

JAN
2017

UNEP DIGITAL METRICS







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SOCIAL MEDIA OVERVIEW






KEY FACTS

Total followers across all platforms 1,237,886
 Compared to previous month 3% 
 Highest follower growth this month was seen on Spanish Facebook at 8% , Spanish Twitter at 13% and French Facebook at 5.5%
 As users continue to abandon QQ and RenRen, these platforms will no longer be updated. Users will be directed to Weibo/WeChat and UN Environment will explore additional ways to engage the Chinese audience.



| | | | |
|---------|---|------|---------|
| English |  | 2.5% | 311,947 |
| French |  | 5.5% | 34,653 |
| Spanish |  | 13% | 26,034 |
| Russian |  | 1% | 4,800 |
| Tunza |  | 1% | 12,666 |
| ROWA |  | 3.4% | 2,684 |




| | | | |
|---------|---|------|---------|
| English |  | 2.1% | 574,329 |
| French |  | 3% | 10,796 |
| Spanish |  | 8% | 15,545 |
| Russian |  | 1% | 7,600 |
| ROWA |  | 1% | 8,522 |



| | | |
|---|----|-------|
|  | 3% | 6,733 |
|---|----|-------|



| | | |
|---|----|--------|
|  | 6% | 80,430 |
|---|----|--------|



| | | | |
|--------|---|--------|-----------|
| WeChat |  | 2.4% | 20,040 |
| RenRen |  | 0.003% | 545,833 |
| QQ |  | 0.33% | 2,092,880 |
| Weibo |  | 0.4% | 121,107 |

TWITTER

This month, UN Environment's Twitter account recorded a 2.1% increase in followers from 562,692 to 574,329. The continued slow growth of the platform, as well as failure of new platform features to spark resurgent interest in Twitter have brought more modest audience growth. To engage followers toward the end of the year and into the new year, UN Environment used its evergreen content to create engaging and impactful posts. The posts featured infographics from previous campaigns with compelling language to attract and capture the attention of the audience. UN Environment also asked its audience participate in social media activities, including asking them to share their new year's resolutions for a happier healthier planet, keeping alive the conversation around existing campaigns such as #notwasting, #loveair and #cleanseas. Additionally, this month, the increase in followers is attributed an increase in interaction between UN Environment and the audience through replies in posts, sparking and encouraging conversation around different subjects. UN Environment's Twitter audience is constantly engaging with video content calling for action on the environment and climate change.

What worked:

- + Best wishes to followers in the new year from UN Environment
- + Use of evergreen content from existing campaigns
- + News and campaigns on endangered species

What did not work:

- + Text-only Tweets
- + Content lacking a human element

FACEBOOK

This month, UN Environment's Facebook account recorded a 2.5% increase in followers bringing the total number of fans from 304,455 to 311,947. This continued increase in numbers is mainly attributed to the sharing of short informative posts and videos on environmental news and stories of impact. Continued implementation of the new approach featuring more interactive and impactful posts with news and videos as well as participation in campaigns and crowdsourcing activities to amplify awareness of current environmental issues continue to amplify user engagement. This month, UN Environment engaged fans through the news on current environmental issues and the upcoming World Environment Day. Development of highly sharable, non event-related content will be key to continue such growth. As Facebook's algorithm changes reward sharing others' content, UN Environment will work to share content that can be tied back to programmatic successes.

What worked:

- + News on environment, air quality, wildlife crime, climate change and stories on human impact on the environment

What did not work:

- + Posts without strong accompanying images
- + News reporting that does not add value through the most sharable aspects of news/reports
- + Updates on programmatic work that lack a "human" side

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SOCIAL MEDIA BENCHMARKS

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

| AGENCY | FOLLOWERS |
|-----------------------|----------------|
| UN | 8,298,098 |
| UNICEF | 5,849,017 |
| WHO | 3,244,212 |
| WWF | 2,995,314 |
| World Bank | 2,199,565 |
| Greenpeace | 1,625,425 |
| WFP | 1,369,998 |
| UNDP | 1,072,534 |
| UN Environment | 574,329 |
| UNFCCC | 350,245 |
| FAO News | 208,958 |
| World Resources Inst | 134,807 |
| IPCC | 83,408 |
| WMO | 33,131 |

UNEP's position remains constant despite 2.1% increase in followers.

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

| AGENCY | FOLLOWERS |
|-----------------------|----------------|
| UNICEF | 6,586,428 |
| WHO | 3,142,205 |
| WWF | 2,981,103 |
| Greenpeace | 2,764,714 |
| UN | 2,245,161 |
| World Bank | 2,191,463 |
| UNDP | 1,159,218 |
| FAO | 1,012,731 |
| WFP | 853,704 |
| UN Environment | 311,947 |
| UNFCCC | 210,316 |
| World Resource Inst | 115,324 |
| WMO | 103,103 |
| IPCC | 22,933 |

UNEP's position remains constant despite 2.5% increase in followers.



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FACEBOOK OVERVIEW

UN Environment has a total of **311,947** fans on Facebook as of 23 January 2017. This month **3,144,342** people saw UN Environment's information from **82** posts

TOP POST THIS MONTH *(shared on 16 December 2016)*


UN Environment
Published by Dave Cole · 17 · December 31, 2016 at 3:55am ·

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



China Bans Its Ivory Trade, Moving Against Elephant Poaching

China's decision gives wildlife protection advocates hope that the threatened extinction of certain elephant populations in Africa can be...

GOO.GL | BY EDWARD WONG AND JEFFREY GETTLEMAN

223,662 people reached

Boost Unavailable

Like

Comment

Share

1.2K
28 Comments
443 Shares

223,662 People Reached

4,164 Reactions, Comments & Shares

| | | |
|-------------------|--------------------|-----------------------|
| 3,234 Like | 1,150 On Post | 2,084 On Shares |
| 332 Love | 92 On Post | 240 On Shares |
| 2 Haha | 2 On Post | 0 On Shares |
| 32 Wow | 13 On Post | 19 On Shares |
| 6 Sad | 1 On Post | 5 On Shares |
| 5 Angry | 1 On Post | 4 On Shares |
| 109 Comments | 30 On Post | 79 On Shares |
| 449 Shares | 443 On Post | 6 On Shares |
| 2,699 Post Clicks | | |
| 11 Photo Views | 677 Link Clicks | 2,011 Other Clicks |

KEY FACTS

January 2017 Summary

Fans: **311,943**

Posts: **82**

Total reach: **3,144,342**

Comments: **1,314**

Likes: **39,737**

Shares: **10,322**

Video views: **54,220**

New fans: **7,492**

Engagement rate: **1.1%**

Last month UN Environment reached 3,144,342 people through 96 posts, and gained 9,785 new fans, with a 1.2% engagement rate

Best day of the month

Saturday 31 December 2016 UN Environment reached 223,662 unique individuals

Key data on this day

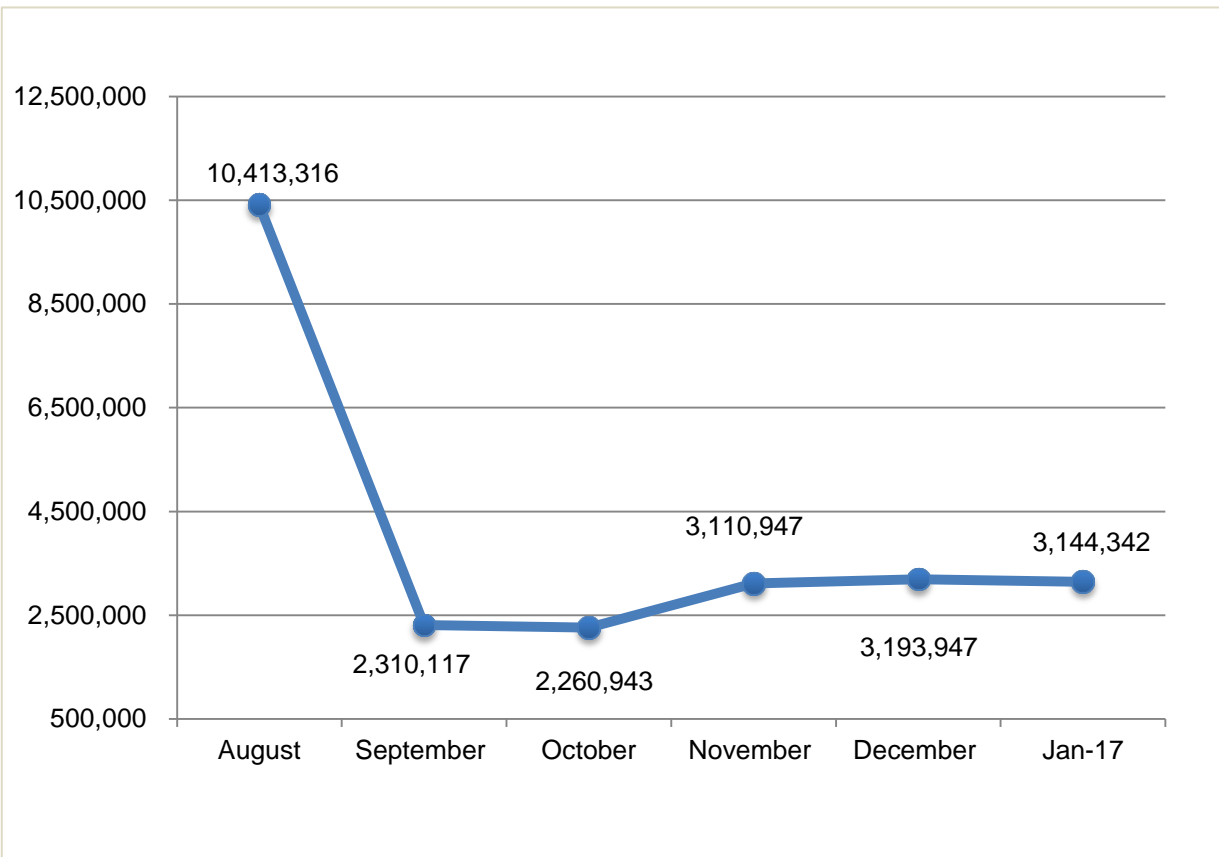
- China bans all commerce in ivory by the end of 2017.

Source: FB Insights

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FACEBOOK MONTHLY REACH

NUMBER OF UNIQUE PEOPLE REACHED OVER THE LAST 6 MONTHS



Source: FB Insights

KEY FACTS

Total number of unique people reached since August 2016:

24,433,612

Average number of people reached per post since August 2016

46,897

NUMBER OF POSTS SHARED

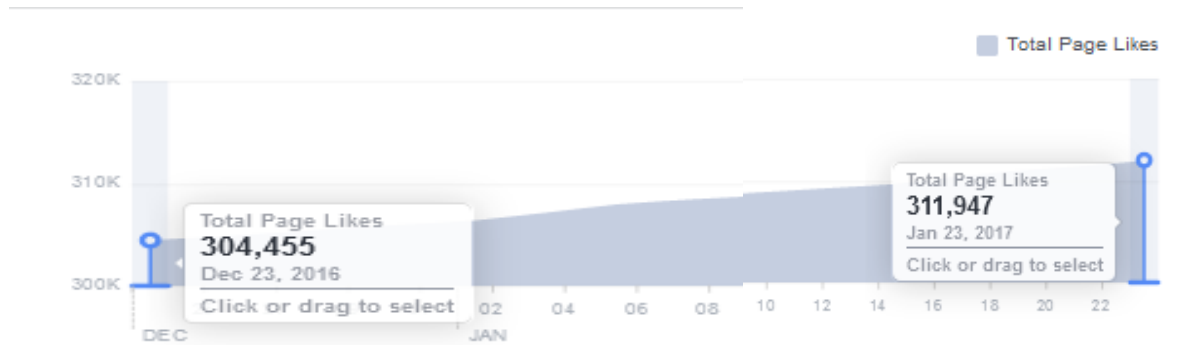
| Month | No. of posts |
|--------------------|--------------|
| JANUARY 2017 | 82 |
| DECEMBER 2016 | 96 |
| NOVEMBER 2016 | 78 |
| OCTOBER 2016 | 88 |
| SEPTEMBER 2016 | 82 |
| AUGUST 2016 | 95 |
| TOTAL POSTS | 521 |

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

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FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

KEY FACTS

UN Environment Facebook page continues to maintain momentum in growth, recording a 2.5% increase in followers with audience-optimized posts, featuring explanatory text accompanied by embedded links as well as audio-visual media. The combined use of audience optimized posts with occasional paid promotion has caused a steady increase in page reach and likes. Posting easy-to-share content should maintain steady growth.

- **Reach** is the total number of estimated unique fans that saw any post from UNEP.
- Impressions by users is the number of estimated unique fans who saw a post as a result of a share.

* **Engagement rate** is the percentage of people who saw a post and liked, shared, clicked or commented on it. Monthly engagement rate can be used as a benchmark to measure how posts perform on a daily/weekly basis.

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

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FACEBOOK DEMOGRAPHICS

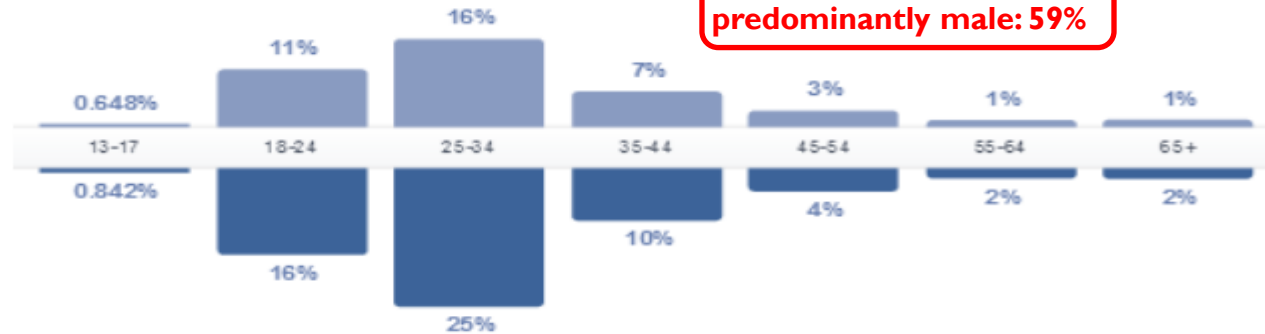
The people who like your Page

Women

40%
Your Fans

Men

59%
Your Fans



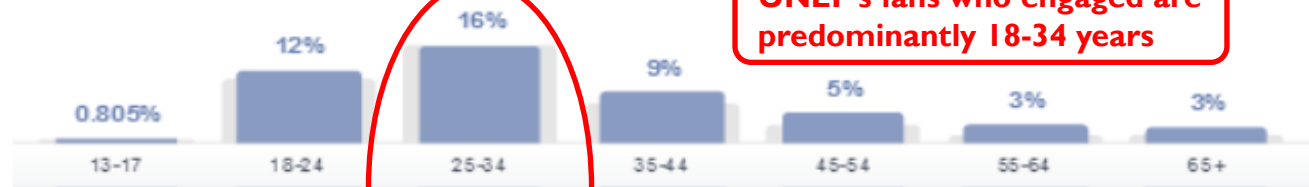
UNEP's fans are
predominantly male: 59%

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

Women

48%
People Engaged

40%
Your Fans



UNEP's fans who engaged are
predominantly 18-34 years

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_16037

