



WORLD HABITAT DAY MEDIA REPORT 2019



UN HABITAT
FOR A BETTER URBAN FUTURE

EXTERNAL
RELATIONS
DIVISION

COMMUNICATION TACTICS

HASHTAGS

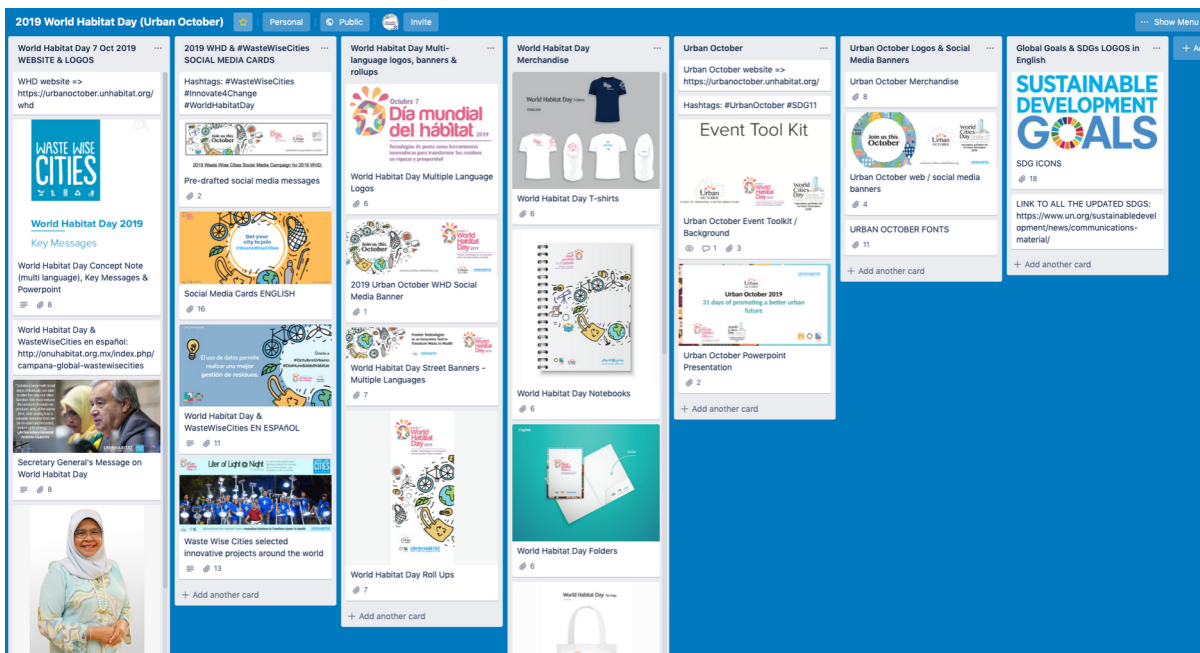
#WorldHabitatDay

#UrbanOctober

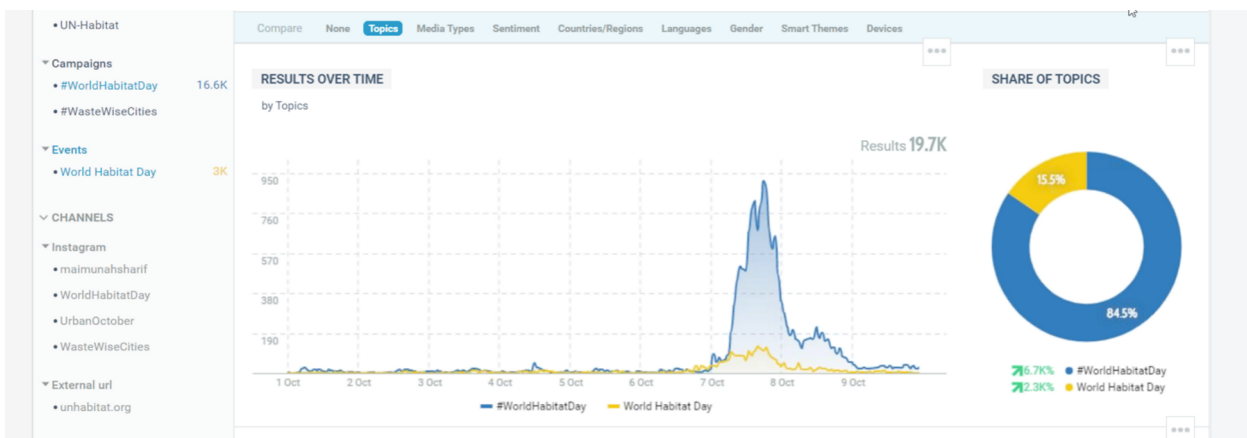
#WasteWiseCities

PUBLIC TRELLO

- Key messages and background to the theme
- Pre-made social media cards in line with key message
- Multilingual assets
- Branding design
- Logos
- SDG and UN International Day link



The hashtag, international mentions and ownership of the phrase "World Habitat Day" was very successful with nearly 20, 000 mentions.

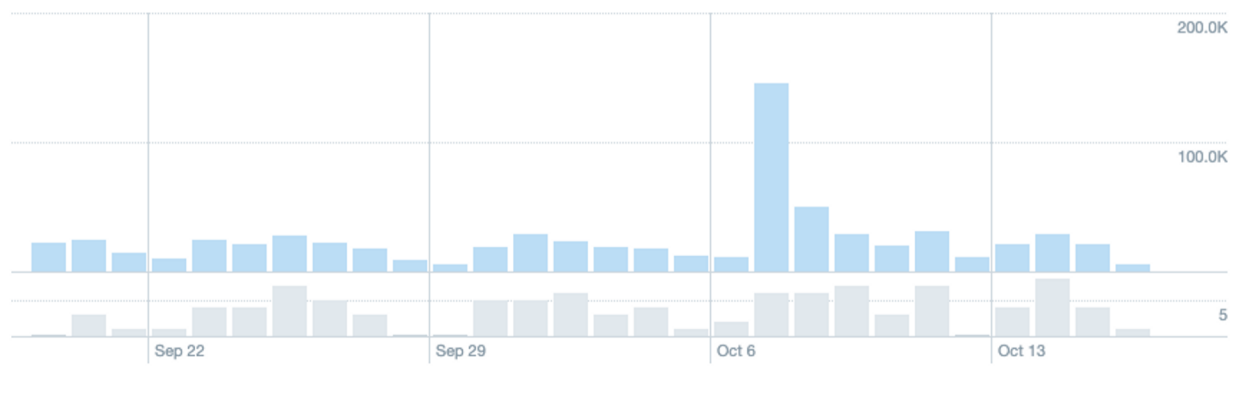


CAMPAIGN ANALYTICS

TWITTER

Throughout the campaign month WasteWise Cities content was shared widely with a huge spike registering on 7 October. Trello assets contributed to external messaging by organisations and individuals outside of the UN system in support of World Habitat Day. The Mexico event was trending.

Your Tweets earned **713.1K impressions** over this **28 day period**



We increased our following by close to 1,500 new followers

Your current follower audience size is **95,814**
That's **1,473** more than the same time 30 days ago.
You've gained around 49 new followers per day

Sep 2019 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 51.5K impressions

We can all contribute to **#WasteWiseCities** & **#ClimateAction** by being conscious consumers:

- Refuse single use plastic
- Bring our own shopping bags
- Walk, cycle & use public transport
- Buy environmentally friendly products
- Reuse & recycle

pic.twitter.com/7X0PX1sKub



7 128 169

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 1,233 engagements



Clean water stations have transformed lives & created sustainable communities in Kenya.

See how a unique **@UNHABITAT** rehabilitation project is making a difference.
new.unhabitat.org/kenyas-coast-a...
pic.twitter.com/90Ok92euX



23 94 310

[View Tweet](#)

Top media Tweet earned 21.6K impressions

#WorldHabitatDay is front page news on the **@UN** website:

un.org/en/events/habi...

The Global Observance is happening tomorrow, 7 Oct, in Mexico City, with other big events taking place around the world.

How are you going to celebrate it?

#UrbanOctober **#WasteWiseCities**
pic.twitter.com/DLuJoWUo81



3 64 91

INSTAGRAM

World Habitat Day was a relevant conversation following the hashtag on Instagram with 5000+ posts. UN-Habitat reach increased by +3,472 over the peak campaign week.

Reach

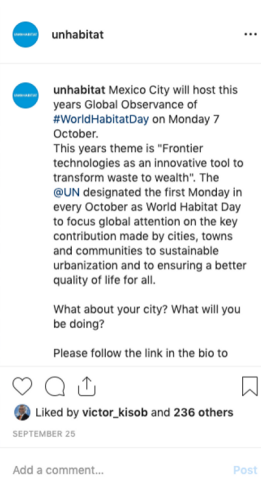
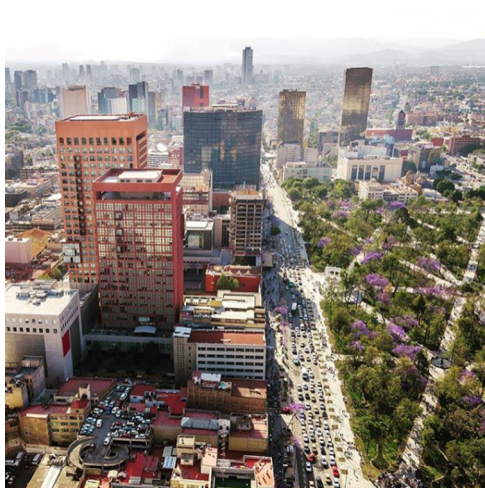
6,954

+3,472 vs. Oct 02 - Oct 08

Impressions

18,308

+9,641 vs. Oct 02 - Oct 08

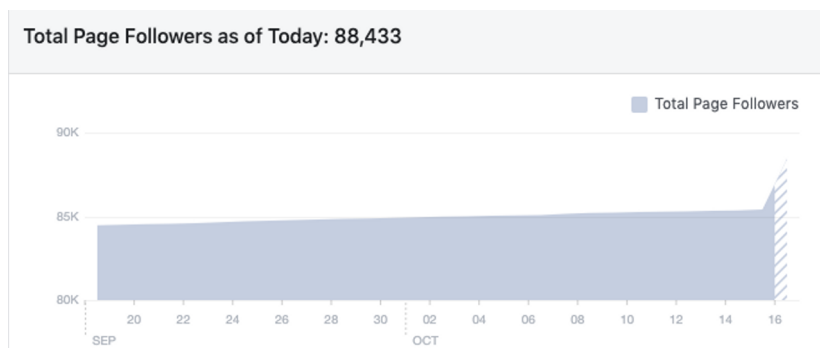


15,648 followers

+390 vs. Oct 02 - Oct 08

FACEBOOK

UN-Habitat Facebook account steadily increased followers over the period of the campaign month. Our content reached an audience of 40,479 up 11% from the previous month.



Top posts communicating around #WorldHabitatDay and #WasteWiseCities

UN-HABITAT
Published by Aoc Focal Point [?] · October 7 at 1:08 AM ·

#WorldHabitatDay is front page news on the @UN website:
👉 <https://www.un.org/en/events/habitatday/>

The Global Observance is happening Monday 7 October, in Mexico City, with other big events taking place around the world. 🌟
How are you going to celebrate it?... [See More](#)

"Solutions begin with small steps individuals can take to alter the way our cities function. We must reduce the amount of waste we produce, and, at the same time, start seeing it as a valuable resource that can be re-used and recycled, including for energy." — UN Secretary-General António Guterres

UN HABITAT FOR A BETTER URBAN FUTURE

Get More Likes, Comments and Shares
Boost this post for \$80 to reach up to 58,000 people.

2,514 People Reached 74 Engagements [Boost Post](#)

👤 Awantha Neelaka, Aida Guardiola and 11 others 10 Shares

UN-HABITAT
Published by Aoc Focal Point [?] · October 4 at 12:10 PM ·

★#WasteWiseCities Top 20 innovative solution★

This operational protocol converts faecal matter & food waste into safe organic fertilizer & agro-protein using the Black Soldier Fly larvae. 🐛♻️

... [See More](#)

Bio-resource based approach to sanitation

This initiative by Meru University of Science and Technology converts faecal matter & food waste into safe organic fertilizer & agro-protein using the Black Soldier Fly larvae. It transforms 200 kg of human waste & 500 kg of food waste into 250 kg of larvae & 125 kg of manure.

#WasteWiseCities Selected Project: Innovative Solutions to Transform Waste To Wealth

UN HABITAT FOR A BETTER URBAN FUTURE

Get More Likes, Comments and Shares
Boost this post for \$80 to reach up to 58,000 people.

3,867 People Reached 69 Engagements [Boost Post](#)

👤 9 1 Comment 11 Shares

UN-HABITAT
Published by Aoc Focal Point [?] · September 12 ·

Cities that are committed to the #WasteWiseCities principles can join the campaign.
Read more here 👉 <https://bit.ly/2kBPtIT>
Has your city committed?... [See More](#)

Get your city to join #WasteWiseCities

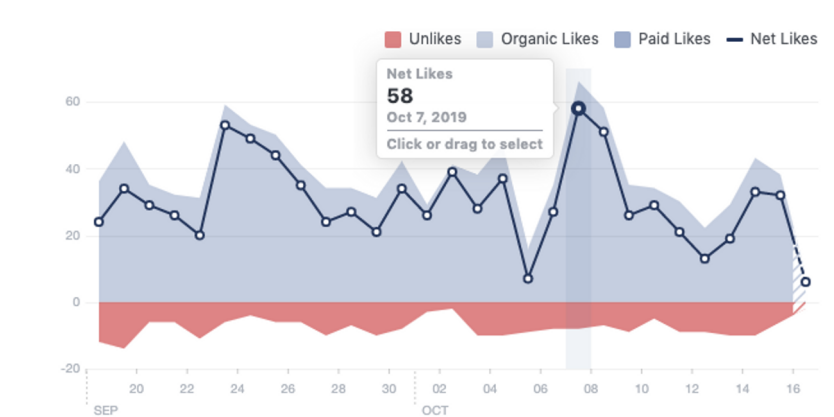
UN HABITAT FOR A BETTER URBAN FUTURE

Get More Likes, Comments and Shares
Boost this post for \$80 to reach up to 58,000 people.

2,772 People Reached 97 Engagements [Boost Post](#)

👤 Jinnat Bari Mitu, Hector Montano and 29 others 5 Shares

There was an notable spike in audience engagement through likes on 7 October

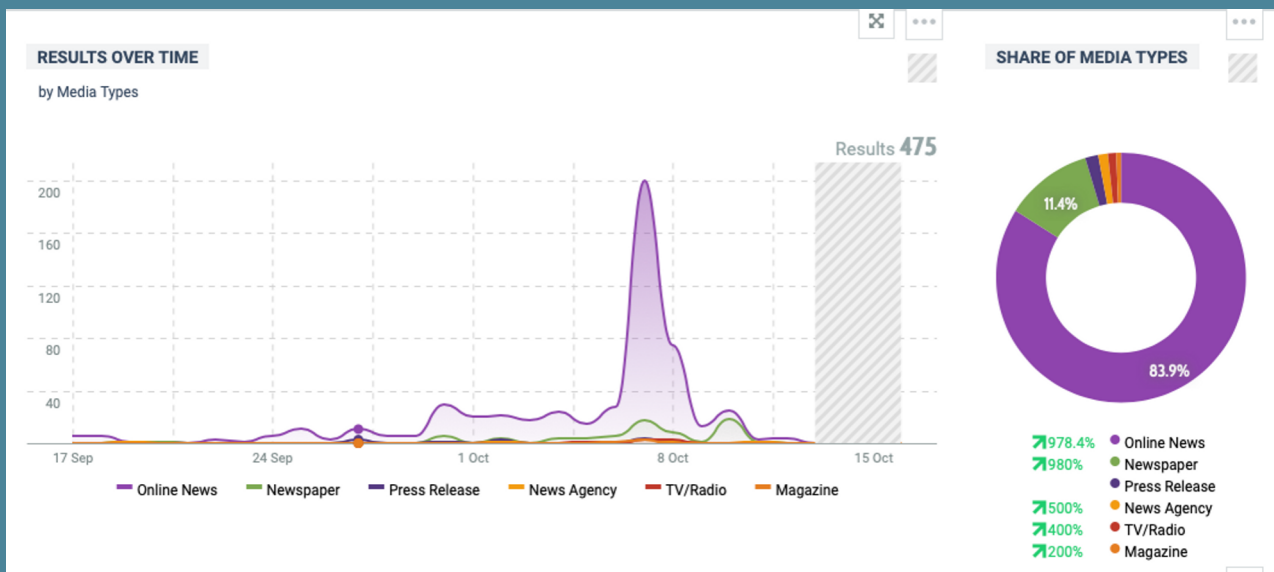


EDITORIAL ANALYTICS

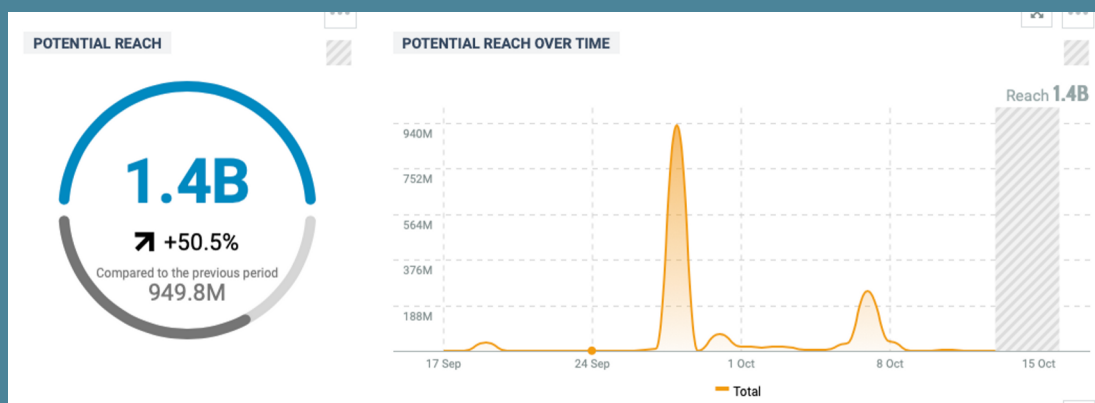
Global reporting on the phrase "World Habitat Day".



With the largest impact from online editorial content at 80%.



With a potential audience reach of 1.4 billion readers globally



UN-HABITAT EXECUTIVE DIRECTOR - MEDIA ANALYTICS

SOCIAL MEDIA

The Executive Director's social media handles received a lot of engagement over the campaign period. Engagement from regional offices gave her more visibility. We encourage more staff members to follow her across the various platforms.

Top Tweet earned 12K impressions

I am thankful for the willingness of Governor @CarlosJoaquin of Quintana Roo. He is working to develop a technical assistance project with @UNHABITAT. Through positive urban development projects the prosperity of different municipalities will be a reality.
pic.twitter.com/t0kSvWN47B



4 58 94

Top media Tweet earned 11K impressions

Let's go beyond the limitations of waste management this #WorldHabitatDay and focus on the opportunities we have. #WasteWiseCities are contributing to #ClimateAction and boosting the quality of life in communities by providing new avenues for citizens to earn a living.
pic.twitter.com/YP8qBw8wpz



48 76

A notable rise by 76% of engagement was registered on Facebook

Post Reach

September 19 - October 16

13,546

People Reached ▲76%



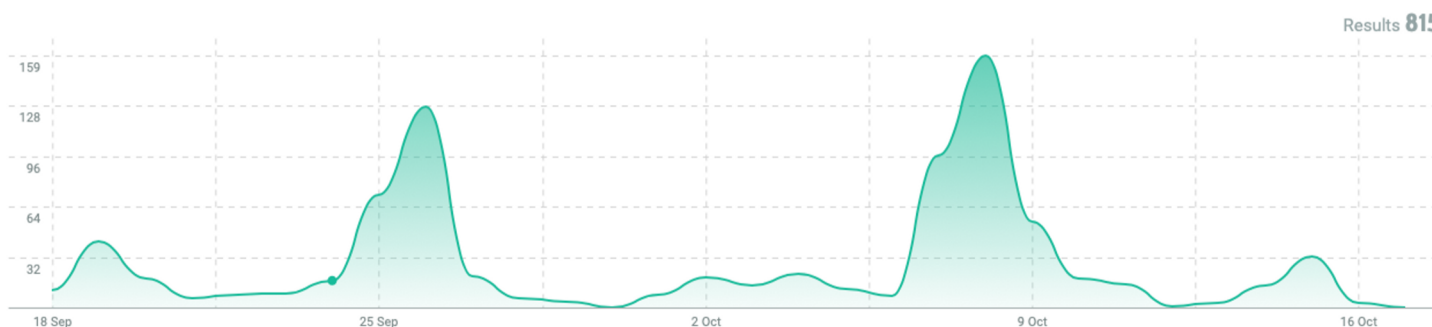
The top two posts communicating on #UrbanOctober received a combine engagement of 23,000 impressions. We also gained new followers and will soon meet our desired immediate goal of 10,000 followers on Twitter.

Followers

9,847 ↑768



RESULTS OVER TIME



News coverage between SEPT 14 - OCT 14 has been quite impressive. 815 articles across online news platforms, blogs and websites quote or mention Ms. Maimunah Mohd Sharif with a positive sentiment of 93%. The spike for the majority of this content was noted on 8th Oct 2019.

POTENTIAL REACH



The overall reach of communications about and from the Executive Director has been met with a reach of 28.3 million.