

MAR
2017

UNEP DIGITAL METRICS







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SOCIAL MEDIA OVERVIEW






KEY FACTS

Total followers across all platforms 1,337,620
Compared to previous month 3% 
Highest follower growth this month was seen on Spanish Facebook at 31% , Spanish Twitter at 11% and French Facebook at 7.3%
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		3.3%	333,932
French		7.3%	40,104
Spanish		31%	47,105
Russian		3%	5,069
Tunza		1%	12,848
ROWA		1.3%	2,813




English		1.1%	605,818
French		4%	11,629
Spanish		11%	18,664
Russian		2%	7,801
ROWA		2.5%	8,921



	4.3%	7,251
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	8%	91,538
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WeChat		3.3%	21,397
RenRen		0.003%	545,833
QQ		0.33%	2,092,880
Weibo		5.1%	129,723

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SOCIAL MEDIA ANALYSIS – MARCH 2017

TWITTER

This month, UN Environment's Twitter account recorded a 1.1% increase in followers from 599,118 to 605,818. The platform recorded commendable audience growth despite continued platform stagnation; however, the monthly growth was lower in March due to spam accounts unfollowing @UNEP. To engage followers UN Environment leveraged the #CleanSeas campaign, engaging the audience with interactive video and compelling posts. For World Wildlife Day, UN Environment engaged audiences through the #WildforLife campaign by launching 5 new flagship species. World Water Day video content also resonated well with the audience. It featured compelling messages and calls to action against wasting water.

UN Environment continues to encourage greater interaction by posting engaging content to spark interest and action, thereby fuelling and taking part in the conversation on different subjects. 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 #WildforLife
- + Impactful and engaging participation in UN observer days; World Wildlife Day and World Water Day
- +News on endangered species

What did not work:

- + Text-only Tweets
- + Announcements related to events such as webinars

FACEBOOK

This month, UN Environment's Facebook account recorded a 3.3% increase in followers bringing the total number of fans from 323,306 to 333,932. 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 have increased user engagement. UN Environment continues to engage the audience with content from the #CleanSeas campaign, which was well received by fans after the launch last month. UN Environment also continues sharing impactful content to keep fans engaged on the topic of pollution, particularly air and ocean pollution. Posting interactive and engaging video content to celebrate World Water Day also brought strong reach and audience involvement.

What worked:

- + World Water Day, Clean Seas and content encouraging the audience to connect with nature.
- +News on air quality, wildlife crime, climate change and stories on human impact on the environment.

What did not work:

- + 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 March)*

AGENCY	FOLLOWERS
UN	8,668,186
UNICEF	5,950,862
WHO	3,457,224
WWF	3,213,098
World Bank	2,313,313
Greenpeace	1,643,899
WFP	1,402,020
UNDP	1,094,491
UN Environment	605,881
UNFCCC	369,706
FAO News	212,563
World Resources Inst	136,465
IPCC	85,736
WMO	35,961

UNEP's position remains constant despite 1.1% increase in followers.

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

AGENCY	FOLLOWERS
UNICEF	6,680,890
WHO	3,217,369
Greenpeace	2,797,942
UN	2,286,421
WWF	3,005,921
World Bank	2,219,772
UNDP	1,187,532
FAO	1,047,149
WFP	862,021
UN Environment	333,932
UNFCCC	211,664
World Resource Inst	116,337
WMO	110,005
IPCC	24,619


UNEP's position remains constant despite 3.3% increase in followers.

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FACEBOOK OVERVIEW

UN Environment has a total of **333,936** fans on Facebook as of 23 March 2017. This month **4,291,733** people saw UN Environment's information from **93** posts


TOP POST THIS MONTH *(shared on 17 March 2017)*

**UN Environment**
Published by Dave Cole (7) · March 17 at 5:33pm · 🌐




Are you a waster?💧


The answer is yes - we're all wasters when it comes to wastewater: 80% of it just flows back to nature untreated, polluting the environment and wasting a precious resource.

Let's reduce the quantity and pollution of our wastewater, and safely reuse as much as we can.... [See More](#)



337,830 people reached [Boost Unavailable](#)

   680

19 Comments 1.5K Shares 

337,830 People Reached**83,531** Video Views**5,481** Reactions, Comments & Shares**11,544** Post Clicks

KEY FACTS

March 2017 Summary

Fans: **333,932**

Posts: **93**

Total reach: **4,291,733**

Comments: **2,520**

Likes: **61,536**

Shares: **17,889**

Video views: **218,248**

New fans: **10,726**

Engagement rate: **1.2%**

Last month UN Environment reached 4,048,146 people through 93 posts, and gained 11,263 new fans, with a 1.2% engagement rate

Best day of the month

Friday 17 March 2017 UN Environment reached 337,830 unique individuals

Key data on this day

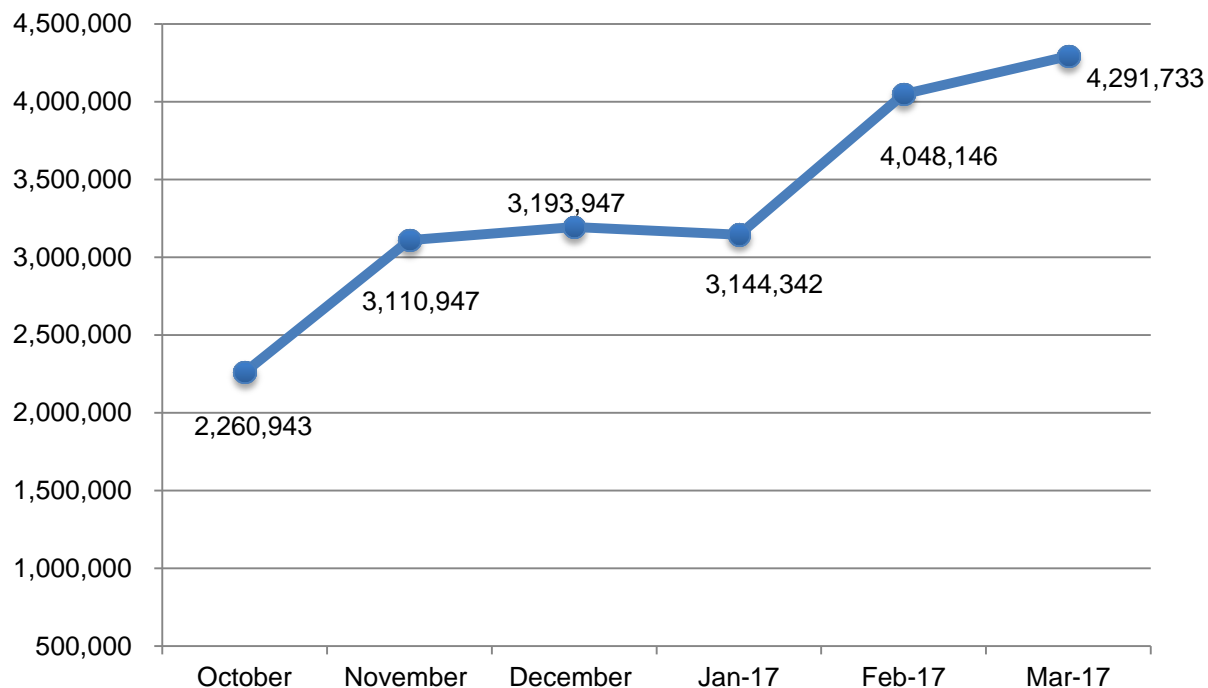
- Teaser video ahead of World Water Day

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 October 2016:

20,050,058

Average number of people reached per post since October 2016:

37,830

NUMBER OF POSTS SHARED

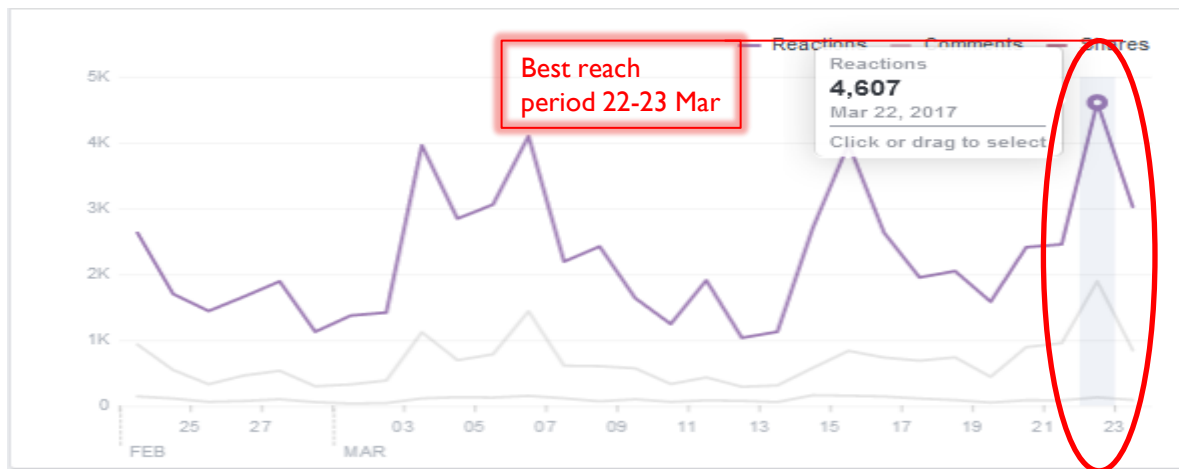
Month	No. of posts
MARCH 2017	93
FEBRUARY 2017	93
JANUARY 2017	82
DECEMBER	96
NOVEMBER	78
OCTOBER	88
TOTAL POSTS	530

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

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FACEBOOK MONTHLY GROWTH AND ENGAGEMENT

FACEBOOK MONTHLY GROWTH



Source: Facebook Insights

KEY FACTS

UN Environment's Facebook page continues to maintain momentum in growth, recording a 3.3% 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 UN Environment.
- **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

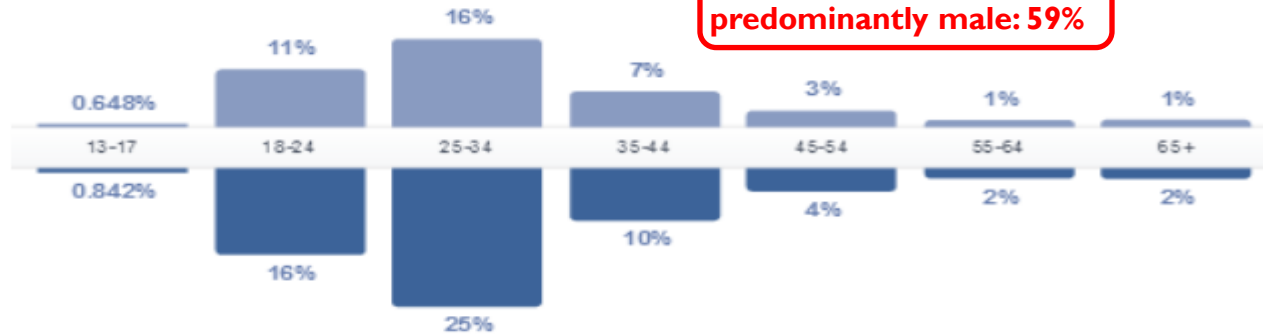
The people who like your Page

Women

40%
Your Fans

Men

59%
Your Fans

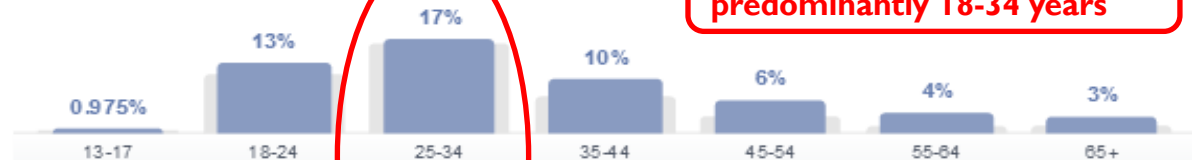


The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

Women

54%
People Engaged

40%
Your Fans



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_9675

