



IMPRESSIONS, MENTIONS AND NUMBERS OF FOLLOWERS

Figures show that our impressions increased by 37.5% and the profile visits by 7.7% in comparison with the same period in October. We also had 943 new followers in November.

28 day summary with change over previous period



Nov 2015 • 26 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 17.2K impressions

How are you volunteering for the SDGs?
[#actioncounts](#) [#GlobalGoals](#)
pic.twitter.com/8nXsDOnpYO



3 replies 53 retweets 34 likes

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 1,656 engagements



United Nations

@UN · Nov 25

Want to work for equality? See
[@UNVolunteers](#) opportunities here:
unv.org/how-to-volunte... [#16days](#)
[#orangetheworld](#)
pic.twitter.com/t8jwHKmVCI



17 replies 170 retweets 255 likes

NOV 2015 SUMMARY

Tweets	313	Tweet impressions	571K
Profile visits	11.4K	Mentions	606
New followers	866		

IMPRESSIONS AND ENGAGEMENT

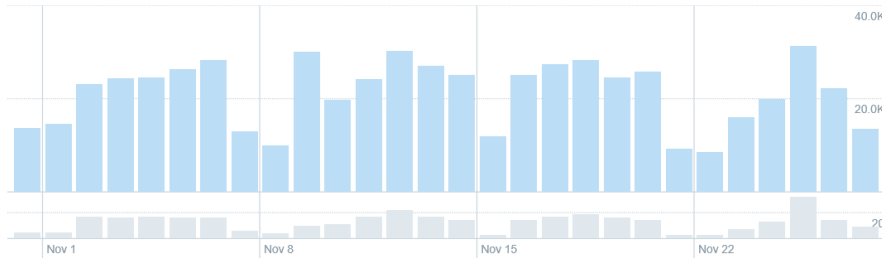
In November, the engagement was overall 1,3% - the exact same percentage as in October.

Tweet activity

Last 28 Days

Export data

Your Tweets earned **665.5K impressions** over this 28 day period



YOUR TWEETS
During this 28 day period, you earned **21.4K impressions** per day.

Tweets Top Tweets Tweets and replies Promoted



UNV @UNVolunteers · 1h
My best RTs this week came from: @NiliMajumder
@MarkGKirshner #thanksAll Who were yours?
small.com/thankyou pic.twitter.com/hByq3s7PPd
[View Tweet activity](#)

675

9

1.3%

Engagements

Showing 28 days with daily frequency

ENGAGEMENT RATE
1.3%

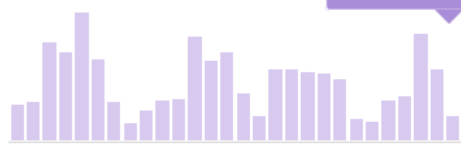
Nov 27
0.8% engagement rate



LINK CLICKS AND RETWEETS

LINK CLICKS

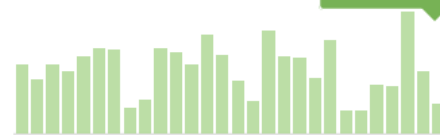
2.1K



On average, you earned **76 link clicks** per day

RETWEETS

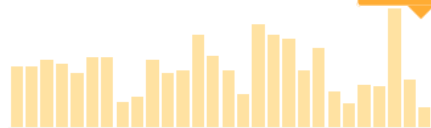
1.8K



On average, you earned **64 Retweets** per day

LIKES

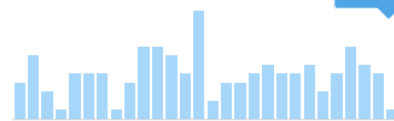
1.6K



On average, you earned **56 likes** per day

REPLIES

140



On average, you earned **5 replies** per day

PEOPLE

The number of followers has been increasing steadily. In the last 90 days we have gained 3,283 new followers – 36 new followers per day on average.

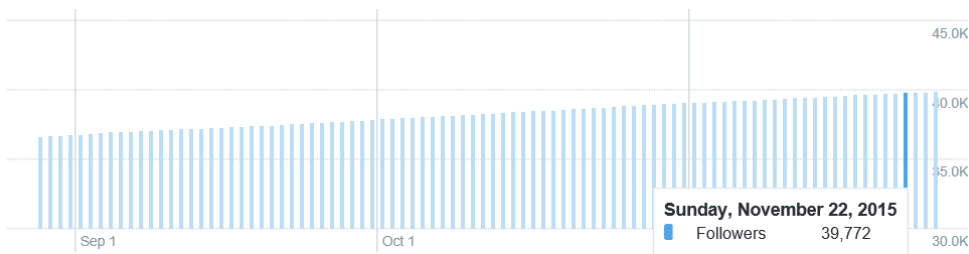
Gender

That's **3,283** more than the same time 90 days ago.
You've gained around 36 new followers per day

Male
54%

Female
46%

The table and graph below shows what our followers are mostly interested in: Business and news (93%), Politics and current affairs (91%), Business news and general info (85%).



Interests

Interest name	% of audience
Business and news	93%
Politics and current events	91%
Business news and general info	85%
Movie news and general info	71%
Tech news	66%



POSTS OF THE MONTH

The posts below were the most popular in November.

**Volunteers** shared **Volontaires des Nations Unies Sénégal's** album.
Published by Irini Rouboglou [?] · 23 November at 15:56 · Edited ·

The "Blue Room Talks" that were held recently in Dakar provided a unique opportunity to UN Volunteers to share their inspiring stories and experiences and explain how their work has contributed to peace and development.



Volontaires des Nations Unies Sénégal added 4 new photos from November to the album: "Blue Room Talks" Dakar, 17 Novembre 2015 — at  Hotel fleur de lys

864 Likes, 0 Comments

843 Likes

21 Comments

0 Shares

2,286 Post Clicks

649 Photo views

NEGATIVE FEEDBACK

11 Hide Post

0 Report as Spam

**Volunteers** shared **United Nations Volunteers in Sudan's** post.
Published by Cristina Birsan [?] · 17 November at 12:53 · Edited ·

Your world is changing. Are You? Volunteer! Join #VD2015selfie campaign and show how volunteering makes the difference in the #GlobalGoals <http://www.volunteeractioncounts.org/en/>



United Nations Volunteers in Sudan added 4 new photos. 17 November at 08:47 · Khartoum, Sudan · 

697 Likes, 0 Comments

659 Likes

36 Comments

2 Shares

1,947 Post Clicks

365 Photo views

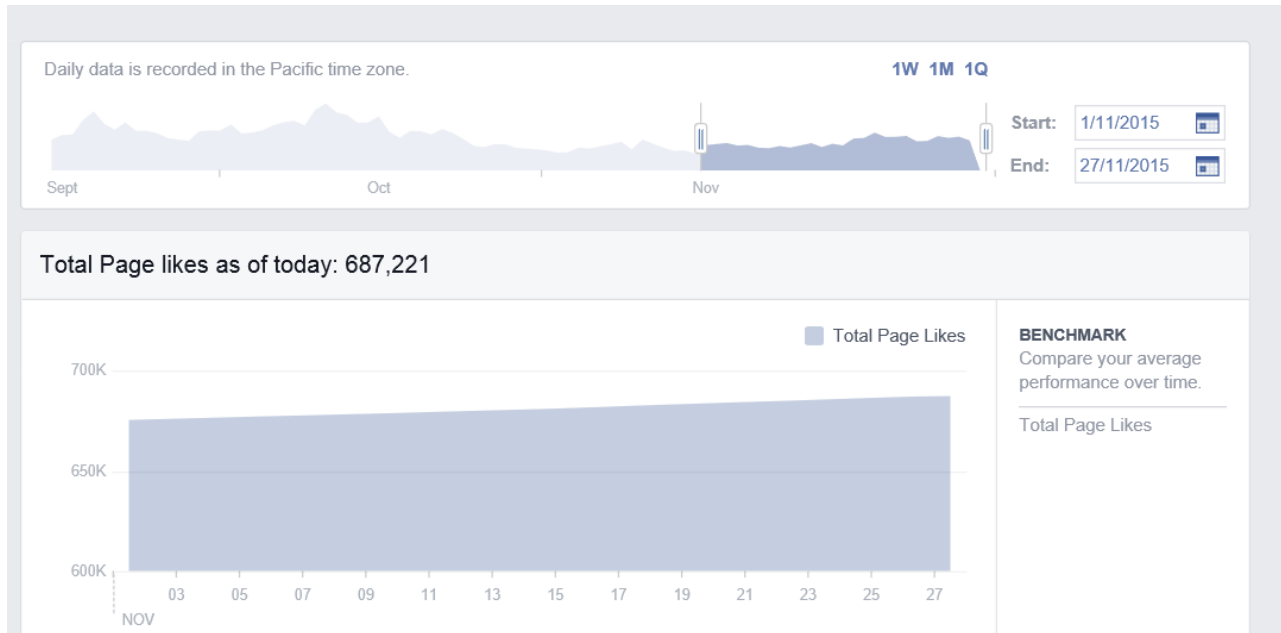
NEGATIVE FEEDBACK

7 Hide Post

0 Report as Spam

LIKES, REACH and ENGAGEMENT

The number of people who have “liked” our page has shown a steady increase in November. The number of current likes stands at 687,221.



Even though our likes increase every week, the volume of new likes seems to be decreasing. This is something we need to pay attention to in the future. However, our reach and engagement seems to be picking up every week as the green figures below show.

