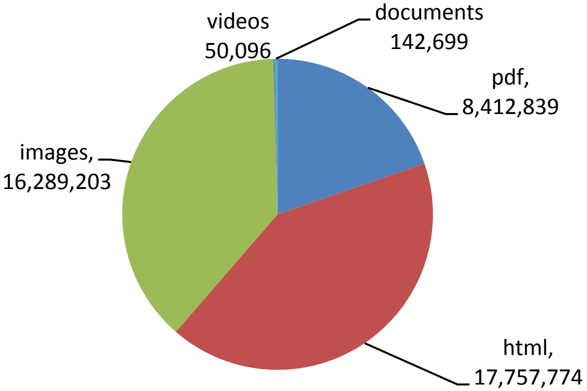
DOWNLOADS

Top 10 Publications in Mar 2015

	March 2015	**Downloads**
1	Our Planet: time for global action 2015	115
2	Our Planet: climate for life	88
3	Aligning the financial system	69
4	Africa's adaptation gap 2: Bridging the gap – mobilising sources	39
5	Climate finance for cities and buildings: a handbook for local governments	30
6	Climate change: implications for investors and financial institutions	31
7	South-South trade in renewable energy: a trade flow analysis of selected environmental goods	23
8	Africa's Adaptation Gap: technical report	22
9	Keeping track of adaptation actions in africa: Targeted Fiscal Stimulus Actions Making a Difference	21
10	Natural resources and conflict	2

KEY FACTS

Top file types downloaded this month



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

Source: Webtrends & Piwik

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SOCIAL MEDIA OVERVIEW

English	↓	-0.7 %	149,013
French	↓	-3.8%	9,077
Spanish	↑	1.3 %	3,134
Russian	↑	4.7 %	420
Tunza	↓	-2.9%	10,750

English	↑	3.6 %	345,245
French	↑	26.7%	1,665
Spanish	↑	4.8 %	1,642
Russian	↑	6.6%	2,986

You Tube

↑	1.5 %	3,104

↑	22.5 %	3,518

KEY FACTS

Total followers across all platforms
3,286,387
Compared to previous month 0.8% ↑

Highest follower growth this month was seen on Instagram, Russian FB and French Twitter

WeChat	↑	3.7 %	10,397
RenRen	↓	0.003%	546,214
QQ	↑	0.1 %	2,091,647
Weibo	↑	0.3 %	89,575

Facebook recently had a cleanup exercise where they deleted all ghost and dormant accounts. The drop in Facebook fans could be attributed to the cleanup exercise by Facebook.

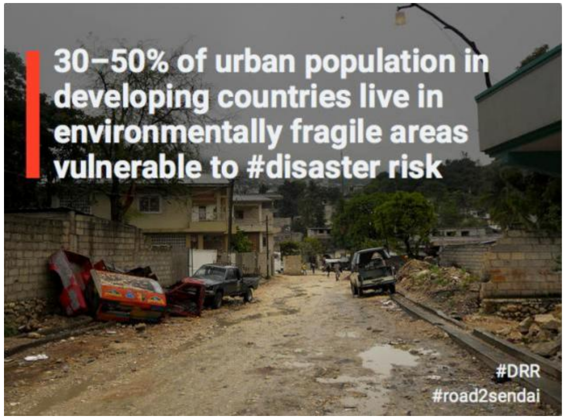
SOCIAL MEDIA HIGHLIGHTS

World Wildlife Day

#seriousaboutwildlifecrime
WORLD WILDLIFE DAY
3 MARCH

3 March
WorldWildlifeDay
#WorldwildlifeDay recorded a total of 65,567 tweets and a reach of 130M users. #SeriousAboutWildlifeCrime recorded a total of 25,083 tweets and a reach of 62,5M users.
UNEP sent out **26** *tweets*, **3** posts and a photo album on *Facebook*, and shared two images in *Instagram*.
GWA's Ian Somerhalder, Gisele Bundchen & Don Cheadle supported the campaign.

World Conference on Disaster Risk Reduction


30–50% of urban population in developing countries live in environmentally fragile areas vulnerable to #disaster risk
#DRR
#road2sendai

14 – 18 March
#WCDRR
From March 16-20 #WCDRR recorded a total of **26,306** tweets and a total reach of **48M** users.
UNEP sent out 38 tweets, 8 FB posts and 4 photos on instagram, shared a social media pack with RIO's and UN agencies and did live-tweeting from the conference.

RT – retweet
FB – facebook

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SOCIAL MEDIA ANALYSIS

TWITTER

March saw a rise in number of tweets, favorites, RT's and replies and an overall higher engagement rate than last month (Feb was 1.35%, March **1.5%**). This suggest that a higher tweet rate might increase engagement, and tweet frequency should be advanced next month to test this thesis. However, the average retweet rate was **52** RTs per post a decrease by 26% compared to last month (was 70), which could suggest otherwise. Increasing RT rate (how to) should be a focus area for next month.

Follower increase remained steady compared to last month although slightly under the average for the past six months (March was 13,674, average 14,156,5)

What worked:

+ Fact driven and strong content (positive/negative)
+ Emotional content
+ Visual content: Visual posts / infographics / videos give good returns
+ RT's of fact and visual solid content from other credible accounts

What did not work:

+ Text only posts (should be further reduced)
+ General announcements (of e.g. events – necessary but more context often needed)
+ 'Talking heads' visuals and videos

FACEBOOK

The number of posts on FB was up this month, and although the overall reach was slightly lower than Feb figures, the engagement rate for March was higher than last month (4.4% compared to 4% last month). As on twitter this could suggest that a higher post rate could increase engagement rates. The average post per day have been two for a while, and the team should experiment with 3-4 posts daily next month.

What worked:

+ Fact driven and strong content (positive/negative)
+ Emotional content
+ 'Big' environment news (eg agreement in Sendai)
+ World Wildlife Day visuals
+ Solar Impulse news
+ Children's Painting contest
+ Hot topics: Forests, Disaster Risk Reduction, Ecosystems, Clean Energy (SI), Climate change

What did not work:

+ General call outs to join International Days (IWD/Water Day)
+ Ready-made content for IWD saw low engagement rates
+ Promotion of this months UNEP reports
+ Timing: should be timed to peak hours

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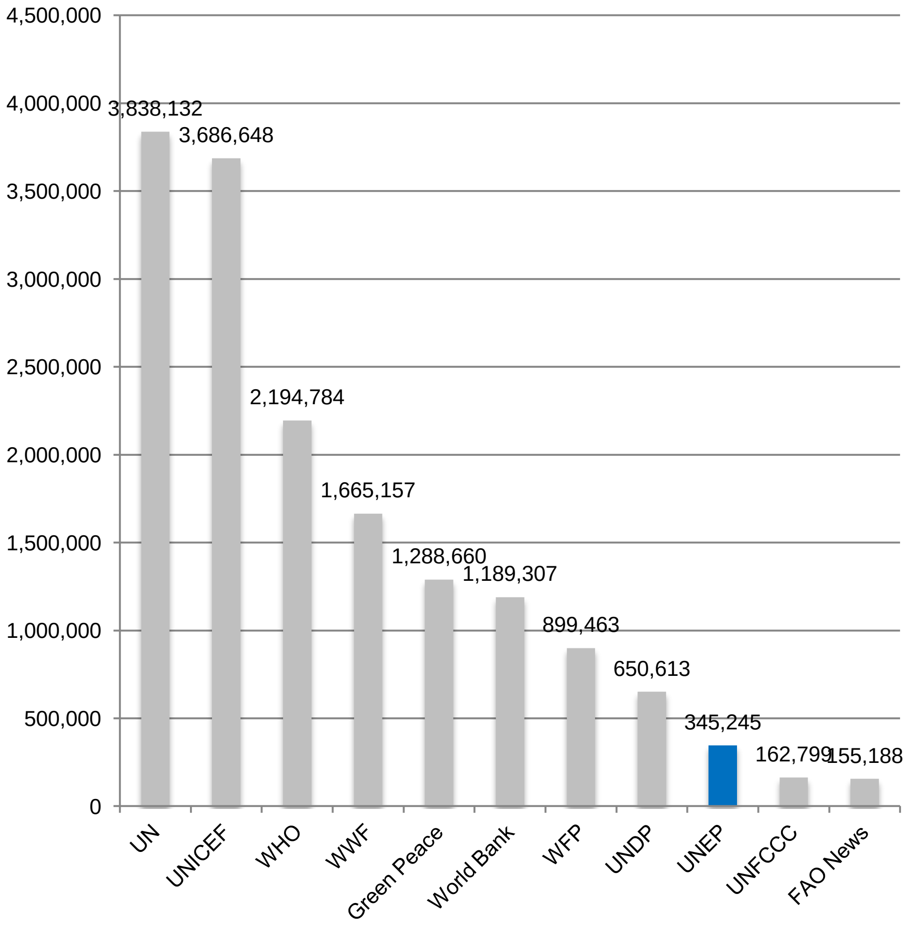
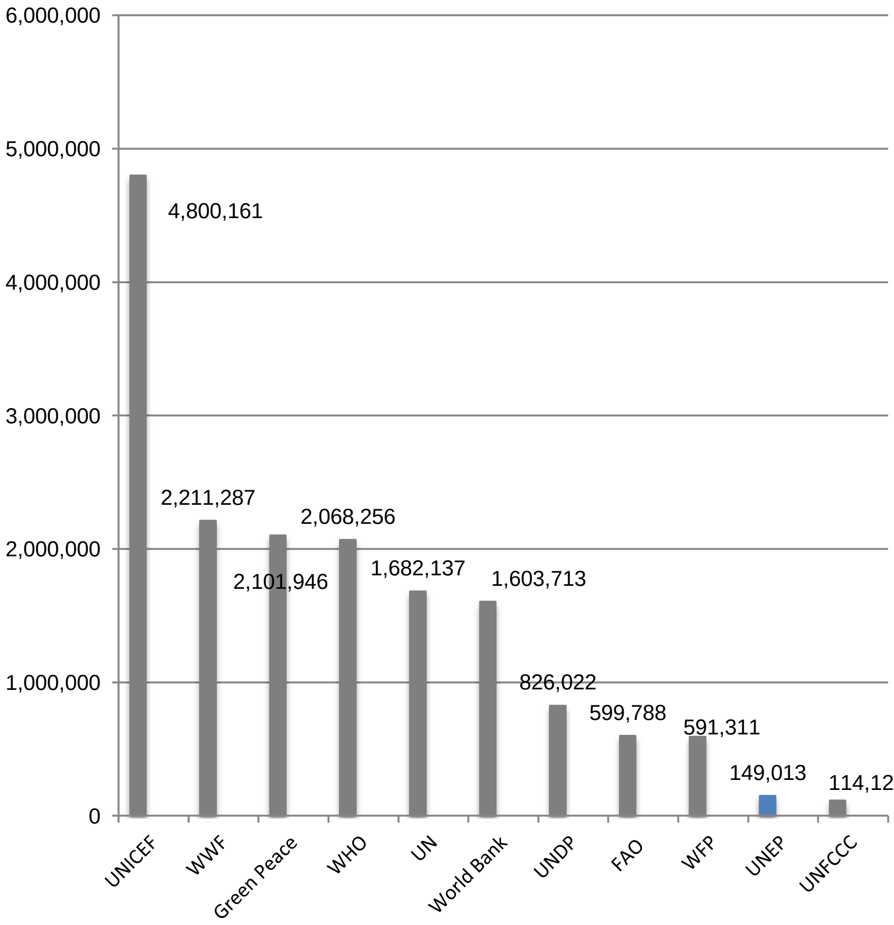
SOCIAL MEDIA BENCHMARKS

UNEP TWITTER FOLLOWERS COMPARED TO OTHER AGENCIES (*As per March 20th*)



UNEP FACEBOOK FOLLOWERS COMPARED TO OTHER AGENCIES (*As per March 20th*)



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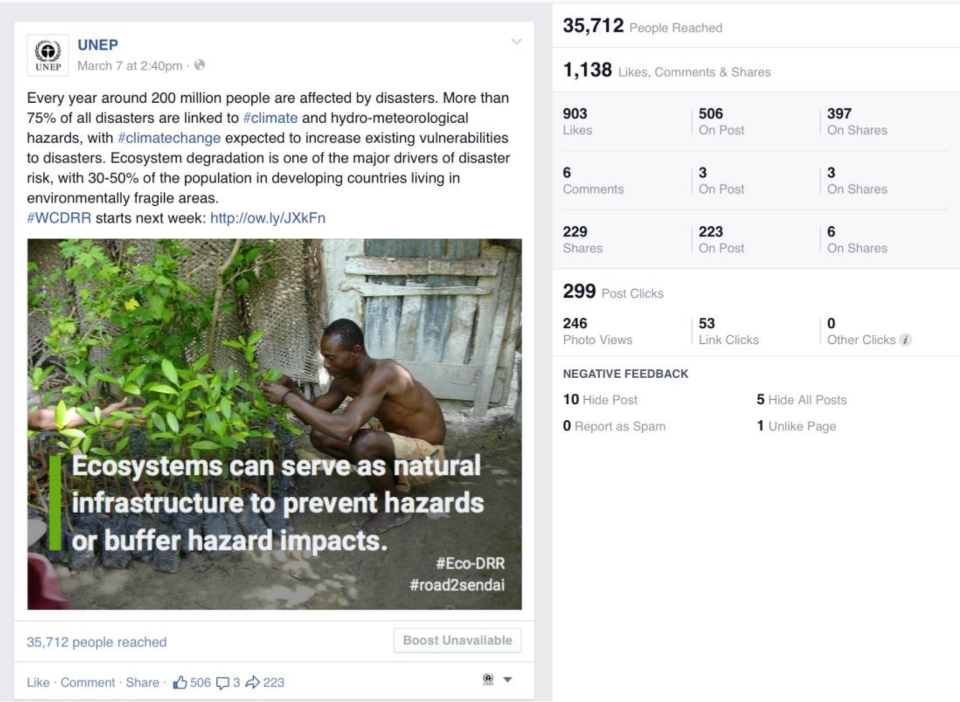
FACEBOOK OVERVIEW

UNEP has a total of **149,013** fans on Facebook as of March 20, 2015. This month **594,218** people saw UNEP's information from **66** posts

TOP POST THIS MONTH *(shared on Saturday 7th at 11:31am)*



UNEP
March 7 at 2:40pm ·

Every year around 200 million people are affected by disasters. More than 75% of all disasters are linked to #climate and hydro-meteorological hazards, with #climatechange expected to increase existing vulnerabilities to disasters. Ecosystem degradation is one of the major drivers of disaster risk, with 30-50% of the population in developing countries living in environmentally fragile areas.
#WCDRR starts next week: http://ow.ly/JXkFn

Ecosystems can serve as natural infrastructure to prevent hazards or buffer hazard impacts.
#Eco-DRR
#road2sendai

35,712 people reached
Boost Unavailable
Like · Comment · Share · 506 3 223

35,712 People Reached

1,138 Likes, Comments & Shares

903 Likes	506 On Post	397 On Shares
6 Comments	3 On Post	3 On Shares
229 Shares	223 On Post	6 On Shares

299 Post Clicks

246 Photo Views	53 Link Clicks	0 Other Clicks

NEGATIVE FEEDBACK

10 Hide Post	5 Hide All Posts
0 Report as Spam	1 Unlike Page

Source: FB Insights

KEY FACTS

March 2015 Summary

Fans: **149,013**
Posts: **66**
Total reach: **594,218**
Comments: **410**
Shares: **3,178**
Likes: **13,116**
Link clicks: **2,926**
New fans: **2,673**
Engagement rate: **4.4%**

Last month UNEP reached 628,170 people through 60 posts, and gained 2,672 new fans

Best day of the month

Monday, March 7 UNEP reached **41,488** unique individuals.

Key data on this day

- Disaster Risk Reduction post (posted)
- International Women's Day content
- Monthly top post published
- Strong and factual messaging
- 1297 stories created based on UNEP's posts

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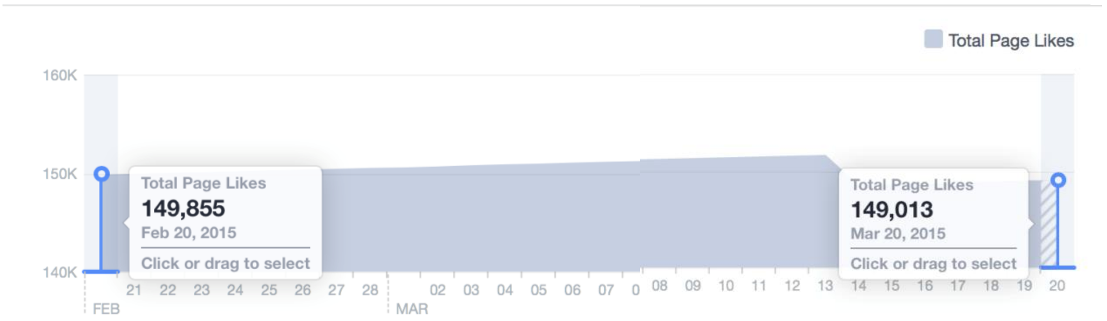
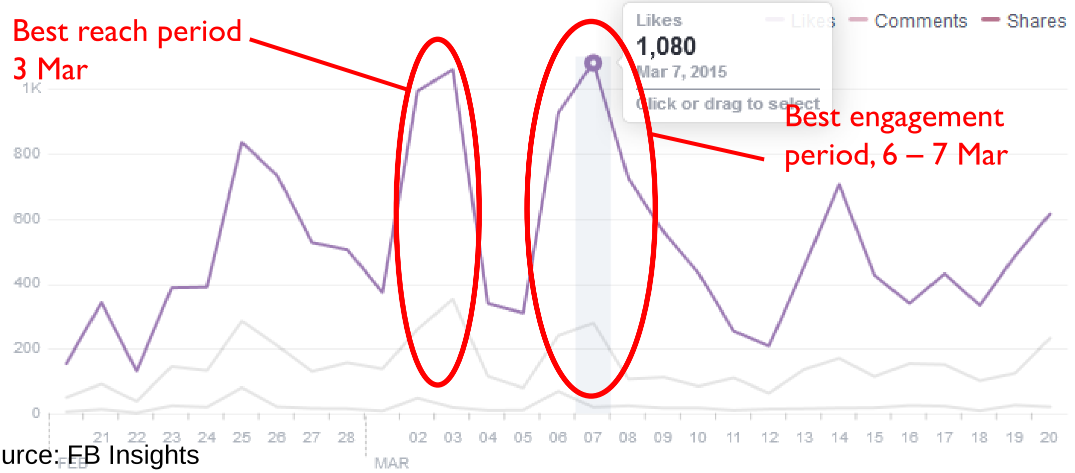
FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



MONTHLY ENGAGEMENT



Best reach period
3 Mar

Best engagement
period, 6 – 7 Mar

Source: FB Insights

KEY FACTS

Total number of people who saw UNEP's post (i.e. reach) decreased 5.5 % compared to last month ⬇

Fans compared to previous month 0.7 % ⬇

*** 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*

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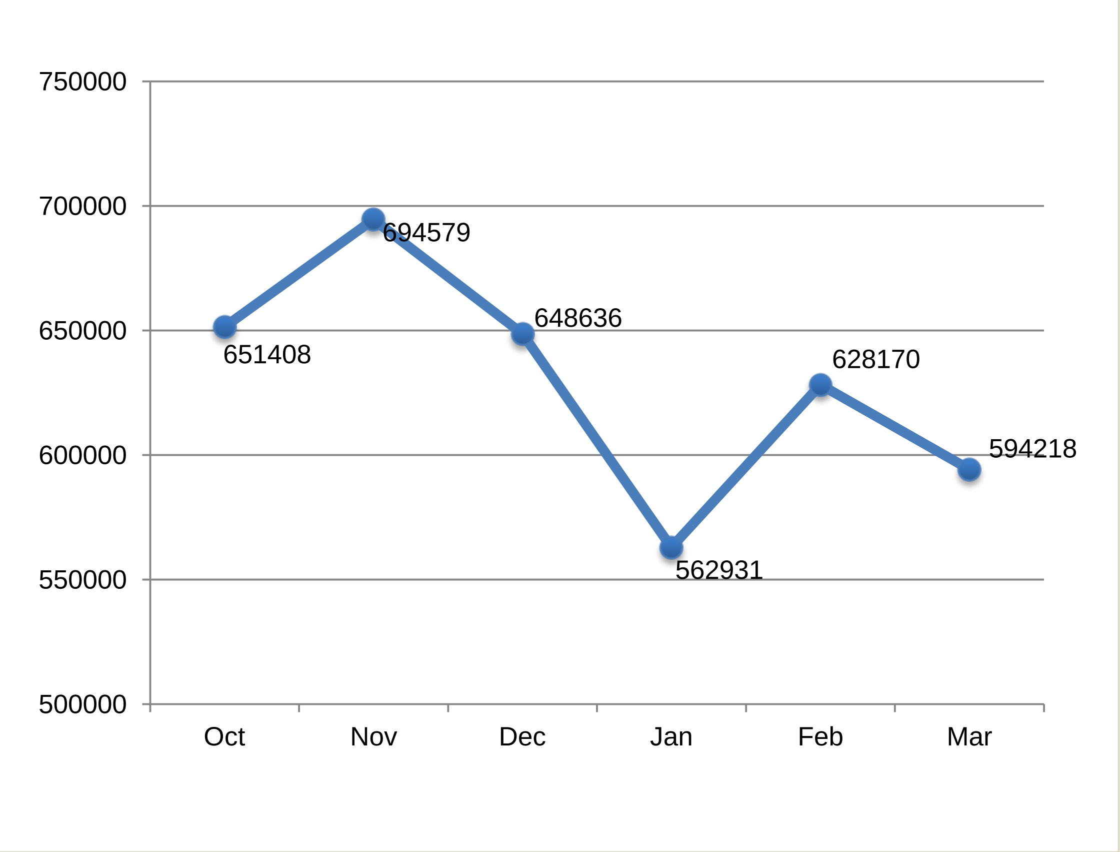
FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since Oct 2014:
3,779,942

Average number of people reached per post since Oct 2014
10,327

NUMBER OF POSTS SHARED

Month	No. of posts
OCTOBER 2014	54
NOVEMBER 2014	77
DECEMBER 2014	68
JANUARY 2015	54
FEBRUARY 2015	60
MARCH 2015	67
TOTAL POSTS	**380**

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

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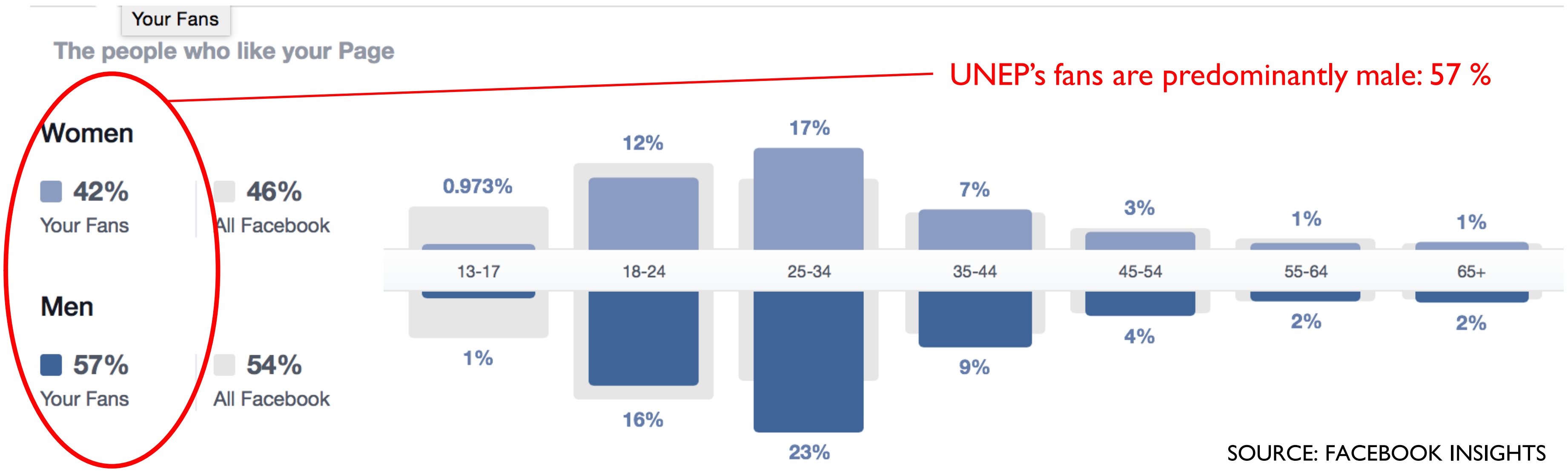
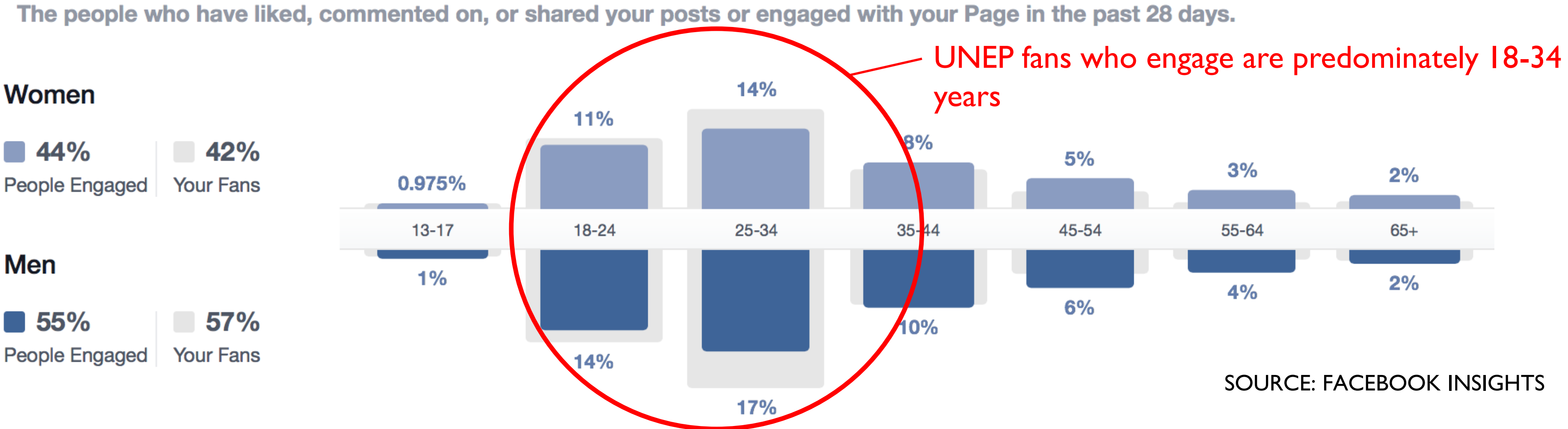
FACEBOOK DEMOGRAPHICS



UNEP's fans are predominantly male: 57 %

SOURCE: FACEBOOK INSIGHTS



UNEP fans who engage are predominately 18-34 years

SOURCE: FACEBOOK INSIGHTS

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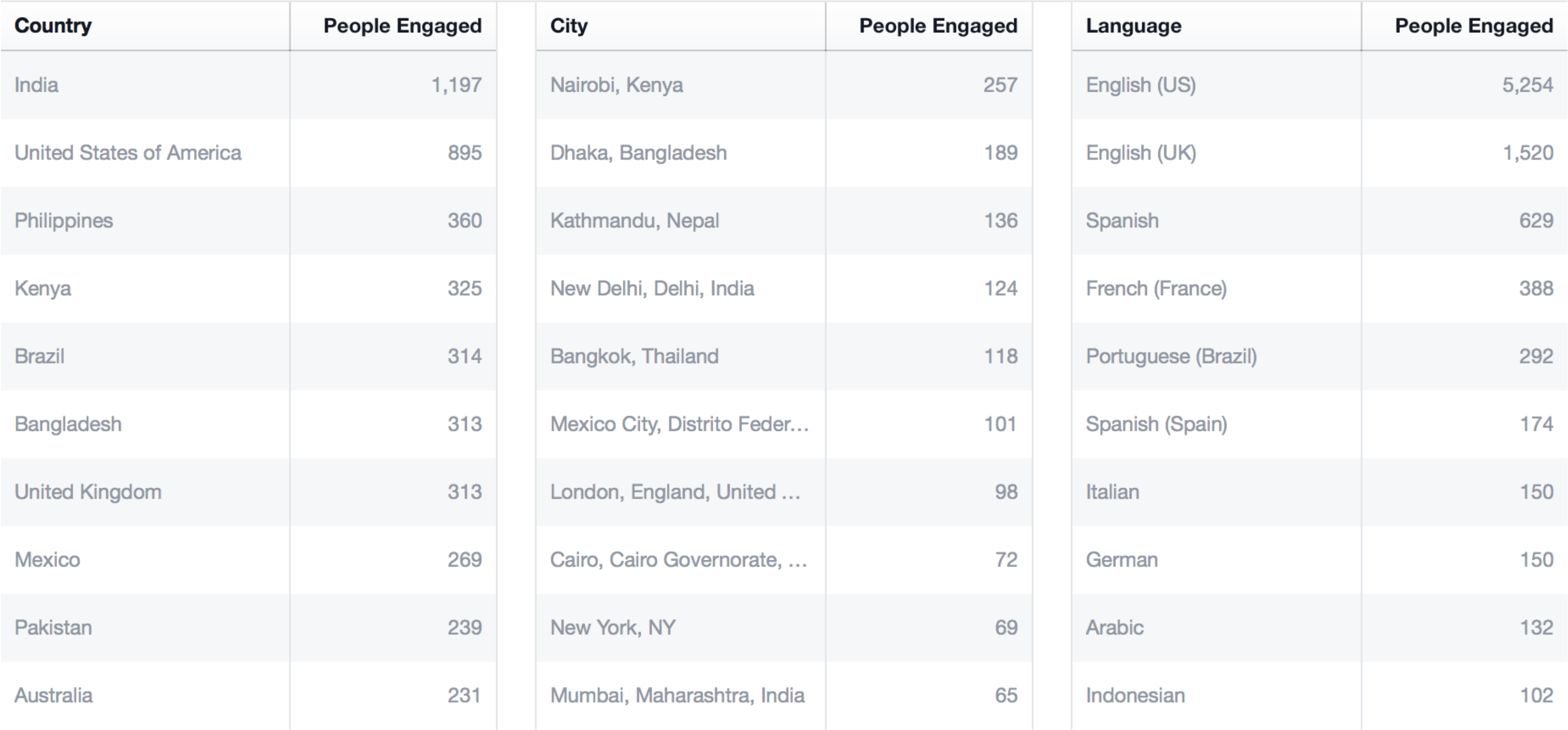
FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES



Country	People Engaged
India	1,197
United States of America	895
Philippines	360
Kenya	325
Brazil	314
Bangladesh	313
United Kingdom	313
Mexico	269
Pakistan	239
Australia	231

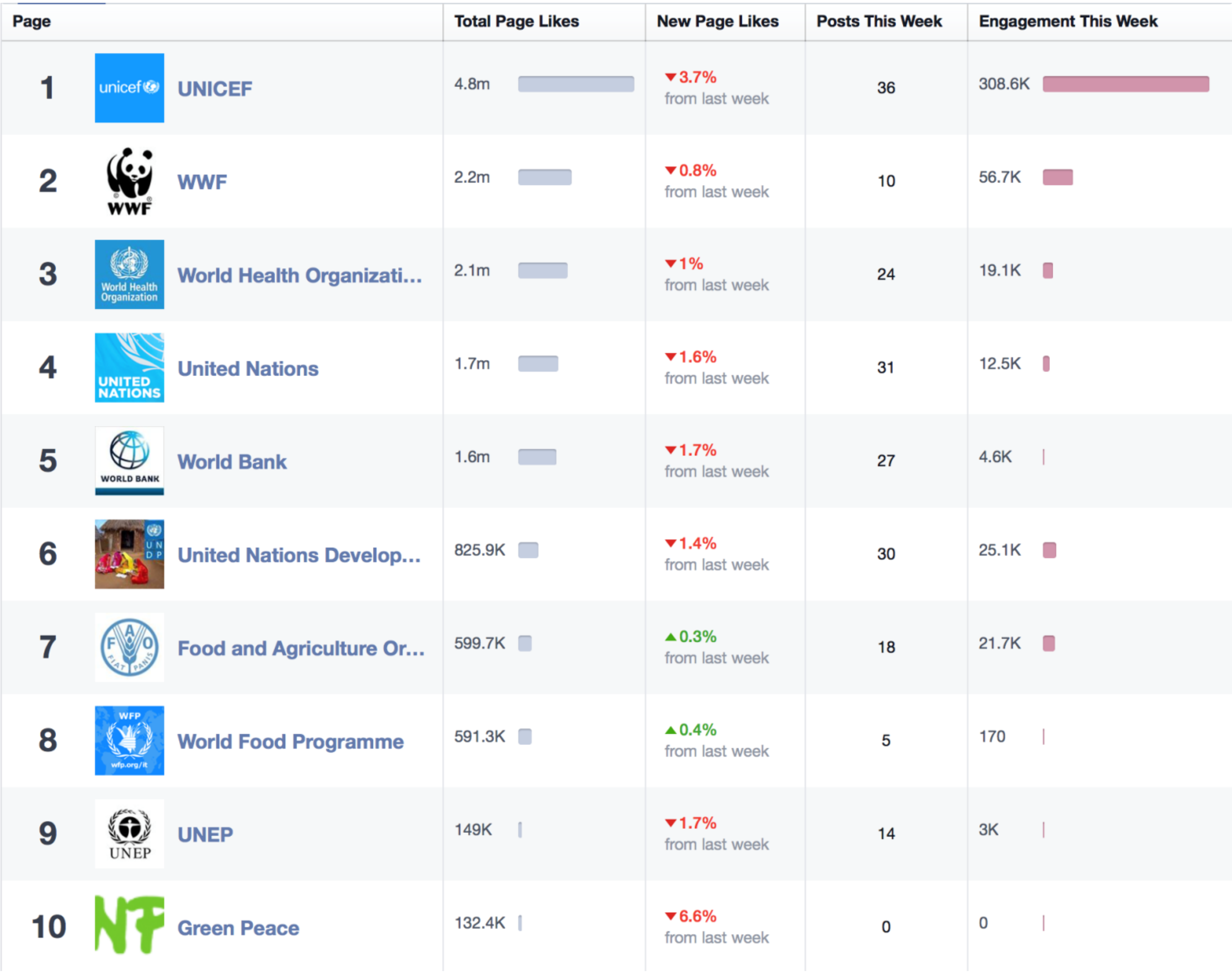
City	People Engaged
Nairobi, Kenya	257
Dhaka, Bangladesh	189
Kathmandu, Nepal	136
New Delhi, Delhi, India	124
Bangkok, Thailand	118
Mexico City, Distrito Feder...	101
London, England, United ...	98
Cairo, Cairo Governorate, ...	72
New York, NY	69
Mumbai, Maharashtra, India	65

Language	People Engaged
English (US)	5,254
English (UK)	1,520
Spanish	629
French (France)	388
Portuguese (Brazil)	292
Spanish (Spain)	174
Italian	150
German	150
Arabic	132
Indonesian	102

Source: FB Insights

MAR
2015

FACEBOOK BENCHMARKS



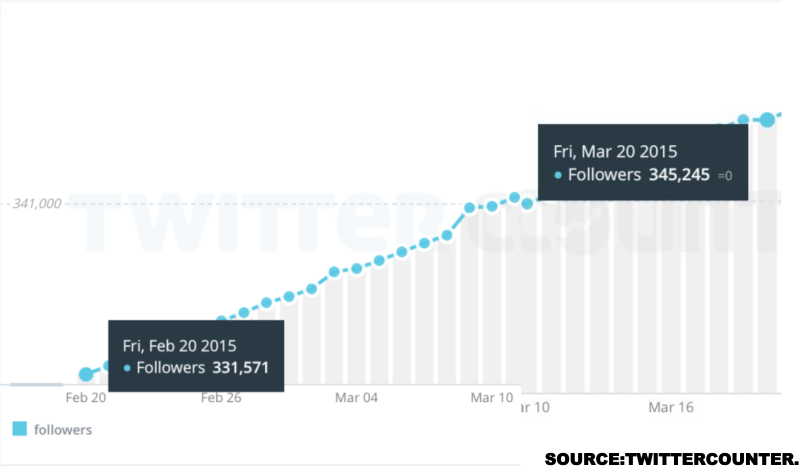
	Page	Total Page Likes	New Page Likes	Posts This Week	Engagement This Week
1	UNICEF	4.8m	▼3.7% from last week	36	308.6K
2	WWF	2.2m	▼0.8% from last week	10	56.7K
3	World Health Organizati...	2.1m	▼1% from last week	24	19.1K
4	United Nations	1.7m	▼1.6% from last week	31	12.5K
5	World Bank	1.6m	▼1.7% from last week	27	4.6K
6	United Nations Develop...	825.9K	▼1.4% from last week	30	25.1K
7	Food and Agriculture Or...	599.7K	▲0.3% from last week	18	21.7K
8	World Food Programme	591.3K	▲0.4% from last week	5	170
9	UNEP	149K	▼1.7% from last week	14	3K
10	Green Peace	132.4K	▼6.6% from last week	0	0

Source: FB Insights

MAR
2015

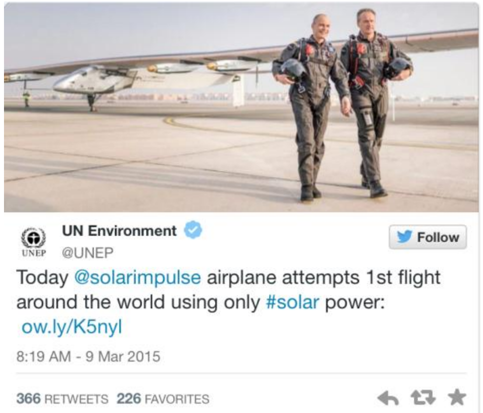
TWITTER OVERVIEW

MARCH 2015 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

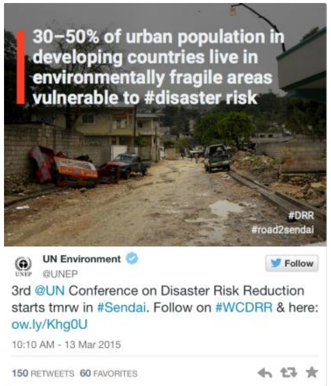


UN Environment
@UNEP

Today @solarimpulse airplane attempts 1st flight around the world using only #solar power: ow.ly/K5nyl

8:19 AM - 9 Mar 2015

366 RETWEETS 226 FAVORITES



30–50% of urban population in developing countries live in environmentally fragile areas vulnerable to #disaster risk
#DRR
#road2sendai
Follow

UN Environment
@UNEP

3rd @UN Conference on Disaster Risk Reduction starts tmrw in #Sendai. Follow on #WCDRR & here: ow.ly/Khg0U

10:10 AM - 13 Mar 2015

150 RETWEETS 60 FAVORITES

KEY FACTS

March 2015 Summary

Followers: **345,245**

Tweets: **234 (159 last month)**

Replies: **903**

Mentions: **3.3k**

Retweets: **12.1K**

Favourites: **5.9K**

Impressions: **3.1M / 107.2 per day**

New followers: **13.674**

Engagement rate: **1.5%** (last month 1.3%)

Top tweets of the month

366 Retweets 226 favourites, 97,879 impressions

Today @solarimpulse airplane attempts 1st flight around the world using only #solar power: http://ow.ly/K5nyl

Tweeted on 9 Mar 2015

150 Retweets 60 Favorites, 76,491 impressions

3rd @UN Conference on Disaster Risk Reduction starts tmrw in #Sendai. Follow on #WCDRR & here: http://ow.ly/Khg0U

Tweeted on 7 March 2015

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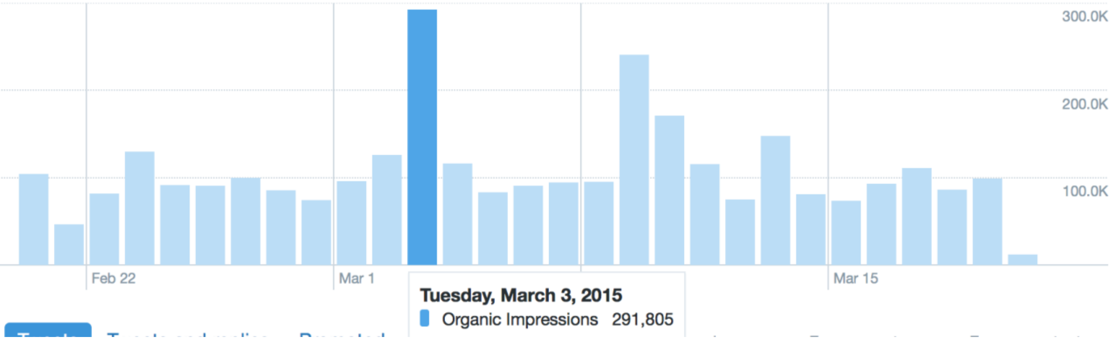
2015

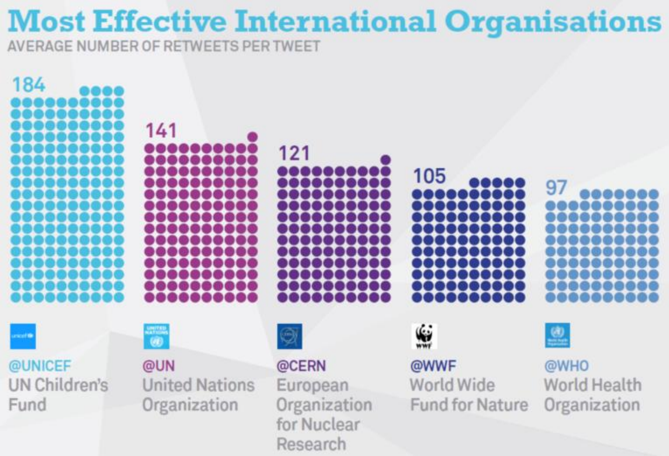
TWITTER OVERVIEW

BEST DAY THIS MONTH



SOURCE:TWITTER ANALYTICS

UNEP RETWEET RATE



@UNEP's average retweet rate was **52** RTs per post in March, a decrease by 26% compared to last month (was 70).

KEY FACTS

Best day of the month

Monday, March 3rd UNEP recorded 291,805 Impressions

Key data on this day

- World Wildlife Day (WWD)
- Wangari Maathai Day
- 26 tweets sent
- Content Input from UNODC on illegal wildlife trade
- UNEP joined & promoted WWD Thunderclap campaign

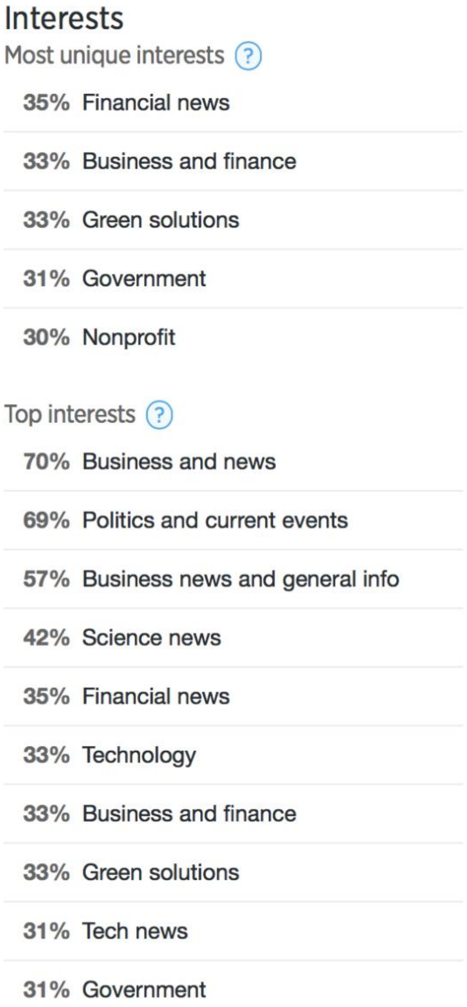
Impressions compared to previous month
10% ⬆

Followers compared to previous month
3.6 % ⬆

** **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.*

TWITTER DEMOGRAPHICS AND LOCATIONS

UNEP's followers are predominantly male: 69 %



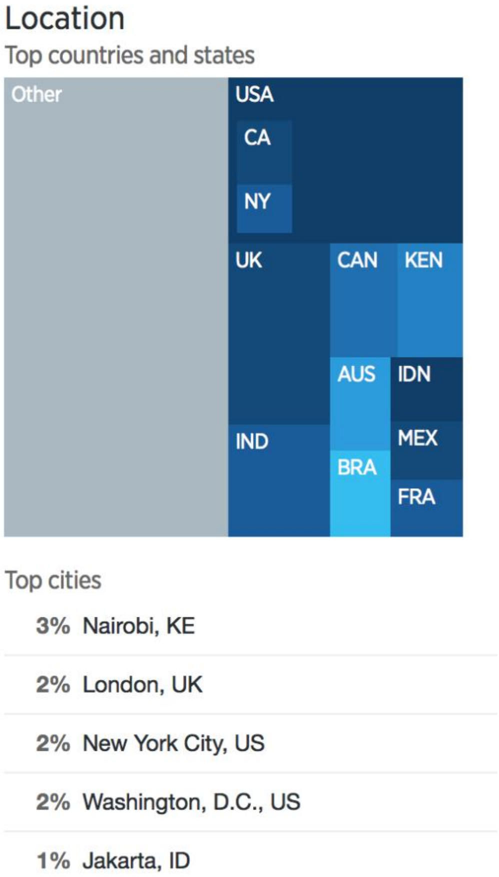
Interests

Most unique interests ?

35%	Financial news
33%	Business and finance
33%	Green solutions
31%	Government
30%	Nonprofit

Top interests ?

70%	Business and news
69%	Politics and current events
57%	Business news and general info
42%	Science news
35%	Financial news
33%	Technology
33%	Business and finance
33%	Green solutions
31%	Tech news
31%	Government

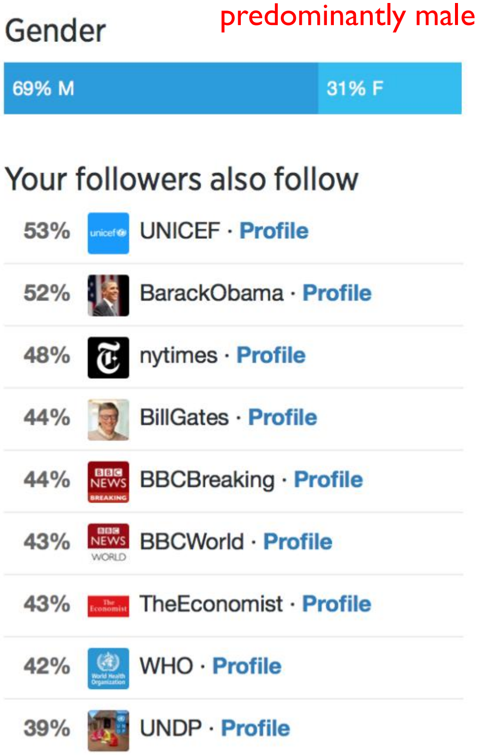


Location

Top countries and states

Top cities

3%	Nairobi, KE
2%	London, UK
2%	New York City, US
2%	Washington, D.C., US
1%	Jakarta, ID



Gender

Your followers also follow

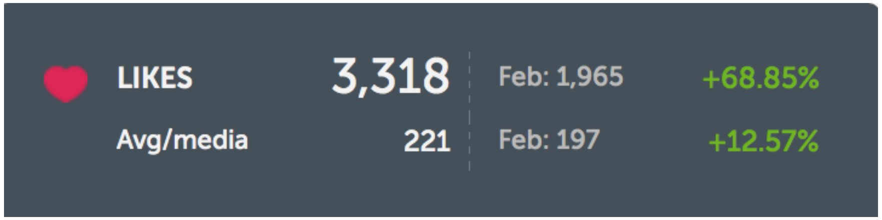
53%	UNICEF · **Profile**
52%	BarackObama · **Profile**
48%	nytimes · **Profile**
44%	BillGates · **Profile**
44%	BBCBreaking · **Profile**
43%	BBCWorld · **Profile**
43%	TheEconomist · **Profile**
42%	WHO · **Profile**
39%	UNDP · **Profile**

SOURCE: TWITTER ANALYTICS

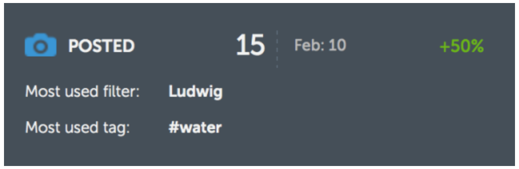
MAR
2015

INSTAGRAM OVERVIEW

MARCH TOTALS (Feb17-March19)



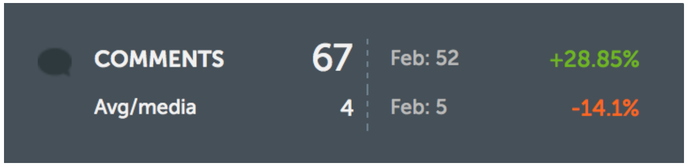
LIKES	3,318	Feb: 1,965	+68.85%
Avg/media	221	Feb: 197	+12.57%



POSTED	15	Feb: 10	+50%

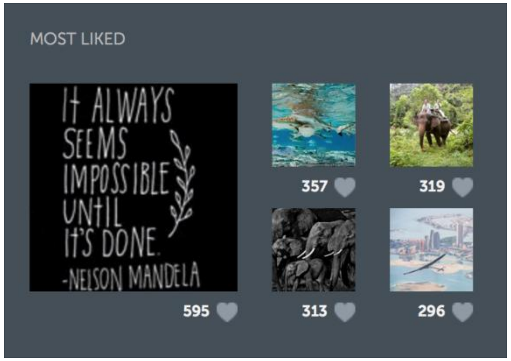
Most used filter: **Ludwig**

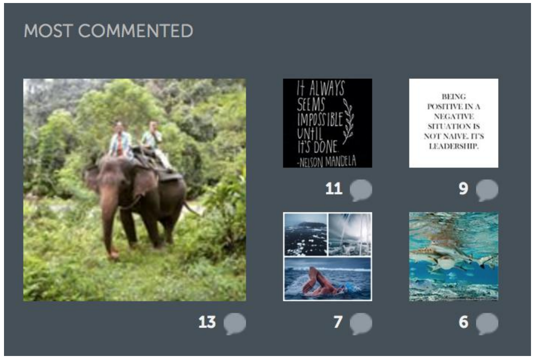
Most used tag: **#water**



COMMENTS	67	Feb: 52	+28.85%
Avg/media	4	Feb: 5	-14.1%

TOP MEDIA THIS MONTH


MOST LIKED
It ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE. -NELSON MANDELA
595
357
319
313
296


MOST COMMENTED
13
It ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE -NELSON MANDELA
11
BEING POSITIVE IN A NEGATIVE SITUATION IS NOT NAIVE. IT'S LEADERSHIP.
9
7
6

KEY FACTS

March 2015 Summary

Followers: **3518**

Likes: **3,318**

Posts: **15**

Comments: **67**

New followers: **38**

Un-followers: **9**

Followers compared to previous month
22.5 % ⬆

Top media of the month

595 likes 11 comments

*Sometimes, #UNEPChampions make the impossible, possible. The search has begun. Get ready to nominate your Champion! http://bit.ly/1F5ez8D #UNEPChampions #searchbegins #environment #leadership #change #climate #future #award @unitednations @unfoundation @undp_*

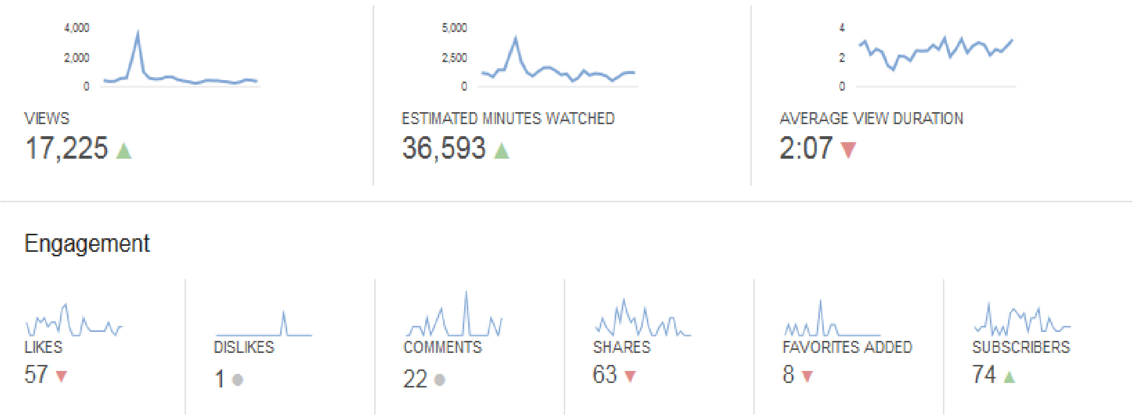
Posted on 18 Feb 2015

SOURCE: ICONOSQUARE

MAR
2015

YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH



VIEWS
17,225 ▲

ESTIMATED MINUTES WATCHED
36,593 ▲

AVERAGE VIEW DURATION
2:07 ▼

Engagement

LIKES
57 ▼

DISLIKES
1 ●

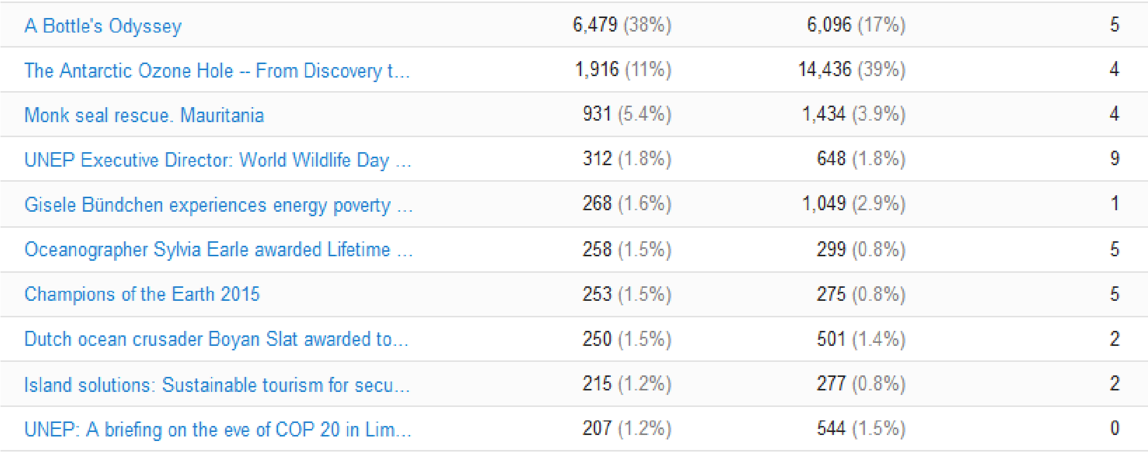
COMMENTS
22 ●

SHARES
63 ▼

FAVORITES ADDED
8 ▼

SUBSCRIBERS
74 ▲

TOP 10 VIDEOS VIEWED THIS MONTH



A Bottle's Odyssey	6,479 (38%)	6,096 (17%)	5
The Antarctic Ozone Hole -- From Discovery t...	1,916 (11%)	14,436 (39%)	4
Monk seal rescue. Mauritania	931 (5.4%)	1,434 (3.9%)	4
UNEP Executive Director: World Wildlife Day ...	312 (1.8%)	648 (1.8%)	9
Gisele Bündchen experiences energy poverty ...	268 (1.6%)	1,049 (2.9%)	1
Oceanographer Sylvia Earle awarded Lifetime ...	258 (1.5%)	299 (0.8%)	5
Champions of the Earth 2015	253 (1.5%)	275 (0.8%)	5
Dutch ocean crusader Boyan Slat awarded to...	250 (1.5%)	501 (1.4%)	2
Island solutions: Sustainable tourism for secu...	215 (1.2%)	277 (0.8%)	2
UNEP: A briefing on the eve of COP 20 in Lim...	207 (1.2%)	544 (1.5%)	0

KEY FACTS

March2015 Summary

Subscribers: **3,104**

Views: **17,225**

Minutes watched: **36,593**

Lifetime views: **810,194**

New Subscribers: **88**

Last month UNEP recorded 14,045 views, 31,198 minutes was watched and 74 new subscribers gained

Subscribers compared to previous month
1.5 % ⬆

Views compared to previous month
18.5 % ⬆

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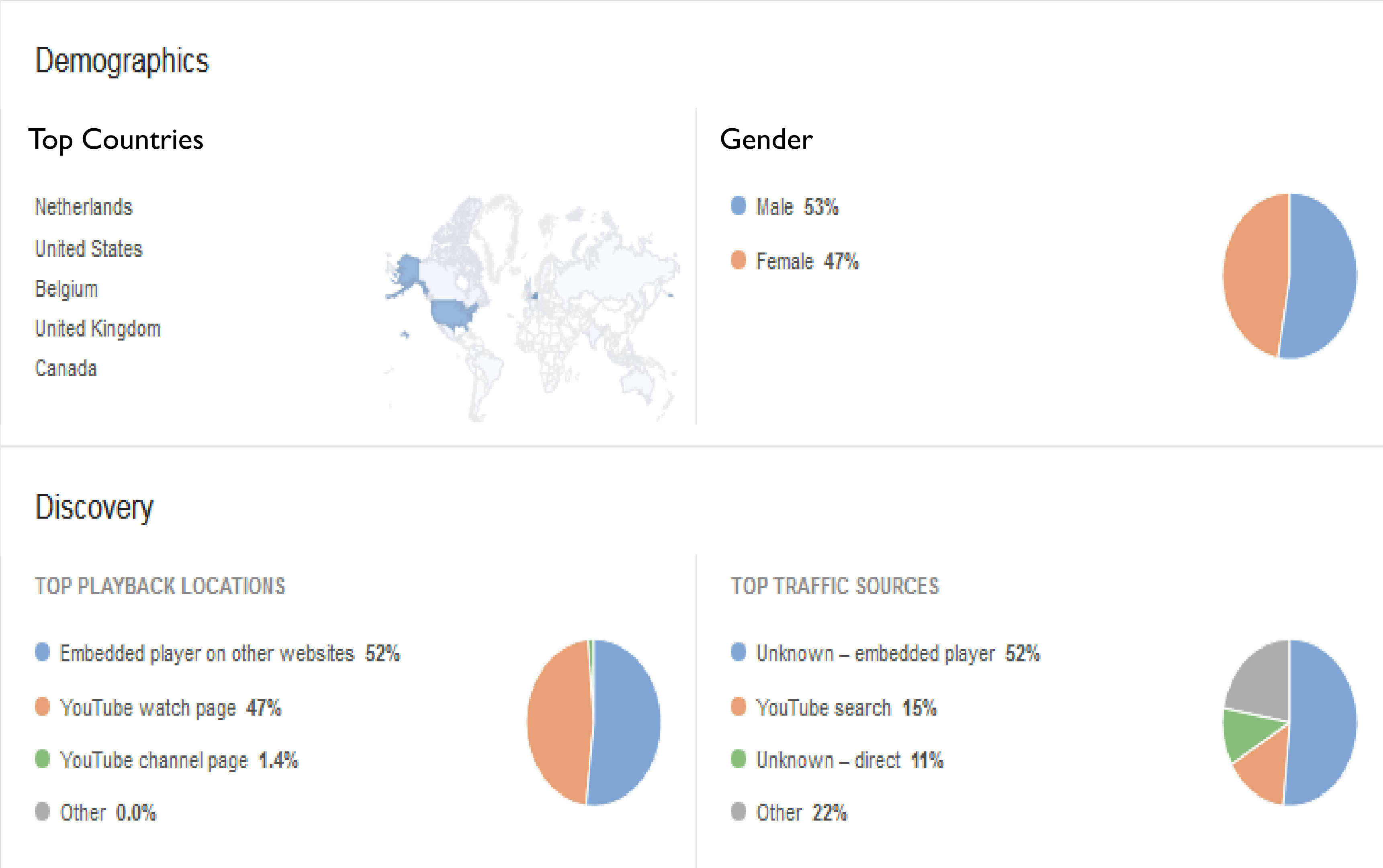
YOUTUBE DEMOGRAPHICS



Demographics

Top Countries

Netherlands
United States
Belgium
United Kingdom
Canada

Gender

● Male **53%**
● Female **47%**

Discovery

TOP PLAYBACK LOCATIONS

● Embedded player on other websites **52%**
● YouTube watch page **47%**
● YouTube channel page **1.4%**
● Other **0.0%**

TOP TRAFFIC SOURCES

● Unknown – embedded player **52%**
● YouTube search **15%**
● Unknown – direct **11%**
● Other **22%**

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SOCIAL MEDIA - LANGUAGES

FACEBOOK

RUSSIAN

Total audience: **420**
Total Posts: **100**
Total Reach: **7,455** *(average 19.3 per post)*
New likes: **29**
Vs 76 posts, 7,759 Reach and 44 new likes last month

FRENCH

Total audience: **9,077**
Total Posts: **60**
Total Reach: **4,877** *(average 140 per post)*
New likes: **10** *(no change from last month)*
Vs 51 posts, 6510 reach and 10 new likes last month

SPANISH

Total audience: **3,184**
Total Posts: **9**
Total Reach: **4,060**
New likes: **50**
Vs 11 posts, 8134 Reach and 40 new likes last month

TWITTER

RUSSIAN

Total followers: **2,986**
Total Tweets: **637**
Total Impressions: **687.7K**
New followers: **186**
Vs 332 tweets, 200K Reach and 200 new followers

FRENCH

Total followers: **1,665**
Total Tweets: **147**
Total impressions): **89.6K**
New followers: **351**
Vs 96 tweets, 88.9K Reach and183 new followers last month

SPANISH

Total followers: **1,642**
Total Tweets: **43**
Total Impressions: **145K**
New followers: **42**
Vs. 52 tweets, 61.9K Reach and 51 new followers last month

CHINESE

NEW FOLLOWERS

Sina Weibo: **3,179**
QQ: **2,761**
Renren: **14**
WeChat: **368**

CHINESE CONTENT HIGHLIGHTS

Monthly Top Post
World Wildlife Day
81,000 reach, 1,227 shares, 76 comments, 28 likes

International Children's Painting Competition

Women and Sustainable Development

ED attended UN World Conference on Disaster Risk Reduction

Fans on **WeChat** rising although we continue to lose audience on **RenRen** (attributed to audience trends – **RenRen** is now not considered an essential platform to engage on.)

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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.