

AUG
2015

UNEP DIGITAL METRICS



UNEP

AUG
2015

www.unep.org



2,185,033
Visits

↓ 1%
since last month



9,280,410
Page Views

↑ 74%
since last month



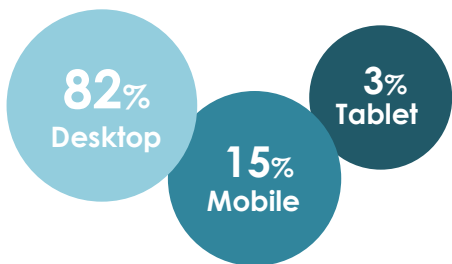
00:21:29
Avg. Time Spent

↑ 8%
since last month



183,091
Returning Visitors

↓ 4%
since last month



Devices



171,323 Total Fans

966,363
People saw
UNEP's messages

3.2% ↑
Total Fans
from last month

22% ↑
Total Reach
from last month

Top Post:
UNEP Live plastics pollution map
72,842 readers and 1,644 Likes/Comments/Shares

57% male, 67% aged between 18-34



420,711 Total Followers

Top Tweet:
Empire State building for endangered species
227 retweets
169 favourites

3.1% ↑
Total Followers
from last month

7.7M
IMPRESSIONS
By UNEP Tweets

71% male, Located in USA, UK and India



3,903 Total Subscribers

33,940 Total Views

2.1% ↑
Total Subscribers
from last month

0.01% ↑
Total Views
from last month

Top Video:
A Bottle's Odyssey
20,708 views



Followers compared to previous month: 21% ↑

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VISITS

Month	Total visits	Average per Day	Average Visit Duration
August 2015	2,185,033	68,282	00:21:29
July 2015	2,202,816	71,058	00:19:59
Jun 2015	3,216,351	100,510	00:17:23
Total for last three months	7,604,200		

KEY FACTS

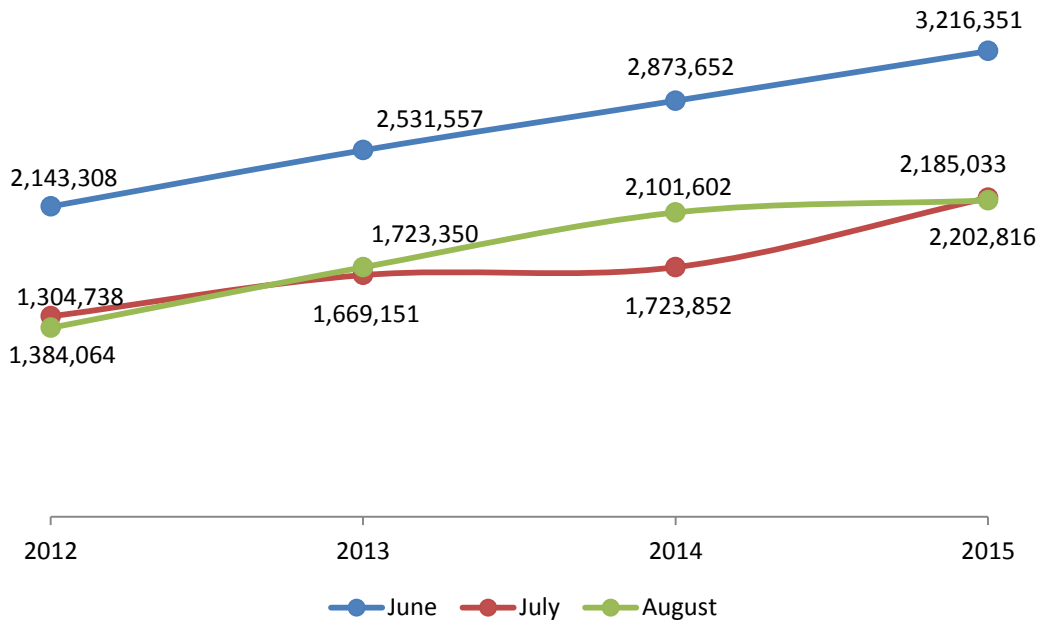
Total visits year to date: 18,698,799

Visits compared to previous month
1% ↓

Tuesday was the most active and Sunday the least active day

Average visits per visitor 1.75
Compared to previous month 2% ↑

51% 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

KEY FACTS

Month	Total visitors	Daily average	Peak day
August 2015	1,223,407	40,780	30-Jul
July 2015	1,257,276	41,909	25-Jun
Jun 2015	1,946,874	64,896	5-Jun
Total visitors for last 3 months	4,427,557		

Total visitors year to date: 11,214,088

Visitors compared to previous month
3% ↓

Returning visitors compared to
previous month 4% ↓

Most popular browsers used by visitors	
Browser	% of total
Chrome	44.83%
Internet Explorer	19.88%
Firefox	15.77%
Safari	9.73%
Opera Mini	4.25%
Android Browser	1.72%
UC Browser	0.94%
Opera	0.83%
Safari (in-app)	0.75%
BlackBerry	0.30%

UNEP visitors by age group

25-34 - 35.52%

18-24 - 24.83%

35-44 - 17.97%

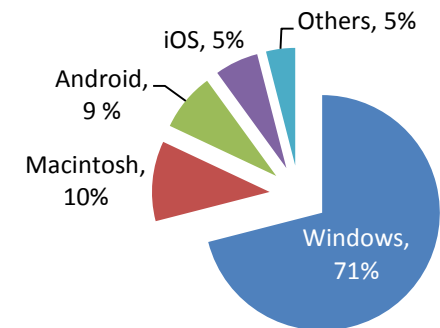
45-54 - 10.81%

55-64 - 6.55%

65+ - 4.13%

60% of UNEP
audience is between
ages 18-34 years

Most popular operating systems used by visitors



Source: Webtrends and Google Analytics



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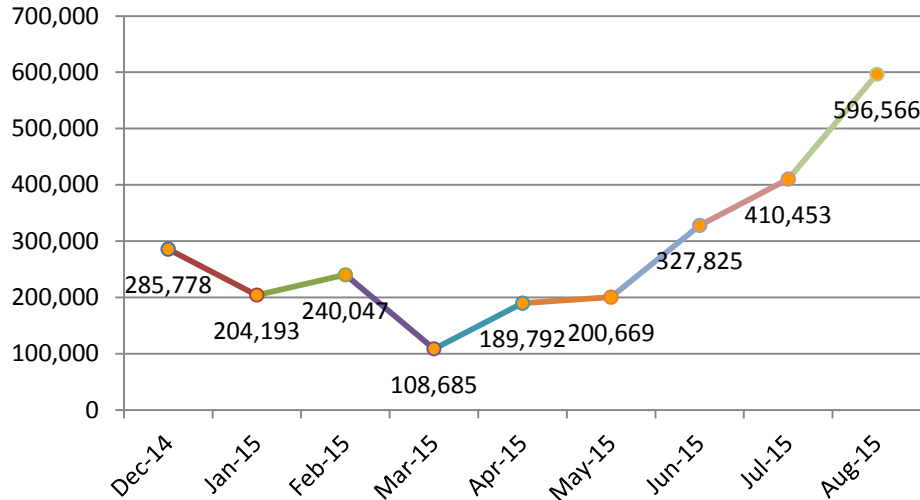
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UPLOADS

Uploads trends from Jan 2015 to date



KEY FACTS

Total uploads this month were 596,566 compared to the baseline 468% ▲

Baseline : 105,000

Content types

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

	Most updated sites	Uploads	% Uploads
1	http://www.unep.org/ieacp/iea/trainers.aspx	48,017	8%
2	http://www.unep.org/10YFP/	46,048	8%
3	http://www.unep.org/newscentre/	39,583	7%
4	http://www.unep.org/resourceefficiency/	36,113	6%
5	http://www.unep.org/climatechange/	33,851	6%
6	http://www.unep.org/climatechange/adaptation/	32,919	6%
7	http://www.unep.org/about/	31,891	5%
8	http://www.unep.org/post2015/	31,672	5%
9	http://www.unep.org/About/sgb/cpr_portal/	29,896	5%
10	http://www.unep.org/greeneconomy/	24,305	5%

* 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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Top 20 Microsites this Month

1	WED - Global
2	UNEP Annual Report 2013
3	Experts
4	UNEP Year Book Report
5	Regional Office for Africa (ROA)
6	Green Economy
7	UNEP and the Post-2015 Agenda
8	Climate Change
9	Green Economy
10	Resource Efficiency
11	Climate and Clean Air Coalition (CCAC)
12	DEWA
13	Disasters and Conflicts
14	GEO
15	Transport
16	Environmental Education and Training
17	Chemicals and Waste
18	Governing Council (GC)
19	IEA Community Platform
20	The Partnership for Clean Fuels and Vehicles (PCFV)

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. UNEP/GRID-Sioux Falls
5. GRID-Arendal
6. UNEP - MAP
7. Forside - UNEP DTU PARTNERSHIP
8. Great Apes Survival Partnership – GRASP
9. UNEP International Ecosystem Management Partnership (UNEP-IEMP)
10. UNEP - DHI Partnership – Centre on Water and Environment

* **Micro-site**

A microsite is a separately promoted part of a larger website. 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.

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COUNTRIES

Top 10 Countries this Month

	Country	New Users	% of Total
1	India	18,569	12.12%
2	United States	17,967	11.73%
4	Kenya	7,034	4.59%
5	United Kingdom	6,355	4.15%
3	Australia	5,874	3.83%
7	Philippines	5,761	3.76%
6	China	5,066	3.31%
8	Germany	4,513	2.95%
9	Canada	3,862	2.52%
10	France	3,591	2.34%

Top 10 Cities this Month

	City	New Users	% of Total
1	New Delhi	5,650	3.69%
2	London	3,082	2.01%
3	Nairobi	2,233	1.46%
4	Bengaluru	2,004	1.31%
5	Quezon City	1,962	1.28%
6	Sydney	1,934	1.26%
7	New York	1,746	1.14%
8	Mumbai	1,740	1.14%
9	Geneva	1,621	1.06%
10	Paris	1,170	0.76%

KEY FACTS

The website reached 227 countries and 823 cities this month.

Compared to previous month 1% ↓ and 3% ↓ respectively

Southern Asia was the continent with most visits at (15%), Northern America was second (14%) and Western Europe third (11% of total visits)

Source: Google Analytics



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REFERRALS

KEY FACTS

Google remains the top referral to the UNEP website

Top 10 Referring Domains this month

	Domain	Visits	% of total visits
1	Direct Traffic	1,515,918	69%
2	google.com	117,549	5%
3	google.com.in	95,831	4%
4	google.com.ph	23,863	1%
5	google.co.uk	18,350	1%
6	google.com.au	16,187	1%
7	Bing.com	14,641	1%
8	un-redd.org	16,180	1%
9	google.co.za	14,721	1%
10	Bing.com	14,665	1%

* **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.

Source: Webtrends



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SEARCH TERMS

KEY FACTS

Over 136,323 search terms

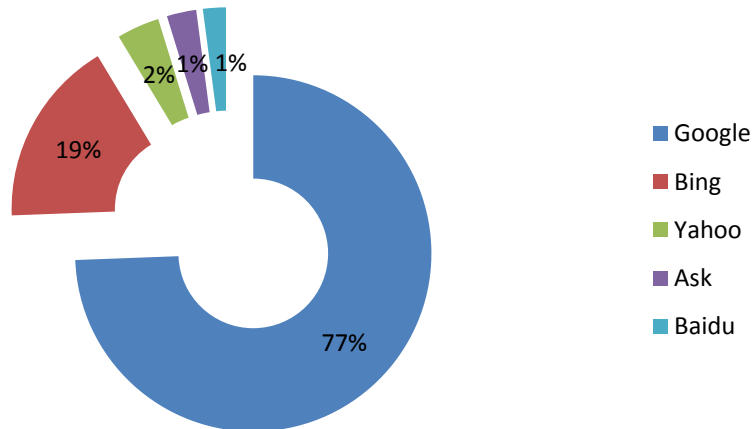
Top 10 search terms this month

unep	2,731
world environment day	1,006
solid waste management pdf	811
wed	505
biodiversity pdf	452
environment day	377
black sea	371
agenda 21	327
green economy	300
world environment day 2015	293

Top 5 search terms last month

1. world environment day
2. unep
3. environment day
4. green economy
5. climate change

Top search engines used to reach www.unep.org



* Search term

The terms or phrases a visitor used to find your site using any search engine

Source: Webtrends



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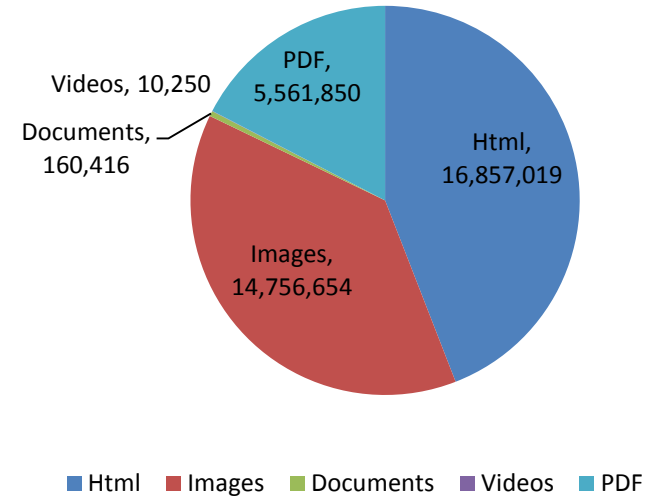
Top 10 Publications this Month

	Title	Downloads
1	Climate commitments of subnational actors and business	62
2	Our Planet: Healthy planet, healthy people	8
3	Climate Finance for Cities and Buildings : A Handbook for Local Governments	5
4	Climate Change: Implications for Investors and Financial Institutions	5
5	Our Planet: Climate for life	5
6	South-South trade in renewable energy : A trade flow analysis of selected Environmental goods	3
7	Aligning the financial system to sustainable development	3
8	The Coming Financial Climate - The Inquiry's 4th Progress Report	2
9	Keeping track of adaptation actions in Africa	2
10	Africa's adaptation gap 2: Bridging the gap – mobilizing sources	1

Source: Piwik (Unique Downloads)

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

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SOCIAL MEDIA OVERVIEW

KEY FACTS






Total followers across all platforms

3,404,861






Compared to previous month 0.7% 

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



English		3.2%	171,323
French		3.1%	10,133
Spanish		1.1%	3,720
Russian		8.1%	704
Tunza		0.9%	11,272
ROWA		2.7%	1,156



English		3.5%	420,711
French		20%	2,956
Spanish		4%	2,426
Russian		1.5%	3,620
ROWA		1.3%	4,811



		2.1%	3,903
--	---	------	-------



		21.2%	12,667
--	---	-------	--------



WeChat		2.3%	11,514
RenRen		0.004%	546,031
QQ		0.1%	2,103,357
Weibo		0.1%	94,557

TWITTER

This month, UNEP's Twitter account recorded a 3.1% increase in followers from 406,417 to 420,711. Greater overall engagement numbers with the audience likely contributed to the rise to 7.7M impressions, an average of 240K per day. This growth is mainly attributed to more frequent tweeting to accommodate a larger percentage of UNEP's diverse audience and engagement with accounts whose following is based on a similar mandate as that of UNEP's.

In addition to the overall increase in impressions and engagement, review of analytics data informed that UNEP's Twitter audience is likely to engage with positive and informative news on the SDG's, climate change and climate pledge submissions from different countries ahead of COP21.

What worked:

- + News on renewables
- + UN observance content
- + INDC submission news
- + News on climate change
- + #DidYouKnow tweets

What did not work:

- + Text-only Tweets
- + Images of press conferences

FACEBOOK

This month Facebook account recorded a 3.2% increase in followers bringing the total number of fans to 171,761, up from 166,416. This increase in numbers is mainly attributed to a change in the nature of posts to fit users' preferences based on ongoing audience behavior analysis. The new approach features more interactive posts with news and videos resulting in the greatest user engagement. Changes in the content in posts has recorded increases in fans and engagement rate in the face of Facebook's News Feed algorithm changes in 2015, which have made company/organization pages less likely to be placed in front of potential new followers (unless paid promotion is arranged).

Continued daily engagement of current users and creative uses of the platform to fuel post sharing are contributors to the growth of UNEP's Facebook audience.

What worked:

- + Environmental, wildlife and food waste news
- + Reports
- + Videos
- + Sustainable consumption 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

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SOCIAL MEDIA BENCHMARKS

UNEP TWITTER FOLLOWERS COMPARED TO OTHER AGENCIES *(As per August 23rd)*

AGENCY	FOLLOWERS
UN	4,596,841
UNICEF	4,560,553
WHO	2,591,196
WWF	2,032,914
Green Peace	1,443,970
World Bank	1,490,328
WFP	1,010,575
UNDP	755,510
UNEP	420,711
UNFCCC	205,970
FAO News	169,451
IPCC	56,764
WMO	19,271
WRI Climate	12,630

UNEP's position remains constant despite 3.5% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	5,246,747
WWF	2,441,514
Green Peace	2,267,887
WHO	2,364,983
UN	1,791,612
World Bank	1,714,423
UNDP	943,896
WFP	658,534
FAO	674,084
UNEP	171,761
UNFCCC	122,921
WRI	93,278
WMO	37,952
IPCC	14,260

UNEP's position remains constant despite 3.2% increase in followers.



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FACEBOOK OVERVIEW

UNEP has a total of **171,323** fans on Facebook as of August 23, 2015. This month **966,363** people saw UNEP's information from **65** posts

TOP POST THIS MONTH *(shared on Wednesday 29 July)*

Post Details

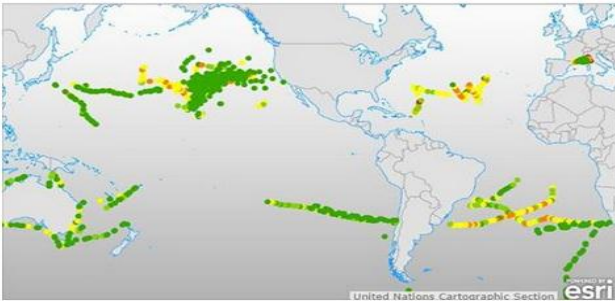


UNEP

Published by unepweb@unep.org [?] - July 29 at 9:54pm - Edited -

It is estimated that plastic pollution in the world's oceans consists of more than 5 trillion plastic pieces weighing over 250,000 tons afloat at sea. Where exactly is this plastic? This map shows field locations where count density of plastic debris in the oceans were measured between 2007-2013. Do you know someone who cares about keeping our oceans clean? Let them know about this map!

Explore more data & maps with UNEP Live: <http://uneplive.unep.org/>



72,842 people reached

Boost Unavailable

348 Likes 17 Comments 553 Shares

Like Comment Share

Reported stats may be delayed from what appears on posts

72,842 People Reached

1,644 Likes, Comments & Shares

978 Likes **348** On Post **630** On Shares

101 Comments **20** On Post **81** On Shares

565 Shares **553** On Post **12** On Shares

3,553 Post Clicks

1,029 Photo Views **101** Link Clicks **2,423** Other Clicks

NEGATIVE FEEDBACK

16 Hide Post **9** Hide All Posts
0 Report as Spam **1** Unlike Page

KEY FACTS

August 2015 Summary

Fans: **171,323**

Posts: **65**

Total reach: **966,363**

Comments: **677**

Shares: **4,919**

Likes: **15,949**

Link clicks: **662**

Video views: **19,589**

New fans: **5,772**

Engagement rate: **2.1%**

Last month UNEP reached 793,145 people through 66 posts, and gained 5,772 new fans, with a 1.8% engagement rate

Best day of the month

Wednesday, 29 July 2015 UNEP reached 72,842 unique individuals.

Key data on this day

- Release of UN report: The Future of the Bornean Orangutan: Impacts of Change in Land Cover and Climate

Source: FB Insights



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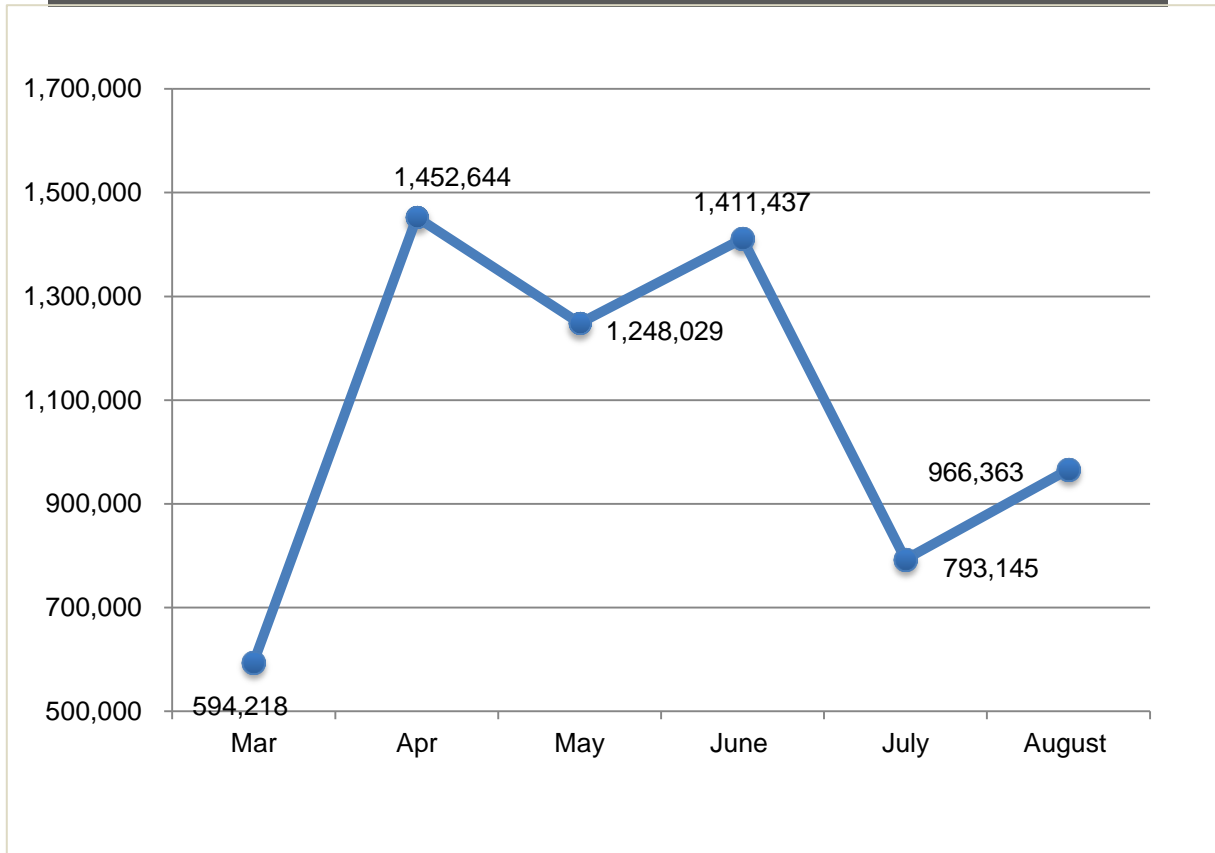
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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since March 2015:

3,170,945

Average number of people reached per post since March 2015

6,893

NUMBER OF POSTS SHARED

Month	No. of posts
AUGUST 2015	65
JULY 2015	65
JUNE 2015	97
MAY 2015	83
APRIL 2015	83
MARCH 2015	67
TOTAL POSTS	460

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



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FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

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FACEBOOK MONTHLY GROWTH

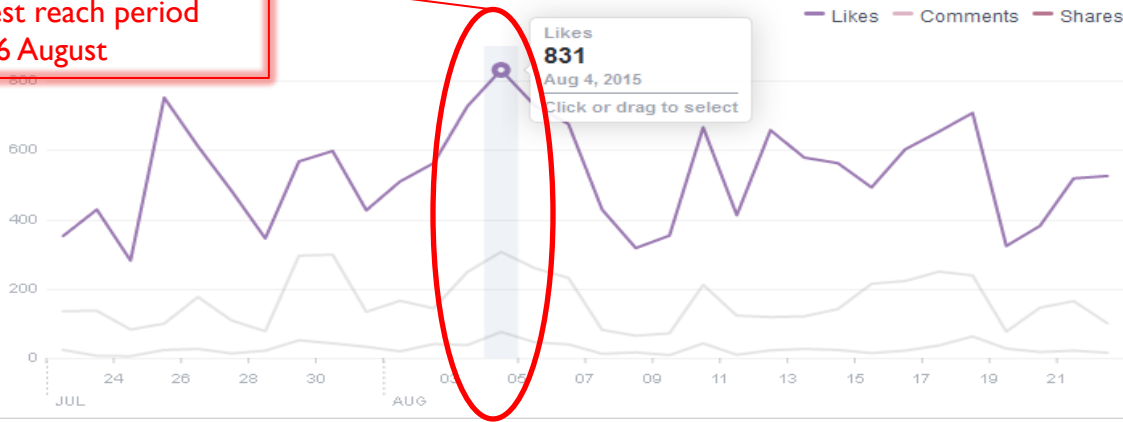


UNEP Facebook page continues to maintain momentum in growth, recording a significant percentage increase in followers with audience-optimised posts, featuring captivating images with explanatory text.

Fans compared to previous month 3.2% ↑

MONTHLY ENGAGEMENT

Best reach period
4-6 August



* **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.

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

Source: FB Insights



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FACEBOOK DEMOGRAPHICS

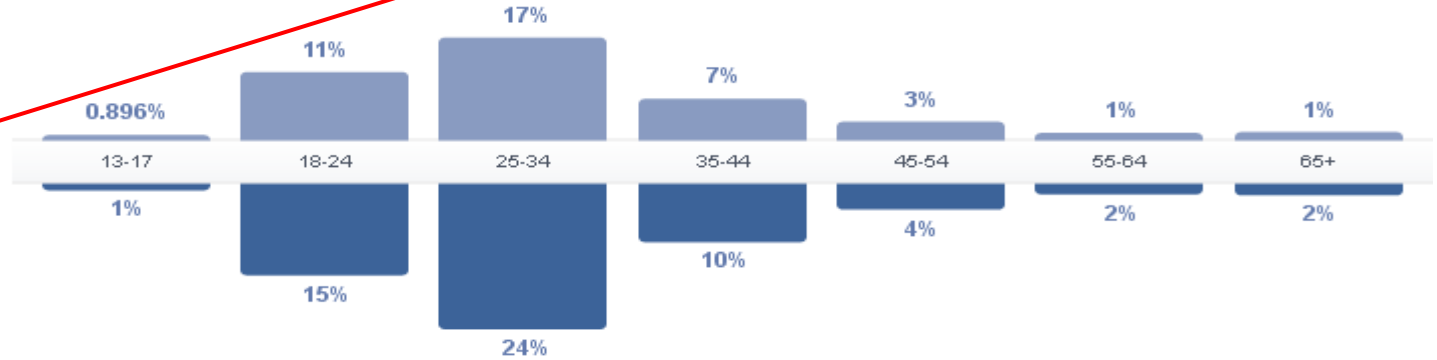
The people who like your Page

Women

41% Your Fans

Men

57% Your Fans



UNEP's fans are predominantly male: 57%

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

Women

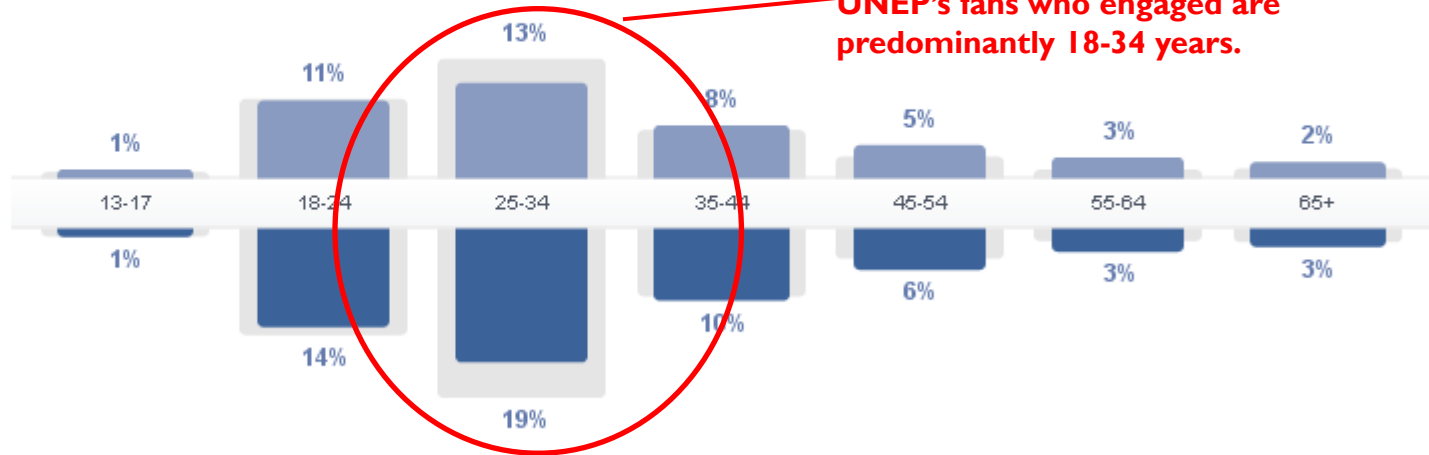
43% People Engaged

Men

56% People Engaged

41% Your Fans

57% 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	18,392	Nairobi, Kenya	7,199	English (US)	88,289
United States of America	11,236	Dhaka, Dhaka Division, B...	3,277	English (UK)	28,236
Kenya	9,910	Kuala Lumpur, Malaysia	3,159	Spanish	11,233
Malaysia	9,377	Kathmandu, Bagmati Zon...	3,086	French (France)	7,119
Pakistan	5,862	New Delhi, Delhi, India	2,713	Portuguese (Brazil)	5,186
Brazil	5,778	Cairo, Cairo Governorate, ...	1,891	Arabic	3,378
Bangladesh	4,830	Lima, Lima Region, Peru	1,538	Italian	3,329
Nepal	4,704	London, England, United ...	1,530	Spanish (Spain)	2,991
Mexico	4,418	Mexico City, Distrito Feder...	1,505	German	2,078
United Kingdom	3,845	Seoul, South Korea	1,476	Simplified Chinese (China)	1,871

Source: FB Insights



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FACEBOOK BENCHMARKS

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  UNICEF	5.2m 	▲ 0.2%	24	217.3K 
2  WWF	2.4m 	▲ 0.3%	13	81.5K 
3  World Health Organizati...	2.4m 	▲ 0.4%	14	28.6K 
4  Greenpeace International	2.3m 	▲ 0.3%	33	182.6K 
5  World Bank	1.7m 	0%	23	3.4K 
6  UNEP	171.5K 	▲ 0.6%	16	3.5K 
7  United Nations	1.8m 	▲ 0.2%	24	9.7K 
8  United Nations Develop...	943.1K 	▲ 0.6%	32	18.5K 
9  Food and Agriculture Or...	673.5K 	▲ 0.6%	18	13.7K 
10  World Food Programme	658.2K 	▲ 4,080.9%	1	37 

Source: FB Insights

UNEP's position remains constant despite increase in likes and engagements.

*statistics comparison is in real-time last month.



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TWITTER OVERVIEW

AUGUST 2015 FOLLOWER GROWTH



SOURCE: TWITTERCOUNTER.COM

TOP TWEETS THIS MONTH

Top Tweet earned 411K impressions

The Empire State Building raises awareness on mass extinction of endangered species:
bbc.in/1gGuXGD
pic.twitter.com/F5jhn3RSXk



6 227 169

Top media Tweet earned 347K impressions

MT @unfcc Two large-scale projects in China & Japan signal global shift to #renewables bit.ly/1MXNPOI #COP21
pic.twitter.com/YMaSrmvjk



9 437 1023

KEY FACTS

August 2015 Summary

Followers: **420,711**

Tweets: **518 (16.2 per day)**

Replies: **1.6K (49 per day)**

Mentions: **6.6K**

Retweets: **23.9K (746 per day)**

Favourites: **16.4K (513 per day)**

Impressions: **7.7M (240.9K per day)**

New followers: **14,294**

Engagement rate: **1.1%**

Top tweets of the month

227 Retweets 169 Favourites 411K Impressions
The Empire State Building raises awareness on mass extinction of endangered species
Tweeted on 4 August 2015

437 Retweets 1023 Favourites 347K Impressions
MT @unfcc Two large-scale projects in China & Japan signal global shift to #renewables #COP21
Tweeted on 11 August 2015



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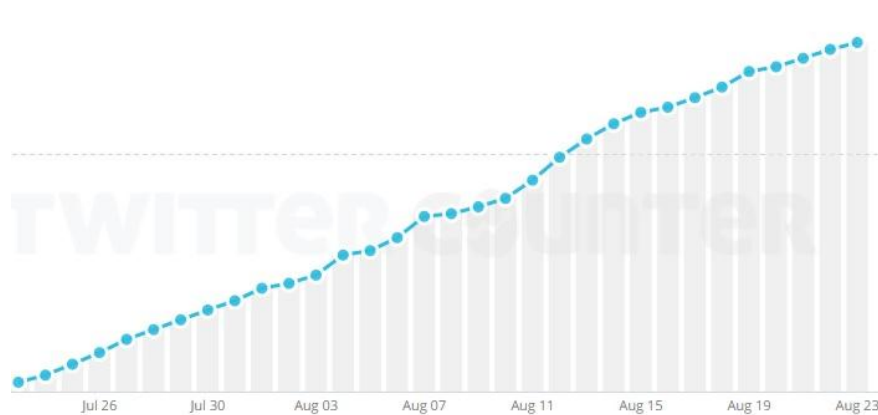
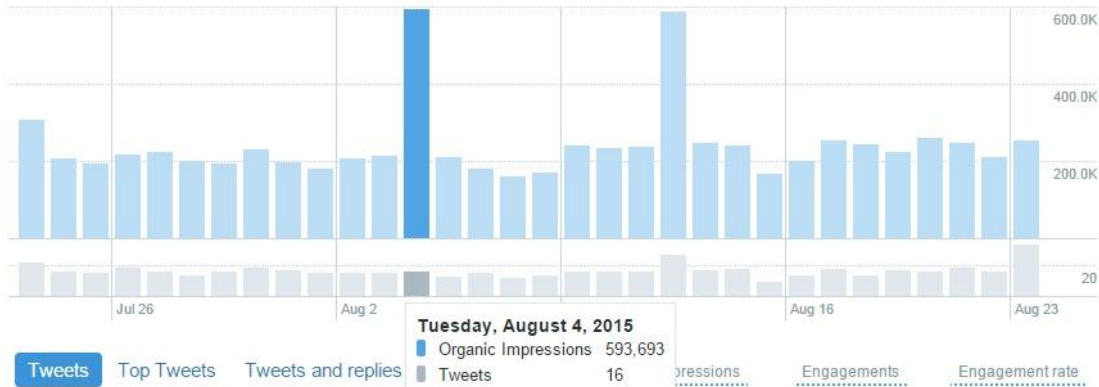
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TWITTER OVERVIEW

BEST DAY THIS MONTH



SOURCE: TWITTER COUNTER

KEY FACTS

Best day of the month

Tuesday, 4 August 2015 UNEP recorded **593,693** impressions mainly attributed to a post about the Empire State Building's display of endangered animal images on its façade.

Key data on this day

- Tweets on proposed SDGs
- Promotion of Jack Johnson video hosted on FB page
- Buzz about US Clean Power Plan & ED reaction

Impressions compared to previous month - **4.1%** ↑
Followers compared to previous month **3.1%** ↑

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



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TWITTER DEMOGRAPHICS AND LOCATIONS

Country

Country name	% of audience
United States	20%
United Kingdom	9%
India	5%
Kenya	5%
Canada	4%
Australia	3%
Nigeria	2%
Mexico	2%
Indonesia	2%
Spain	2%

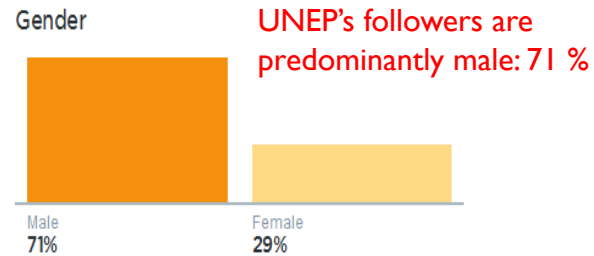
Interests

Interest name	% of audience
Business and news	89%
Politics and current events	84%
Business news and general info	79%
Tech news	67%
Science news	64%
Movie news and general info	63%
Technology	62%
Financial news	57%
Government	54%
Business and finance	54%

Region

State or region	% of audience
England, GB	8%
Greater London, GB	3%
California, US	3%
Nairobi, KE	2%
New York, US	2%
Ontario, CA	2%
Ile-de-France / Île-de-France, FR	1%
Texas, US	1%
Virginia, US	1%
Florida, US	1%

Gender



SOURCE: TWITTER ANALYTICS

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INSTAGRAM OVERVIEW

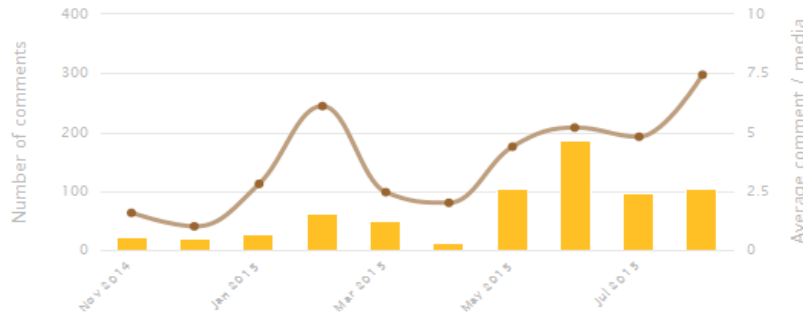
AUGUST TOTALS (July 27- August 24)

SOURCE

From followers
53.9%



GROWTH HISTORY



TOP MEDIA THIS MONTH

MOST LIKED



500 ❤️



484 ❤️



470 ❤️



463 ❤️



423 ❤️

MOST COMMENTED



19 💬



12 💬



12 💬



11 💬



8 💬

KEY FACTS

August 2015 Summary

Followers: **12,667**

Likes: **6,864**

Posts: **18**

Comments: **112**

New followers: **2,214**

Un-followers: **204**

Followers compared to previous month
21% ↑

Top media of the month

500 likes

Vatnajokull National Park, Iceland. In the evening, August 12, 2014 in the Icelandic Highlands the unique co-incidence of red lava fountains of the Holuhraun eruptions and string greenish northern lights was visible over long-distance for several observers. The remaining blue and yellow color of the clear sky (only partly covered by the black sulphur smoke of the volcanic activities) contributed to this image. The Vatnajokull National Park's unique landscape is permanently formed by volcanic activities. Photo: Peter Prokosch for GRIDArendal (a Centre collaborating with #UNEP) [#environment](#) [#environnement](#) [#medioambiente](#) [#mediambient](#) [#UNEP](#) [#sky](#)

Source: Iconosquare



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YOUTUBE

YOUTUBE ACTIVITIES THIS MONTH

Performance



VIDEOS
33,940 ▼



ESTIMATED MINUTES WATCHED
43,571 ▼



AVERAGE VIEW DURATION
1:17 ▲

Engagement



LIKES
106 ▼



DISLIKES
2 ▲



COMMENTS
17 ▼



SHARES
273 ▼



VIDEOS IN PLAYLISTS
117 ▼



SUBSCRIBERS
102 ▼

TOP 10 VIDEOS VIEWED THIS MONTH

Top 10 Videos

[Browse all content](#)

Video	Views ↓	Estimated minutes watched	Likes
A Bottle's Odyssey	20,708 (61%)	18,904 (43%)	7
World Environment Day 2015 Official Video	2,921 (8.6%)	3,578 (8.2%)	13
The Antarctic Ozone Hole -- From Discovery to ...	864 (2.5%)	5,106 (12%)	3
Oceanographer Sylvia Earle awarded Lifetime A...	594 (1.8%)	713 (1.6%)	10
Preventing Our Oceans from Becoming Dumps	580 (1.7%)	1,683 (3.9%)	6
Precious Ozone - The Size of it	524 (1.5%)	1,097 (2.5%)	12
Conveyor	346 (1.0%)	346 (0.8%)	2
Teaser - World Environment Day 2015 Official Vi...	292 (0.9%)	133 (0.3%)	0
Island solutions: Recycling sweeps into Saint L...	273 (0.8%)	540 (1.2%)	1
Jack Johnson Pledges and Sings for World Envi...	256 (0.8%)	116 (0.3%)	3

KEY FACTS

August 2015 Summary

Subscribers: **3,903**

Views: **33,940**

Minutes watched: **43,571**

Lifetime views: **1,021,388**

New Subscribers: **79**

Last month UNEP recorded 33,942 views, 78,855 minutes watched and a gain of 139 new subscribers.

Subscribers compared to previous month

2.1%

Views compared to previous month

0.01%



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YOUTUBE DEMOGRAPHICS

Demographics

TOP GEOGRAPHIES

- Unknown region
- United States
- Italy
- Spain
- France



GENDER

- Male 61%
- Female 39%



Discovery

TOP PLAYBACK LOCATIONS

- Embedded in external websites and apps 66%
- YouTube watch page 34%
- YouTube channel page 0.7%



TOP TRAFFIC SOURCES

- External 68%
- YouTube search 9.1%
- Other YouTube features 6.1%
- Other 16%



SOCIAL MEDIA - LANGUAGES

f FACEBOOK

Total audience: **704**
 Total Posts: **22**
 Total Reach: **8335**
 New likes: **53**
Vs 38 posts, 5,902K Reach and 41 new likes last month

RUSSIAN



Total audience: **10,133**
 Total Posts: **58**
 Total Reach: **173,251K**
 New likes: **151**
Vs 49 posts, 297,071K reach and 182 new likes last month

FRENCH



Total audience: **3,720**
 Total Posts: **8**
 Total Reach: **105,828K**
 New likes: **39**
Vs 5 posts, 6K Reach and 69 new likes last month

SPANISH



Total audience: **1,156**
 Total Posts: **57**
 Total Reach: **1,438K**
 New likes: **30**
Vs 172 posts, 1,812K Reach and 35 new likes last month

UNEP ROWA

t TWITTER

Total followers: **3620**
 Total Tweets: **91**
 Total Impressions: **58.1K**
 New followers: **-56**
Vs 178 tweets, 62.6K Reach and 110 new followers

RUSSIAN



Total followers: **2,956**
 Total Tweets: **71**
 Total impressions: **88.2K**
 New followers: **213**
Vs 93 tweets 93.6K Reach and 280 new followers last month

FRENCH



Total followers: **2,426**
 Total Tweets: **31**
 Total Impressions: **20.2K**
 New followers: **91**
Vs 8 tweets, 14.7K Reach and 74 new followers last month

SPANISH



Total followers: **4811**
 Total Tweets: **117**
 Total Impressions: **34.5K**
 New followers: **61**
Vs 165 tweets, 4.66M Reach and 102 new followers last month

UNEP ROWA

★ CHINESE

NEW FOLLOWERS

Sina Weibo: 124
 QQ: 1754
 Renren: -24
 WeChat: 261

CHINESE CONTENT HIGHLIGHTS

Monthly Top Post: 2030 Sustainable Development Agenda
 INFOGRAPHIC: Proposed Sustainable Development Goals.
 These goals will be adopted later September.
 Click to learn more.



Fans on **WeChat**, **Sina Weibo** and **QQ** rising.
RenRen audience numbers continue to drop due to decrease in use of platform by users as well as popularity. The possibility that RenRen might be phased out as a Chinese social media platform remains.

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.