

OCT
2017

UNEP DIGITAL METRICS

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SOCIAL MEDIA OVERVIEW



English	↑	2%	587,407
French	↑	3%	53,670
Spanish	↑	9%	114,557
Russian	↑	7%	6,343
Tunza	↑	1%	13,149
ROWA	↑	34%	4,700



English	↑	1.4%	673,970
French	↑	3%	14,505
Spanish	↑	5%	31,631
Russian	↑	-2.4%	8,217
ROWA	↑	2.2%	10,227



	↑	6%	9,913
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	↑	5.2%	131,925
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KEY FACTS

Total followers across all platforms 1,832,055
 Compared to previous month 6% ↑
 Highest follower growth this month was seen on ROWA Facebook at 34% , Spanish Twitter at 9% and Russian Facebook at 7%.
 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.



WeChat	↑	2%	25,478
RenRen	↓	0.003%	545,833
QQ	↓	0.33%	2,092,880
Weibo	↑	4.3%	146,363



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TWITTER

This month, UN Environment’s Twitter account recorded a 1.4% increase in followers from 664,540 to 673,970. The platform recorded commendable audience growth despite continued platform stagnation. UN Environment this month engaged audiences through the #BeatPollution #CleanSeas and #BanLeadPaint campaigns. This was done with continued sharing of #BeatPollution and #CleanSeas content..

To keep followers engaged, UN Environment leveraged the #BeatPollution campaign, engaging the audience with interactive video content and informative infographics. UN Environment continues to encourage greater interaction by posting engaging content including commitments from regional celebrities and UN Environment goodwill ambassadors to #beatpollution, thereby fuelling and keeping alive the momentum to encourage pledges for a pollution free planet. Un Environment also promoted conversation on different subjects including those under the #BreatheLife campaign. UN Environment’s Twitter audience is consistently engaging with video content calling for action on the environment and climate change.

What worked:

- + Interactive and engaging campaigns; #CleanSeas #BeatPollution #BreatheLife #ClimateAction #ClimateChange
- + Impactful and engaging participation in international days; #CBD COP13 , International week of action to #BanLeadPaint

What did not work:

- + Text-only Tweets
- + Announcements related to events

FACEBOOK

This month, UN Environment’s Facebook account recorded a 2% increase in followers bringing the total number of fans from 576,367 to 587,407. The increase in numbers is mainly attributed to engaging and interactive content shared to build momentum ahead of the third UN Environment Assembly. This month UN Environment engaged audiences with the #BeatPollution campaign. This was done with continued sharing of #BeatPollution video content and infographics. UN Environment also continued to keep alive the conversation around prevention of lead paint poisoning by engaging in the International Week of Action to Ban Lead in Paint. UN Environment also engaged audiences using interactive content from the 13th Biodiversity COP.

UN Environment continued to engage audiences with content on the Breathe Life campaign. UN Environment continues to share impactful content to keep fans engaged on the topic of pollution, ahead of the Environment Assembly with a strong messages encouraging them to take action and make commitments to live on a pollution free planet.

What worked:

- + Interactive and engaging campaigns; #CleanSeas #BeatPollution
- + Impactful and engaging participation in international days; #CBD COP13 , International week of action to #BanLeadPaint

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

f FACEBOOK

Total audience: **6,343**

Total Posts: **55**

Total Reach: **752K**

New likes: **547**

Vs 32 posts, 113K reach and 113 new likes last month

RUSSIAN



Total audience: **53,670**

Total Posts: **30**

Total Reach: **232K**

New likes: **1,569**

Vs 16 posts, 123K reach and 2,101 new likes last month

FRENCH



Total audience: **114,557**

Total Posts: **31**

Total Reach: **2.3M**

New likes: **3,400**

Vs 53 posts, 2M reach and 19,467 new likes last month

SPANISH



Total audience: **4,700**

Total Posts: **35**

Total Reach: **9.9M**

New likes: **1,230**

Vs 43 posts, 62K Reach and 45 new likes last month

ARABIC



🐦 TWITTER

Total followers: **8,217**

RUSSIAN



Total Tweets: **407**

Total Impressions: **401K**

New followers: **315**

Vs 202 tweets, 96K Reach and 170 followers last month

Total followers: **14,505**

Total Tweets: **52**

Total impressions: **87K**

New followers: **375**

Vs 20 tweets 79K Reach and 665 new followers last month

FRENCH



Total followers: **31,631**

Total Tweets: **75**

Total Impressions: **1.1M**

New followers: **1,746**

Vs. 112 tweets, 1.8M Reach and 1,425 new followers last month

SPANISH



Total followers: **10,499**

Total Tweets: **76**

Total Impressions: **59K**

New followers: **272**

Vs 78 tweets, 71K Reach and 202 new followers last month

ARABIC



LANGUAGE CONTENT HIGHLIGHTS

TOP POSTS

ONU Medio Ambiente
Publicado por Maria Amparo Lasso (9) · 11 de octubre a las 7:51 ·

Pulgares arriba 👍 si estás de acuerdo con el compromiso por un #SinContaminación, que dice: "Quiero vivir en un planeta libre de contaminación y haré cambios en mi propia vida para contribuir. Llamo a todos aquellos reunidos en la tercera Asamblea de la ONU para el Medio Ambiente a tomar acciones para eliminar la contaminación en todas sus formas". Firma el compromiso y dile al mundo lo que vas a hacer en beatpollution.org



ONU Medio Ambiente
Organización

750.974 personas personas alcanzadas

1.0.904

80 comentarios · 687 veces compartido

ONU Medio Ambiente
@ONUMedioAmb

¿Sabías que los #manglares son escudos contra el #cambio climático y nos protegen de los embates de huracanes? ¡Debemos conservarlos!



10:32 AM - 29 Sep 2017 from Panama

755 Retweets · 819 Likes

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.