

MAY  
2016

# UNEP DIGITAL METRICS

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2016

# SOCIAL MEDIA OVERVIEW

## KEY FACTS







Total followers across all platforms  
3,620,877

Compared to previous month 0.6% 






Highest follower growth this month was seen on Spanish Facebook at 27%, Russian Facebook at 18%, Spanish twitter at 44%, French twitter at 9.5% and Chinese WeChat at 8.1%.

Follower growth also seen on French Twitter, English Facebook, Weibo and YouTube.



English		1.8%	230,537
French		4.6%	12,181
Spanish		27%	6,623
Russian		18%	3,539
Tunza		0.6%	11,938
ROWA		14%	1,930



English		1.3%	511,584
French		9.5%	6,893
Spanish		44%	5,427
Russian		8.9%	5,712
ROWA		6.7%	6,731




		8.2%	5,369
--	---	------	-------



		5%	43,081
--	---	----	--------



WeChat		8.1%	17,359
RenRen		0.001%	545,849
QQ		0.04%	2,099,700
Weibo		1%	106,424

## TWITTER

This month, UNEP's Twitter account recorded a 1.3% increase in followers from 505,165 to 511,584. This is mainly attributed to an increase in social media activities given the upcoming and the opening of the second session of the United Nations Environment Assembly. To engage followers UNEP has continued to create engaging and impactful posts giving more to enlighten and excite audiences for the upcoming events. UNEP's twitter account increased its activity during the opening of UNEA while engaging high profile personalities as well. The UNEA2 campaign saw great pick up across sister agencies and external participants as well as UNEP kept audiences abreast with ongoing sessions in Nairobi via live tweeting.

UNEP continues to engage its audiences in platforms across all 6 languages.

In addition to the UNEP's audience, review of analytics data informed that UNEP's Twitter audience is likely to engage with positive and informative news on outcomes following the signing of the Paris Agreement and news on renewables. UNEP's Twitter audience is also likely to respond to video content calling for action on the environment and climate change.

**What worked:**

- + Coverage of the opening of #UNEA2
- + #DidYouKnow tweets

**What did not work:**

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

## FACEBOOK

This month Facebook account recorded a 1.8% increase in followers bringing the total number of fans from 226,503 to 230,597. This continued, strong increase in numbers is mainly attributed to the continued use of video content to enhance story telling and engaging and inspiring posts with a human angle as well as the ongoing of the second session of the United Nations Environment Assembly.

Continued implementation of the new approach featuring more interactive posts with news and videos as well as participation in campaigns to present an awareness of the environmental state of the world continues to amplify user engagement.

Creative uses of the platform to fuel post sharing is a contributor 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 tied back to programmatic successes.

**What worked:**

- +UNEA2 Content
- +News on Health and Environment
- + Sustainable Development Goals posts

**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 May 23rd)*

AGENCY	FOLLOWERS
UN	7,280,378
UNICEF	5,474,746
WHO	2,903,293
WWF	2,232,854
World Bank	1,805,787
Green Peace	1,548,028
WFP	1,178,593
UNDP	964,066
<b>UNEP</b>	<b>511,584</b>
UNFCCC	294,201
FAO News	190,756
IPCC	73,726
WMO	26,768
WRI Climate	18,347

UNEP's position remains constant despite 1.3% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,094,934
WWF	2,814,397
WHO	2,784,796
Green Peace	2,588,641
World Bank	2,008,976
UN	2,000,741
UNDP	1,090,757
FAO	869,508
WFP	769,642
<b>UNEP</b>	<b>230,537</b>
UNFCCC	165,471
WRI	108,985
WMO	85,684
IPCC	17,796

UNEP's position remains constant despite 1.8% increase in followers.



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# FACEBOOK OVERVIEW

UNEP has a total of **230,537** fans on Facebook as of May 23, 2016. This month **668,633** people saw UNEP's information from **82** posts

## TOP POST THIS MONTH *(shared on May 15 2016)*

UNEP  
Published by Dave Cole (7) · May 15 at 5:02pm · 🌱

Getting involved in #WorldEnvironmentDay is not difficult - here are 5 simple steps that will ensure that you make a difference for the environment on #WED2016. <http://wed2016.com/wedcommunity>

**World Environment Day**  
What you can do in 5 quick steps.  
WED2016.COM

40,922 people reached Boost Unavailable

402 Reactions (Like, Love, Haha, Wow) · 6 Comments · 189 Shares

40,922 People Reached		
1,054 Reactions, Comments & Shares		
811 Like	386 On Post	425 On Shares
18 Love	14 On Post	4 On Shares
1 Haha	0 On Post	1 On Shares
2 Wow	2 On Post	0 On Shares
31 Comments	10 On Post	21 On Shares
192 Shares	189 On Post	3 On Shares
1,044 Post Clicks		
2 Photo Views	469 Link Clicks	573 Other Clicks
NEGATIVE FEEDBACK		
4 Hide Post	2 Hide All Posts	

Source: FB Insights

## KEY FACTS

### May 2016 Summary

Fans: **230,537**

Posts: **82**

Total reach: **668,633**

Comments: **351**

Shares: **3,153**

Likes: **10,980**

Link clicks: **3,514**

Video views: **1,258**

New fans: **4,034**

Engagement rate: **1%**

*Last month UNEP reached 1,844,938 people through 86 posts, and gained 6,248 new fans, with a 1% engagement rate*

### Best day of the month

Sunday 15 May 2016 UNEP reached 40,922 unique individuals.

### Key data on this day

- Post sharing content to encourage users to participate in upcoming WED2016 activities.



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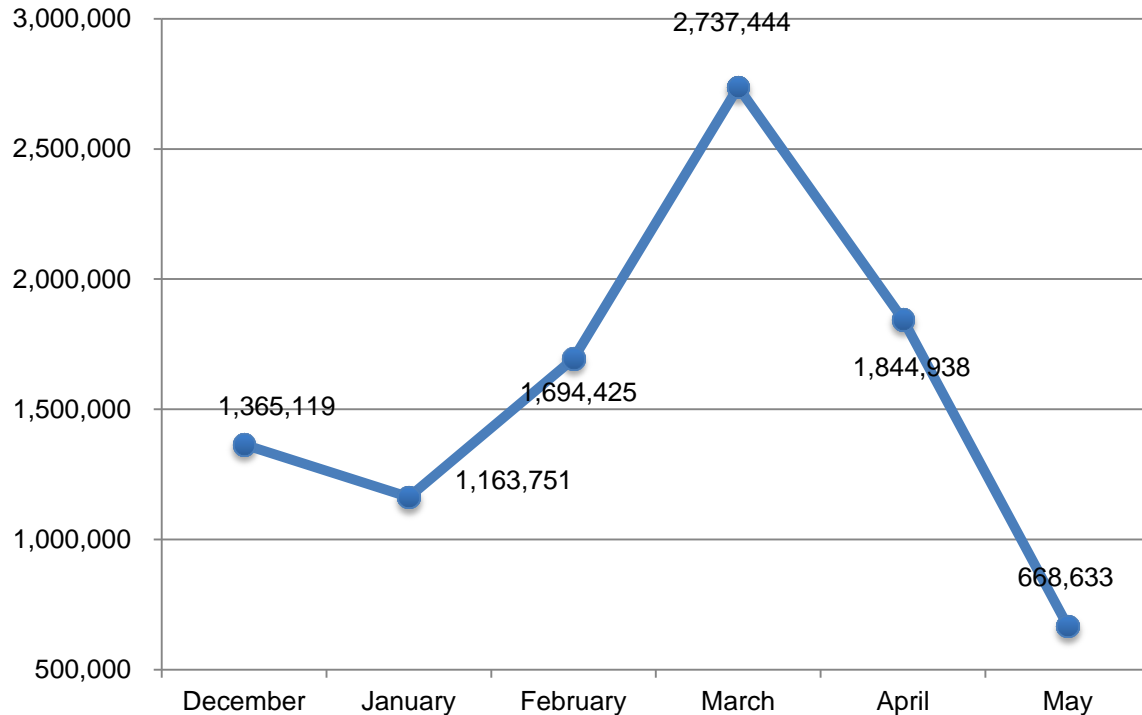
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# FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

## KEY FACTS

Total number of unique people reached since November 2015:

**9,474,310**

Average number of people reached per post since November 2015

**19,178**

## NUMBER OF POSTS SHARED

Month	No. of posts
MAY2016	82
APRIL 2016	86
MARCH 2016	81
FEBRUARY 2015	91
JANUARY 2015	75
DECEMBER 2015	79
<b>TOTAL POSTS</b>	<b>494</b>

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



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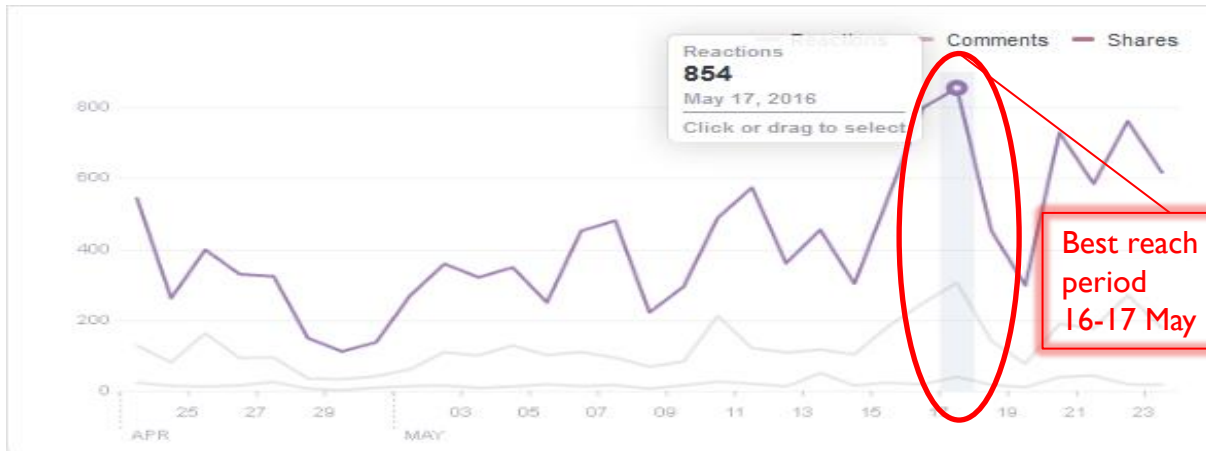
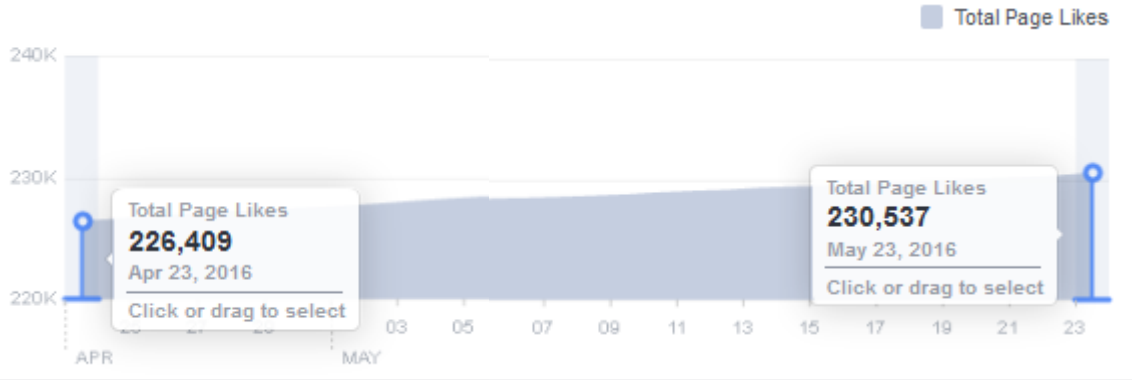
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# FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

## FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

## KEY FACTS

UNEP Facebook page continues to maintain momentum in growth, recording a percentage increase in followers with audience-optimised posts, featuring explanatory text accompanied by embedded links as well as audio-visual media. This continued use of audience optimised posts has caused a steady increase in organic impressions. 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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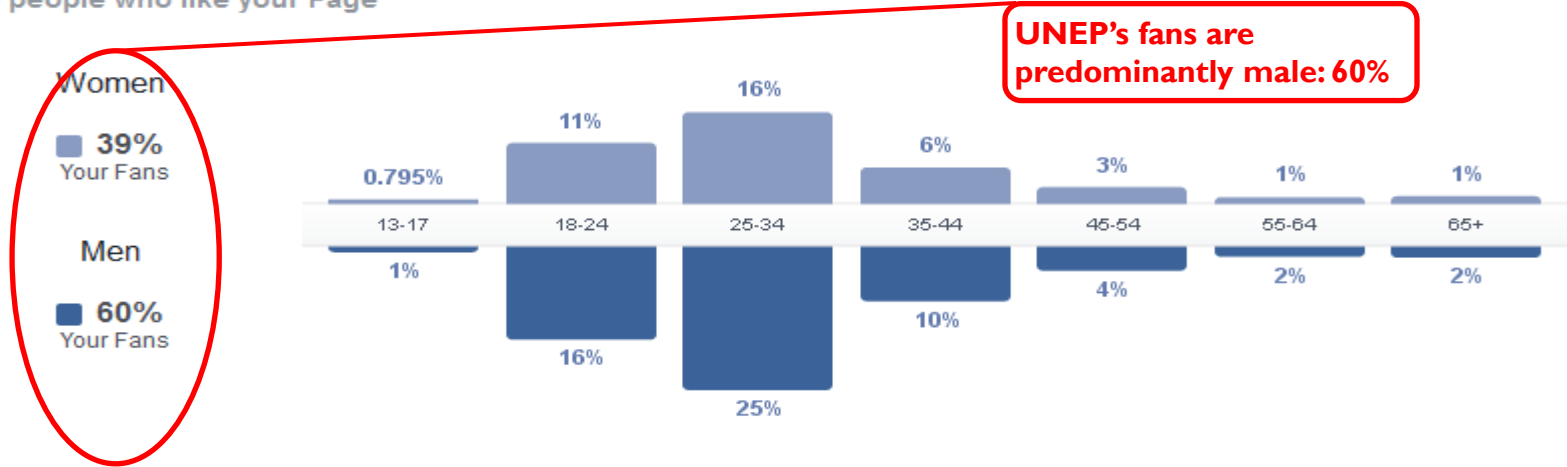
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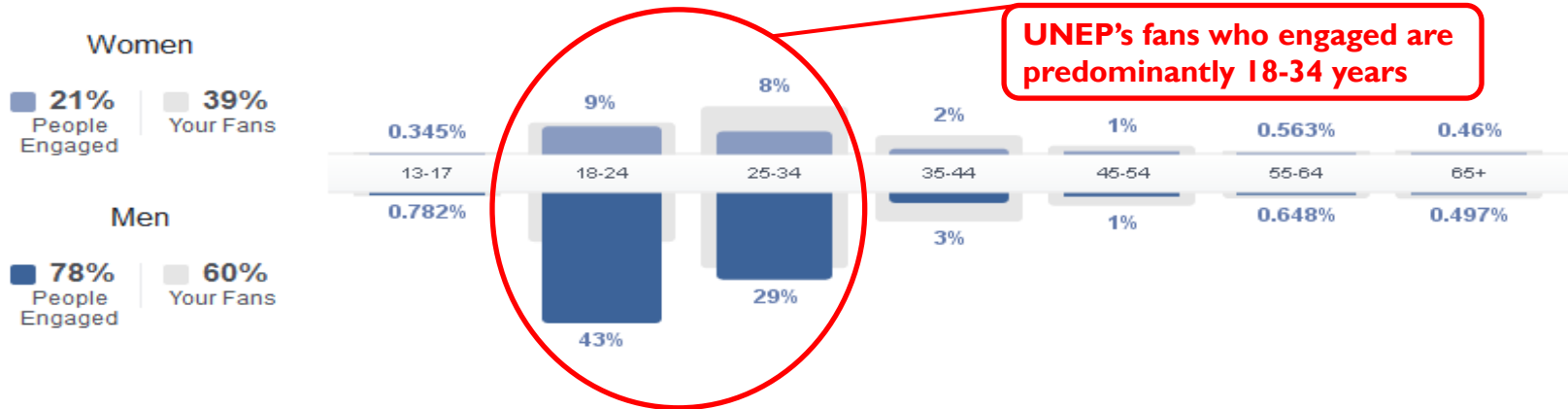
# FACEBOOK DEMOGRAPHICS

The people who like your Page



SOURCE: FACEBOOK INSIGHTS

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



SOURCE: FACEBOOK INSIGHTS



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# FACEBOOK FANS - COUNTRIES, CITIES AND LANGUAGES

Country	Your Fans	City	Your Fans	Language	Your Fans
India	26,848	Dhaka, Dhaka Division...	11,827	English (US)	127,927
Bangladesh	16,420	Nairobi, Kenya	10,247	English (UK)	41,194
United States of America	15,164	New Delhi, Delhi, India	4,045	Spanish	13,884
Kenya	13,046	Kathmandu, Bagmati ...	4,017	French (France)	10,544
Malaysia	9,577	Kuala Lumpur, Malaysia	2,126	Portuguese (Brazil)	6,766
Pakistan	7,791	Phnom Penh, Cambodia	2,077	Arabic	5,088
Brazil	7,340	Lima, Lima Region, Peru	2,073	Italian	4,119
Nepal	5,794	London, England, Unit...	1,942	Spanish (Spain)	3,868
Philippines	5,707	Cairo, Cairo Governor...	1,848	German	2,691
Mexico	5,703	Mexico City, Distrito Fe...	1,583	Indonesian	2,384

Source: FB Insights

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# FACEBOOK BENCHMARKS

1		UNICEF	6.1m		▲ 0.1%	17	174.1K	
2		WWF	2.8m		▲ 0.1%	11	30.3K	
3		World Health Organizati...	2.8m		▲ 0.1%	11	8.3K	
4		Greenpeace International	2.6m		▲ 0.2%	28	94.6K	
5		World Bank	2m		▲ 0.5%	19	45.6K	
6		United Nations	2m		▲ 0.2%	32	10.3K	
7		United Nations Develop...	1.1m		▲ 0.1%	16	4.4K	
8		Food and Agriculture Or...	869.5K		▲ 0.3%	29	14.9K	
9		World Food Programme	769.3K		▲ 0.2%	5	127	
YOU 10		UNEP	246K		▲ 6.2%	20	88.8K	

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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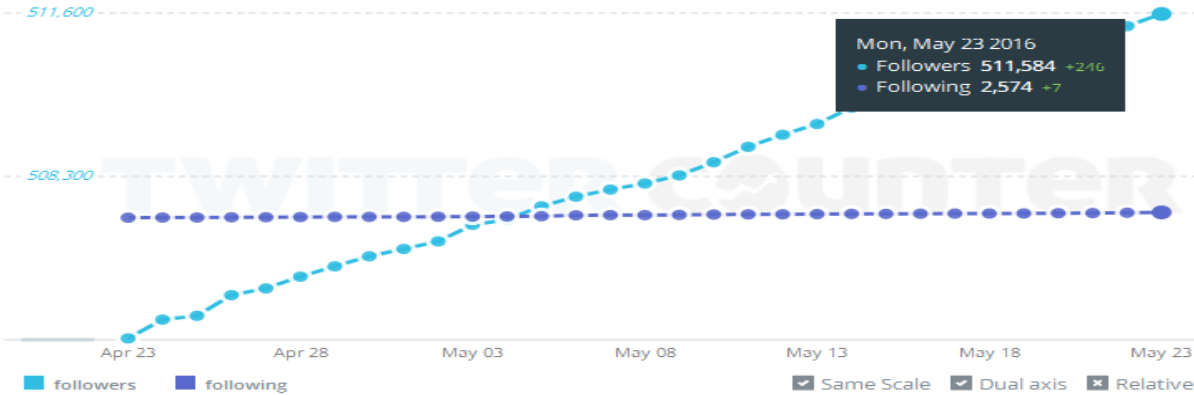
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# TWITTER OVERVIEW

## MAY 2016 FOLLOWER GROWTH



SOURCE:TWITTERCOUNTER.COM

## TOP TWEETS THIS MONTH

**UN Environment @UNEP**  
 Combating food loss & waste will be addressed at #UNEA2. How are you #NotWasting? Share a pic and show us!



**UN Environment @UNEP**  
 The theme of #WorldEnvironmentDay is the fight against the illegal trade in #wildlife. Tweet your best wildlife pic!



RETWEETS: 359 LIKES: 454

## KEY FACTS

### May 2016 Summary

Followers: **511,584**  
 Tweets: **642**  
 Replies: **1.3K (43 per day)**  
 Mentions: **7.8K**  
 Retweets: **29K (929 per day)**  
 Likes: **24K (771 per day)**  
 Impressions: **10.8M (338K per day)**  
 New followers: **6,556**  
 Engagement rate: **1.2%**

### Top tweets of the month

491 Retweets 393 likes 139K Impressions  
 Combating food loss & waste will be addressed at #UNEA2. How are you #NotWasting? Share a pic and show us!  
*Tweeted on 11 May 2016*

359 Retweets 453 likes 126K Impressions  
 The theme of #WorldEnvironmentDay is the fight against illegal trade in #wildlife. Tweet your best wildlife pic!  
*Tweeted on 06 May 2016*



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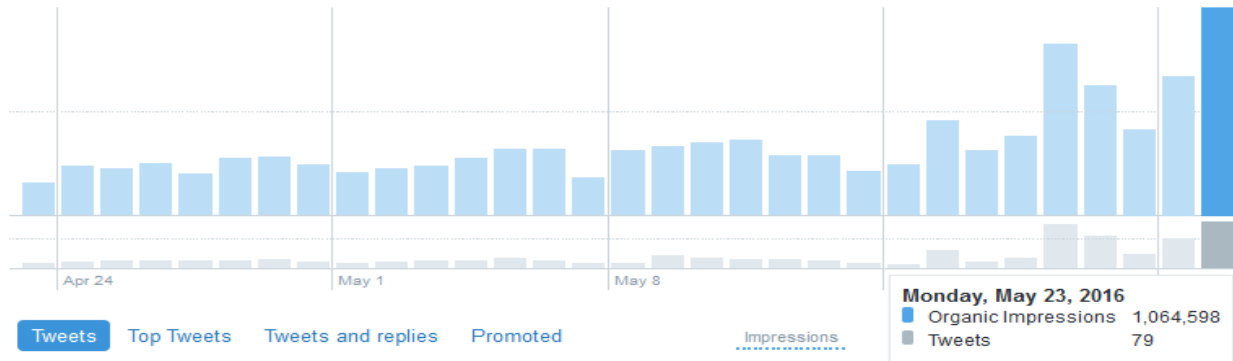
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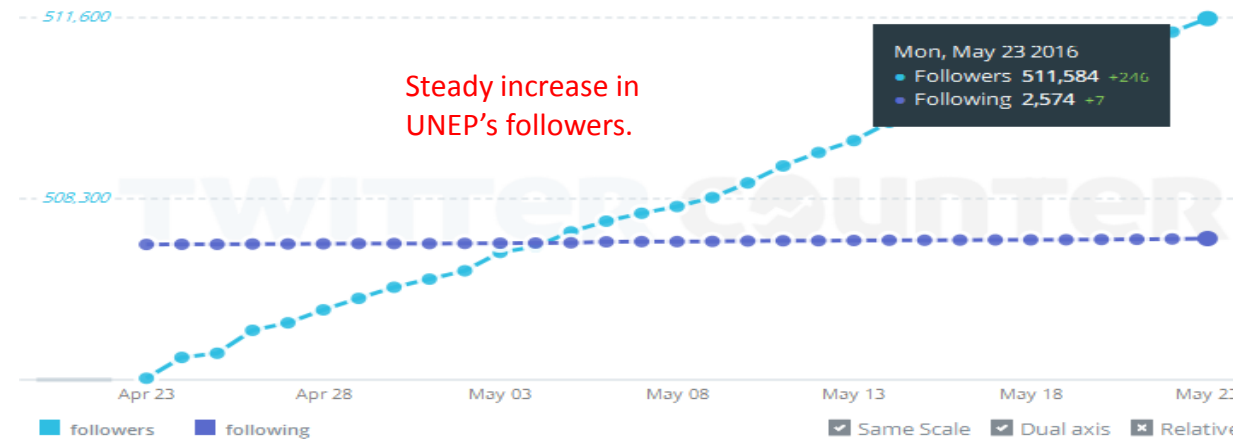
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# TWITTER OVERVIEW

**BEST DAY THIS MONTH: Monday 23 May 2016**



SOURCE:TWITTER ANALYTICS



SOURCE:TWITTER COUNTER

## KEY FACTS

### Best day of the month

Monday, 23 May 2016 UNEP recorded 1,064,598 impressions .

### Key data on this day

- Opening of the second United Nations Environment Assembly

Impressions compared to previous month **35%** ↑  
Followers compared to previous month **1.3%** ↑

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



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# TWITTER DEMOGRAPHICS AND LOCATIONS

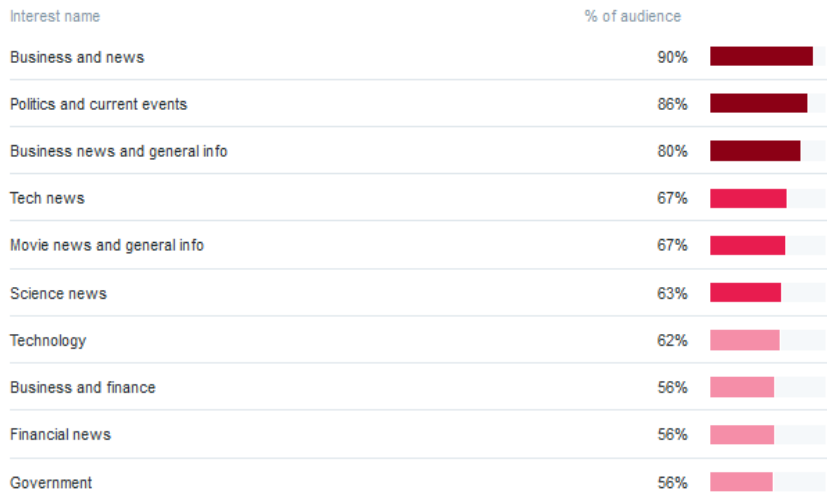
## Country



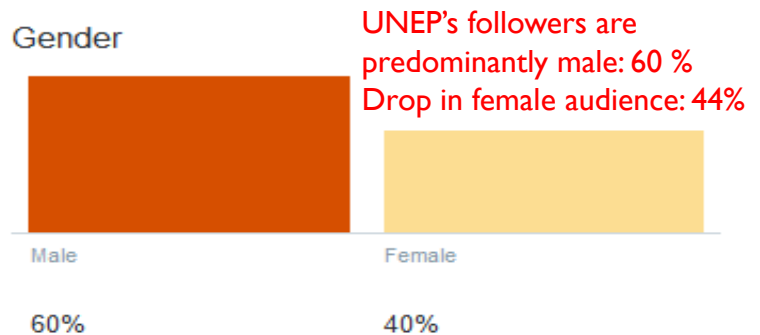
## Region



## Interests



## Gender



SOURCE: TWITTER ANALYTICS



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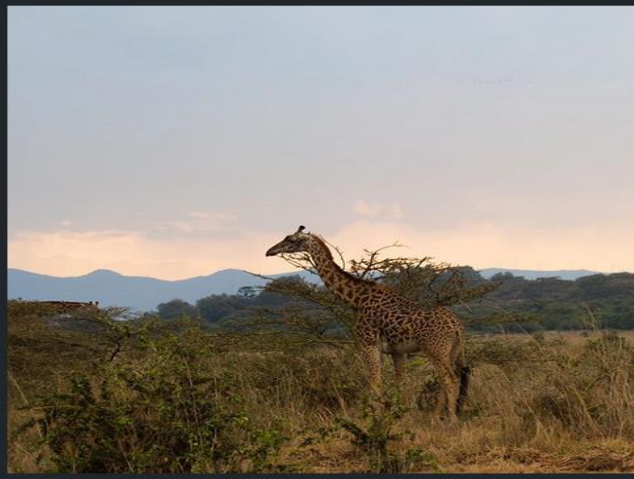
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# INSTAGRAM OVERVIEW

## MARCH- APRIL TOP MEDIA

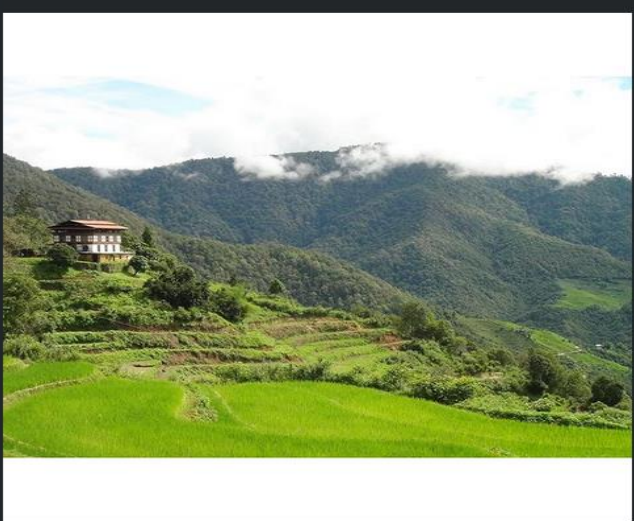


### Top media of the month

996likes

Happy #EarthDay! On 22 April 22<sup>nd</sup> we celebrate the beauty of our planet. Today, 175 @unitednations Member States signed the #ParisAgreement on climate change in New York, signaling a clear intent to take steps to improve the health of the globe.

#Sign4Climate #ClimateChange #UNEP #Wildlife #ClimateAction #environment environment #medioambiente #meioambiente #GlobalGoals



### Top media of the month

850 likes

Phobjkha Valley, #Bhutan. Bhutan's socio-economic growth is driven by sectors dependent in the environment. The UNDP-UNEP Poverty- Environment Initiative focuses on integrating environment, climate and poverty into Bhutan's policies, plans, programmes and budgets to achieve a greener, more inclusive and more sustainable development path. #environment environment #medioambiente #meioambiente #GlobalGoals

## KEY FACTS

### April 2016 Summary

Followers: **43,081**

Likes/Post: **780**

Posts: **360**

Engagement rate : **2.2x** ↑

New followers: **2,000**

Following: **209**

Followers compared to previous month

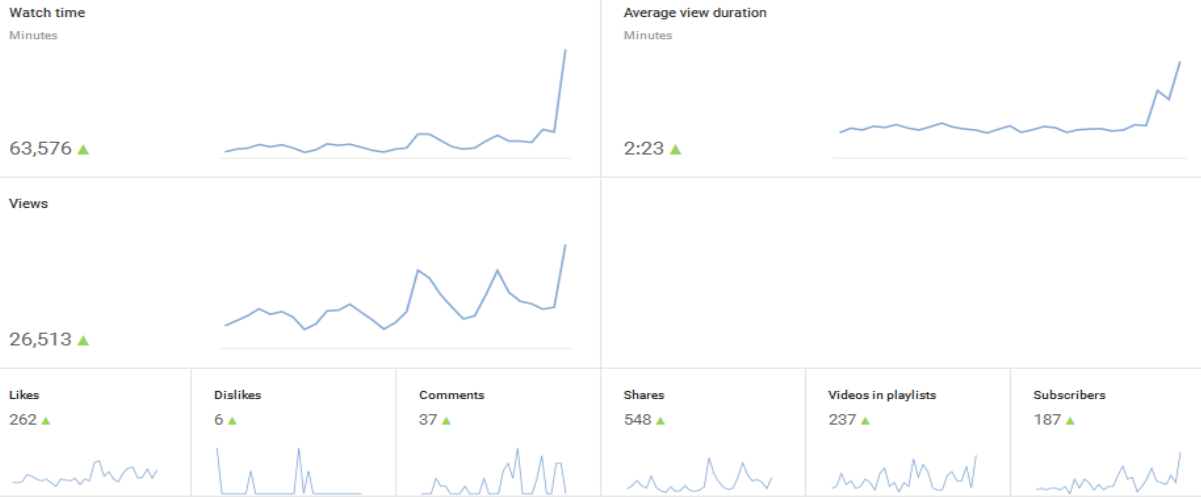
**5%** ↑

Source: Union Metrics

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# YOUTUBE

## YOUTUBE ACTIVITIES THIS MONTH



## TOP 10 VIDEOS VIEWED THIS MONTH

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
<a href="#">The Antarctic Ozone Hole -- From Discovery to ...</a>	11,228 18%	1,780 6.7%	4	0
<a href="#">Opening of UNEA 2 (Plenary) - English Channel</a>	6,454 10%	283 1.1%	3	0
<a href="#">Why do we need to change our food system?</a>	5,734 9.0%	2,355 8.9%	46	3
<a href="#">Seven Billion Dreams. One Planet. Consume w...</a>	3,112 4.9%	2,681 10%	33	0
<a href="#">Opening of UNEA 2 (Plenary) - Floor Channel</a>	1,993 3.1%	177 0.7%	2	0
<a href="#">How and why should food be considered with...</a>	1,612 2.5%	940 3.5%	19	6
<a href="#">Pourquoi devons-nous changer notre systèm...</a>	1,511 2.4%	753 2.8%	9	0
<a href="#">Press Conference</a>	1,246 2.0%	94 0.4%	0	0
<a href="#">Bertrand Piocard, UNEP Goodwill Ambassador</a>	1,024 1.6%	642 2.4%	1	0
<a href="#">Ozone Song</a>	979 1.5%	733 2.8%	3	1

## KEY FACTS

### May 2016 Summary

Subscribers: **5,369**

Views: **26,531**

Watch time: **63,576**

New Subscribers: **406**

*Last month UNEP recorded 25,013 views, 46,650 minutes watched and a gain of 121 new subscribers.*

Subscribers compared to previous month

8.2% ▲

Views compared to previous month

36% ▲

### New in Top 10 videos

- **Opening of UNEA 2 Channels**
- **Why do we need to change our food system**
- **How and why food should be considered in the climate policies of cities**
- **Pourquoi devons-nous changer notre systeme alimentaire**



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# YOUTUBE DEMOGRAPHICS

## Top geographies

Watch time

- United States (21%)
- Kenya (17%)
- United Kingdom (4.6%)
- France (4.5%)
- Canada (4.3%)



## Gender

Views

- Male (53%)
- Female (47%)



## Traffic sources

Watch time

- External (28%)
- Suggested videos (17%)
- YouTube search (15%)
- Other (40%)



## Playback locations

Watch time

- YouTube watch page (85%)
- Embedded in external websites and apps (14%)
- YouTube channel page (1.5%)
- YouTube other (0.0%)



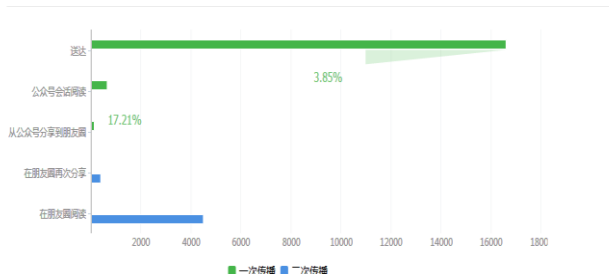


## CHINESE

### UNEP WeChat Top post

第二屆聯合國環境大會今日開幕 | 聚焦環境與健康 / 數據詳細

轉化率



### 19 posts/ May

#### 24 May

UNEA-2 Kicks off in Nairobi, Focusing on Environment Health & Human Health  
**View: 6,053 Retweets and favourites: 894**

#### 22 May

UNEP China Office Summer Internship programme  
**View: 5,066 Retweets and favourites: 420**

## CHINESE

### ED's WEIBO

Fans number: 2,136,

14.6% ↑

25 tweets posted in May.

**Top weibo:** *Bilateral meeting Between Achim Steiner and China's Environment Minister Chenjining During UNEA-2*



## CHINESE CONTENT HIGHLIGHTS

### WHAT WORKED

- UNEA events related to China
- Environment Fact sheets released during UNEA
- Celebrity engagement including UNEP advocate on Air Quality improvement during UNEA - @Lichen's Weibo
- Launch of #Wild for life Campaign @Li Bingbing's Weibo
- UNEP China Office Internship programme

Fans on **WeChat** and **Sina Weibo** continue to rise. Slight decrease in **QQ** audience. This is because social media users continue to move to WeChat.

**RenRen** audience numbers continue to drop due to decrease in use of platform by users as well as popularity.

### 43 Posts/ May

#### Top Weibo post:

#### 26 May 2016

*During UNEA, A Review of Air Pollution Control in Beijing: 1998-2013 was released and Chinese Environment Ambassador & Actor LiChen attended its Press Conference*  
**Shares: 164**

**Likes & comments: 73**

**Reach: 913,000**

### UNEP Sina Weibo Top post



## f FACEBOOK

Total audience: **3,539**  
 Total Posts: **76**  
 Total Reach: **116K**  
 New likes: **543**  
*Vs 43 posts, 81K Reach and 637 new likes last month*

**RUSSIAN**



Total audience: **12,181**  
 Total Posts: **60**  
 Total Reach: **96K**  
 New likes: **534**  
*Vs 47 posts, 142K reach and 484 new likes last month*

**FRENCH**



Total audience: **6,623**  
 Total Posts: **43**  
 Total Reach: **112K**  
 New likes: **1,434**  
*Vs 34 posts, 57K Reach and 652 new likes last month*

**SPANISH**



Total audience: **1,930**  
 Total Posts: **63**  
 Total Reach: **380K**  
 New likes: **238**  
*Vs 62 posts, 235K Reach and 168 new likes last month*

**UNEP ROWA**

## 🐦 TWITTER

Total followers: **5,712**  
 Total Tweets: **905**  
 Total Impressions: **436K**  
 New followers: **465**  
*Vs 533 tweets, 182K Reach and 265 followers*

**RUSSIAN**



Total followers: **6,983**  
 Total Tweets: **209**  
 Total impressions: **420K**  
 New followers: **608**  
*Vs 189 tweets 281K Reach and 409 new followers last month*

**FRENCH**



Total followers: **5,427**  
 Total Tweets: **153**  
 Total Impressions: **429K**  
 New followers: **1,729**  
*Vs. 151 tweets, 253K Reach and 600 new followers last month*

**SPANISH**



Total followers: **6,731**  
 Total Tweets: **274**  
 Total Impressions: **391K**  
 New followers: **428**  
*Vs 188 tweets, 234K Reach and 277 new followers last month*

**UNEP ROWA**

## LANGUAGE CONTENT HIGHLIGHTS

### TOP POSTS

**ONU Environnement** @UNEPfr

Un seul pays de plus et nous pourrons créer la plus grande réserve marine au monde !  
 Retweetez & signez la pétition !

**Lewis Pugh** @LewisPugh

We need just 1 more country to create the largest marine sanctuary!  
 Please sign and RT. ow.ly/4njA9w

View translation

RETWEETS: 48 LIKES: 24

1:17 AM - 4 May 2016

**ЮНЕП** @UNEP\_Russian

Сколько носорогов погибли от рук браконьеров в Африке в 2015 г?  
[#WorldEnvironmentDay](#) [#WED2016](#)

View translation

9% 237  
 16% 608  
**71% 1338**  
 4% 343

138 votes • Final results

RETWEETS: 8 LIKES: 5

1:15 AM - 10 May 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.

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

**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.