EVALUATION REPORT

UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION

2015 COMMUNICATIONS ACTIVITIES IN SUPPORT OF THE LAUNCH OF THE

SUSTAINABLE DEVELOPMENT AGENDA

United Nations

2015
TIME FOR
GLOBAL ACTION
FOR PEOPLE AND PLANET

**EVALUATION &
COMMUNICATIONS
RESEARCH UNIT**

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TABLE OF CONTENTS

EXECUTIVE SUMMARY

The purpose of the evaluation was to assess the outcomes of the Department of Public Information's (DPI) communications efforts in support of the launch of the Sustainable Development Agenda, in particular the "2015: Time for Global Action" campaign. The primary focus of the assessment was on the reach and effectiveness of selected Department of Public Information's (DPI) communications activities and tools developed for the campaign. The evaluation sought to determine the ability of the Organization to raise awareness about the campaign and its goals, and the extent to which the selected communications tools reach their intended audiences. Based on the logic model developed on the communications campaign (see Annex I), the overall objectives of this evaluation were as follows:

1. To assess the role of the UN's communications efforts in the engagement of governments, civil society, private sector and the general public on the post-2015 development agenda;
2. To determine the effectiveness of the campaign in building momentum toward key decisions in 2015;
3. To determine whether the "2015: Time for Global Action" campaign was able to project the United Nations as the leader of the sustainable development framework and the climate change agreement.

The evaluation findings and recommendations are intended to provide senior managers and staff with information to compare and make decisions regarding future communication strategies and tools. Strategically, the evaluation will help to inform the Department's ongoing communications efforts in support of initiatives and events related to the Sustainable Development Agenda.

METHODOLOGY

The evaluation took a utilization-focus approach, based on a non-experimental, mixed methods design. The findings and recommendations are based on quantitative and qualitative data collected. To ensure a gender and human rights sensitive perspective, the data collected was disaggregated by sex, age and disability, whenever possible. The evaluation followed UN Evaluation Group Norms and Standards, as well as ethical guidelines.

The evaluation undertook the following data collection and analysis methodologies:
- Desk reviews of the communications strategy, campaign products and materials;
- Global media analysis, including quantitative and qualitative analysis (based on a sample of global media coverage);
- Quantitative data on social media performance of UN flagship accounts and qualitative data on social media comments;
- Quantitative analysis of website metrics;
- Stakeholder discussions and interviews;
- Direct participant observation of planning meetings.

LIMITATIONS

This analysis was limited by a number of factors, including language and staff capacity of ECRU, capacity of DPI staff and resources for data collection. The inclusion of global media coverage was limited by UNIC location and staff capacity for data collection and the human coding of the articles. Social media analysis was limited by the parameters and capacities of the social media monitoring tools used by the Department. In addition, manual data collection and coding was a time-intensive process, which required limiting in-depth content analysis. Due to the data collection methods used, the ability to disaggregate data according to gender or other demographic variables was very limited.

KEY FINDINGS

Raising awareness on the SDGs

Consistent with findings from previous evaluations, the Summit was successful at raising awareness and increasing the visibility of the SDGs and the under discussion. The findings are in line with the results of previous evaluations, as well as external assessments[1].

- ➢ The Summit served as an effective driver of traditional media coverage and social media interest in the issue of sustainable development.
- ➢ The Sustainable Development Summit was covered in 44 per cent of the clippings on the Sustainable Development Agenda.

Positive Coverage of the SDGs

- ➢ Forty per cent of the media coverage was positive, emphasizing that the SDGs were a necessary, outcome of the intergovernmental process.

The United Nations and the SDGs

- ➢ The Sustainable Development Agenda/Goals/Summit was closely associated with the United Nations. The United Nations had a high level of visibility in the media coverage, with mentions in 93 per cent of the coverage on Sustainable Development Agenda.
- ➢ Among clippings mentioning the United Nations, 21 per cent were favourable in tonality, while 2 per cent were unfavourable.

United Nations Communications Messages

- ➢ More than half of the media coverage analyzed included at least one of the five United Nations key messages.

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[1] John McArthur, Christine Zhang; "Who pays attention to global development?"
http://www.brookings.edu/blogs/future-development/posts/2015/10/09-global-development-goals-mcarthur

➢ The message "*Countries will launch an unprecedented agenda in 2015 to end poverty, transform all lives and opportunities for all people, and protect the planet.*" appeared in approx. one third of the coverages.

Social media

➢ The social media component of the strategy was particularly high performing; increasing the Department's social media audience base to more than 20 million users on DPI's flagship accounts in the 6 official languages.

➢ A review of Chinese language social media accounts across the UN system uncovered several small, defunct accounts, including some DPI had established but not maintained.

Social Media Communications Strategy

➢ The Department's leadership and advanced coordination of UN system and external partners helped to shape the social media "conversation" related to the SDGs throughout the year, as evidenced by the popular use of specific keywords, hashtags, and digital products developed by the Department.

➢ The Department's practice of developing a comprehensive communications strategy early in the planning process was an essential factor for the implementation of a high-profile social media campaign to promote the launch of the Sustainable Development Goals and the Summit. This included a clear planning document, *2015 Is the Time for Global Action Communications Strategy* (September 2014), which provided an articulation of expected outcomes, as well as a roadmap of the relevant social media networks, diversity of content, visuals and branding, key hashtags and messages, roles of spokespeople, and target audiences.

➢ The Department's use of knowledge-sharing tools (e.g. Trello, e-mail lists, communications packages, etc.) and bi-monthly focal point meetings to discuss key strategic decisions, challenges, was identified as good practice for a coordinated social media campaign.

Common Campaign Objectives

➢ The implementation of the social and digital media strategy varied across the selected social media accounts by language. The English accounts on the selected platforms played a leading role as a recognized influencer to amplify UN messages on the SDGs to global audiences, accounting for nearly 90 per cent of the UN's social media audience. While English and Spanish accounts demonstrated the most consistency with regard to promoting the Sustainable Development Summit in its activities, as reflected in their respective engagement trends, engagement differed throughout the monitoring period for the Arabic, French, and Russian accounts. These outcomes suggest that the promotion of the Summit

was not the main objective across all accounts, with International Days also factoring in as a top priority.

SDG Website

➢ While the SDG summit had a high-level of visibility, the United Nations Sustainable Development website did not feature in the top ranked searches on Google in English (www.un.org/sustainabledevelopment). Given Google's prominence as a source for website traffic, website traffic may have been hindered due to the website not appearing on the first page of general searches in Google.

➢ Unlike websites associated with previous UN Summits, such as the 2014 Climate Summit and the 2012 Rio+20 Summit, the lead language for website traffic was Spanish. More than half of all sessions originated from Spanish-language users.

Opportunities for Improvement

➢ Social media campaigns should address the following issues consistently across the flagship accounts:
1) establishing and maintaining influencer status;
2) the development and translations of hashtags;
3) internal quality controls regarding content and frequency of appropriately branded posts;
4) as well as off-line partnerships and the coverage of key moments.

➢ Search-engine optimization (SEO) should be given high priority in all websites developed by the Department.

RECOMMENDATIONS

The Department of Public Information should strength its social media management as follows:

- A consistent editorial policy across the flagship social media accounts balancing the requirements of communications campaigns on priority issues, other types of social media outreach and language-specific audience needs;
- Improved internal quality control, including clear parameters outlining the quality control and resource requirements to set-up and maintain social media accounts.

2015: TIME FOR GLOBAL ACTION CAMPAIGN

The "2015: Time for Global Action" campaign" focused on the time leading up to and during the United Nations summit for the adoption of the post-2015 development agenda, held in New York from 25 to 27 September 2015. For this landmark event, DPI's Strategic Communications Division (SCD) developed an umbrella strategy for the campaign which was approved by the Secretary-General and implemented with collaboration of the Executive Office of the Secretary-General. The main communications goal of the umbrella strategy was to "raise awareness of sustainable development issues to help position the United Nations as an active and relevant force for promoting action on the [Millennium Development Goals] MDGs, climate change and sustainable development and for reaching meaningful agreements in 2015."[2]

As part of the campaign, the Department produced materials and messaging guidance was provided to the United Nations system. The Department used the inter-agency task force of the United Nations Communications Group on the Millennium Development Goals and the post-2015 development agenda to coordinate United Nations system activities and messaging. The Department also held regular briefings with the 63 United Nations information centres on a wide range of issues. The centres, in turn, held press briefings and were provided with relevant materials in the six official languages of the United Nations to disseminate to the press and through their own channels. In addition, key United Nations officials such as the Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs of the Department of Economic and Social Affairs and the Assistant Secretary-General on Climate Change of the Executive Office of the Secretary-General briefed information centres and regional journalists in advance of the United Nations summit. The Department worked closely civil society and other external partners to amplify and coordinate messaging, social media products and media outreach on the Sustainable Development Goals.

The social and digital media component of the umbrella strategy was launched in May 2014 and implemented through December 2015.3 The strategy provided a framework for public outreach and communications and contributed to the design, content, and visual branding of the official website: http://www.un.org/sustainabledevelopment. The website was the main platform for the summit, and the Department produced various multimedia materials, including videos, images and graphics, to promote the summit and the issues before it in all official languages.

SOCIAL MEDIA COVERAGE

BACKGROUND

Since the United Nations first launched its official presence on social media networks almost a decade ago, social media and digital media work has taken on an increasingly prominent and dynamic role in the Organization's overall communications efforts. The Department of Public Information (DPI) has led the United Nations Secretariat's social and digital media strategy through

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[2] "2015 Is the Time for Global Action Communications Strategy" (September 2014).

[3] "2015 Is the Time for Global Action Communications Strategy" (September 2014).

its development and management of the "flagship" or primary institutional accounts on the various social media networks. Through these DPI-managed flagship accounts, the Organization has been able to break long-standing barriers between the institution and external audiences, with millions of social media and online users today connecting and engaging with the Organization through major social media networks (i.e. Facebook, Twitter, Google+, YouTube, Instagram, and Weibo, among others) in the six official languages, as well as additional languages.

The coordination and strategic planning of the flagship accounts have become a major area of focus for system-wide thematic campaigns, most recently for the launch of the Sustainable Development Goals (SDGs) and the 2015 Sustainable Development Summit in New York.[4] Social media and digital content and branding were produced in the six official UN languages, in addition to other languages, with the support of staff from UN Headquarters and the global network of United Nations Information Centres (UNICs). Target audiences included social media and other online users, encompassing members of the general public, civil society, government representatives, as well as media (i.e. journalists and outlets) active on social media platforms.

DPI used a number of tools and activities to coordinate social media efforts and messaging across the UN System, which included the following: United Nations Communications Group (UNCG) Task Force on MDGs/post-2015/post-Rio meetings, UN-system wide social media meetings and e-mailing list, internal DPI social media preview weekly emails, internal Unite Connections group, and monthly "Heads Up" notes to field offices for UNICs, Country Teams, Resident Coordinators, and Peace Keeping Operations.

MAIN EVALUATION QUESTIONS[5]

1. To what extent did the social media and digital media strategy build awareness and support for the SDGs and the Summit among social media and other online users?

2. How effective was the coordination of branding and content across the multilingual teams? To what extent was there any evidence of the integration of gender and human rights perspectives in the coordination of content?

METHODOLOGY

The following analysis examined the use of selected components of the social and digital media strategy, utilizing a non-experimental, mixed methods design. Quantitative and qualitative data was collected from the flagship social media accounts. Data collection included desk reviews of the communications strategy and communications packages, interviews with stakeholders, direct participant observation of planning meetings, as well as quantitative data of social media performance and qualitative data of social media comments. Assessment techniques included analysis of quantitative data, content analysis, and a review of records on the timeline and content for the strategy. The primary data collection and analytics tool used for social media performance was Simply Measured. Other free tools, such as Topsy and Talkwalker, were also used to triangulate

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[4] The "2015 is the Time for Global Action Communication Strategy" was developed in alignment with the "DPI Social Media Guidelines." While developed for internal departmental purposes, the Guidelines have been shared widely with Secretariat entities.
[5] Sub-questions are detailed in the Terms of Reference.

data. Website performance data on the Sustainable Development website was collected using Google Analytics.

LIMITATIONS

The following assessment was limited by a number of factors, including language and staff capacity of ECRU, as well as the capacity of DPI staff and resources for data collection. The social media monitoring and analysis tool Simply Measured offered broad access to data from the numerous flagship accounts, but the tool itself was limited to specific parameters and capacity for data processing. These limitations were often due to the restrictions set by each social media network. For example, not all social media networks provide access to demographic data, or provide only a sample. In addition, manual data collection and coding was a time-intensive process, which required limiting in-depth content analysis to selected accounts. ECRU was also dependent on staff capacity of the News and Media Division to provide data for language-specific platforms in Chinese. For this reason, the analysis of the Chinese social media accounts was conducted separately from the other languages.

INTRODUCTION

During the period of 1 to 30 September 2015, the Department of Public Information engaged with global audiences on selected social media networks to increase awareness of and support for the Sustainable Development Goals and the 2015 Sustainable Development Summit (25-27 September, New York) under the umbrella campaign "2015: Time for Global Action." As articulated in the *2015 Is the Time for Global Action Communications Strategy* (September 2014), the communications goal was to "raise awareness of sustainable development issues to help position the United Nations as an active and relevant force for promoting action on the MDGs, climate change and sustainable development and for reaching meaningful agreements in 2015." Target audiences included social media and other online users, encompassing members of the general public, civil society, government representatives, as well as media (i.e. journalists and outlets) active on social media platforms.[6]

For the purpose of this evaluation, social media analysis focused on the activities and performance of 30 "flagship" social media accounts managed by the Department on 16 different social media networks, covering the 6 official languages of the United Nations. Within the scope of this evaluation, the social media networks Twitter, Facebook, Google+, LinkedIn, Instagram, YouTube, and Pinterest are not language-specific, while Weibo, WeChat, YouKu, Tudou, Sina Video, Tencent Video, Meipai, Miaopai, and Weishi are Chinese-language specific technologies. Given the multilingual capacity of the first 7 social media networks, the analysis of these accounts was conducted separately from the 9 Chinese-language accounts.[7] The following analysis details the outcomes of Twitter, Facebook, Google+, LinkedIn, Instagram, and YouTube.[8]

In addition, the following analysis examined the development and use of the campaign hashtags related to the "2015: Time for Global Action" campaign, which included #action2015, #globalgoals, #UNGA, and #SDGs. In working with UN system and external partners on the use of these hashtags, the Department eventually focused on promoting #globalgoals as the primary hashtag in the

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[6] "2015 Is the Time for Global Action Communications Strategy" (September 2014).

[7] Data for the 9 Chinese-language accounts were manually collected and analyzed. Findings are presented in a separate section.

[8] Data for Pinterest was not available on Simply Measured for the full monitoring period.

immediate months leading up to the Summit. This was a deliberate shift from using #action2015 earlier in the year, which was considered for use only during 2015.

Table 1: Breakdown of social media accounts included in this report by responsible division

Social Media Network	# of Flagship Accounts	Official UN Languages by Responsible Division					
		A	C	E	F	R	S
Twitter	5	NMD	-	SCD	NMD	NMD	NMD
Facebook	5	NMD	-	SCD	NMD	NMD	NMD
Google+	2	NMD	-	SCD	-	-	-
LinkedIn	1	-	-	SCD	-	-	-
Instagram	2	-	-	SCD	-	-	SCD
YouTube	5	NMD	-	NMD	NMD	NMD	NMD
Pinterest	1	-	-	SCD	-	-	-
Weibo	1	-	NMD	-	-	-	-
WeChat	1	-	NMD	-	-	-	-
Youku	1	-	NMD	-	-	-	-
Tudou	1	-	NMD	-	-	-	-
Sina Video	1	-	NMD	-	-	-	-
Tencent Video	1	-	NMD	-	-	-	-
Meipai	1	-	NMD	-	-	-	-
Miaopai	1	-	NMD	-	-	-	-
Weishi	1	-	NMD	-	-	-	-
TOTAL	30	4	9	7	3	3	4

ANALYSIS OF CAMPAIGN OUTCOMES

An Overview of Cross Channel Performance

DPI has cultivated a reputation and level of expertise that has established the UN as key "influencer" on the major social media networks. As the Department's continues to provide leadership within the UN system on social media, DPI faces a number of ongoing challenges, including the rapid pace of technological change affecting the social media industry, delivering on its multilingual mandate, and continuously striving for increased performance targets under constrained resources and staff capacity. And as all DPI social media accounts and campaigns are managed in-house, organizational learning is a vital part of maximizing the Department's capacity for social media and ensuring that the UN continues to hold its growing reputation as a brand leader within the social media industry and among its global audiences. Regular monitoring and analysis of DPI's social media accounts and their outcomes are a necessary part of this process.

As of the end of September 2015, the total audience size of the main UN accounts was approximately 12.5 million users (Table 2). Twitter, Google+, and Facebook together had the largest share, accounting for more than 90 per cent of the total audience size.[9] The popularity of these

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[9] Audience growth and audience growth rates are standard performance measurements for social media reach.

three major social networks is consistent with industry rankings for 2015. Facebook and Twitter have maintained their leadership positions in world rankings, despite the emergence of numerous alternatives.[10] And while Google+ has received criticism for not meeting industry expectations, the platform continues to report large audience sizes around the world.[11]

In terms of audience growth, Instagram stood out among the social networks used by the UN. At nearly 12 per cent for September, the UN accounts' rate of growth reflects Instagram's increasing popularity among active social media users, as well as among brands and influencers seeking to connect with new audiences.[12]

Table 2: Social Media Audience Growth by Network (September 2015)

SOCIAL MEDIA AUDIENCE GROWTH BY NETWORK – September 2015				
Network	# of DPI Accounts	Total Starting Audience Size	Total End Audience Size	Audience Growth Rate
Twitter	5 (A, E, F, R, S)	5,410,323	5,707,323	5.5%
Google+[13]	2 (A, E)	Starting data unavailable	3,231,648	-
Facebook	5 (A, E, F, R, S)	2,589,368	2,646,467	2.2%
LinkedIn	1 (E)	468,714	480,186	2.4%
Instagram	2 (E, S)	333,050	372,773	11.9%
YouTube	5 (A, E, F, R, S)	85,992	91,570	6.5%
Pinterest[14]	1 (E)	19,141	20,002	4.5%
TOTAL	21		12,549,969	

A comparison of audience growth across the networks underscored the importance of Twitter, Facebook, and to a lesser degree Instagram, for reaching and attracting new social media users who are interested in the UN and sustainable development issues during September 2015. On average, the volumes of outbound posts on Twitter (115 tweets/day) and Facebook (30 posts/day) were greater than any of the other platforms, reflecting an appropriate emphasis by the Department on these social networks.

Daily audience growth during September revealed an increasing trend toward the end of the month, culminating in a peak that corresponded with the last day of the Summit (Figure 1). This trend was mostly influenced by growth in Twitter and Facebook, as illustrated in Figure 2, indicating that the Summit helped to attract new social media users to UN accounts on these major platforms. A comparison of new audience growth and the number of outbound posts also confirmed a positive relationship between the gain in followers and increased outbound activity of UN accounts for the Summit (Figure 3).

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[10] http://www.socialmediatoday.com/social-networks/2015-04-13/worlds-21-most-important-social-media-sites-and-apps-2015

[11] http://www.socialmediaexaminer.com/the-future-of-google-what-new-research-reveals/ and http://www.globalwebindex.net/blog/google-plus-is-more-popular-than-you-think

[12] http://twiplomacy.com/blog/world-leaders-on-instagram-2016/#section-intro

[13] No time series audience growth data for Google+ due to an error in the set up monitoring the UN Google+ account.

[14] Simply Measured was unable to produce a full month performance report for Pinterest. Pinterest Analytics is a new feature, which was not yet fully administered during the monitoring period.

Figure 1: Total audience growth during September 2015

Total New Audience Growth - September 2015
(excludes Google+ data)

New Audience Gained

Peak/Decline due primarily to Twitter. # of new followers peaked on 8 September and dropped afterwards

17,712

SDG Summit Dates: Increase due primarily to Twitter and Facebook growth

26,719
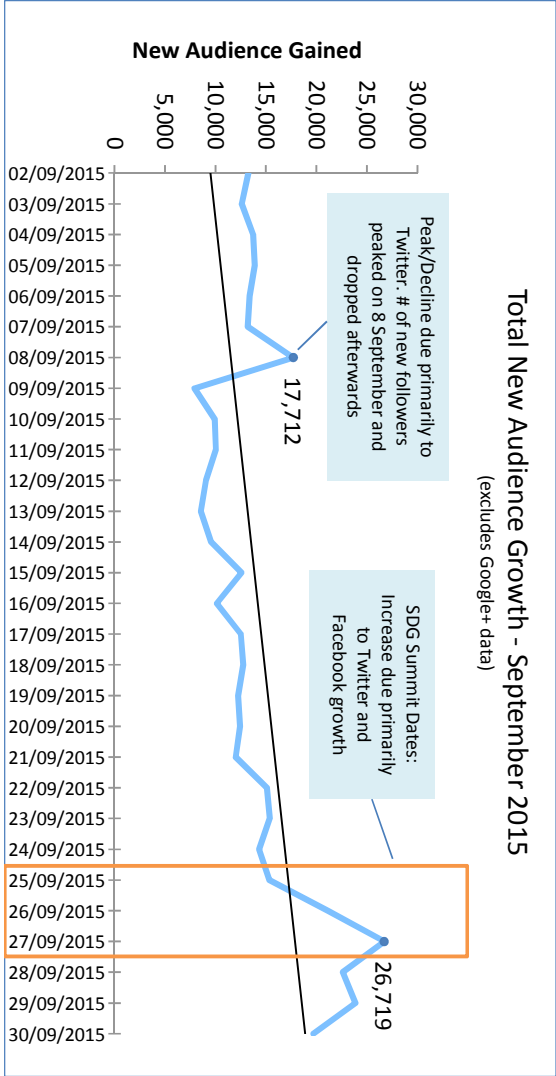
Figure 2: Total audience growth by social media network during September 2015

Total Audience Growth - September 2015
(excludes Google+ data)

New Audience Gained

Twitter
Facebook
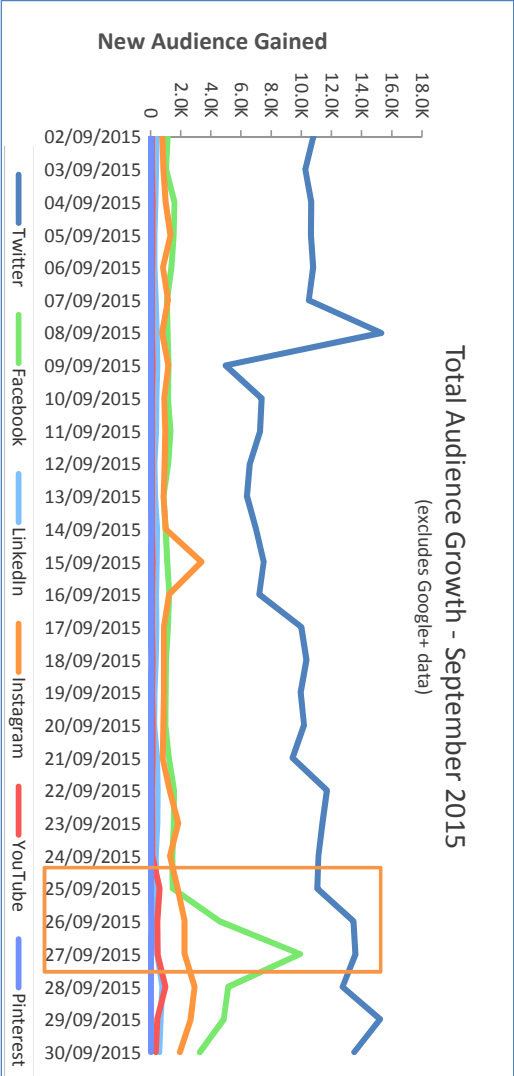LinkedIn
Instagram
YouTube
Pinterest

Figure 3: Outbound posts by social media network during September 2015
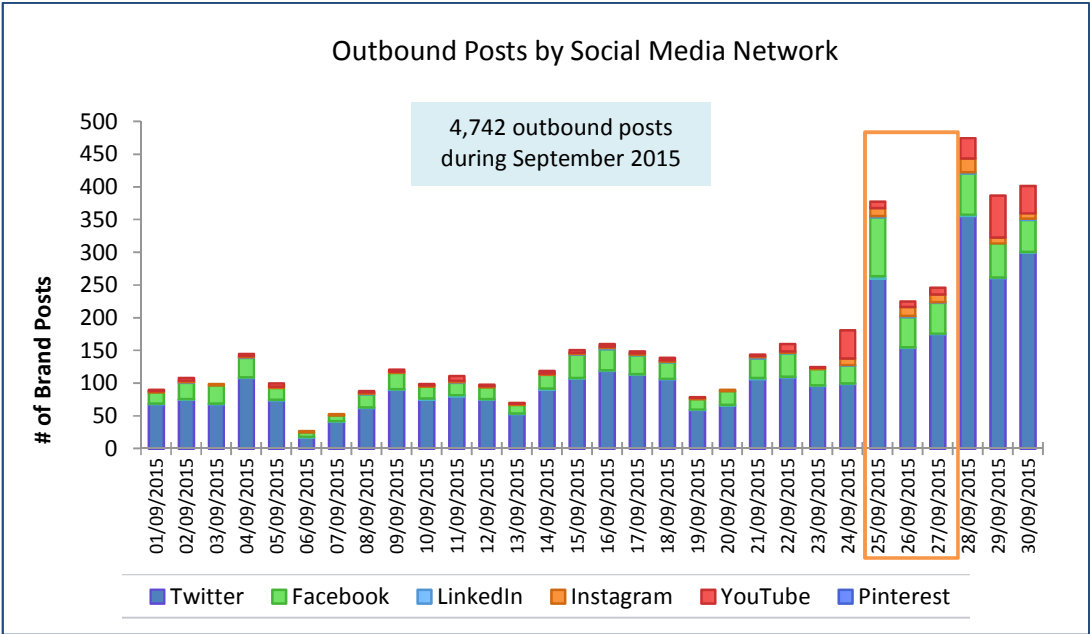
While Twitter and Facebook were key networks in terms of gaining new users (i.e. Twitter followers and Facebook page likes), a comparison of average engagement levels showed that Instagram and LinkedIn garnered the most engagements per post (Figure 4). These engagement levels are consistent with industry expectations about specialized platforms like Instagram and LinkedIn, which attract audiences with shared interests in particular types of content.

Figure 4: Cross-channel average engagement by social network during September 2015
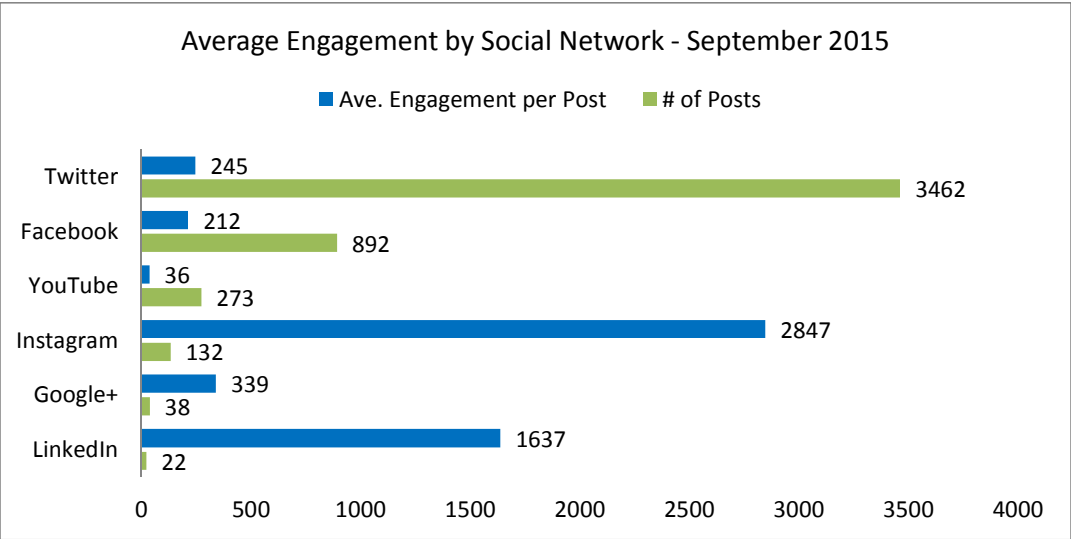
Across all channels, photo posts received the most engagements, in comparison to posts with videos, links, texts, or other types of content. The top post by engagement was an image of education advocate Malala Yousafzai at the UN Headquarters posted on the English Instagram account on 25

September 2015.[15] Overall, posts featuring female spokespeople and women and gender issues (e.g. girls' right to education; Goals 4 and 5) were among the top posts across all the social networks.

Hashtag Campaigns

The use of hashtags has become an integral component of online activism and messaging. Any type of user – from individuals and civil society groups to corporate brands, governments, and news media outlets – has the ability to create and promote hashtags, and see them go viral. Hashtags are an immediate and effective way to draw in global attention, as well as build support for a specific topic or cause. The 2015 *Twiplomacy* study, a project conducted by the firm Burson-Marsteller, makes note of the growth of "hashtag diplomacy," where world leaders and ministries use hashtags to promote issues and agendas for recognition at the international level.[16]

The successful promotion of a hashtag can help to attract new audiences who may not otherwise be aware of UN accounts, messages, or activities. During the course of the "2015: Time for Global Action" campaign, there were several hashtags used across the UN system, as well as among external civil society and private entities. These included #action2015, #globalgoals, #UNGA, and #SDGs. Initially, #action2015 was the primary hashtag for the UN campaign, and was used in conjunction with other existing hashtags related to the SDG agenda (e.g. #post2015, #futurewewant, #beyond2015, #MDGs, and #MDGmomentum). In consideration of the hashtag's longevity, however, DPI intentionally shifted focus to promote #globalgoals as the primary hashtag in the months leading up to the Summit. This allowed the UN campaign to align more closely with civil society promotion of the sustainable development agenda, which was predominately through the Global Goals campaign.[17] This decision helped to amplify UN messages, rather than running a parallel or competing conversation on sustainable development issues.

In comparison to another recent UN hashtag campaign from a year prior, the volume for #globalgoals on Twitter was 231% higher than the multilingual campaign hashtag for #climate2014 (Figure 5), indicating the difference in the relative scope of interest among global audiences.[18] The hashtags #globalgoals and #UNGA had comparable levels of use on Twitter, which reflects how closely SDG promotion was related to General Assembly activity.[19] The #UNGA hashtag was the top hashtag used in conjunction with #globalgoals.

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[15] The 25 September 2015 UN Instagram Post of Malala Yousafzai received a total 15,088 engagements, which was 5.3 times higher than the Instagram's average for September 2015.

[16] http://twiplomacy.com/blog/twiplomacy-study-2015/#section-8

[17] The Global Goals Campaign was launched in early September to promote the Sustainable Development Goals, bringing together the efforts of various civil society and private partners. As part of a large-scale global campaign, the hashtag #globalgoals was selected as one strategy for raising awareness of the SDGs on social media networks (http://www.undp.org/content/undp/en/home/presscenter/pressreleases/2015/09/03/global-goals-campaign-2015.html).

[18] For the 2014 Climate campaign, the hashtag was used in 5 of the official UN languages – Arabic, English, Spanish, French, and Russian). Data was only available for the 4 languages, excluding Arabic. It should be noted that the majority of hashtag mentions in September 2014 were in English.

[19] Simply Measured's Stream Snapshot Report showed that #UNGA peaked on 28 September 2015, with an initial lower peak on 25 September 2015.

Figure 5: Comparison of 2014 and 2015 campaign hashtags on Twitter

Comparison of 2014 and 2015 Campaign Hashtags on Twitter

262,808 mentions
(September 2014)

606,534 mentions
(September 2015)

623,409 mentions
(September 2015)

#climate2014, #clima2014,
#climat2014, #климат2014

#globalgoals

#UNGA
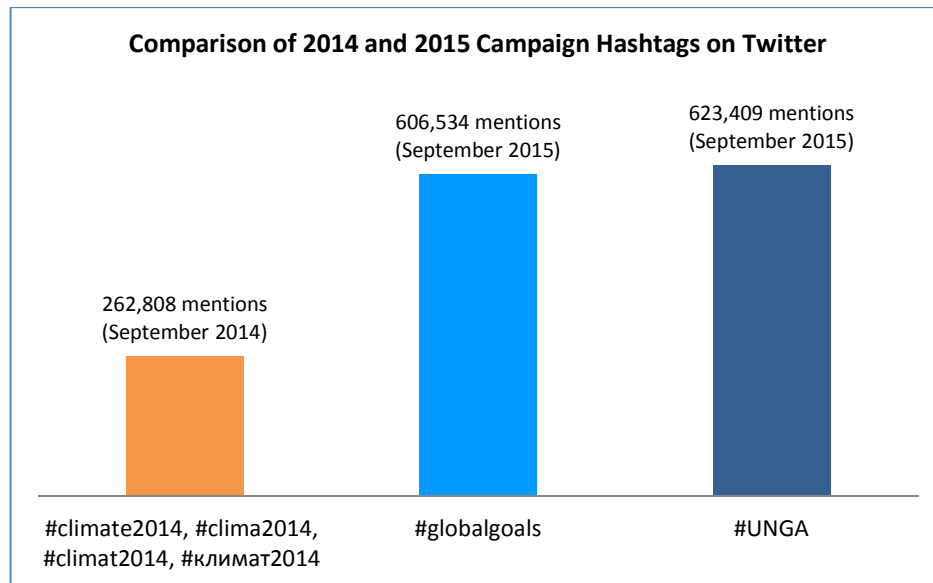
The decision to have a single hashtag or to use translations is a matter in need of further testing and research within the Department. For selected campaigns (e.g. #climate2014), hashtags have been translated into the 6 official languages, based on the assumption that English words or acronyms do not necessarily resonate with non-English-speaking audiences. The findings from the 2014 Climate Summit analysis of #climate2014, however, contested this idea. For that particular campaign, DPI translated #climate2014 into the 6 official UN languages. An analysis conducted for that campaign was able to monitor the use of the English, French, Spanish, and Russian versions of the hashtag. The results determined that non-English language Twitter users were more likely to use the English version #climate2014 rather than the translated versions. This finding led to the lesson learned that hashtag translations may not be necessary for reaching audiences in other languages, and may in fact detract audiences from the main conversation thread on Twitter.

While the #climate2014 and #globalgoals cases provide an example in favor of a single hashtag, there are other cases where English words would convey a different meaning or confuse their audiences. In those situations, translations of hashtags would help non-English accounts to align with an overarching campaign while still exercising flexibility for a tailored approach to the respective language audiences. The Department should develop clearer guidance on the appropriate use of single and translated hashtags, and improve its coordination of when such practice is implemented.

In the case of #globalgoals, language disaggregated data was not available for the monitoring period. Data for country distribution revealed that a small majority of users were from the United States (34 per cent of mentions), while the United Kingdom (11 per cent), India (4 per cent), and Nigeria (4 per cent) were also among the top countries using the hashtag.

The Summit was a key driver of mentions of #globalgoals, as illustrated in the increase in volume during the Summit dates (Figure 6). The vast majority of #globalgoals mentions (approximately 98 per cent) occurred on Twitter.

Figure 6: #GlobalGoals mentions by social media network – September 2015
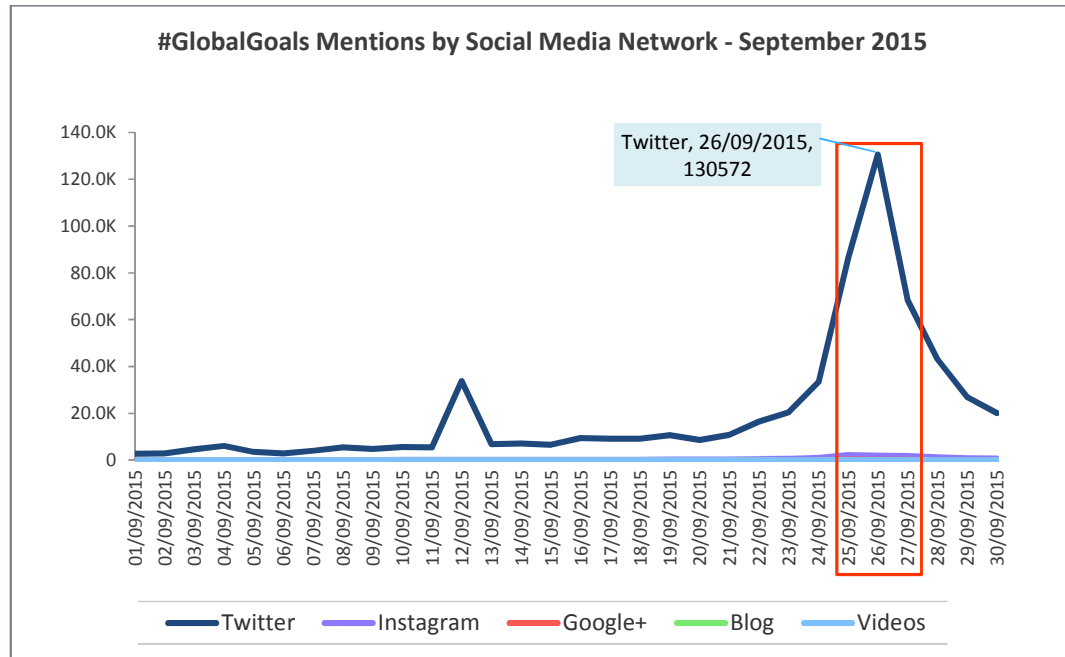
High-profile influencer accounts play an essential part in the amplification of hashtags. A single tweet from a celebrity or other influential account can magnify the reach of the content not only to their respective follower bases, but also through online news and media outlet pick up. For #globalgoals, key influencer accounts included the official @Twitter account (47 million followers), UN Goodwill Ambassador Shakira (35 million followers), and UN Messenger of Peace Leonardo DiCaprio (13 million followers).[20] Other top users by Klout Score (i.e. a numeric calculation of the online social influence of social media accounts) included popular media outlets, such as @HuffingtonPost, @Rollingstone, @Guardian, and @eonline, as well as institutional accounts, such as @NASA, @WorldBank, and @UNICEF.

Twitter

Twitter has grown in recognition as the social network for breaking news. In recent years, Twitter has also become the chosen platform from which world leaders, governments, institutions, media outlets and journalists, and other key social and political influencers have first expressed their views to the global public on timely issues and events. Illustrating the importance of Twitter, 86 per cent of the 193 UN member states have a Twitter presence, and 172 heads of state and government have personal accounts on the network.[21] Likewise, many leading international organizations are active on Twitter. This includes accounts for the head of the organization, as well as secondary language-

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[20] High-profile celebrities included Shakira (@Shakira), Jennifer Lopez (@JLo), Pink (@Pink), One Direction(@onedirection, Bill Gates (@BillGates), Ashton Kutcher (@aplusk), Coldplay (@coldplay), and Leonardo DiCaprio (@LeoDiCaprio).
[21] http://twiplomacy.com/blog/twiplomacy-study-2015/#section-intro

specific or other category-specific accounts.[22] The UN was an early adopter of Twitter in 2008 with the @UN account, which has become the most followed international organization on the social network as of February 2015.[23] In addition, 250 out of 669 world leaders on Twitter were following @UN in 2015.[24]

For the "2015: Time for Global Action" campaign, Twitter was a key partner in promoting UN activities and messages related to the SDG agenda. The Department was able to work strategically with Twitter in both on-line and off-line capacities, resulting in a high-profile promotion of the SDGs, the Summit, as well as the start of the General Assembly high-level week. The Department was able to benefit from valuable contributions from the collaboration, such as the Twitter Mirror; a unique, automated UN emoticon; and a large-scale sculpture of the hashtag #UNGA for promotional purposes on UN premises in New York.[25] The results of these arrangements, however, were not consistent across all the UN accounts. The English account @UN, which has been widely recognized externally as the main UN Twitter account, fared much more prominently than the non-English accounts. This was due to a number of factors, which will be detailed below.

Cumulatively, the UN Twitter accounts produced 3,462 outbound posts, i.e. tweets, yielding a total engagement of nearly 850,000 and an increase of 297,000 followers (Table 3). The @UN account was the most prolific with 918 tweets, and also gained the largest share of total engagement (81%) and new followers (91%).

Table 3: Twitter breakdown by language account

TWITTER – SEPTEMBER 2015					
Account	Tweets for the month	Unique People Engaged	Engagements per person	Total Engagement	Total Audience
Arabic	750	4,584	2.5	11,680	163,949
English	918	220,477	3.1	689,893	4,951,426
French	604	4,773	2.4	11,336	73,028
Russian	876	4,447	3.1	13,633	25,214
Spanish	314	47,154	2.5	120,201	493,706
Totals	**3,462**	**281,435**	**-**	**846,743**	**5,707,323**

The @UN account's performance visibly intensified during the Summit, with engagement peaking on the 25 September 2015, the first day of the Summit (Figure 7). One of the unique advantages for @UN was the use of the Twitter Mirror, provided by Twitter, which allowed global leaders to take "selfies" and digitally sign or write messages on the photo image. These images were then first tweeted through the English @UN account, and subsequently picked up (or retweeted) by a number of influential accounts. The Twitter Mirror demonstrated @UN's access to influential global leaders,

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[22] http://twiplomacy.com/blog/how-do-international-organisations-tweet-2015/#section-10

[23] http://twiplomacy.com/blog/how-do-international-organisations-tweet-2015/#section-3

[24] http://twiplomacy.com/blog/twiplomacy-study-2015/#section-2

[25] The Twitter Mirror consisted of an iPad with a frame and lighting, which was used to take "selfies" of high-level UN officials, delegates, celebrities, and other influential individuals. Individuals could digitally write a message or sign their name. Images were then tweeted on the UN Twitter account @UN, and shared on other UN social media and photo-sharing platforms.

personalizing a high-level political event for public audiences. The top overall post for the UN Twitter accounts was that of the Secretary-General and Pope Francis taken on the Twitter Mirror.[26] Other top posts by engagement featured the new SDG icons and female spokespeople for the right to education, i.e. Shakira, Malala Yousafzai, and Maria Sharapova.

Similar to English account, the French (@UN_fr), Russian (@UnitedNationsRU), and Spanish (@ONU_es) accounts also increased their tweets during the Summit dates. This boost in activity resulted in higher engagement levels, with the French and Spanish accounts each peaking in terms of engagement on the first day of the Summit (Figures 7 and 8) . The Russian account peaked on the last day of the Summit (27 September 2015) with tweets related to the closing of the Summit and statements by delegates.

Figure 7: Twitter engagement comparison by language account (September 2015)
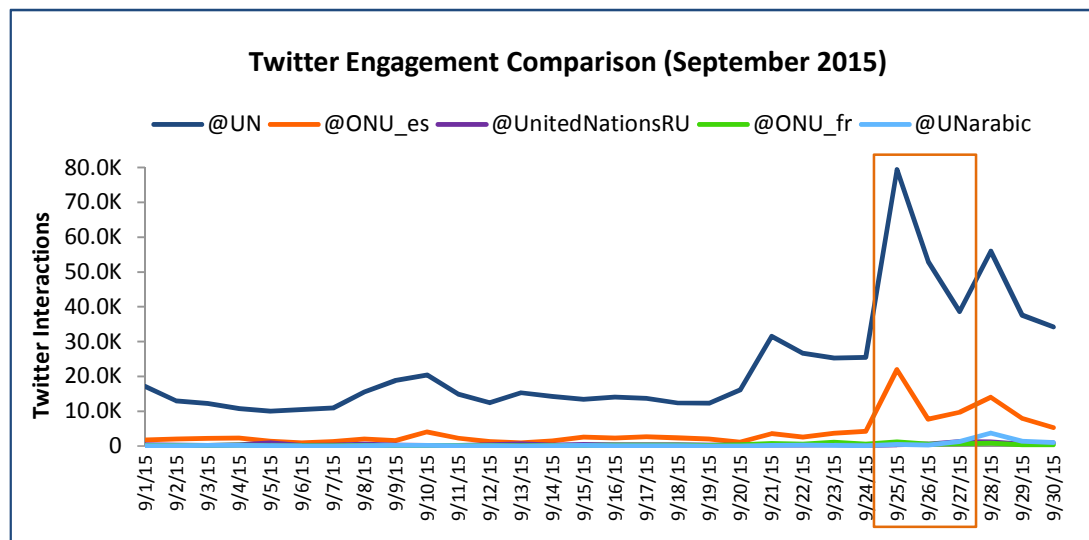
[26] According to the 2015 Twiplomacy study, Pope Francis was the most influential world leader on Twitter (http://twiplomacy.com/blog/twiplomacy-study-2015/#section-4). The Pope has an English account, as well as Spanish account.
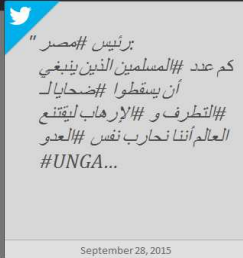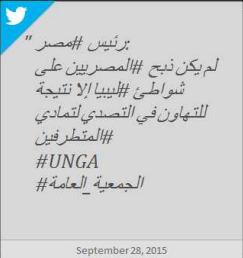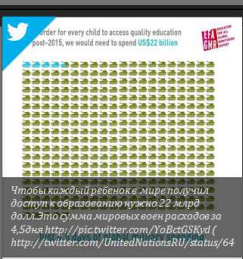
Figure 8: Twitter engagement comparison by language account, excluding English (September 2015)

Twitter Engagement Comparison
(September 2015, excluding English)

— @ONU_es — @UnitedNationsRU — @ONU_fr — @UNarabic
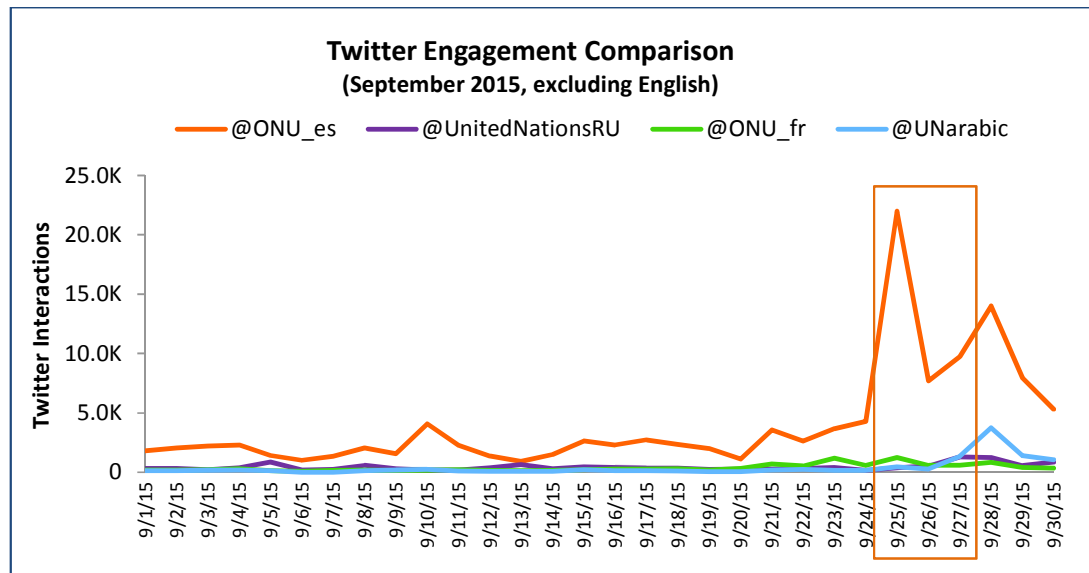
The top posts by engagement for @UN_fr (French) included an aerial image for International Peace Day, the SDG icons, the Secretary-General and Shakira, as well as 2 of the Pope and Secretary-General. The top posts for the @ONU_es (Spanish) featured the Illuminations projection of the SDGs, the SDG icons, an image for the International Peace Day, as well as 3 tweets on the Pope. The top posts by engagement for @UnitedNationsRU (Russian) featured education, the economy, and a photo of Steve Jobs captioned as a son of Syrian migrant. It should be noted that the branding of these particular posts on the Russian account were not clearly related to United Nations. Internal quality controls should be put into place to ensure that all content is appropriately branded and aligned with the Department's communications objectives. Other top engagement posts on the Russian account included those of delegates giving speeches. While the proportion of engagement for the Russian account was relatively high, the general tone of the comments for these top posts reflected numerous skeptical and critical viewpoints.

The Arabic account (@UNarabic) was relatively less active during the days of the Summit, instead concentrating its outbound volume of tweets for the first three days of the Annual General Debate with 419 tweets or 55 per cent of the month's posts. With increased activity, engagement levels also increased, peaking on the first day of the General Debate (28 September). The top posts by engagement differed from the other Twitter accounts, with tweets that featured quote cards (i.e. text-only images) (Table 4).

Table 4: Top 3 posts by Twitter account (September 2015)

Top 3 Posts by Twitter Account (September 2015)			
Arabic (@Unarabic)	"رئيس #مصر كم عدد #المسلمين الذين ينبغي أن يسقطوا #ضحايا لـ #التطرف و #الإرهاب ليقتنع العالم أننا نحارب نفس #العدو #UNGA… September 28, 2015 Total Engagement 105 10.4x compared to brand average	تهنئة قلبية حارة من أسرة الأمم المتحدة بالعربية يحتفل كثير من الدول بعد غد بـ #عيد_الأضحى المبارك، برأس #الأمم_المتحدة نهنئكم بحلول هذه المناسبة وكل عام وأنتم بخير http://pic.twitter.com/HuUobXrQBC (http://twitter.com/UNarabic/status/646411919977545728/photo/1) September 22, 2015 Total Engagement 72 7.1x compared to brand average	"رئيس #مصر لم يكن ذبح #المصريين على شواطئ #ليبيا إلا نتيجة للتهاون في التصدي لتمادي #المتطرفين #UNGA الجمعية_العامة# September 28, 2015 Total Engagement 70 6.9x compared to brand average
English (@UN)	Ban Ki-moon & @Pontifex cap off historic #UNGA visit. #GlobalGoals #PopeInNYC http://pic.twitter.com/SmzhM3JW73 (http://twitter.com/UN/status/647427075616436224/photo/1) September 25, 2015 Total Engagement 2,917 17.8x compared to brand average	History was made today with adoption of #GlobalGoals! Full list is here: http://ow.ly/Qupsz { http://www.un.org/sustainabledevelopment/sustainable-development-goals/ } #action2015 September 25, 2015 Total Engagement 2,800 17.0x compared to brand average	Goodwill Ambassador @Shakira joins call for leaders to invest in early childhood development http://j.mp/1NRJIIZ (http://www.unicef.org/media/media_85587.html) http://pic.twitter.com/rcahnl9YxB (September 22, 2015 Total Engagement 1,954 11.9x compared to brand average
French (@UN_fr)	Aujourd'hui nous célébrons la Journée de la #paix : Et vous, que faites-vous pour la paix ? http://pic.twitter.com/Nf4LPwGJLT (http://twitter.com/ONU_fr/status/645942152145076224/photo/1) September 21, 2015 Total Engagement 108 10.8x compared to brand average	Etats membres de l'@ONU_fr adoptent un nouveau programme de développement audacieux #ODD #OMD http://bit.ly/1WnEVff (http://www.un.org/apps/newsFr/storyF.asp?NewsID=35642#.VgWYw3j9bow) September 26, 2015 Total Engagement 103 10.3x compared to brand average	Ban Ki-moon a rencontré Shakira, Ambassadrice itinérante de l'UNICEF, ce matin à l'ONU ! http://uni.cf/1LuaJvG (http://www.unicef.org/french/media/media_85587.html) http://pic.twitter.com/VUlqt5ffRV (September 22, 2015 Total Engagement 77 7.7x compared to brand average
Russian (@UnitedNationsRU)	Чтобы каждый ребёнок в мире получил доступ к образованию нужно 22 млрд долл. Это сумма мировых воен расходов за 4,5дня http://pic.twitter.com/YoBctGSKyd (http://twitter.com/UnitedNationsRU/status/64 September 05, 2015 Total Engagement 511 35.9x compared to brand average	Мировая экономика наглядно - вклад стран в глобальный ВВП http://pic.twitter.com/gWONDTcAVy (http://twitter.com/UnitedNationsRU/status/642915753289740288/photo/1) September 13, 2015 Total Engagement 473 33.2x compared to brand average	Стив Джобс - сын сирийского мигранта http://pic.twitter.com/MfspC2a9hT (http://twitter.com/UnitedNationsRU/status/641341995844132865/photo/1) September 08, 2015 Total Engagement 239 16.8x compared to brand average

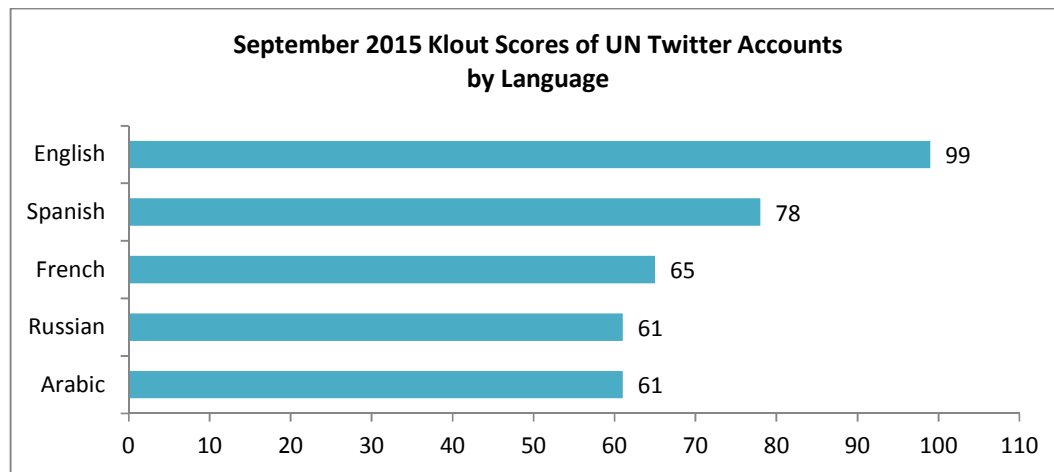| Spanish (@ONU_es)	La Asamblea General adopta la Agenda 2030 para el Desarrollo Sostenible http://bit.ly/1OX6lXc(http://www.un.org/spanish/News/story.asp?Ne wsID=33371#.VgVuf1d0py4) September 25, 2015 **Total Engagement** 604 5.3x compared to brand average	Hoy comienza la Cumbre Mundial sobre el Desarrollo Sostenible Entérate: http://bit.ly/1qSwuZi (http://www.un.org/sustainabledevelopment/es /summit/?utm_content=buffer97954&utm_medi September 25, 2015 **Total Engagement** 582 5.1x compared to brand average	Ban Ki-moon ha pedido un alto al fuego mundial, por ser hoy el Día Internacional de la #Paz http://bit.ly/1KxFSxw (http://www.un.org/es/events/peaceday/?utm_ content=buffer4ddc0&utm_medium=social&utm September 21, 2015 **Total Engagement** 513 4.5x compared to brand average

A number of factors differentiated the performance of the English account from the accounts in Arabic, French, Spanish, and Russian. As the lead on social media communications during the main event, the English account staff maintained a high level of access to key events and individuals. This allowed the @UN handle to operate with the most timeliness, providing audiences with virtually real-time or "breaking news" style coverage of the Summit's activities. In addition, the use of the Twitter Mirror was a unique and popular way to highlight moments on the @UN account. The other language accounts were unable to benefit directly from the Twitter Mirror since it was a single handheld device, although they were able to re-purpose some of the @UN content. As the English account staff played a leading role in the cultivation of the relationship with Twitter, the Department would benefit from further discussion about the roles of the other language accounts in maintaining and improving upon such opportunities.

In addition, each UN Twitter account's level of influence should be considered when defining campaign objectives and goals. A comparison of the September Klout scores illustrates the status of the different UN accounts on Twitter. [27] While Klout scores may not be the only indication of influence on Twitter, it has become a widely accepted standard within the industry. [28] More importantly, the Klout score provides a baseline for assessing the effectiveness of a Twitter account's activity. The English account @UN was able to achieve a score of 99 in comparison to the other accounts with scores between 61 and 78 (Figure 9). As a basis of comparison, the Klout scores for the top users engaging with each UN account provides additional information on the relative status of each UN account (See Annex III). Account managers should monitor such external ranking systems, and regularly incorporate good practices toward increasing and maintaining a high-level of influence on Twitter. Other sources include the annual *Twiplomacy* studies and UN Social 500 (www.unsocial500.com).

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[27] The Klout Score is a single number (1-100) based on an algorithm developed by Klout.com that represents the aggregation of multiple sources of data to measure social media influence. The social media analytics tool used for this report, Simply Measured, calculates the Klout Score based on Twitter activity. The higher an account's influence level, the higher the Klout score.

[28] http://www.cio.com/article/2379266/consumer-technology/does-your-klout-score-matter-.html

Figure 9: September 2015 Klout scores of the UN Twitter accounts

September 2015 Klout Scores of UN Twitter Accounts by Language

Language	Score
English	99
Spanish	78
French	65
Russian	61
Arabic	61

Facebook

Facebook maintains its leadership position as the largest social media network in the world, with an average of 1.04 billion daily active users on the network. Approximately 84 per cent of Facebook's daily active users are outside the US and Canada.[29] Facebook's involvement in the promotion of the SDGs occurred in both on-line and off-line ways, though the company was not as hands-on as Twitter. A couple notable events with Facebook included CEO Mark Zuckerberg's participation in the UN Private Sector Forum on 26 September 2015, which he posted about on his personal Facebook page.[30] Mr. Zuckerberg also helped to showcase the "We the Peoples Hub," featuring a virtual reality film that uses Facebook's virtual reality Oculus Rift technology to immerse viewers in Jordan's Zaatari camp for Syrian refugees.[31]

During September, there were 892 total posts published across the 5 Facebook accounts, yielding a total engagement of 189,568 (i.e. likes, comments, and shares). The English account acquired the highest number of fans, and the Russian account had the highest audience growth rate due to its relatively low baseline of total fans (i.e. page likes). While the Arabic account was the most prolific with 338 posts, the account had the lowest engagement percentage. The Russian account had the second highest number of posts, which yielded an exceptionally high engagement percentage at 92 per cent. The majority of this engagement occurred in the form of post likes (70 per cent) and shares (25 per cent), indicating a generally positive response from Facebook users.

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[29] http://newsroom.fb.com/company-info/

[30] Mark Zuckerber gave the keynote address at the United Nations Private Sector Forum, where the SG and German Chancellor Angela Merkel also spoke. Zuckerberg is calling for the achievement of universal internet access as part of the Global Goals (http://connecttheworld.one.org/).

[31] http://www.un.org/pga/70/2015/09/26/facebook-ceo-mark-zuckerberg-at-the-un/

Table 5: Facebook breakdown by language account (September 2015)

FACEBOOK – SEPTEMBER 2015							
Account	Brand Posts	Average Engagement/Post	Total Engagement on Brand Posts	Engagement as % of Fans	New Fans	Audience Growth	Total Fans
Arabic	338	40	13,410	4.4%	6,626	2.2%	308,714
English	203	645.2	130,976	7.2%	42,104	2.4%	1,837,413
French	69	242	16,670	8.8%	3,964	2.1%	191,480
Russian	230	30	6,800	92.3%	336	4.7%	7,538
Spanish	52	418	21,712	7.3%	4,069	1.4%	301,322
Totals	892	-	189,568		57,099	-	2,646,467

The English and Spanish accounts' outbound posts and engagement levels both peaked on the first day of the Summit (Figures 10 and 11). The English account, in particular, boosted its number of outbound posts on the first day of the Summit, and the results can be noticeably seen in the elevated engagement activity (Figure 10).

Figure 10: English Facebook account engagement during September 2015
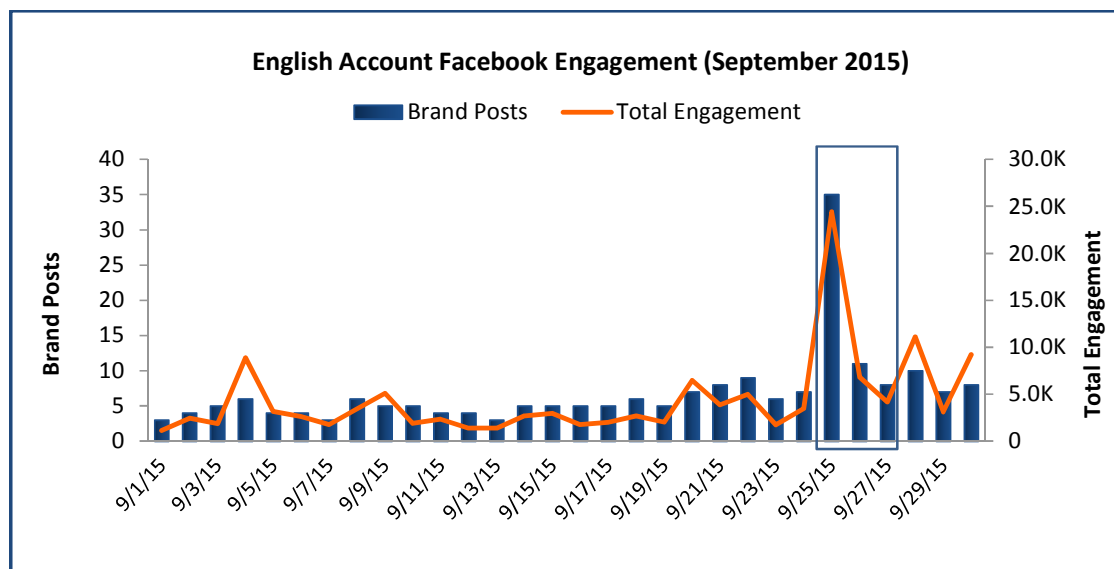
The Arabic, French, and Russian accounts' engagement levels peaked on different dates throughout September. For Arabic, the engagement high point was on 10 September with a post on UNHCR jobs to work with refugees. The French account's engagement peaked on 21 September on International Peace Day. The Russian account peaked on the 28th of September, corresponding with the start of the General Debate.

Figure 11: Facebook engagement comparison by language account, excluding English – September 2015
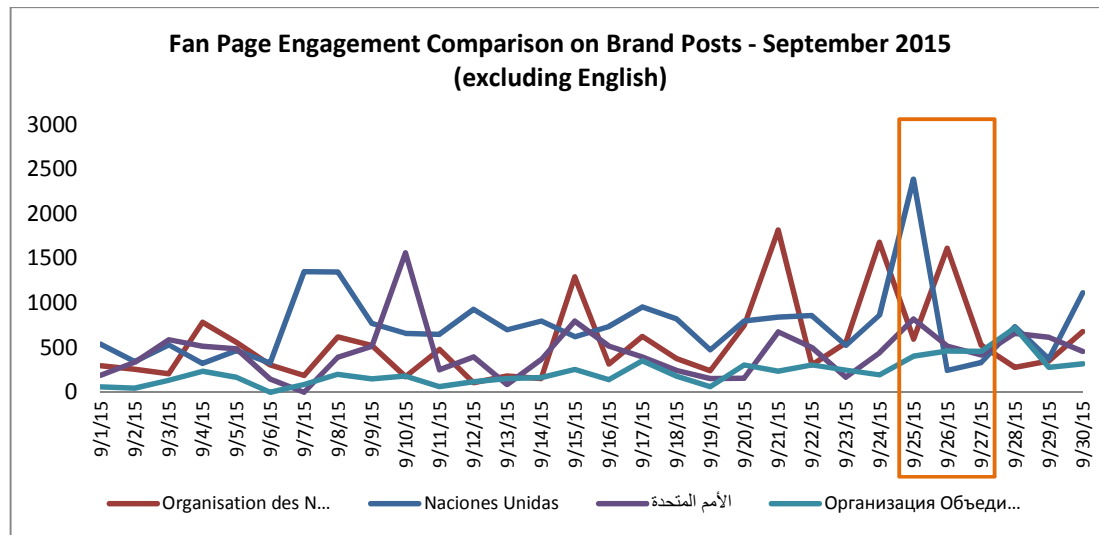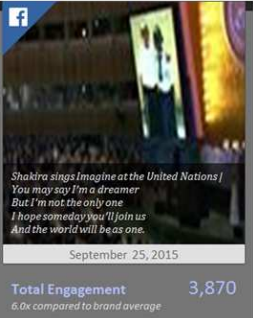
The most engaging posts on Facebook overall for September occurred on the English account, which included a UNHCR call for action on the refugee crisis in Europe (4 September 2015), the raising of the Palestinian flag (30 September 2015), and Shakira's performance of "Imagine" (25 September 2015). Overall, videos were the most engaging type of content, although the most posted type of content were photos.

For Facebook, the differing engagement outcomes suggest that promotion of the Summit was not the main objective across all accounts. This may, in part, be due to joint use of individual accounts, such as the French Facebook account, which is shared between different DPI sections. In such cases, as a matter of internal quality control and coherence, joint or shared use of individual accounts should have a clear purpose and align with the overall campaign objectives. In order to maximize the communication efforts for the campaign, the Department's communications strategy should clearly articulate the common goal for the main period of activity.

Table 6: Top 3 posts by Facebook account (September 2015)

Language			
English	UNHCR	Ordinary people are speaking out across Europe. We call on Europe's governments to respond with humanity.	Read the new plan of action on the refugee crisis in Europe, from the UN High Commissioner for Refugees. A... September 4, 2015 **Total Engagement** 6,260 _9.7x compared to brand average_	Flag of Palestine raised at UN	"This is a day of hope. May the raising of this flag give rise to the hope among the Palestinian people and the international community that Palestinian statehood is achievable." September 30, 2015 **Total Engagement** 5,925 _9.2x compared to brand average_	Shakira sings Imagine at the United Nations	You may say I'm a dreamer But I'm not the only one I hope someday you'll join us And the world will be as one. September 25, 2015 **Total Engagement** 3,870 _6.0x compared to brand average_
French	Timeline Photos	C'est aujourd'hui la journée mondiale de la paix! Et vous, que faites-vous pour la paix? / https://www.facebook.com/ONU.web/photos/a.161604607195115.32972.157965634225679/1 September 21, 2015 **Total Engagement** 1,341 _5.6x compared to brand average_	Nous appelons les autorités saoudiennes à garantir un nouveau **procès équitable** à Ali Mohammed al-Nimr et à **suspendre** Timeline Photos	Relayez l'appel de 3 experts des droits de l'homme des Nations Unies afin de suspendre l'exécution d'Ali Mohammed al-Nimr. Toute condamnation à mort d'une personne September 24, 2015 **Total Engagement** 1,000 _4.1x compared to brand average_	Timeline Photos	C'était hier le coup d'envoi de la 70e session de l'Assemblée générale de l'ONU! L'Assemblée générale joue un rôle très important puisqu'elle est le principal organe September 15, 2015 **Total Engagement** 980 _4.1x compared to brand average_
Russian[32]	Timeline Photos	В штаб-квартире ООН прошел флеш-моб в поддержку мира. Около 1500 сотрудников Секретариата Организации вышли на территорию ООН и составили фразу «Что вы делаете ради September 17, 2015 **Total Engagement** 145 _4.9x compared to brand average_	Timeline Photos	Для того, чтобы каждый ребенок в мире получил доступ к качественному образованию, необходимо 22 млрд. долларов. Это сумма мировых военных расходов за 4,5 дня	September 5, 2015 **Total Engagement** 133 _4.5x compared to brand average_	Timeline Photos	К вопросу о беженцах. Стив Джобс- сын сирийского мигранта.	https://www.facebook.com/unru.web/photos/a.370627686304120.91489.364475296719359/1064474440252771/?type=3 September 8, 2015 **Total Engagement** 121 _4.1x compared to brand average_
Spanish	OBJETIVOS DE DESARROLLO Timeline Photos	Del 25 al 27 de septiembre líderes mundiales de más de 150 países se reunirán en la Cumbre de Desarrollo Sostenible, que se celebrará en Nueva York, con el fin de aprobar oficialmente una agenda universal... September 7, 2015 **Total Engagement** 1,354 _3.2x compared to brand average_	OBJETIVOS DE DESARROLLO SOSTENIBLE Timeline Photos	Hoy comienza la Cumbre Mundial sobre el Desarrollo Sostenible en donde se aprobarán los 17 #ObjetivosMundiales. En este sitio web puedes enterarte de todo lo relacionado con este magno acontecimiento: September 25, 2015 **Total Engagement** 1,351 _3.2x compared to brand average_	OBJETIVO 1 Timeline Photos	Como anunciamos ayer, hoy comenzamos una serie que explicará cada uno de los 17 Objetivos de Desarrollo Sostenible que serán aprobados oficialmente en la Cumbre de Desarrollo Sostenible. September 8, 2015 **Total Engagement** 1,032 _2.5x compared to brand average_

Google+

The importance of Google+ as a social network has been debated among industry experts, some predicting the demise of Google+ in 2015.[33] One of the main issues with Google+ has been the lack of active use as a social network despite its large audience base of 2.2 billion user profiles. A recent study reported that over 91 per cent of Google+ accounts were inactive, meaning that profile owners had never posted an update.[34] This was mainly due to Google's requirement for users to

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[32] Image links were broken for the first and third Facebook post.

[33] http://www.socialmediaexaminer.com/the-future-of-google-what-new-research-reveals/

[34] https://www.stonetemple.com/real-numbers-for-the-activity-on-google-plus/

create Google+ profiles to access its other services, such as YouTube and Google Photos. In contrast, another study reported that while the overall percentage of active users was low, Google+ had established highly active, devoted user communities in markets outside of the United States in countries like India, Thailand, Mexico, South Africa, and Malaysia, among others.[35] While industry experts debate the future of the platform, the question of its value also has implications for the UN's activities on Google+.

The English Google+ account is the largest Google+ account within the UN system with more than 3 million followers as of September 2015. By contrast, the Arabic Google+ account is one of the smallest with less than 600 followers. As compared to Facebook and Twitter, the volume of outbound posts was considerably lower with only 37 posts in total for the English account and 1 post for the Arabic account during September. The English account posted 1-2 times during the month, with a slight increase of 4 posts on the first day of the Summit. The Arabic account posted once during the month, sharing a video on 14 September related to the 70th anniversary of the UN.

Table 7: Google+ breakdown by language account (September 2015)

Google+ Account	Audience (Circlers)	Brand Posts	Total Engagement	Engagement Rate	+1s	Comments	Reshares
English	3,230,389	37	10,811	0.3%	7,951	797	2,063
Arabic	544	1	4	0.7%	1	3	0

Even with the relatively lower level of activity, UN Google+ engagement level did peak on the first day of the Summit (Figure 12). It is less clear, however, whether the Summit was a driver of engagement among Google+ audiences, given the pattern of engagement throughout the month. Overall, photos were the most engaging type of content. The top post was that of the Secretary-General's International Peace Day message on 21 September, featuring a graphic image of Elyx, as well as a YouTube link to the video message. The second leading post was originally shared by Google and posted to the UN account on 17 September, calling for refugee relief donations that Google would match. The Global Goals for Sustainable Development were featured in the third most popular post, shared on 24 September.

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[35] http://www.socialmediaexaminer.com/the-future-of-google-what-new-research-reveals/

Figure 12: Google+ activity overall during September 2015

Google+ Page Activity Over Time
■ Brand Posts — Total Engagement
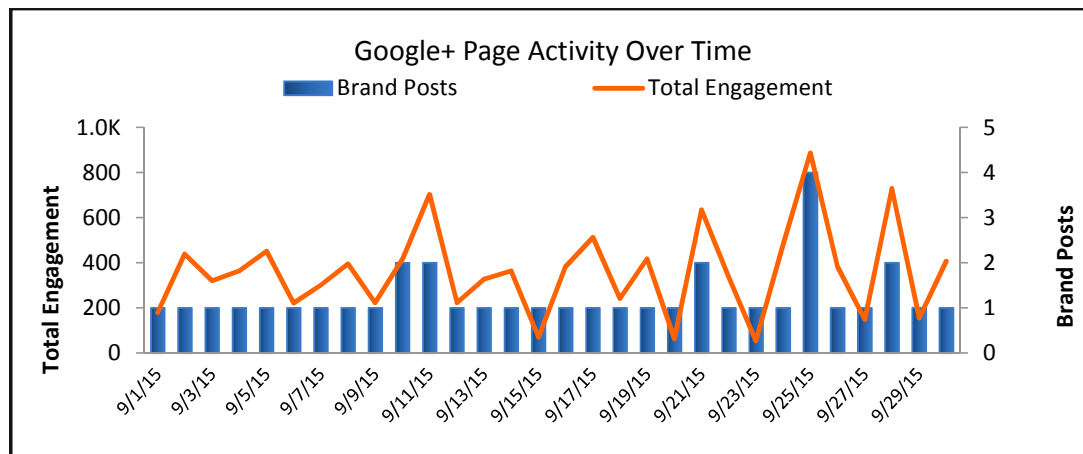
With these results in mind, the Department may want to consider additional monitoring and research of how best to maximize its impact through the English Google+ account. The Department must also consider whether to implement internal quality controls regarding levels of activity for its accounts, given the lack of use of Google+ in Arabic during this period.

Instagram

Since its launch in 2010, Instagram has proven to be a powerful and highly interactive visual storytelling platform. The network now boasts a community of 400 million active monthly users, 75 per cent of which live outside the United States.[36] The network has been especially important for reaching the millennial audience, with a majority of users identifying themselves as between 15 and 35 years old.[37] World leaders have also recognized the importance and appeal of Instagram. According to a recent study, world leaders from 136 countries have an official Instagram account, representing 70 per cent of all UN member states.[38] The Department should continue to explore creative ways to promote content on Instagram, one of the fastest growing social media networks globally.

The two UN accounts on Instagram, in English and Spanish, gained the highest percentages of new followers as compared to the other flagship accounts included in this report. The United Nations account grew by 12 per cent, while the Naciones Unidas account grew by 22 per cent in September (Table 8). The Instagram accounts were able to accomplish this due to consistent, high quality visual images and videos selected especially for promotion on the network.

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[36] http://blog.instagram.com/post/129662501137/150922-400million
[37] http://blog.iconosquare.com/instagram-important-millennials/
[38] *World Leaders on Instagram* http://twiplomacy.com/blog/world-leaders-on-instagram-2016/

Table 8: Breakdown of Instagram accounts – September 2015

INSTAGRAM – SEPTEMBER 2015					
Account Name	Followers	Follower Growth	New Posts	Total Engagement	Engagement Per Post
English (unitednations)	368,790	12%	71	373,730	5,264
Spanish (nacionesunidas)	3,983	22%	61	4,246	70
Total	**372,773**	**-**	**132**	**377,976**	**5,334**

During September, the UN's activity on Instagram increased noticeably during the days before, during, and after the Summit with more than half of the month's posts published between 24-28 September (Figure 13). Engagement levels experienced a corresponding boost, peaking on the first day of the Summit (Figure 14).

Figure 13: Instagram new posts for September 2015 (English and Spanish)
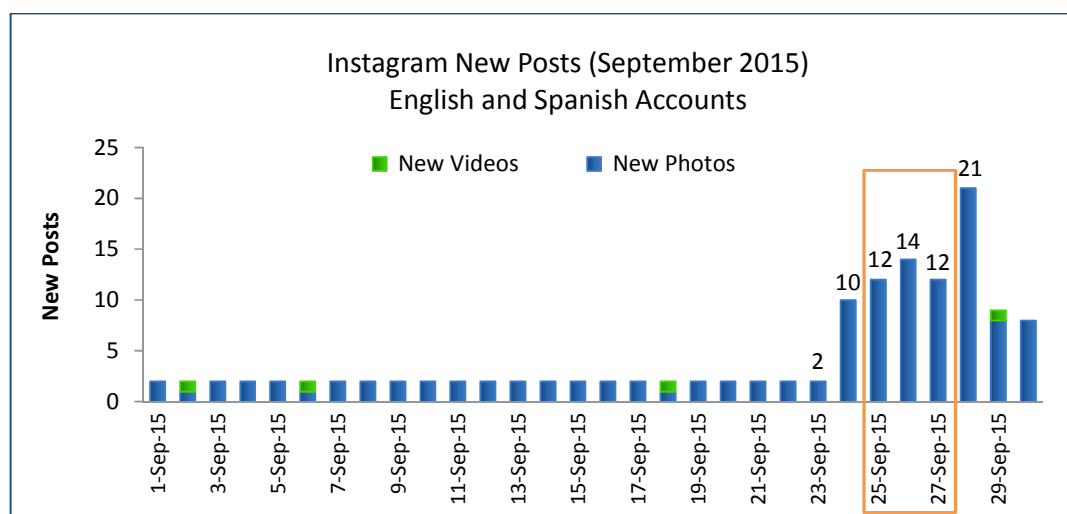
Figure 14: Instagram total engagement for September 2015 (English and Spanish)
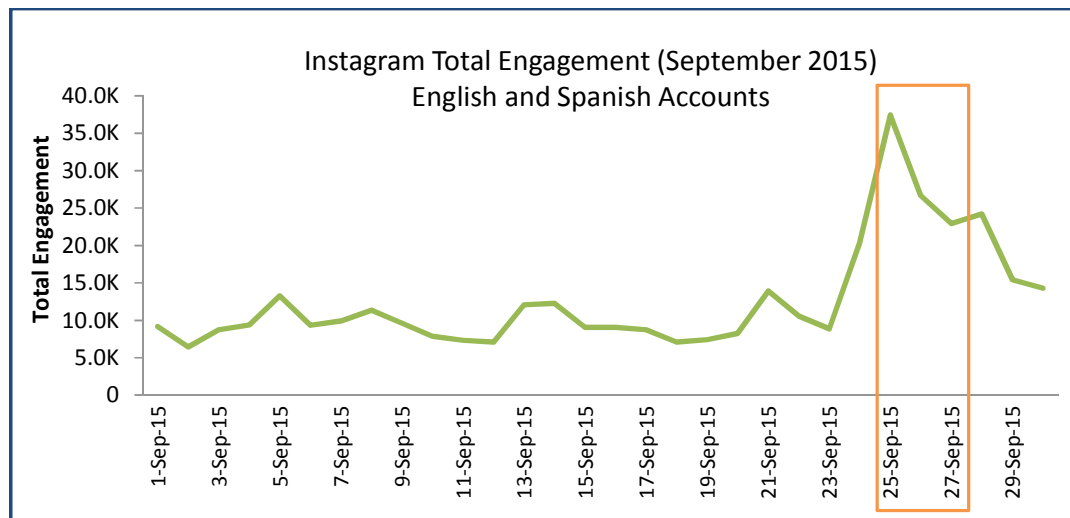
The top post by engagement level was one featuring education advocate Malala Yousafzai on 25 September 2015. Half of the top 10 posts by engagement highlighted a well-known celebrity or spokesperson, which included the Secretary-General and Pope Francis (Twitter Mirror selfie photo), Goodwill Ambassador David Beckham, Global Advocate Daniel Craig (Twitter Mirror selfie photo), and Messenger of Peace Charlize Theron. Video posts, of which there were only 4 out of the 132, yielded higher levels of engagement per post than photo posts.

The United Nations (English) Instagram account, in particular, grew substantially from its audience one year prior. Since September 2014, the English account's audience grew by 379 per cent. There were 71 posts published in September 2014, as well as in September 2015. While the number of posts and engagement levels remained steady, engagement outside of Instagram increased significantly in 2015. Compared to 29 total engagements on Twitter and Facebook in 2014, the United Nations Instagram account produced 156 outbound tweets and 2,553 Facebook shares in 2015.

Table 9: (English) Instagram account – Comparison of September 2014 and September 2015

UNITED NATIONS (ENGLISH) INSTAGRAM – SEPTEMBER 2014 AND SEPTEMBER 2015 COMPARISON					
Period	Total Followers	Total Engagement	Engagement as % of Followers	# of Brand Posts	Total Outside Engagement on Twitter and Facebook
September 2014	97,204	102,842	106%	71	29
September 2015	368,790	370,668	101%	71	2,709

YouTube

As the world's largest video sharing platform, YouTube continues to play an important role in reaching global audiences with UN messages. Among the 5 official UN accounts on YouTube, the United Nations (English) account had the largest total subscribers with 81,800 (89 per cent of the UN's total audience) and highest gain in new video news, as of September 2015. The English account also had 92 per cent share of the total engagement.

It is important to note that the English YouTube account has organized videos according to language in playlists. This includes the 6 official languages of the UN, as well as a number of non-official languages (e.g. German, Italian, Japanese, and Kiswahili). Because of this feature, non-English users would be able to access the other language videos through the English account. The other YouTube accounts focus exclusively on their respective language videos. This would explain the English accounts' higher share of total subscribers.

Table 10: YouTube breakdown by language account – September 2015

YouTube Account	Total Subscribers	Subscribers Added	New Videos	New Views	Total Engagement
English	81800	4651	122	593535	9049
Spanish	6064	644	9	133582	546
French	2257	169	82	15233	121
Russian	1080	146	11	18954	152
Arabic	369	49	7	1066	19
TOTALS	91570	6569	231	762370	9887

The English and Spanish accounts' video views peaked during the Summit days (Figure 15). The Arabic account peaked on 14 September with the "UN in Action" video. The Russian and French accounts' views peaked on the first two days of Annual General Debate, 28 and 29 September respectively.

Figure 15: YouTube video views comparison by language account (September 2015)
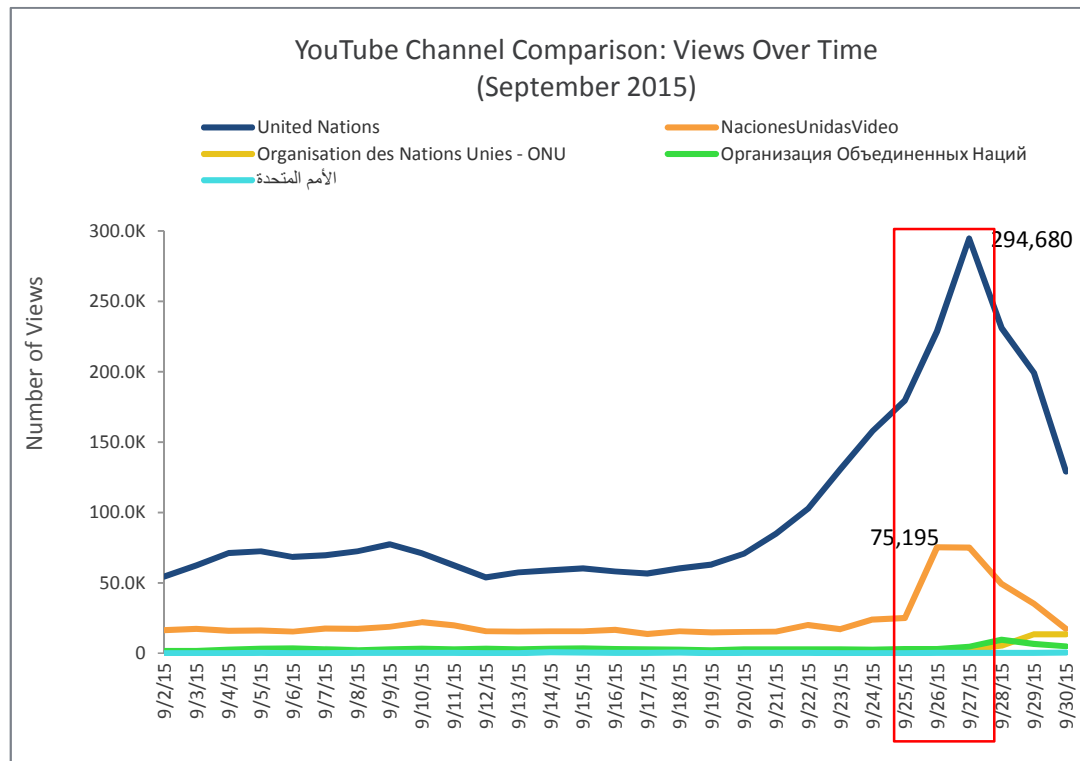
The top video overall by engagement was of UN Women Goodwill Ambassador Emma Watson for the HeForShe Campaign, published on 22 September. The second top video overall was of UNICEF Goodwill Ambassador Shakira performing Imagine (published on 26 September). In general, celebrity spokespeople help to attract viewership of the UN's YouTube videos. Other top videos for the month included recognizable individuals, such as Angelina Jolie, Leonardo DiCaprio, Malala Yousafzai, and Pope Francis.

LinkedIn

LinkedIn is a niche social media network focused on professional networking and recruitment. As of October 2015, LinkedIn reported that the network has grown to 400 million members worldwide, covering 24 languages.[39] LinkedIn has appealed to companies and organizations, like the United Nations, emphasizing the importance of reputation building and employee recruitment in a digital world. The growing global network has also become a platform for reaching and engaging with specialized professional audiences, including key influencers. In this way, LinkedIn offers a unique approach to targeting a segmented audience that the United Nations is interested in influencing.

The United Nations LinkedIn account is the largest among UN system LinkedIn accounts with more than 480,000 followers as of September 2015, 4 per cent of whom are self-reported employees. The UN posted 22 updates during the month, yielding more than 15,500 interactions (i.e. likes, comments, and shares) and a reach of nearly 4.3 million impressions (i.e. times updates were seen

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[39] http://blog.linkedin.com/2015/10/29/400-million-members/

on a feed). The account's activity ultimately resulted in approximately 11,500 new followers and nearly 19,000 clicks.

Interactions increased toward the end of the month, peaking on 28 September (Figure 16). Throughout the month, the UN account posted between 1-2 updates daily, with a slight increase in outbound posts toward the end of the period. The boost in interactions during the Summit dates provides an indication that the Summit and General Assembly events were drivers of audience engagement.

Figure 16: LinkedIn interactions on new updates (September 2015)
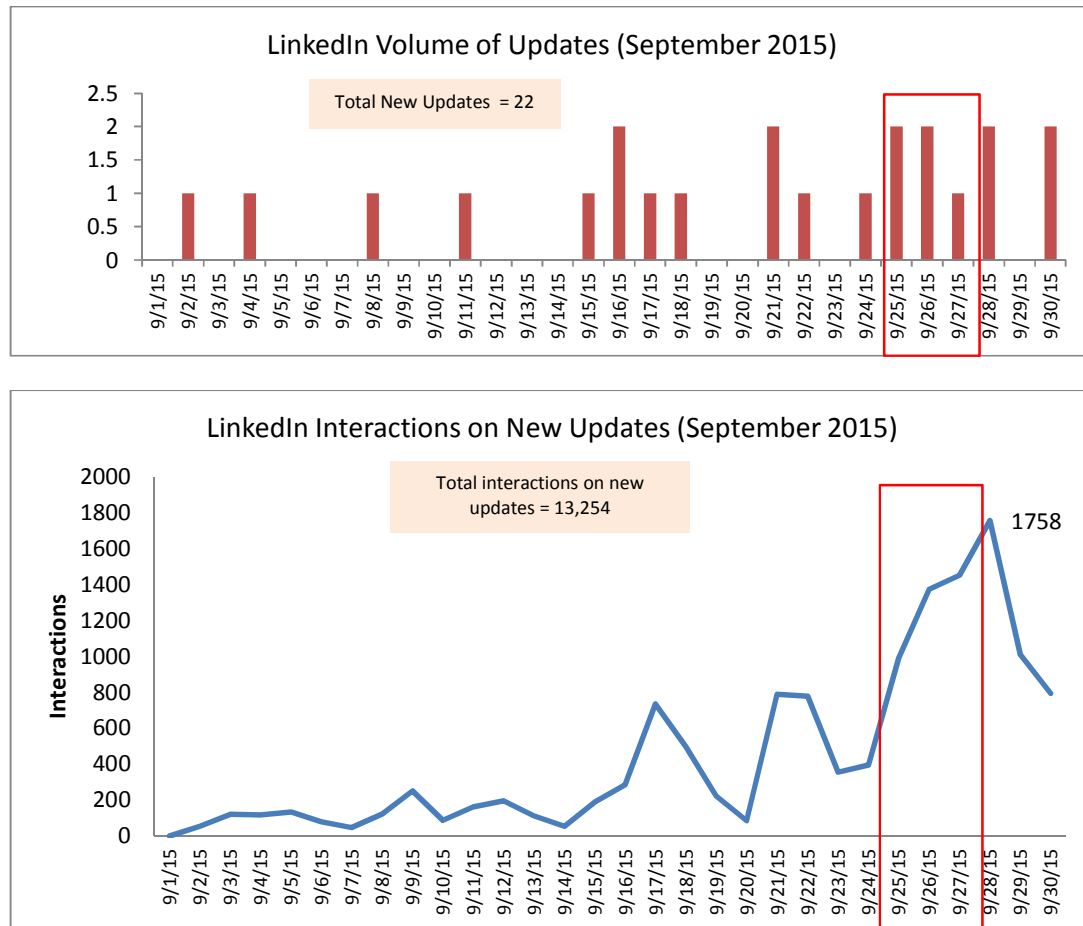
The top posts (or updates) with the highest level of interactions included the SDG icons (26 September), the raising of the Palestinian flag at the UN (30 September), the Global Innovation Index (17 September), and Pope Francis' statement to the General Assembly (25 September). During September, the posted updates for LinkedIn did not feature celebrities; a key difference with the activities for UN's other social media accounts. This approach worked well for this audience, as evidenced by the top posts that drove engagement for the month.

Figure 17: Top posts with the highest level of interactions for September 2015

The UN account's audience as of September were located in 25 countries, with a majority residing in the United States, United Kingdom, and Canada (figure 18). International affairs, higher education, non-profit, and government sectors were highly represented among the UN's audience. Most users also identified themselves as either entry-level or senior-level, with a smaller representation from mid-level or managerial roles.

Figure 18: LinkedIn follower country breakdown (September 2015)
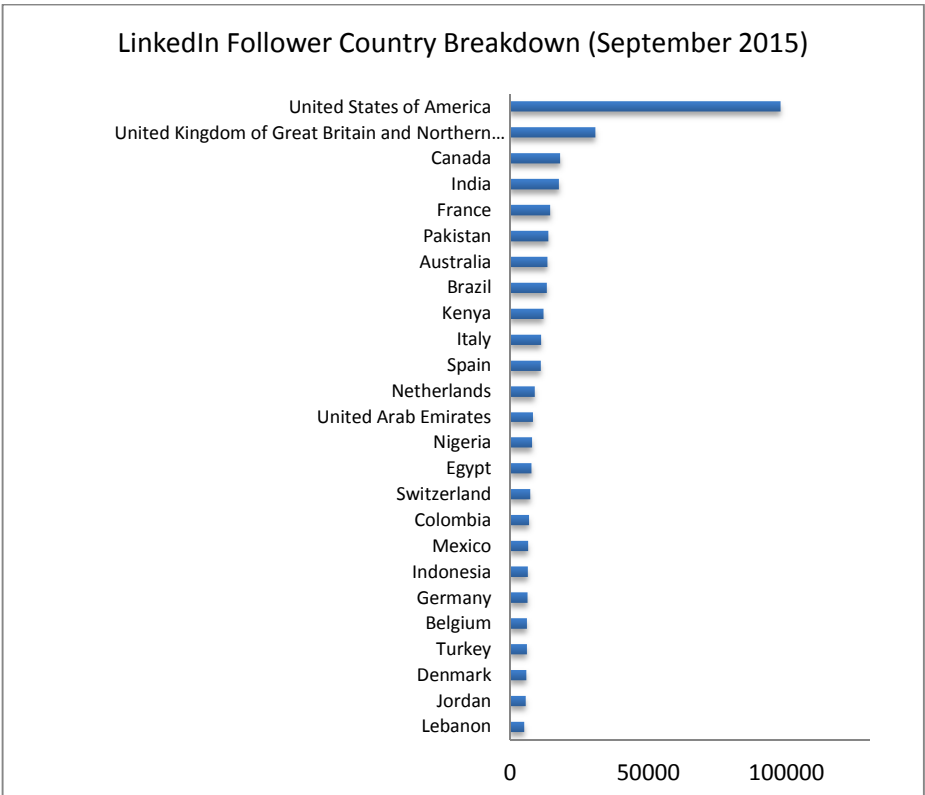
Weibo

BACKGOUND

About Sina Weibo

"Weibo" (微博) is the Chinese word for microblogging. Launched in fall 2009, Sina Weibo is one of the most popular websites in China, with a market penetration similar to Twitter in the United States[40].

According to Sina's *2015 Third Quarter Financial Report*, up to 30 September 2015, the number of monthly active user (MAU) of Weibo has reached 212 million. Sina Weibo's daily active user (DAU) of Sina Weibo is approximately 100 million, which was a 30 per cent increase year over year[41].

The Weibo User Development Report released in December 2015 by the Sina Weibo Data Centre offered insights into the user profile of Weibo: 79 per cent of active users are between the age of 17 and 33. 75 per cent of users are enrolled in, or have received tertiary education at university level or higher. The users are evenly distributed in terms of gender. The majority of Weibo users reside in China, and only 3 per cent are located overseas. Social issues and celebrity news are the most popular types of content on Sina Weibo.

How Weibo Works

The length of a weibo (microblog) text is limited to 140 Chinese characters. Users can use emoticons, hashtags in the text, and attach photos, videos and other formats of documents. Users are also offered the options to initiate polls and post reviews on Weibo, but these functions are less frequently used.

Moreover, the scheduling and content management functions are embedded within the posting window for a weibo, so users can post weibos at a later time without using other tools, and easily manage the scheduled posts. In terms of privacy setting, users have the options to publish content as public, private or only visible to a pre-defined group of users.

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[40] Rapoza, K. (2011). China's Weibos vs US's Twitter: And the Winner Is? *Forbes*,
http://www.forbes.com/sites/kenrapoza/2011/05/17/chinas-weibos-vs-uss-twitter-and-the-winner-is/
[41] Sina Weibo Data Centre. (2015). *Weibo User Development Report*,
http://data.weibo.com/report/reportDetail?id=297

In addition to posting content, users can also be engaged in the discussions on Weibo in the following ways:

- **Comment:** users are free to post comments on any weibo that is set as open for comments. All comments will appear right under the original post.
- **Share:** by clicking "forward", users share the weibo on his/her own page. When forwarded with a comment, the original post will appear under the comment.
- **Like:** similar to Facebook's "like" button, but on Sina Weibo users can "like" the posts and their attached photos separately.
- **Favourite:** directly translated as "achieving", it is similar to Twitter's "favourite" function. Users can save the posts that interest them in an archive and view them later.

Weibo vs. Facebook and Twitter

Weibo is a hybrid of Facebook and Twitter and serves as an alternative social media platform for Chinese citizens given the unavailability of international social network sites such as Facebook, Twitter, YouTube and Instagram in mainland China.

The setup and layout of a Weibo page are similar to Twitter. Accounts start with @ and all Weibo users are free to follow each other unless manually removed. The basic information on an account includes the number of followers, the number of accounts followed and the number of weibos posted by the account.

However, Weibo also differs from Twitter in some aspects:

- Weibo allows the use of multimedia products as attachments to the text. Attachments are displayed under the text of each weibo in the same way as Facebook posts.
- Instead of having to search by @mentions like on Twitter, Weibo comments are displayed in the same way as comments on Facebook. For Weibo posts, comments

are directly shown under the text. Users can expand and read the full thread of comments on posts of any Weibo account.

- The @mention function is available on Weibo, but it is generally used to initiate a conversation or share content with the mentioned user, not the main way of conversation between users as used on Twitter. Weibo users engage in conversations through comments.

- When sharing content from other accounts on Weibo, the users are allowed to add a comment of up to 140 Chinese characters. The comment becomes a Weibo post, while the original post appears as an attachment under the comment.

- It is common for Weibo users to circumvent the character limitation and post text longer than 140 characters, either as a photo in jpeg format or as an attachment. Both formats can be generated automatically using certain tools.

- Unlike tweets, weibos are not always public. Different privacy levels for posting and audience groups can be determined for each weibo before they are published.

- Weibo users can schedule posts and manage the list of scheduled content without using external tools.

The main difference between Weibo and Facebook is the openness of the platform. Weibo users can follow each other without any friend approval process, although privacy settings can be applied through friend lists or groups. There are designated public page in Weibo. Organizations and individuals can authenticate themselves by going through a verification process with Sina, and then use their accounts in the same way they would use Facebook pages.

United Nations on Weibo
The United Nations Weibo account @联合国 was created by on 12 March 2010, by the Web Service Section, News and Media Division of DPI. As of mid-December 2015, the United Nations has posted 43,484 times on Weibo. The account is followed by 7.48 million individual Weibo users.

In addition to the United Nations official Weibo account maintained by DPI, other offices of the UN system also created Weibo accounts. DPI also maintains three other Weibo accounts: @大屠杀联合国外联方案 (the Holocaust and the United Nations Outreach Programme), @联合国学术影响 (United Nations Academic Impact) and @联合国电台 (UN Radio). The Weibo accounts for the Holocaust Programme and Academic Impact has been largely inactive.

An inventory list of UN Weibo accounts is attached in Annex IV.

Sustainable Development on Weibo

Sustainable Development Weibo Engagements

Between 1 and 30 September 2015, the United Nations account posted a total of 527 weibos, among which 211 or 40 per cent were related to sustainable development.

In addition to its daily promotion of the work of the United Nations, during the Sustainable Development Summit, the United Nations Weibo account provided live coverage in Chinese, of all major events at the United Nations Headquarters, including Pope Francis' visit, speeches by world leaders at the Sustainable Development Summit, important side events, and the UN General Debate. The United Nations Weibo account thereby served as an important media source for Chinese language UN information. Chinese media, including *Xinhua* and *People's Daily,* followed the account's live coverage of the UN conferences and events for latest updates in their preparation of news stories on the Sustainable Development Summit and the General Debate.

A notable volume of engagement showed that content related to sustainable development gained traction among Weibo users. Weibo posts on sustainable development received 7,492 comments, 23,501 likes and were shared 24,417 times during the monitoring period.

In the weeks leading up to the Sustainable Development Summit (25-27 September 2015), a small spike in user engagements related to sustainable development occurred on 4 September, when Secretary-General Ban Ki-moon visited China, and lauded China's contribution to poverty reduction and economic development during his interview with CCTV, the state television broadcaster in mainland China. There was another small peak on 15 September, the International Day of Democracy (Figure 19).

The volume of engagements started to grow significantly on 25 September 2015 and reached a peak of 15,465 on 26 September 2015, when the Chinese President addressed the Sustainable Development Summit and pledged support for South-South cooperation and the Least Developed Countries. The level of Weibo engagement remained high on 27 September. Key events that contributed to the high volume of engagement included: the South-South Cooperation Roundtable co-hosted by President Xi, the Global Leaders' Meeting on Gender Equality and Women's Empowerment, both chaired by China, and the Chinese First Lady and UNESCO Special Envoy Peng Liyuan's speech at the Global Education First Initiative event.

Figure 19: United Nations Weibo engagements by date (September 2015)

United Nations Weibo Engagement By Date
September 2015
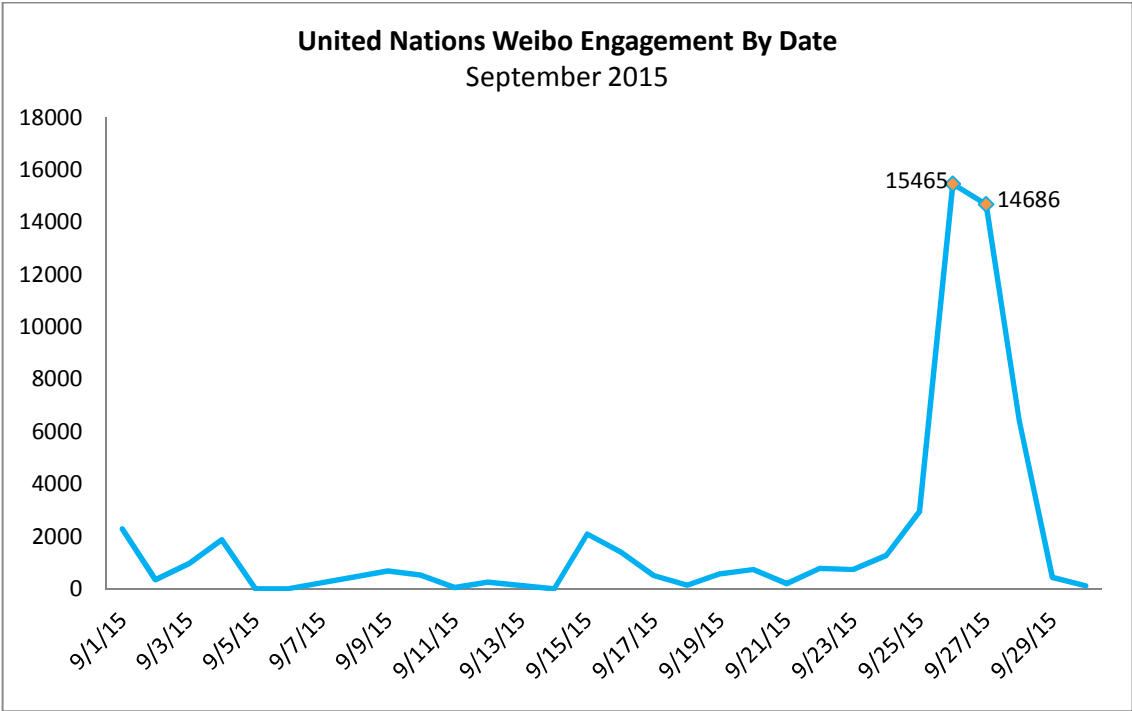
The most engaging weibo of the monitoring period was posted on 26 September, on President Xi Jinping's pledge of a $2 billion fund in support of South-South cooperation at the Sustainable Development Summit. The post also covered his announcement of investments and debt forgiveness for the Least Developed Countries.

The weibo was read 1.8 million times, received 1,339 likes, and was shared 5,930 times.

Sustainable Development Weibo Reads

The number of Weibo reads followed a similar trend as the engagements, which also peaked on 26-27 September.

Figure 20: Weibo posts read, by date (September 2015)
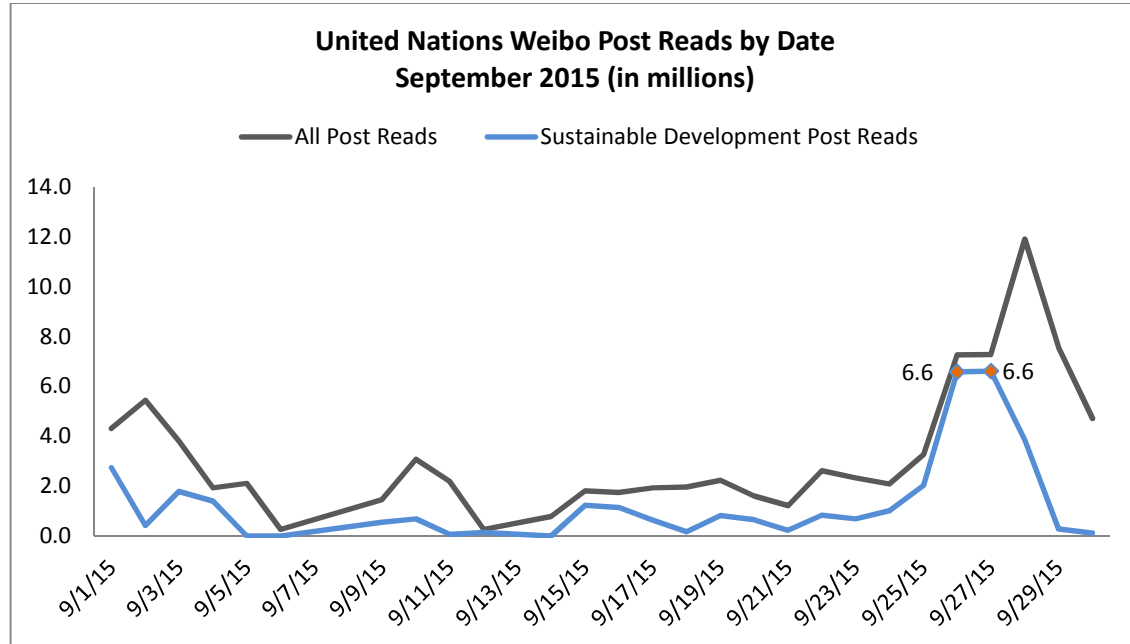
The most read weibo of the monitoring perieod was posted on 28 September, on President Xi Jinping's speech at the United Nations General Debate of the 70th session. Accroding to the post, President Xi called for renewed commitments to the UN Charter and a new form of international relations based on win-win cooperations.

The weibo was read 2.5 million times, received 373 likes, and was shared 3,796 times.

Weibo Comment Analysis

Weibo Engagement by Type

During the month of the September, the Weibo posts on sustainable development resulted in 55,410 user engagements. 44 per cent of the engagements were shares and 42 per cent were likes. Comments only represented 14 per cent of the total engagement, partially due to the content regulations of Sina Weibo, which had a large amount of comments touching sensitive topics automatically filtered.

Figure 21: Weibo engagements on sustainable development, by type

Sustainable Development Weibo Engagement by Type
(n=55410)

Comments 14%
Shares 44%
Likes 42%
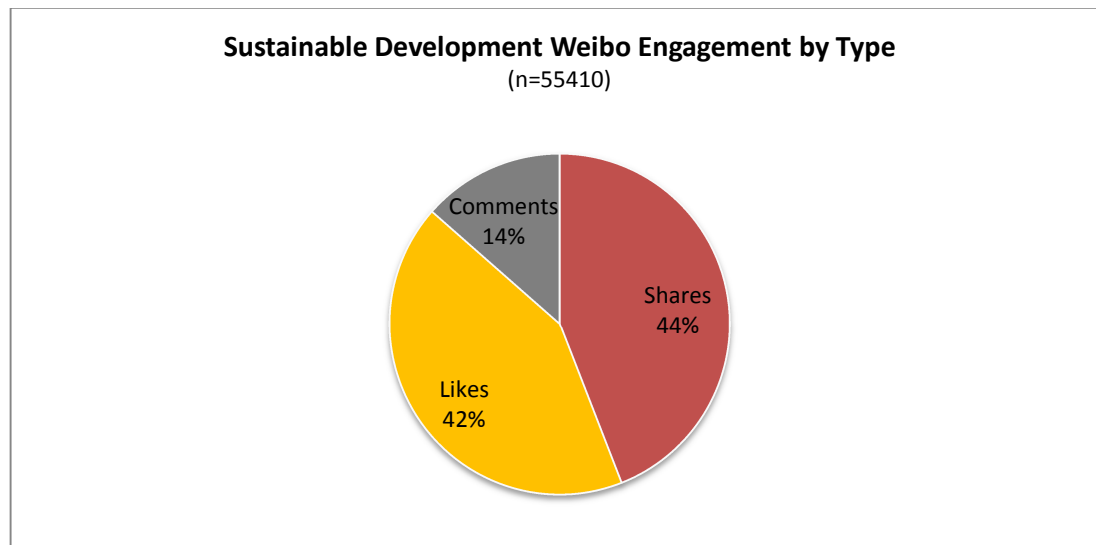
Despite extensive system filtering, 5,868 comments were posted in response to 114 weibos posted by the United Nations during the Sustainable Development Summit. Each of these comments was manually coded by the Web Service Section for its relevance - whether it was "on-topic" (directly related to the content of the post), "off-topic" (not related to the post but generally relevant to the United Nations and the work of the Organization) or "spam". The tonality or sentiment toward the topic or the United Nations was also coded for every comment.

On dates of the Summit, the sustainable development-related Weibo posts averaged about 47 comments per post. The majority of these comments (89 per cent) were on-topic. 10 per cent of comments were off-topic but still relevant to the United Nations. Only 1 per cent of the comments were spams. This indicated that the sustainable development topic was of interest to Weibo users, and effectively contributed to the overall conversation.

On-topic Weibo Comments

The on-topic comments were largely neutral with regard to the sustainable development content. 10 per cent of on-topic comments were positive toward the messages on sustainable development, while 14 per cent were negative.

Figure 22: On-topic Weibo comments by category; by tonality
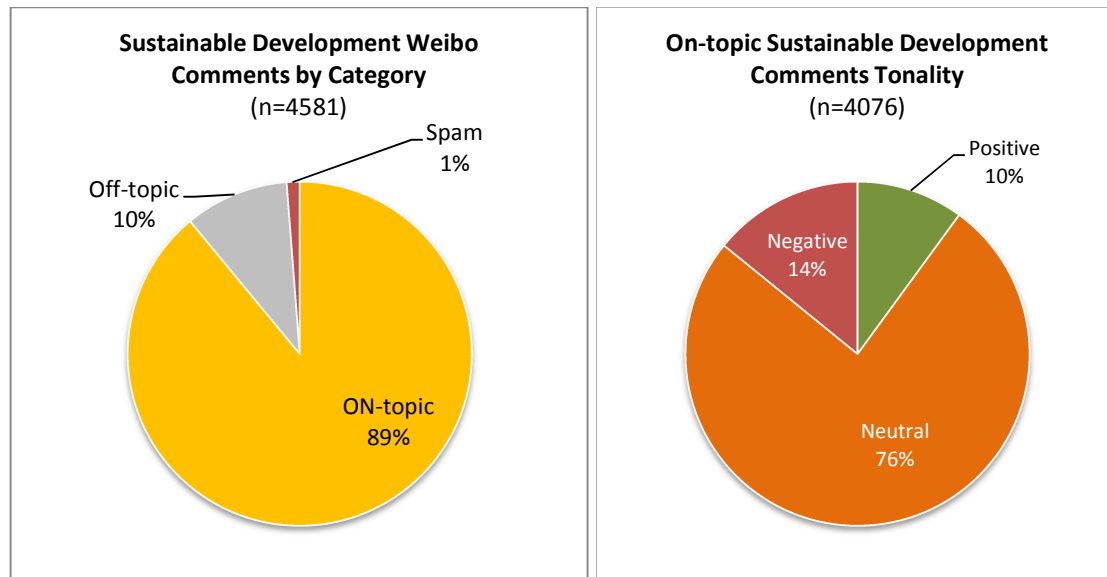
The positive comments lauded the key element of the Sustainable Development Agenda, such as global partnership, peaceful societies and gender equality. The United Nations was described as "a lighthouse for humanity", "a place where strength gathers", and "an open forum for different voices". Weibo users were proud of China's support of the South-South cooperation and the Least Developed Countries. The Chinese First Lady Peng Liyuan, President Barack Obama of the United States, Chancellor of Germany Angela Merkel and Pope Francis were among the leaders that received the most positive comments during the Sustainable Development Summit. There were few comments on President Xi Jinping, as most comments related to national political figures were removed by the filtering system of Sina.

The negative comments tended to use strong and profane language. There was very little negativity toward the sustainable development topics. Most comments were the users' discontent on UN Member States' positions on a wide range of issues, as well as their disagreement with points made in the speeches at the Sustainable Development Summit. A number of users criticised China for generously providing development aid overseas without taking care of its domestic needs. The United Nations was depicted as ineffective and as favouring the interests of western countries, particularly the United States.

Off-topic Weibo Comments

The off-topic comments on sustainable development-related weibos, although small in number, were more negative in tonality. Users expressed their disapproval of the United Nations and China in general terms, and some of them attacked each other in their debates over unrelated topics.

Figure 23: Off-topic Weibo comments

Off-topic Sustainable Development Comments Tonality
(n=448)

Positive
4%

Negative
14%

Neutral
82%
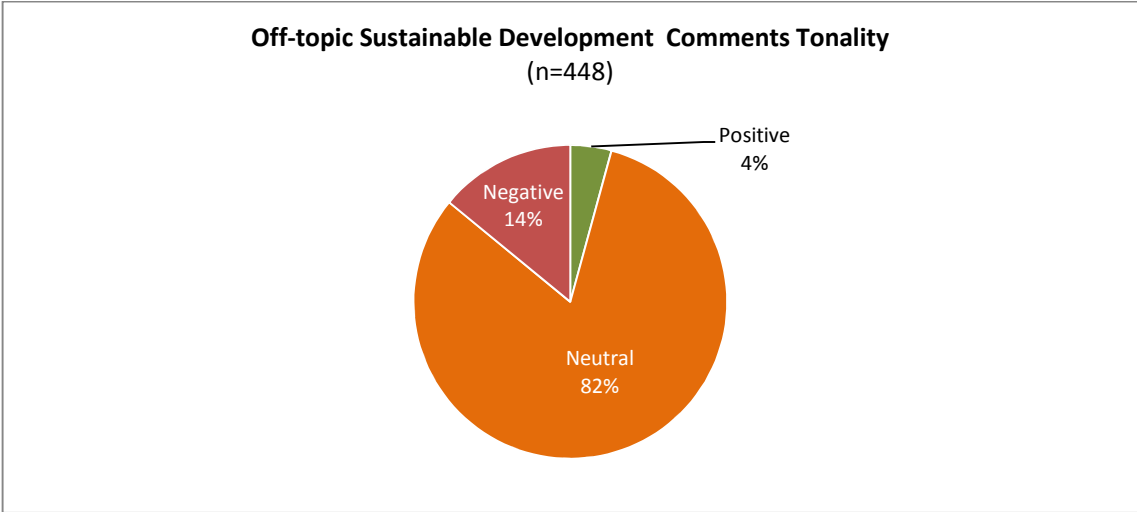
It is important to note that the negativity in Weibo comments, both on-topic and off-topic, is not always directed against the United Nations and its work. Generally speaking, Weibo is the most important platform for the general public in China to publicly express their opinions and engage in discussions over various topics. The United Nations Weibo account and its posts are often regarded as a channel for Chinese Internet users to openly express their discontent on politically sensitive issues. Moreover, the UN's Weibo posts are frequently shared by political commentators and opinion leaders in critical ways to spur online discussion, which in many cases leads to large volumes of negative comments.

Campaign Hashtags on Weibo

Hashtag Overview

For the Sustainable Development Agenda/Goals/Summit, 3 Weibo hashtags were used: #行动 2015# (#action2015), #全球目标# (#globalgoals) and #联合国大会# (#UNGA). Although the development and use of hashtags have become essential in many global social media networks, it is not popular among Weibo users, and few resource are available to track and analyse Weibo hashtag usage.

In the month of September, #行动 2015# (#action2015) was the most frequently used hashtag by the United Nations Weibo account (Figure 24), which appeared in 139 or 26 per cent of total posts. #联合国大会# (#UNGA) was used in 24 posts and #全球目标# (#globalgoals) appeared in 6 of the posts published by the United Nations account.

Figure 24: Weibo hashtag usage, frequency

Frequencies of Weibo Hashtag Usage
(by number of posts)

Hashtag	Value
#行动2015# (#action2015)	139
#联合国大会# (#UNGA)	24
#全球目标# (#globalgoals)	6
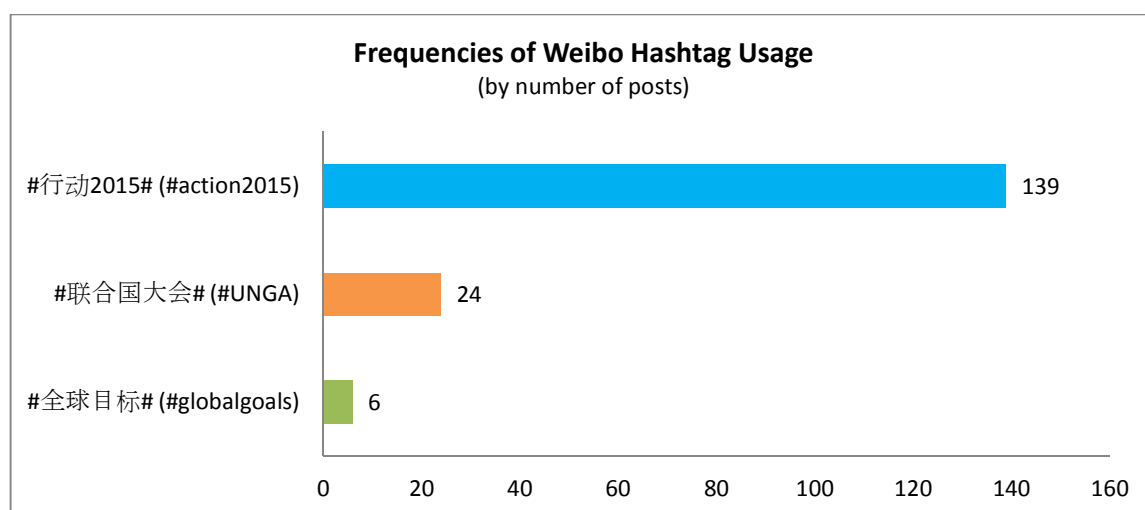
Among the 3 hashtags used, #行动 2015# (#action2015) gave rise to the largest volume of engagements and reads, followed by #联合国大会# (#UNGA). #全球目标# (#globalgoals) was the least engaging hashtag among the three.

Figure 25: Weibo hashtag usage, popularity

Hashtag	No. of Posts	Total Engagements	Engagements per Post	Total Reads	Reads per Post
#行动 2015# (#action2015)	139	64,880	467	31 million	223 thousand
#联合国大会# (#UNGA)	24	6,023	251	3.3 million	138 thousand
#全球目标# (#globalgoals)	6	425	71	0.6 million	100 thousand
Total	169	71,328	422	34.9 million	207 thousand

The best-performing weibo using hashtag #行动 2015# (#action2015) was posted on 26 September on President Xi Jinping's pledge of a $2 billion fund in support of South-South Cooperation at the Sustainable Development Summit. The weibo was read 1.8 million times, received 1,339 likes, and was shared 5,930 times.

The best-performing weibo for the hashtag #联合国大会# (#UNGA) was posted on 27 September. It was about Chinese First Lady Peng Liyuan's speech at the high-level event on the Global Education First Initiative. Peng Liyuan is also an internationally renowned musician and UNESCO's Special Envoy for Advancing Girls' and Women's Education. The post was read 453 thousand times, received 1,341 likes, and was shared 1,062 times.

The most read weibo using #全球目标# (#GlobalGoals) was posted on 23 September on the 17 post-2015 development goals. The post was read 121 thousand times, received 36 likes, and was shared 36 times.

For the #全球目标# (#GlobalGoals) hashtag, the most engaging weibo was posted on 17 September on energy scarcity in developing countries. The post was read 96 thousand times, received 41 likes, and was shared 59 times.

#全球目标#目前，发展中国家30多亿人依靠传统生物燃料做饭取暖，15亿人没有电，而且即便有能源服务，也有数以百万计的穷人根本负担不起。
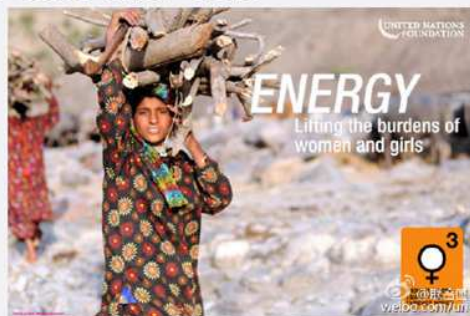
9月17日 16:01 来自 微博 weibo.com

#全球目标#过去三年中，共有超过800万人参加了制定2015后可持续发展目标的全球性磋商，最终简定的17项可持续发展目标包括三大主要内容：消除极端贫穷、战胜不平等和不公正、遏制气候变化。

9月23日 14:44 来自 微博 weibo.com

Types of Weibo

When posting on Sina Weibo, users can upload a combination of multimedia products with the text. Like Facebook, multimedia products, such as photos, videos and audio files, are all directly displayed on the users' pages.

Photos, videos and links are the most commonly used types of multimedia by the United Nations Weibo. 268 or 51 per cent of the 527 weibos posted by the United Nations in September were in the format of photo and text. 37 per cent posts used the combination of text, photo and link. Weibos composed of text, photo and video counted for 9 per cent of total posts, and 2 per cent of all posts were shared from other accounts.

Figure 26: Weibo posts by type
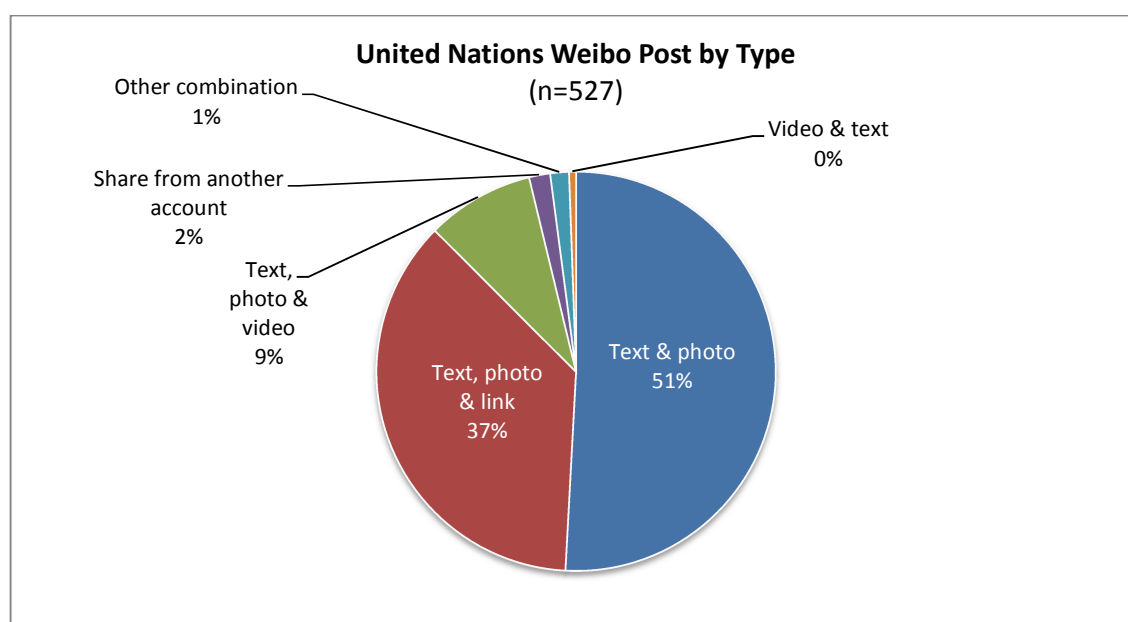
Table 11: Weibo posts by type

Type of Weibo	No. of Posts	Total Engagements	Engagements per Post	Total Reads	Reads per Post
Text & photo	268	66,897	250	40.2 million	161 thousand
Text, photo & link	193	51,202	265	35.2 million	182 thousand
Text, photo & video	46	16,196	352	8.5 million	185 thousand
Text & video	3	826	275	0.5 million	167 thousand
Share from another account	9	3,832	426	1.5 million	167 thousand
Other combination	8	2,305	288	1.3 million	163 thousand
Total	527	141,258	268	87.2 million	165 thousand

As can be seen from the table, the 9 shared posts from other account led to a high volume of engagements. The re-post from @吴洪波 (Wu Hongbo, United Nations Under-Secretary-General for Economic and Social Affairs) alone attracted 2,034 engagements. The original post by Under-Secretary-General Wu featured pictures taken by him upon his arrival at the Tian'anmen Square to watch the military parade in commemoration of the 70th Anniversary of China's World War II Victory.

Other than the shared content, the combination of text, photo and video was the most effective way to engage the Weibo users. The use of videos led to higher levels of engagements, and Weibo users were more likely to read the posts with photos and links.

WeChat

WeChat (微信, or micro message) is a mobile text and voice messaging application developed by Tencent in China, first released in January 2011. Similar to Whatsapp, WeChat is available on Android, iPhone, BlackBerry, Windows Phone and Symbian phones. The web version of WeChat is compatible with most Internet browsers, but can only be used after the account is authenticated through the app installed on a mobile phone. By November 2015, the monthly active user (MAU) of WeChat has reached 650 million, representing a year-over-year growth of 39 per cent[42].

The WeChat platform brings together messaging, social networking and games. Users can send free text and multimedia messages to their contacts, have voice or video calls, and share photos on WeChat's closed social network called "Moments". Other features include gaming, funds transfer and public accounts.
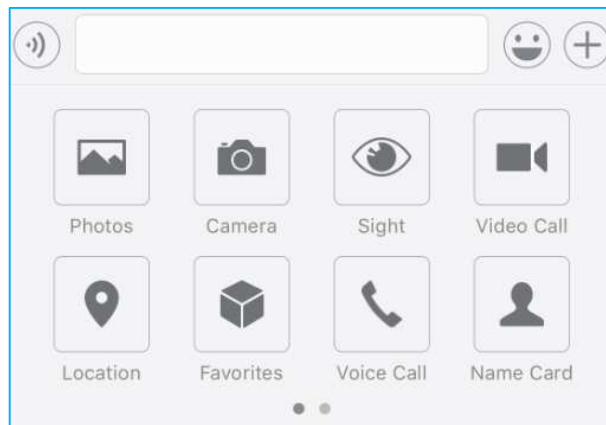
WeChat users can create and subscribe to public accounts, which is a function commonly used by organizations and individuals to promote their work. The public account can publish one web feed per day, which contains up to 8 posts and are pushed to all subscribers in their WeChat newsfeed simultaneously. Subscribers can share the posts on their own Moments timeline or send them as messages to their contacts.

The United Nations WeChat account was created by the Web Service Section, News and Media Division of DPI in June 2013. UN Secretary-General Ban Ki-moon announced the launch of the official United Nations account on WeChat in a video message on 13 June 2013. Other WeChat public accounts created by offices of the United Nations system are attached in Annex V.

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[42] Tencent Investor Relations. (2015). *2015 Third Quarter Financial Release*, http://tencent.com/en-us/content/ir/news/2015/attachments/20151110.pdf

As of 23 December 2015, the United Nations WeChat account had 288,888 subscribers.

On average, the public account published one daily web feed composed of 1 to 5 posts. The posts provide up-to-date information and analysis of the major issues concerning the United Nations, such as peace, development and humanitarian affairs. Compared to Weibo, the WeChat posts are longer and more in-depth. In addition to news coverage, they also promote the Organization's work through backgrounders, historic reviews, photo essays and human-centered feature articles. Multimedia products, mainly photos and videos, as well as the latest mobile technologies, were used with every WeChat post.

Each post published by the United Nations WeChat account is shared hundreds of times by the subscribers. However, the comment function, which is only available for verified public accounts, has not been enabled for the United Nations account. As a result subscribers can only send private messages to communicate their opinions and provide feedbacks, instead of directly commenting on the posts[43].

Between 25 September and 2 October 2015, the United Nations account posted 44 articles tailored for the publishing of the WeChat public page. The articles covered the Sustainable Development Summit, its side events and the 70th Session of the UN General Debate, resulting in 1.4 million views and a potential reach of 13 million WeChat users.

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[43] For the account to be authenticated, information of a domestic Chinese bank account would have to be provided.

UN Chinese Video Accounts

As of December 2015, the United Nations created official accounts for uploading videos on the following Chinese video streaming platforms[44]:

Table 12: UN Chinese video accounts, by platform

No.	Platform		Video Length	No. of Videos	No. of Subscribers	No. of Views
1	Youku		Long (>5 mins)	1,478	3,553	7.8 million
2	Tudou		Long (>5 mins)	N/A	160	1 million
3	Sina Video		Long (>5 mins)	N/A	N/A	13 million
4	Tencent Video		Long (>5 mins)	765	751	8.3 million
5	Meipai		Short (<5 mins)	476	860,000	366 million
6	Miaopai		Short (<5 mins)	478	N/A	104 million
7	Weishi		Short (<5 mins)	396	46,116	11 million

The United Nations created accounts on multiple Chinese video platforms to meet differing compatibility requirement of the social media networks, and to suit the preferences of various target audiences. For example, Sina Weibo only allows users to share videos from Youku, Tudou, Miaopai and Meipai, while WeChat is compatible with Tencent Videos and Weishi.

Youku and Tudou are the longest-running and largest video sites in China, which function in similar ways as YouTube. Sina Video and Tencent Video are the video component of web portals, which provide search engine and streaming services of videos uploaded by users.

Although the videos on Youku, Tudou, Sina and Tencent can be viewed on smart phones, they were initially intended for on-demand streaming from Internet browsers. Similar to Vine, Miaopai, Meipai and Weishi are social-networking video applications designed for mobile devices, which are extremely popular among younger generations of Chinese Internet users.

Also, the platforms have different regulation systems. Tencent Video and Youku have more strict policies and tend to remove videos on sensitive topics, including *Week in Review* videos produced by the United Nations.

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[44] Numbers in the table indicate the total videos, subscribers and views up to 23 December 2015.

Between 25 September and 1 October, the United Nations produced 70 videos to cover the Sustainable Development Summit, its side events and the 70th Session of the UN General Debate. The videos were uploaded on Meipai, Miaopai, Weishi and Youku, resulting in a total of 90 million video views.

DPI Website on Sustainable Development

The United Nations Sustainable Development website (www.un.org/sustainabledevelopment) was set up in February 2015, providing a multilingual and recognizably branded focal point for online audiences interested in learning more about the Sustainable Development Goals and related UN activities. Since its launch, the website received a steady stream of relatively low traffic (i.e. sessions) until the midpoint of September. During the week of the Summit, website traffic increased substantially, and remained at elevated levels for the following three months (Figure 27).

One key challenge identified prior to the monitoring period was the configuration of the English-language website's search engine optimization and low ranking in Google searches. Given Google's prominence as a source for website traffic, website traffic may have been hindered due to the website not ranking on the first page of general searches in Google.[45] Search engine optimization is a fundamental component of ranking high in Google searches, and thereby driving traffic to the website. Low ranking not only jeopardizes visibility of a website, but also compromises its credibility among new potential audiences. By contrast, the Spanish language website was the first ranked result in Google. The importance of search engines as important gatekeepers to websites is evidenced by the larger share of Spanish language users. More than half of the traffic on the Sustainable Development website (57%) came from Spanish language visitors, compared to only 16% for English-language web sessions (Figure 28).

During September, nearly 75 per cent of all sessions were by "new users." In addition, half of all sessions came from "direct traffic;" 28 per cent from "organic searches" (96 per cent of which came from Google); nearly 13 per cent from "social media" sources; and the remaining 10 per cent from "referrals" (i.e. mostly other UN websites).

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[45] Google searches for the website were conducted using broad terms, such as "UN sustainable development website" and "United Nations sustainable development goals."

Figure 27: United Nations Sustainable Development Website sessions (July - December 2015)

**Sustainable Development Website Sessions (All vs. New Users)
July - December 2015**

Monitoring period: September

World Habitat Day, 5/10/2015, 16,766 Sessions

UNFCC COP21

— Sessions (All Users)   — Sessions (New Users)
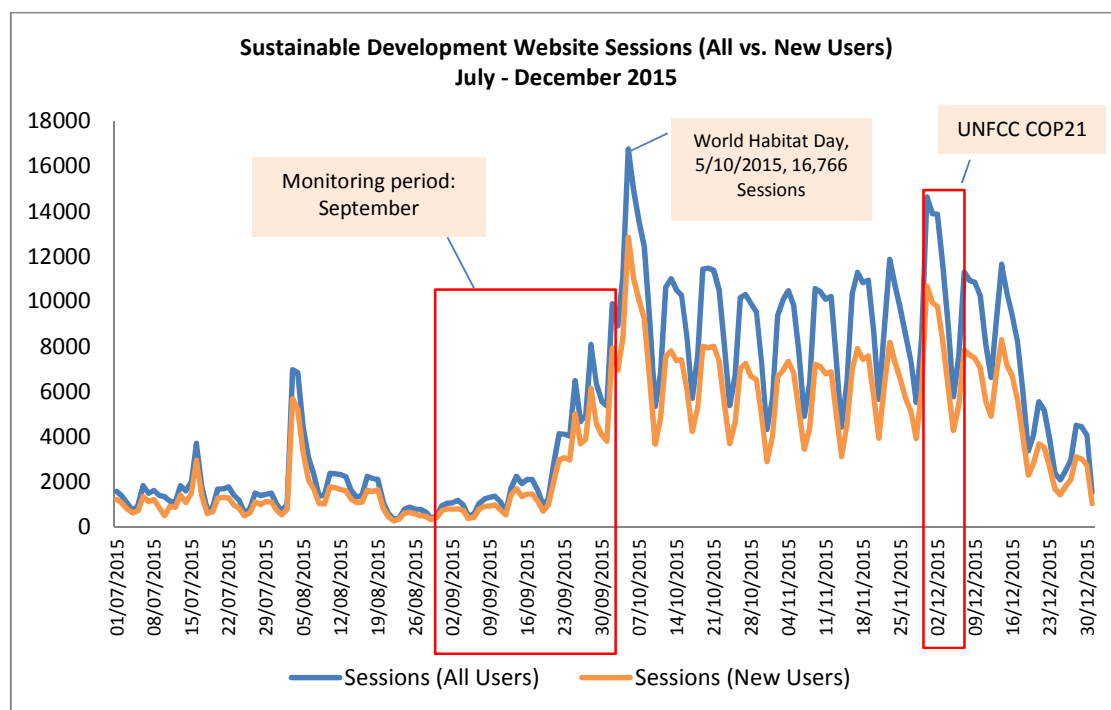
Regarding social media sources, Facebook was the lead contributor to website sessions with 74 per cent, followed by Twitter at nearly a quarter of all sessions (Table 13). All other social media sources contributed less than 1 per cent of total sessions.

Table 13: Social network sources for website traffic

Social Network Sources for Website Traffic	% of Sessions
Facebook	74%
Twitter	24%
LinkedIn	<1%
VKontakte	<1%
Scoop.it	<1%
Blogger	<1%
Sina Weibo	<1%
Google+	<1%
tinyURL	<1%
bitly	<1%
Facebook Apps	<1%
paper.li	<1%
Pinterest	<1%
SlideShare	<1%
Pocket	<1%
Tumblr	<1%

Unlike websites associated with previous UN Summits, such as the 2014 Climate Summit and the 2012 Rio+20 Summit, the lead language for website traffic was Spanish. More than half of all sessions originated from Spanish-language users (Figure 28). Specifically, Mexico, Colombia, and Spain were the top contributing countries (Table 14). English made up 16 per cent of all sessions, followed by French with 12 per cent. Likewise, the United States and France were ranked as 4th and 5th as countries of origin for website traffic (Table 14).

Figure 28: SDG website sessions by language for September 2015
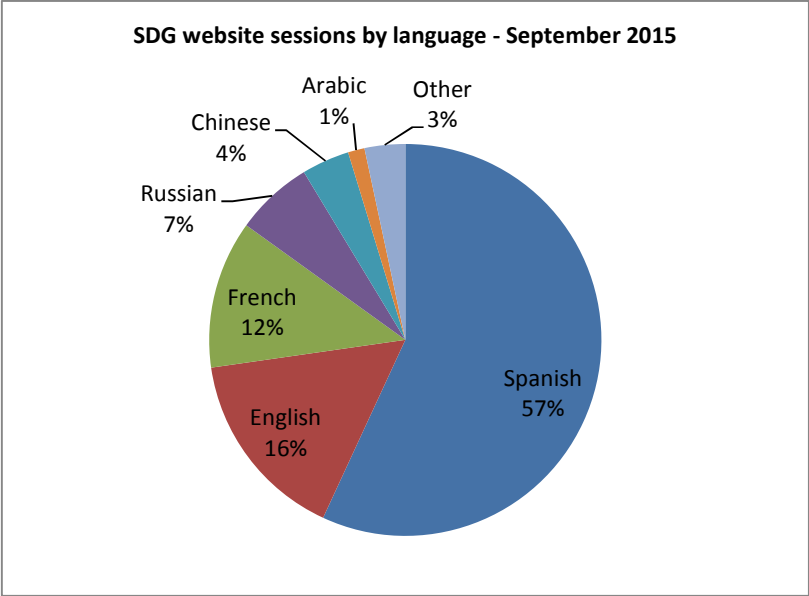
Table 14: Top 10 countries for website sessions

Top 10 Countries for Website Sessions	% of Sessions
Mexico	14%
Colombia	10%
Spain	8%
United States	6%
France	5%
Ecuador	5%
Peru	5%
Argentina	5%
Russia	4%
China	4%

GLOBAL MEDIA COVERAGE

BACKGROUND

The United Nations Department of Public Information (DPI) conducted a media monitoring and analysis (MMA) project from 13 September to 3 October 2015 in the weeks surrounding the Sustainable Development Summit.

The purpose of the media monitoring and analysis project was to assess the worldwide media coverage of sustainable development and the contribution of DPI communications activities to the coverage. The assessment sought to determine the ability of DPI to raise media coverage about the Sustainable Development Goals, Agenda and Summit based on the reach, utility and effectiveness of the DPI communications activities.

The Department analysed the visibility of the United Nations and sustainable development within the global media. Specifically, the Department evaluated the level of favourability of press coverage on United Nations and sustainable development, as well as coverage of key UN communications messages and spokespeople.

KEY FINDINGS

Sustainable Development Coverage

➢ 2,370 clippings by 401 media outlets in 67 countries were collected and analysed. All clippings were published between 13 September and 3 October 2015.
➢ While over half of the articles on sustainable development provided neutral or balanced views of the topic, approximately 45 per cent of the coverage had either a positive or negative slant. The coverage was 40 per cent positive compared to 5 per cent negative.
➢ Of the analysed media clippings, Asia and the Pacific had the largest share of regional coverage - with 35 per cent of the total - as well as the most favourable coverage (41 per cent). Europe also extensively covered Sustainable Development (23 per cent), but had the highest share of negative coverage (43 per cent).

Sustainable Development Goals

➢ Among the seventeen Sustainable Development Goals, Goal 1 (End poverty in all its forms everywhere) received the most media coverage, mentioned in half of the clippings analysed, followed by Goal 13 (Take urgent action to combat climate change and its impacts) with 29 per cent.
➢ 70 per cent of the clippings used the term "Sustainable Development Goals", while 17 per cent clippings used "Global Goals" to refer to the development goals. 41 per cent clippings mentioned "Sustainable Development Agenda" or "Agenda 2030".
➢ The Sustainable Development Summit was covered in 44 per cent of the clippings on the Sustainable Development Agenda.

Key messages

➢ Among all clippings collected and analysed, 57 per cent included at least one of the five United Nations key messages.

➢ The message "*Countries will launch an unprecedented agenda in 2015 to end poverty, transform all lives and opportunities for all people, and protect the planet.*" appeared in 29 per cent of total clippings.

➢ The least picked-up message was "*The knowledge, technology and money to end extreme poverty exist. We need to invest ahead for people and planet.*" with 10 per cent.

United Nations Coverage

➢ The Sustainable Development Agenda/Goals/Summit was closely associated with the United Nations. The United Nations had a high level of visibility in the media coverage, with mentions in 93 per cent of the coverage on Sustainable Development Agenda.

➢ Among clippings mentioning the United Nations, 21 per cent were favourable in tonality, while 2 per cent were unfavourable.

Spokespeople

➢ The Secretary-General Ban Ki-moon was quoted and/or mentioned in nearly a quarter of the articles (24 per cent) and was the most visible United Nations spokesperson in the coverage.

➢ Stories mentioning the Secretary-General were more likely to carry a key message, with 63% including at least one of the messages.

➢ The remaining spokespeople received relatively low volumes of media coverage.

Other Stakeholders

➢ Pope Francis had the highest media visibility among non-UN stakeholders, covered in 14 per cent of the total clippings. 66 per cent of articles with mentions of the Pope carried at least one UN key message.

➢ 11 per cent of the articles mentioned the involvement of civil society in sustainable development. Compared to the overall coverage, these articles were more likely to refer to the development goals as "Global Goals" (32 per cent).

➢ Engagement of the private sector was covered in 9 per cent of the clippings. 36 per cent of these articles mentioned the key word "financing for development".

➢ The Global Citizen Festival was the most visible civil society event related to sustainable development, and Facebook was the most prominently featured private sector partner in the media coverage.

Coverage by Region

➢ Media outlets in Africa reported extensively on the Millennium Development Goals and urged the world to pay more attention to the needs of the developing world.

- Media in Asia and the Pacific presented the United Nations and sustainable development in a favourable light. Chinese media significantly contributed to the overall positive coverage, by closely covering the Chinese President's first UN trip.
- European media tended to be more negative toward sustainable development, expressing pessimism on the implementation of the development agenda and dissatisfaction with its lack of funding and poorly developed monitoring mechanisms.
- Media in Latin America and the Caribbean extensively reported on their national leaders' commitments made at the Sustainable Development Summit.
- Media outlets in Middle Eastern and Gulf States also focused on their leaders' announcements and activities at the United Nations. They highlighted the importance of gender equality as a development goal.
- The overall tonality of the North American media was positive. The overall tonality was influenced by the blog series produced by *The Huffington Post,* which offered comprehensive and favourable overviews of the Sustainable Development Goals written by prominent authors.

RESULTS

Total number of clippings	2,370
Number of countries represented	67
Per cent of stories with at least 1 key message	57 per cent
Per cent of stories with a UN spokesperson	25 per cent
Leading media outlet	*The Huffington Post*
Leading wire service for reprints	*Associated Press*
Leading byline	Cara Anna (*Associated Press*) Somini Sengupta *(The New York Times)*

	Top Countries	No. of Clippings	Tonality	
			Positive	Negative
1	United States	472	42%	3%
2	China	278	50%	1%
3	United Kingdom	183	24%	8%
4	Pakistan	85	19%	6%
5	Japan	75	13%	0%
6	United Arab Emirates	67	4%	4%
7	Bangladesh	59	64%	2%
8	Thailand	59	46%	0%
9	India	50	20%	6%
10	Korea (Republic of)	48	50%	4%

	Top Media Outlets	No. of Clippings	Tonality	
			Positive	Negative
1	Huffington Post (The)	183	55%	3%
2	Xinhua	139	50%	1%
3	China Daily	69	38%	0%
4	Reuters	66	27%	6%
5	Guardian (The) - UK	52	25%	6%
6	New York Times	43	35%	0%
7	CCTV	32	78%	0%
8	NHK Broadcasting Corporation	28	14%	0%
9	People's Daily	28	46%	0%
10	Agence France Press (AFP)	27	7%	4%

Sustainable Development Coverage by Date
(by number of clippings)

Media Coverage of Sustainable Development Goals
(per cent of total clippings, n=2370)

SDG	Percentage
No poverty	50%
Climate action	29%
Gender equality	25%
Good health and well-being	25%
Quality education	23%
Zero hunger	22%
Partnerships for the goals	20%
Peace and justice, strong institutions	19%
Reduced inequalities	14%
Life on land	12%
Decent work and economic growth	12%
Affordable and clean energy	12%
Clean water and sanitation	10%
Life below water	7%
Industry, innovation and Infrastructure	6%
Responsible consumption and production	5%
Sustainable cities and communities	5%

Sustainable Development Tonality
(n=2370)

- Negative 5%
- Positive 40%
- Neutral 55%

Sustainable Development Tonality in Op-Ed/Commentary Pieces
(n=439)

- Negative 9%
- Positive 46%
- Neutral 45%

Key Message Pick-up
(percentages based on total number of clippings, n=2370)

Message	Coverage
1. Countries will launch an unprecedented agenda in 2015 to end poverty, transform all lives and opportunities for all people, and protect the planet.	29 per cent
2. The new agenda is universal. It is for all people in all countries. No one is left behind.	25 per cent
3. The new sustainable development agenda builds on the success of the Millennium Development Goals, which have lifted millions out of poverty.	17 per cent
4. We have to seize the opportunity to reach an ambitious and universal agreement to combat climate change. It is time for global action on climate change and sustainable development.	15 per cent
5. The knowledge, technology and money to end extreme poverty exist. We need to invest ahead for people and planet.	10 per cent

UN Tonality in Media Coverage
(n=2215)

- Negative 2%
- Positive 21%
- Neutral/Balanced 77%

Sustainable Development Coverage by Region (n=2370)

- Middle Eastern and Gulf States 7%
- Africa 7%
- Latin America and the Caribbean 8%
- North America 20%
- Asia and the Pacific 35%
- Europe 23%

Sustainable Development Tonality by Region
(by percentage of articles of the region)

Region	Positive	Negative
Africa	35%	9%
Asia and the Pacific	47%	2%
Europe	31%	10%
Latin America and the Caribbean	50%	3%
Middle Eastern and Gulf States	11%	4%
North America	45%	4%

Iceland 9
Sweden 13
Finland 22
Russian Federation 27
Canada 15
United Kingdom 183
France 42
Ukraine 31
United States 472
Turkey 22
Iran 35
China 278
Japan 75
Algeria 13
Egypt 37
United Arab Emirates 67
India 50
Mexico 31
Burkina Faso 2
Thailand 59
Philippines 14
Trinidad and Tobago
Kenya
Tanzania 29
Indonesia 36
Brazil 37
Namibia 8
Madagascar 14
Australia 20
Paraguay 33
South Africa 36

Regional Coverage by Country Type
(n=2370)

Developed Countries 47%

Deveoping Countries 53%

Sustainable Development Tonality by Country Type

Legend: ■ Negative ■ Neutral ■ Positive

Country Type	Negative	Neutral	Positive
Developed Countries	6%	57%	37%
Developing Countries	4%	54%	42%
Least Developed Countries	11%	28%	61%

UN Tonality by Country Type

Legend: ■ Negative ■ Neutral ■ Positive

Country Type	Negative	Neutral	Positive
Developed Countries	4%	79%	17%
Developing Countries	1%	75%	24%
Least Developed Countries	2%	56%	42%

Visibility of the United Nations
(Events in chronological order, mentions of "United Nations" in per cent)

Event	Value
2010 Millennium Development Goals Summit	79%
2012 Rio+20 Conference on Sustainable Development	62%
2013 High-Level Events on MDGs and Post-2015 Development Agenda	86%
2015 Sustainable Development Summit	93%

Visibility of the Secretary-General
(Events in chronological order, mentions of SG in per cent)

Event	Value
2010 Millennium Development Goals Summit	28%
2012 Rio+20 Conference on Sustainable Development	14%
2013 High-Level Events on MDGs and Post-2015 Development Agenda	23%
2015 Sustainable Development Summit	24%

Media Coverage of Keywords
(per cent of total clippings, n=2370)

Keyword	Percentage
Sustainable Development Goals	70%
Sustainable Development Summit	44%
Sustainable Development Agenda	41%
Millennium Development Goals	33%
Implementation of SDGs	17%
Global Goals	17%
Financing for Development	16%
Climate Change Negotiations	15%

Media Mentions of Sustainable Development Goals & Global Goals
(by number of clippings, total=2370)

Category	Value
Sustainable Development Goals	1664 (70%)
Global Goals	406 (17%)

Coverage of Other Sustainable Development Stakeholders
(n=2370)

Stakeholder	Percentage
Pope Francis	14%
Civil Society	11%
Private Sector	9%

Media Type
(n=2370)

Radio
1%

TV
4%

Wire
service/
News
agency
19%

Online
48%

Print
28%

Article Type
(n=2370)

Editorial
3%

Feature/I
nterview
s/News
Analysis
8%

Letter/R
esponse
letter
1%

Commen
tary/
Op-Ed
20%

News
Story
68%

INTRODUCTION

The efforts to develop and implement a UN system-wide communications strategy for the post-2015 development agenda started in 2013 in parallel with the climate change negotiations. Leveraging the successes of the Millennium Development Goals (MDGs), the "2015: Time for Global Action" campaign served as the umbrella for various initiatives within the UN system. It aimed to provide effective communications to engage media, decision-makers, the general public and other key stakeholders in the post-2015 intergovernmental process and its outcomes.

The campaign also built momentum for the UN Sustainable Development Summit, which was held from 25 to 27 September at UN Headquarters in New York. During the Summit, a new development agenda "Transforming the World: the 2030 Agenda for Sustainable Development" was formally adopted. Various tools and means were used by the United Nations Department of Public Information (DPI) to convey key messages of the "2015: Time for Global Action" campaign, including, but not limited to media outreach, press materials, coordinated social media efforts, website, broadcast products, UN News Centre stories, and others.

In order to assess the outcomes of the United Nations communications activities in support of the sustainable development agenda, in particular the "2015: Time for Global Action" campaign, the Department of Public Information conducted a media monitoring and analysis (MMA) project from 13 September to 3 October 2015 in the weeks surrounding the Sustainable Development Summit. The data collection was conducted by 30 United Nations Information Centres (UNICs) and the Department for Public Information's Evaluation and Communications Research Unit (ECRU). A total of 2,370 media clippings were collected and analysed, representing 67 countries.

The evaluation sought to determine the ability of the Department to shape media coverage on sustainable development through the dissemination of key communications messages. Specifically, this report reviewed the global media coverage on the Sustainable Development Agenda and assessed the visibility and media tonality of the Sustainable Development Goals, Agenda 2030 and the Summit on global and regional scales. Media coverage of the United Nations, key messages, spokespeople and other stakeholders were also monitored and analysed.

Table 15

Total number of clippings	2,370
Number of countries represented	67
Per cent of stories with at least 1 key message	57 per cent
Per cent of stories with a UN spokesperson	25 per cent
Leading media outlet	*The Huffington Post*
Leading wire service for reprints	*Associated Press*
Leading byline	Cara Anna (*Associated Press*) Somini Sengupta *(The New York Times)*

SUSTAINABLE DEVELOPMENT COVERAGE

The Sustainable Development Summit was a significant driver of global media coverage on sustainable development. As shown in Figure 31, media coverage of sustainable development reached the highest volume on 26 September 2015, the second day of the Sustainable Development Summit, with 295 clippings collected. Also, 294 clippings were collected on the first day of the

Summit (25 September 2015) and 290 were collected on the first day of the United Nations General Debate of the 70th Session (28 September 2015).

Figure 29

Sustainable Development Coverage by Date
(by number of clippings)
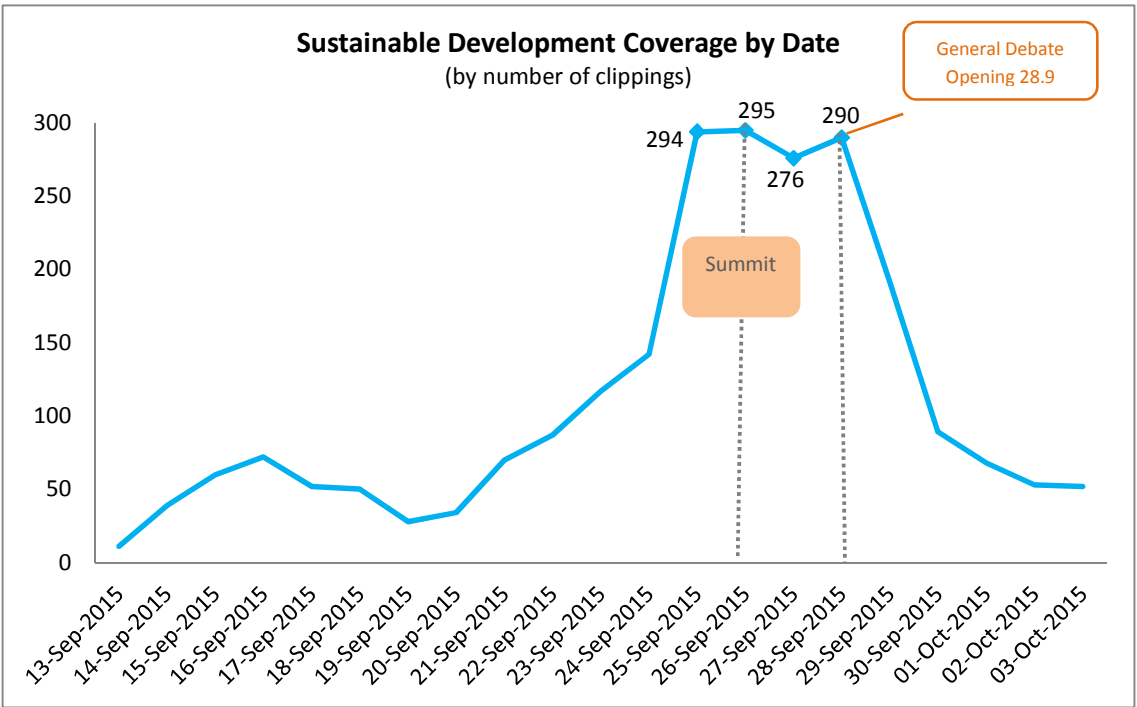
Many of these articles covered the Sustainable Development Summit and the official launch of the Sustainable Development Agenda as straight news, providing background information and factual reporting of the Summit, its side events and outcomes, as well as a wide range of political, economic, social and environmental issues that were relevant to sustainable development. Therefore, over half of the analyzed articles maintained a neutral or balanced tone on the subject. The remaining coverage was 40 per cent positive compared to only 5 per cent negative.

Figure 30

Sustainable Development Tonality
(n=2370)

Negative
5%

Positive
40%

Neutral
55%

Figure 31

Sustainable Development Tonality by Date
(by number of clippings)

Last day of
Summit 27.9

117

106

96

General Debate
Opening 28.9

17

— Positive

— Negative

140
120
100
80
60
40
20
0

13-Sep-2015
14-Sep-2015
15-Sep-2015
16-Sep-2015
17-Sep-2015
18-Sep-2015
19-Sep-2015
20-Sep-2015
21-Sep-2015
22-Sep-2015
23-Sep-2015
24-Sep-2015
25-Sep-2015
26-Sep-2015
27-Sep-2015
28-Sep-2015
29-Sep-2015
30-Sep-2015
01-Oct-2015
02-Oct-2015
03-Oct-2015

Positive Coverage of Sustainable Development

The positive coverage recognized the historic significance of the Sustainable Development Agenda and reported the launch of the Sustainable Development Goals as a success: "Celebrating the Sustainable Development Goals - Without Fear!" (*The Huffington Post*, United States), "The UN creates a new route to boost world development" (*W Radio*, Columbia), and "A Glare, a Handshake, a Pope: Busy UN Summit Makes History" (*The New York Times*, United States).

Global media picked up the ambitious and transformative nature of the Sustainable Development Goals: "The UN bets on ending poverty by 2030 with an ambitious sustainable development plan" (*Publimetro*, Colombia), "Transforming our world through global agenda" (*The Jakarta Post*, Indonesia), and "Goals to transform the World" (*Daily Star*, Bangladesh).

The new agenda's focus on people and its inclusion of vulnerable countries and groups were also highlighted in the positive media coverage: "UN 70: Towards the World where 'No One is Left Behind'" (*NHK Broadcasting Corporation*, Japan), "New Global Goals to help poorest nations" (*Herald Sun*, Australia), and "SDGs: A people's agenda for Development" (*Daily News*, Tanzania).

The inclusiveness of the Sustainable Development Agenda was visible in the coverage in both developing and developed countries. Of the 597 articles that picked up the key message "*The new agenda is universal. It is for all people in all countries. No one is left behind*", 52 per cent were from developing country media, while 48 per cent came from media in developed countries. The media acknowledged the agenda's universality: "SDGs belong to everyone" (*Daily Star*, Bangladesh), and "The Sustainable Development Goals: we're all developing countries now" (*The Guardian*, United Kingdom).

For the implementation of the Sustainable Development Goals, the positive coverage called for financial support and concrete actions from all stakeholders, ranging from policy-makers to the general public. For example, "Concerted global efforts key to new UN Sustainable Development Goals" (*Xinhua*, China), "Financing and political commitment needed for Sustainable Development" (*Daily Jugantar*, Bangladesh), and "A New Zeitgeist Has Arrived. Are You Part of It?" (*The Huffington Post*, United States).

Regionally, media in Asia and the Pacific were more likely to cover sustainable development in favorable light, with 41 per cent of all positive coverage, followed by North America with 24 per cent. The Chinese media contributed to 41 per cent of the positive coverage of Asia and the Pacific. This is due to the extensive coverage of Chinese President Xi Jinping's first visit to the United States and the United Nations, as well as his pledges and commitments in support of sustainable development[46].

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[46] More information on the coverage of the Chinese media can be found in Chapter III Coverage by Region – Asia and the Pacific.

Figure 32

Positive Coverage of Sustainable Development by Region
(n=828)

Middle Eastern and Gulf States 2%
Africa 7%
Latin America and the Caribbean 9%
Europe 17%
North America 24%
Asia and the Pacific 41%
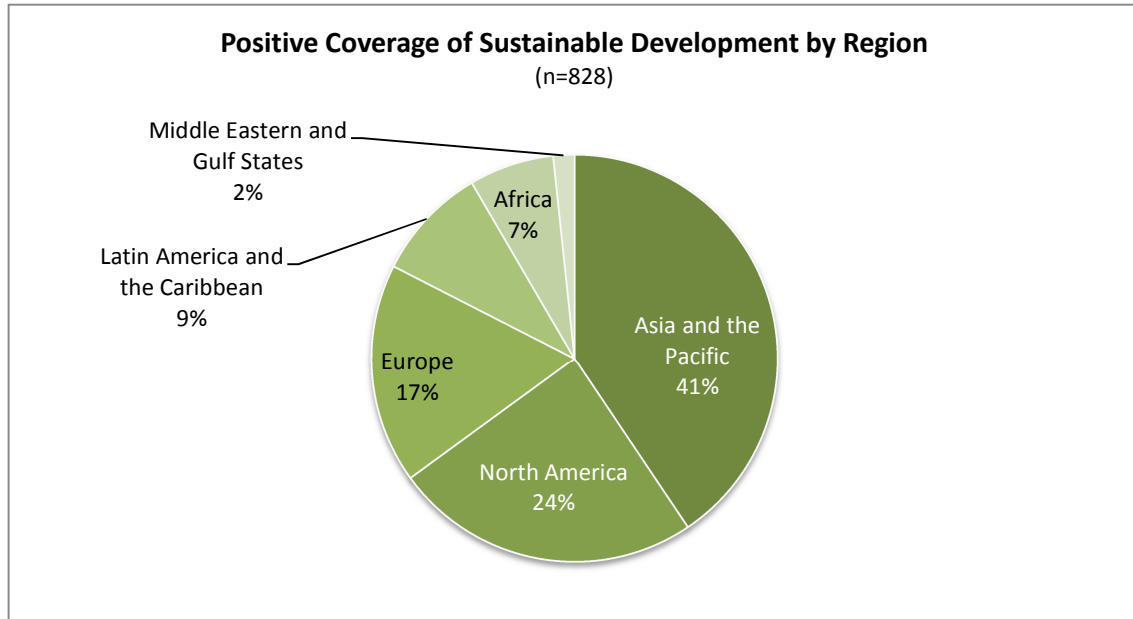
Media Tonality in Op-Ed/Commentary Pieces

Over 46 per cent of the op-ed/commentary articles covered sustainable development as positive, which outnumbered the neutral coverage (45 per cent).

Figure 33

Sustainable Development Tonality in Op-Ed/Commentary Pieces
(n=439)

Negative 9%
Neutral 45%
Positive 46%
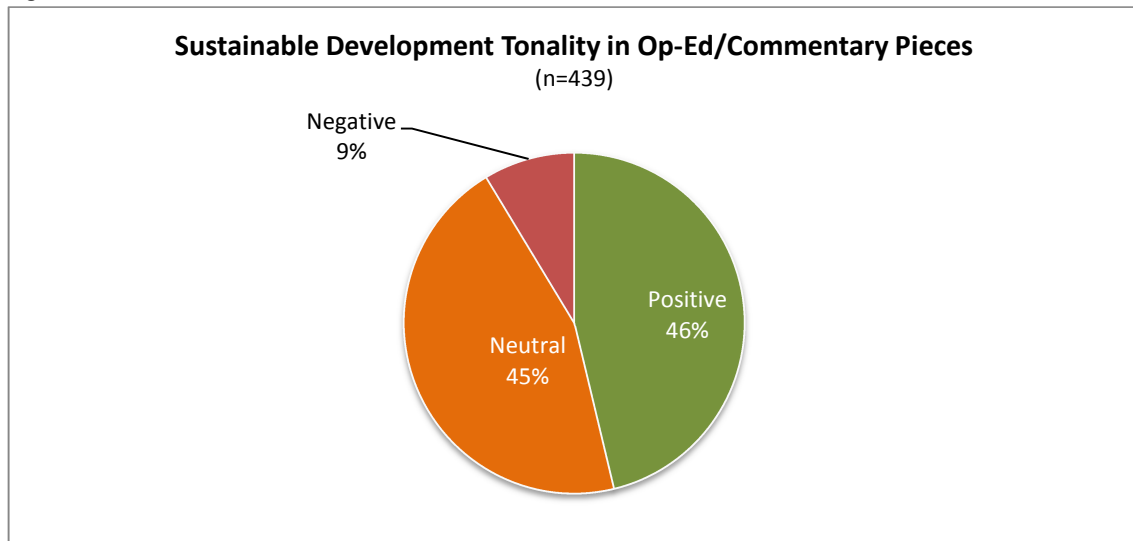
The positivity in the op-ed/commentary articles was largely due to the blog articles published by *The Huffington Post* (United States), which produced a blog series titled "What's Working: Sustainable Development Goals"[47]. 174 or 36 per cent of the op-ed/commentary pieces were published by *The Huffington Post* (United States), and over half of these articles were positive in tonality.

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[47] More details about the blog series by *The Huffington Post* can be found in Chapter III Coverage by Region – North America.

Negative Coverage of Sustainable Development

The number of articles with negative tonality toward the Sustainable Development Goals was small throughout the monitoring period. Over 40 per cent of the negative coverage came from Europe, followed by North America with 18 per cent and Asia and the Pacific with 17 per cent.

Figure 34

Negative Coverage of Sustainable Development by Region
(n=105)

- Latin America and the Caribbean 4%
- Middle Eastern and Gulf States 5%
- Africa 13%
- Asia and the Pacific 17%
- North America 18%
- Europe 43%
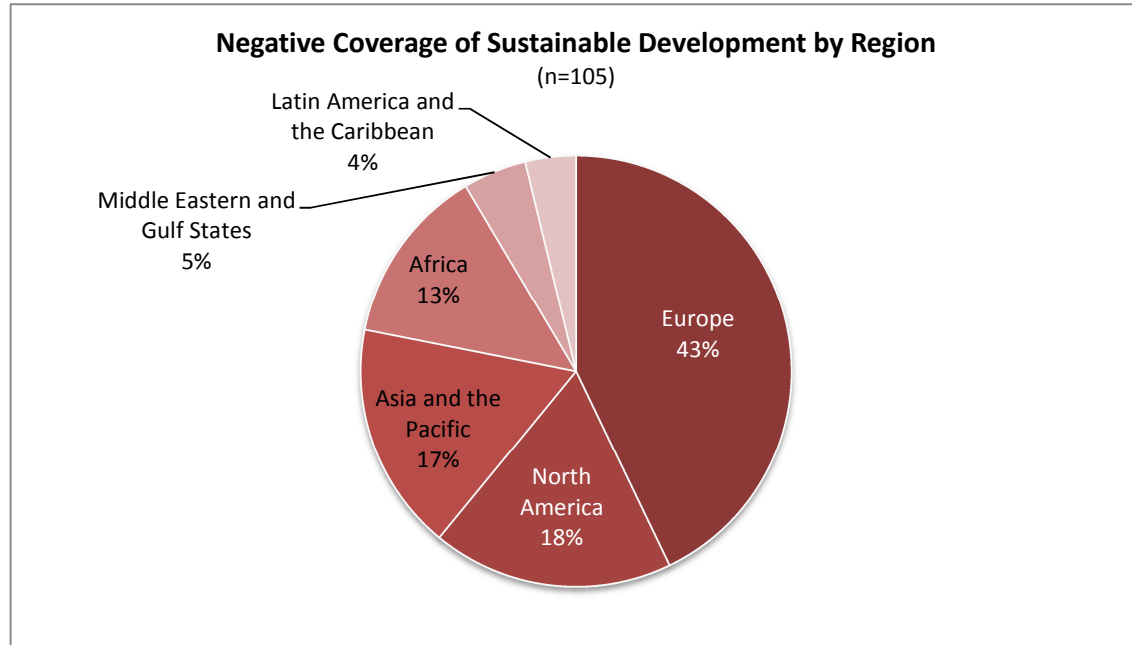
The negative coverage pointed out the internal factors of the Sustainable Development Goals that made them unattainable. According to the media, the leading weakness of the goals was its broad scope, which was unrealistic and lacked focus. For example, *Information* (Denmark) called the goals "the utopian wishlist of the UN", and *Berlingske Tidende* (Denmark) argued "We need to weed out some of the SDGs". *Foreign Policy* (United States) criticized the Sustainable Development Goals as "should stand for Senseless, Dreamy, Garbled". In an article titled "The U.N. Chose Way Too Many New Development Goals" in *Time Magazine* (United States), the author argued that "trying to prioritize 169 things looks very similar to prioritizing nothing", and "because of politicking and a desire to pleasure everyone, this massive budget will likely achieve less good than it could."

There was also considerable pessimism toward the implementation of the Sustainable Development Goals, mainly because of its source of financing and measurement of progress: "UN's aim to end Poverty applauded, but now for the tough part – action" (*Gulf News*, United Arab Emirates), "On ground reality, idle measure of progress" (*The Guardian*, Tanzania) and "Sustainable Development Goals Financing, the main problem" (*Sidwaya*, Burkina Faso).

A number of media pointed to external factors that may cause the failure of the Sustainable Development Goals, such as the Syrian refugee crisis and the weak economic outlook that the world was facing: "Lebanese PM says Syrian refugees have 'devastating impact' on development" (*Xinhua*, China), and "IMF's Lagarde: weaker global growth complicates Development Goals" (*Reuters*, United Kingdom).

The long-standing conflict of the developing countries and the developed countries has become less significant in the coverage of the Sustainable Development Agenda as compared to the Climate Summit, but it was still visible in the articles published by African media outlets. The piece titled "Global Goals ignore needs of the South", (*Mail & Guardian* Tanzania) argued that the goals fell short because "the skewed distribution of power globally has ensured that the interests of the so-called developed countries trump effectively and inclusive development of the Global South", and "what is needed and overdue is the transformation of the world disorder."

Sustainable Development Goals

Millennium Development Goals

A third of the media coverage referenced the Millennium Development Goals, or the MDGs, as the precursor of the SDGs. Regionally, the Millennium Development Goals were most visible among African media, with 46 per cent of the articles published by the region covering the topic. The transition from the Millennium Development Goals to the Sustainable Development Goals was picked up by global media, mostly in positive ways: "Leaders aim for Sustainable Development after Millennium goals success" (*Los Angeles Times*, United States), and "MDG to SDG- sustaining a lasting growth" (*Financial Express*, Bangladesh).

Global media provided balanced views of the progress of the Millennium Development Goals. Many media outlets lauded the successful implementation of the goals in their countries: "Raul at the UN: Despite the blockade, Cuba met the Millennium Development Goals" (*Juventud Rebelde*, Cuba), "Maintain momentum and enthusiasm generated by the MDG Africa" (*Moudjahid*, Algeria), and "MDGs Achievement good governance and political stability needed for future" (*Prothom Alo*, Bangladesh). Meanwhile, a relatively small number of media considered the progress of the MDGs as uneven or even as failed: "Critics question success of UN's Millennium Development Goals" (*Financial Times*, United Kingdom), "Achievements of MDGs Uneven – Zuma" (*News24*, South Africa), "The MDGs were a failure, let's go for the SDGs" (*Ma-Laza*, Madagascar) and "MDGs missed amid a litany of acronyms" (*Dawn*, Pakistan).

Media Coverage by Sustainable Development Goal

In their coverage of the SDGs, the media continued to report on stories and issues which linked thematically to the MDGs. The only major difference was the inclusion of climate change. As can be seen in Figure 35, which ranked the 17 Sustainable Development Goals in descending order of their pick-up rate in the global media coverage, all of the Millennium Development Goal areas appeared as the top most referenced goals.

Among the seventeen sustainable development goals, Goal 1 (End poverty in all its forms everywhere) had the highest media visibility, covered in half of all clippings collected. The second most visible sustainable development goal was Goal 13 (Take urgent action to combat climate change and its impacts), which was mentioned in 29 per cent of all clippings.

Goal 5 (Achieve gender equality and empower all women and girls), Goal 3 (Ensure healthy lives and promote well-being for all at all ages), Goal 4 (Ensure inclusive and quality education for all and promote lifelong learning), Goal 2 (End hunger, achieve food security and improved nutrition and

promote sustainable agriculture) and Goal 17 (Revitalize the global partnership for sustainable development) were also extensively mentioned by over 20 per cent of clippings.

Meanwhile, Goal 14 (Conserve and sustainably use the oceans, seas and marine resources), Goal 9 (Build resilient infrastructure, promote sustainable industrialization and foster innovation), Goal 12 (Ensure sustainable consumption and production patterns) and Goal 11 (Make cities inclusive, safe, resilient and sustainable) received relatively less media coverage. Goal 11 (Make cities inclusive, safe, resilient and sustainable) was the least covered goal, appearing in 5 per cent of all clippings.

Figure 35

Media Coverage of Sustainable Development Goals
(per cent of total clippings, n=2370)

Goal	Per cent
No poverty	50%
Climate action	29%
Gender equality	25%
Good health and well-being	25%
Quality education	23%
Zero hunger	22%
Partnerships for the goals	20%
Peace and justice, strong institutions	19%
Reduced inequalities	14%
Life on land	12%
Decent work and economic growth	12%
Affordable and clean energy	12%
Clean water and sanitation	10%
Life below water	7%
Industry, innovation and Infrastructure	6%
Responsible consumption and production	5%
Sustainable cities and communities	5%

Climate Change

Global media closely associated climate change and the Sustainable Development Goals. The inclusion of climate change as part of the new development agenda was the major difference that distinguished the coverage of the new Sustainable Development Goals from previous coverage of the Millennium Development Goals coverage, as tracked in previous assessments. 37 per cent of the clippings covered the topic of climate change. These articles frequently carried the key message "*We have to seize the opportunity to reach an ambitious and universal agreement to combat climate change. It is time for global action on climate change and sustainable development*", and referenced the upcomingClimate Change Conference in Paris (COP21).

Climate change was reported as one of the top priorities of the Sustainable Development Agenda in many media headlines. For example, "The World decides ambitious plan to eradicate poverty and fight against injustice and climate reform" (*Al-Akhbar*, Egypt), "U.N. adapts new Development Goals

to tackle poverty, climate change" (*Kyodo News*, Japan), and "UN Summit to approve 15-year blueprint to eradicate extreme poverty and combat climate change" (*Fox News*, United States).

Covering the prospects of COP21, the media reported that there was "strengthened hopes for a climate agreement in Paris" (*Goteborgs Posten*, Sweden), and "World leaders bolster climate talks" (*Gulf News*, United Arab Emirates) at the Sustainable Development Summit. Potential threats to the Climate Change agreement to be negotiated were also pointed out. For example, *The Guardian* (United Kingdom) saw the Paris Summit as "outlook fair, but storms still possible". *The Hindu* (India) published an article titled "How to avoid Copenhagen in Paris", arguing that a situation of all talk and no action had to be avoided at the Paris conference. A blog post "What Will Happen at the Paris Climate Conference?" published by *The Huffington Post* (United States) argued there would be a deal in Paris but it would be weak. However, the Paris deal would only be the tip of the iceberg for the growing global climate movement.

According to the media, actions on climate change received support from multiple stakeholders of the Sustainable Development Summit, such as Pope Francis and the UN Member States. The Pope's advocacy for climate action was widely picked up: "Francis calls the fight against climate change 'a critical moment'" (*Houston Chronicle*, United States), and "Pope's speech at the U.N. could have impact on climate debate" (*Washington Post*, United States). Among the Member States, India and Brazil's commitments to reduce greenhouse gas emissions gained the most traction among the media. Media outlets including *O Globo* (Brazil), *Gazeta.ru* (Russian Federation), *Deutsche Presse-Agentur* (Germany) and *Listin Diario* (Dominican Republic) reported on Brazilian President Dilma Rousseff's announcement of a 37% reduction target in the emission of greenhouse gases by 2025. India's pledge for a 35% cut in carbon emissions was also extensively covered by media such as *Reuters* (United Kingdom), *The New York Times* (United States), *Times of India* (India) and *Xinhua* (China).

Regionally, Asia and the Pacific had the largest share of regional coverage of climate change topics, with 32 per cent of the total, followed by Europe (23 per cent) and North America (21 per cent).

Figure 36

Coverage of Climate Change by Region
(n=875)
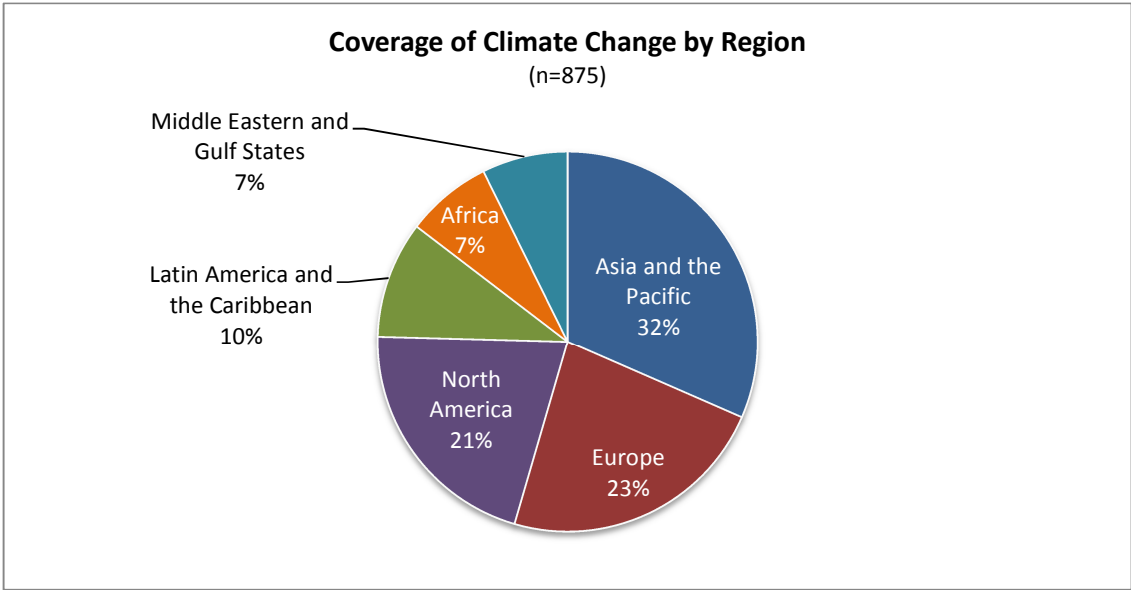
Financing for Development and the role of the Private Sector

Financing for development was covered in 16 per cent of total clippings. Geographically, media in Asia and the Pacific were more likely to cover financing for development, with 42 per cent mentioning the issue, followed by North American with 29 per cent. Referencing the Third International Conference on Financing for Development, media outlets, particularly developing country media, recognized the high cost for development and the importance of backing the goals with financial commitments: "Financing and political commitment needed for Sustainable Development" (*Daily Jugantar*, Bangladesh), and "To attain post 2015 targets governments should back political will with funding" (*The East Africa*, Kenya).

Chinese President Xi Jinping's $2 billion pledge in support of the development of poor countries effectively drove media coverage on financing for development. It was the most extensively covered announcement on financing during the Summit, mentioned in the headlines of media outlets including *The New York Times* (United States), *Canadian Broadcast Centre* (Canada), *BBC* (United Kingdom), *The Nation* (Thailand), *People's Daily* (China) and *The Star* (South Africa). China's advocacy for South-South Cooperation also led to the high visibility of Goal 17 (Revitalize the global partnership for sustainable development), which was covered by 37 per cent of clippings that mentioned financing.

Other than the UN member states, the role of the private sector was discussed by global media in 9 per cent of the clippings. The favorable arguments recognized the importance of engaging business as partners for development, seeing them as an agents of change: "UN forum highlights fundamental role of private sector in advancing new Global Goals" (*Xinhua*, China), "Sustainability and business walk hand in hand in the UN" (*Information*, Denmark), and "Development agenda needs corporate financing" (*Helsingin Sanomat*, Finland). Among the private sector entities engaged in sustainable development projects, Facebook had the highest media visibility following CEO Mark Zuckerberg's announcement at the United Nations Private Sector Forum on eradicating extreme poverty and supporting refugees through Internet access.

However, an article by *Inter Press Service* (United States) argued that the UN was "being politically manipulated by big business and transnational corporations", and the Secretary-General and heads of agencies were "energetic advocates" of business sector engagements. Partnerships with the private sector "sell the UN at a cheap price" and "affect the image of the UN as a neutral broker and undermines its reputation" (*Inter Press Service*, United States).

Civil Society and the Global Goals

11 per cent of the articles analyzed mentioned the involvement of civil society in sustainable development. Global media recognized the importance of engaging the civil society in sustainable development: "SDGs implementation needs civil society participation" (*The Jakarta Post*, Indonesia), and "China NGO vows to join hands with counterparts in achieving Sustainable Development" (*Xinhua*, China). *The Jakarta Post* (Indonesia) pointed out that civil society groups were more flexible than government bodies in implementing programmes, "they can help the government map the problems, give solutions, implement and monitor them."

The civil society events that attracted the most media attention were the Social Good Summit and the Global Citizen Concert: "Social Good at the Summit" (*Les Nouvelles*, Madagascar), "Pop stars, world leaders rally in New York in push to end Poverty" (*The Nation*, Thailand), and "At Global

Citizen Festival, A Unifying Message From Pop Stars and Policymakers" (*National Public Radio*, United States).

Compared to the overall coverage, articles mentioning civil society were more likely to refer to the goals as "Global Goals". However, the number of articles using the term "Global Goals" was significantly outnumbered by articles that reported the goals as "Sustainable Development Goals". As indicated in Figure 37, the term "Sustainable Development Goals" was mentioned in 70 per cent of total clippings, while the term "Global Goals" was used in 17 per cent of the clippings. This was largely due to the fact that the Sustainable Development Agenda was an intergovernmental agreement, and the language style of traditional media coverage tended to be consistent with the Member States' official announcements and speeches.

Figure 37

Media Mentions of Sustainable Development Goals & Global Goals
(by number of clippings, total=2370)
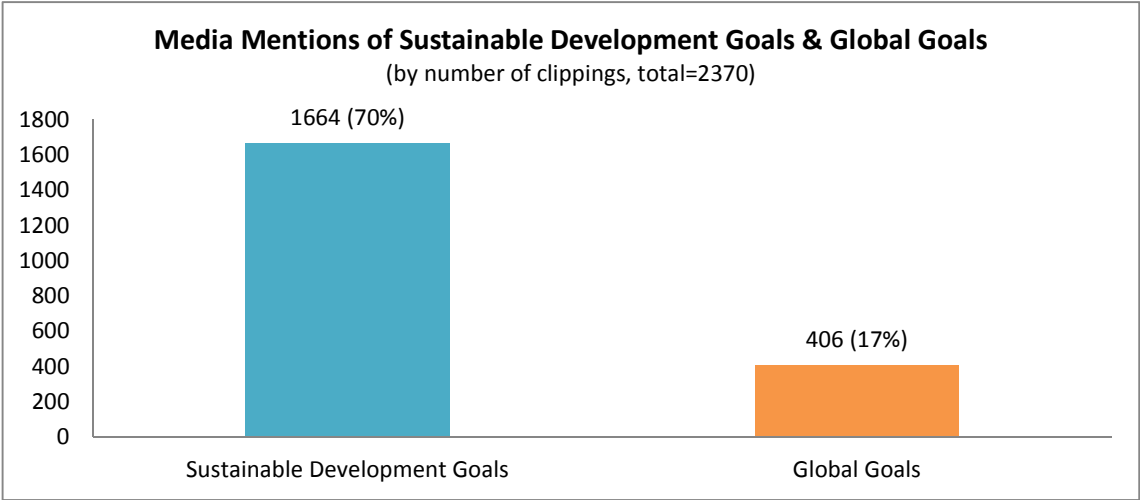
Regionally, media outlets in Africa were relatively more likely to use "Global Goals", with 29 per cent of articles published by the region mentioning the term. On the other hand, media based in Latin American and the Caribbean were least interested in using "Global Goals" to refer to the goals, with only 8 per cent of their articles mentioning the term.

Figure 38

Mentions of Sustainable Development Goals & Global Goals by Region
(by percentage of articles of the region)

■ Sustainable Development Goals ■ Global Goals

Region	SDG	Global Goals
Africa	77%	29%
Asia and the Pacific	60%	12%
Europe	80%	22%
Latin America and the Caribbean	68%	8%
Middle Eastern and Gulf States	73%	22%
North America	75%	18%
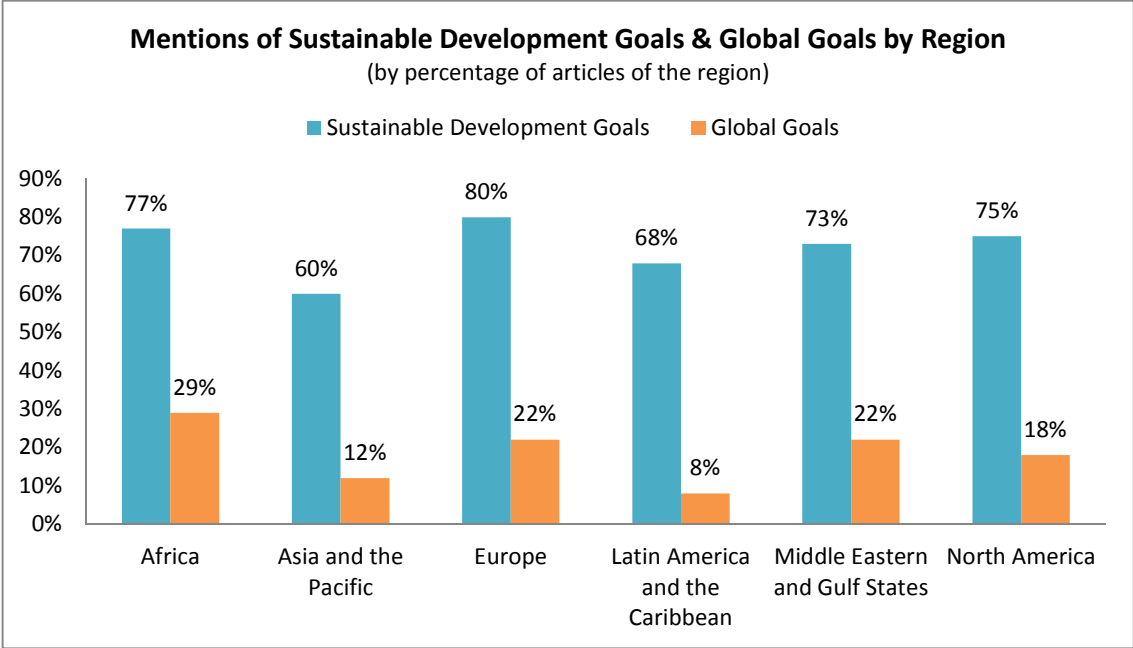
COVERAGE BY REGION

Of the analysed media clippings, Asia and the Pacific had the largest share of regional coverage, with 35 per cent of the total. Europe also extensively covered sustainable development (23 per cent).

Figure 39

Sustainable Development Coverage by Region
(n=2370)

- Middle Eastern and Gulf States 7%
- Africa 7%
- Latin America and the Caribbean 8%
- North America 20%
- Europe 23%
- Asia and the Pacific 35%

Figure 40

Sustainable Development Tonality by Region
(by percentage of articles of the region)

Region	Positive	Negative
Africa	35%	9%
Asia and the Pacific	47%	2%
Europe	31%	10%
Latin America and the Caribbean	50%	3%
Middle Eastern and Gulf States	11%	4%
North America	45%	4%

Figure 41

53 per cent of the clippings came from developing country media, and 47 per cent were published by media outlets in developed countries. Clippings by media in Least Developed Countries amounted for 5 per cent of total clippings.

Figure 42
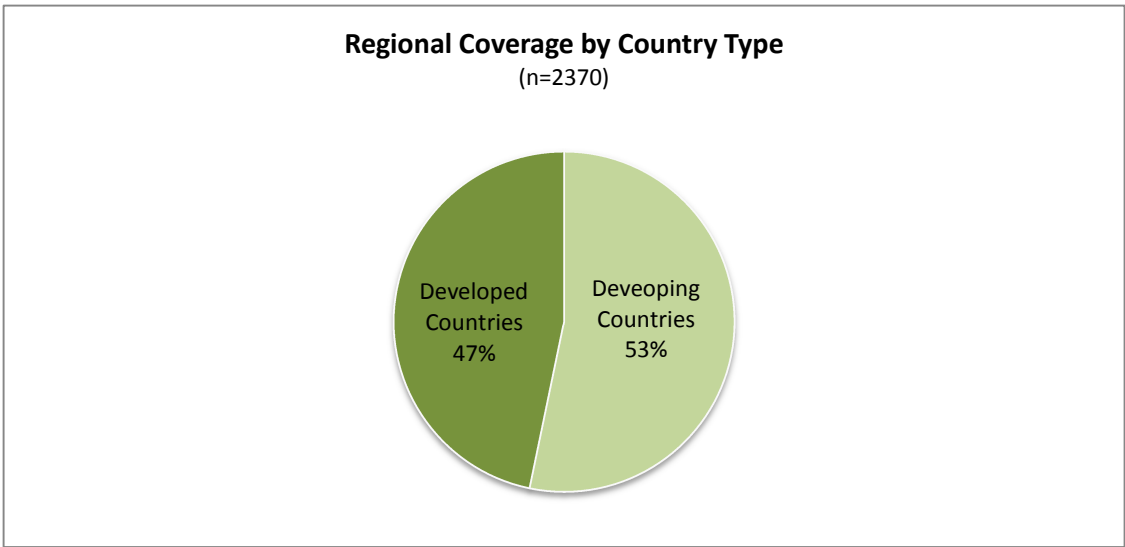
As can be seen in Figures 43 and 44, developing country media, particularly those based in Least Developed Countries tended to cover the Organization and the sustainable development topics in more positive ways. Media in developing countries were also more likely to carry the key messages compared to developed country media. All 5 key messages were picked up by over 20 per cent of articles published by media in Least Developed Countries.

Figures 43 & 44

Sustainable Development Tonality by Country Type

Legend: Negative | Neutral | Positive

Country Type	Negative	Neutral	Positive
Developed Countries	6%	57%	37%
Developing Countries	4%	54%	42%
Least Developed Countries	11%	28%	61%

UN Tonality by Country Type

Legend: Negative | Neutral | Positive

Country Type	Negative	Neutral	Positive
Developed Countries	4%	79%	17%
Developing Countries	1%	75%	24%
Least Developed Countries	2%	56%	42%

Table 16

Key Message Pick-up by Country Type

Legend: Least Developed Countries | Developing Countries | Developed Countries

Message	Coverage			
Countries will launch an unprecedented agenda in 2015 to end poverty, transform all lives and opportunities for all people, and protect the planet.	29 per cent	Developed: 10%	Developing: 11%	Least Developed: 26%
The new agenda is universal. It is for all people in all countries. No one is left behind.	25 per cent	Developed: 15%	Developing: 19%	Least Developed: 38%
The new sustainable development agenda builds on the success of the Millennium Development Goals, which have lifted millions out of poverty.	17 per cent	Developed: 13%	Developing: 17%	Least Developed: 21%
We have to seize the opportunity to reach an ambitious and universal agreement to combat climate change. It is time for global action on climate change and sustainable development.	15 per cent	Developed: 25%	Developing: 26%	Least Developed: 30%
The knowledge, technology and money to end extreme poverty exist. We need to invest ahead for people and planet.	10 per cent	Developed: 25%	Developing: 32%	Least Developed: 42%

For both developed and developing country media, poverty, health, education, gender and climate change (Goals 1, 3, 4, 5 and 13) were the most frequently covered Sustainable Development Goals. Hunger (Goal 2) was also of primary interest to media in developed countries, while developing

country media placed weight on partnerships for the goals (Goal 17) and peace and justice (Goal 16). 68 per cent of articles by the Least Developed Countries mentioned the Millennium Development Goals, while little attention was paid to climate change (3 per cent). The Least Developed Countries also had little interest in covering the Secretary-General (8 per cent) and the Pope (4 per cent), compared to the other developing countries and developed countries.

Africa

Although the African media were not satisfied with the progress of the Millennium Development Goals in Africa, they acknow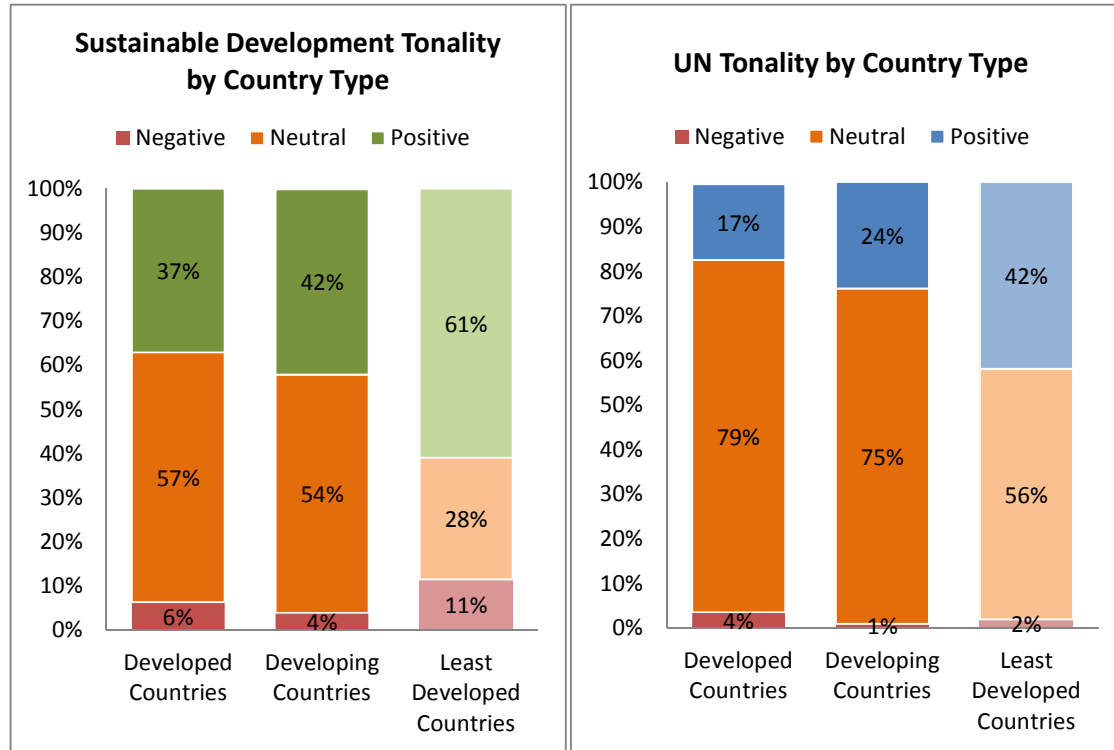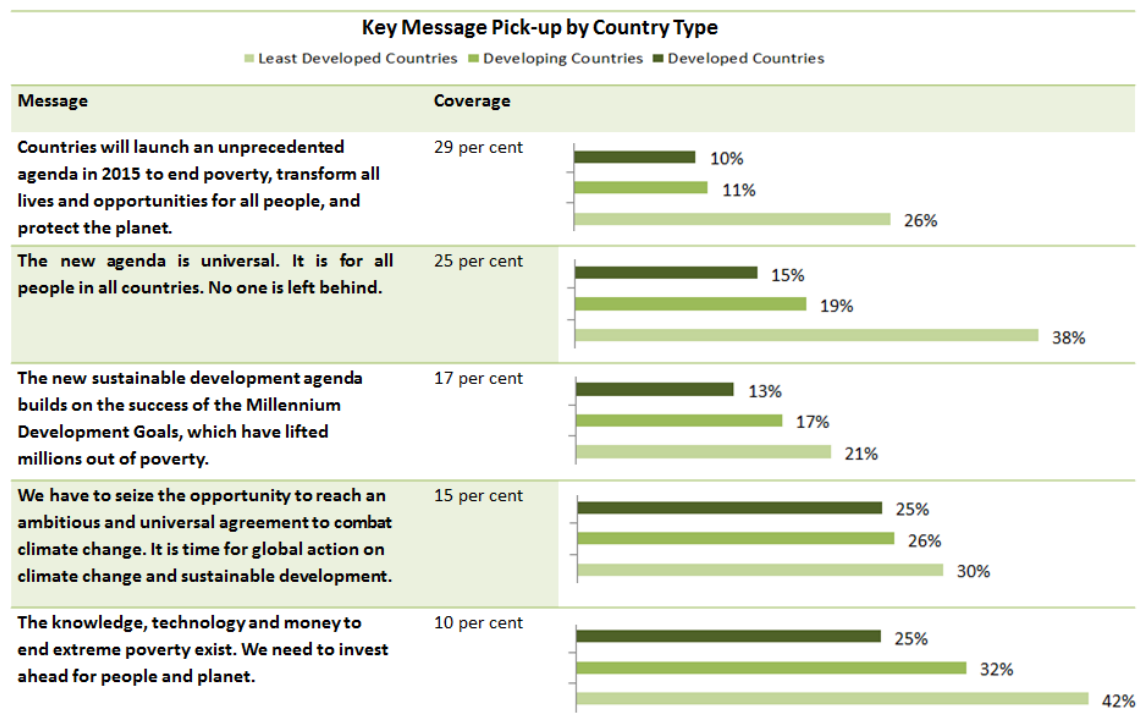ledged the momentum that was built for the Sustainable Development Goals. The positive coverage from Africa expressed optimistic views for the prospects of Sustainable Development Goals in Africa: "Maintain momentum and enthusiasm generated by the MDG Africa" (*Moudjahid*, Algeria). The Sustainable Development Agenda was frequently described as "ambitious" and "a people's agenda for development" (*Daily news*, Tanzania).

Poverty, health and peaceful societies (goals 1, 3 and 6) were of the most concern to Africa readers, covered in over 40 per cent of the clippings published. Climate change was relatively less visible, mentioned in 31 per cent of the clippings. There was a high pick-up rate of UN key messages, with four of the five messages carried in over a quarter of the clippings.

The negative coverage from Africa highlighted the continent's needs and urged the world to pay more attention to "the forgotten ones" (*Midi Madagasikara*, Madagascar): "Global Goals ignore needs of the South" (*Mail & Guardian*, South Africa), "Trivialities and untruth, nothing on the 'Iles Eparses'" (*Madagascar Matin*, Madagascar), "SDGs will only succeed if they can succeed in Africa" (*The Guardian*, Tanzania). The lack of financing and measurement of progress on the SDGs was also pointed out by the African media.

Asia and the Pacific

823 or 35 per cent of the total clippings were published by media in Asia and the Pacific. Asia and the Pacific had the largest share of overall media coverage, as well as the positive coverage of both sustainable development and the United Nations. Poverty alleviation, climate change and global partnerships for sustainable development (Goals 1, 13 and 17) were of primary interest to media in the region.

A third of the articles published in Asia and the Pacific came from China. The extremely favorable media coverage from China of both the United Nations and sustainable development increased the overall positive tonality of the global findings. This was largely due to the Chinese President Xi Jinping's first-ever visit to the United States and the United Nations, which was closely and extensively covered by the national media of China, namely *Xinhua*, *China Daily*, *People's Daily*, *China Radio International* and *CCTV*. President Xi Jinping was prominently featured in 90 headlines of Chinese media. Two of the UN spokespeople, Secretary-General Ban Ki-moon and Under-Secretary-General for Economic and Social Affairs Wu Hongbo, were also much more visible in Chinese media articles compared to the overall coverage. However, Pope Francis' media visibility was significantly lower, mentioned in less than 1 per cent of total clippings by China.

The Chinese media mainly focused on the issues of financing, global partnership for development and gender equality, as a result of the activities of the President during the Sustainable Development Summit, such as his $2 billion pledge as development aid and his leading role at the South-South

Cooperation Roundtable and the Global Leaders' Meeting on Gender Equality and Women's Empowerment.

Media in India stressed the importance of the country for the implementation of the Sustainable Development Goals: "World won't achieve its Development Goals without India coming through" (*Economic Times*, India) and "India will substantially contribute to SDGs success: Panagariya" (*The Pioneer*, India). The media believed that India's climate control target, namely the 35% cut in greenhouse gas emissions by 2030, was ambitious yet achievable, and much higher than two of the largest emitters, United States and China: "India walks its green energy talk" (*Hindustan Times*, India), "Environmentalists welcome India's Climate action plans" (*Deccan Herald*, India), and "India fares better than China, US" (*Hindustan Times*, India). Meanwhile, the challenges in India's path to sustainable development, such as child mortality, malnourishment, poor levels of sanitation and lack of development funding, were also picked up by the media: "India's malnutrition shame" (*Indian Express*, India), "India yet to achieve UN Millennium Development Goals" (*The Hindu*, India), and "Funds from developed world unlikely in India's Climate fight" (*Hindustan Times*, India).

There was relatively less interest among the Australian media in covering sustainable development. However, the articles published were generally supportive of the new development goals, indicating that Australia was willing to help other countries in the region to achieve their goals. For example, "Aust. to endorse UN anti-poverty goals" (*The Australian*, Australia), and "Australia will help countries in the Asia Pacific region develop their economies and bring more of their people out of poverty" (*ABC Australia*, Australia).

Europe

Media outlets in Europe tended to be more sceptical in their coverage of sustainable development. They had the largest share of negative coverage with 43 per cent of all negative articles. In addition, UN key messages had a relatively low pick-up rate among clippings in this region. The traditional development concerns of poverty and alleviation were most prominent (Goals 1 and 2). However, climate change and the upcoming negotiations in Paris were a major focus of the coverage.

The negative coverage focused on the implementation of the Sustainable Development Goals. *Le Monde* (France) saw the Millennium Development Goals as a failure particularly in Africa and critics of *HVG* (Hungary) and *Financial Times* (United Kingdom) argued that poverty reduction was just a "side effect" of economic growth in China, India, Brazil and Africa, which could not be repeated. "Words, however noble, need to become deeds" (*Denník N*, Slovakia), but the new development goals were "too wide, lacking responsibility and enforcement" (*Aftonbladet*, Sweden), "a repetition of the endless negotiations and vague definition" (*De Standaard*, Belgium) and "a tool with resonant slogans and nice logos" (*SME*, Slovakia).

The media pointed out the importance of a concrete plan for financing, as can be seen in headlines of *SME* (Slovakia), *Dnevnik* (Slovenia) and *Kronen Zeitung* (Austria). They also argued that the SDGs would be an unrealized ambition without proper evaluation and monitoring (*Financial Times*, United Kingdom; *The Guardian*, United Kingdom).

Russian media's interest in sustainable development remained relatively low. There was no negative coverage in the 27 media articles collected, but most articles covered the Sustainable Development Agenda and Summit as straight news, with only 4 articles focusing on the country's position on

sustainable development. The significance of sustainable development and climate change worldwide was stressed in article titled "How green industry will help Russia" (*Gazeta.ru*, Russian Federation), and another article "Russia calls for non-persistent development" (*Kommersant*, Russian Federation) covered Russia's willingness to actively pursue the Sustainable Development Goals and help other countries implement the agenda.

Latin America

In addition to the poverty alleviation and climate change, education figured prominently in the media coverage in Latin America. The articles mainly focused on the commitments made by their respective government leaders at the Summit: "Santos says that in peace, Colombia will contribute more to Sustainable Development" (*El Pais*, Colombia), "Mexico takes on agenda 2030 as a commitment of State: Peña" (*La Jornada*, Mexico) and "Peru proposes a global alliance to build a world without Poverty" (*El Peruano*, Peru). Brazilian President Dilma Rousseff's announcement of a 37% reduction in its emissions of greenhouse gases by 2025 was widely picked up by media outlets such as *Valor Econômico* (Brazil), *O Globo* (Brazil) and *Listin Diario* (Dominican Republic).

Middle Eastern and Gulf States

Poverty, climate change and gender equality (Goals 1, 13 and 5) were the development goals of most interest to media based in Middle East and Gulf States. Gender equality and women's rights had a slightly higher visibility in the media headlines of the Middle East compared to the overall coverage. According to the media, Middle Eastern countries including Bahrain, Qatar, Iran and United Arab Emirates have committed to promote women's rights. For example, "Bahrain backs women's rights" (*The Gulf Daily News*, Bahrain), "Global agenda cannot be achieved without ensuring gender equality and women's empowerment" (*Tehran Times*, Iran), and "UAE takes part in international meetings on increasing humanitarian support for women and children" (*Emirates News Agency*, United Arab Emirates).

The primary focus of Middle Eastern media was on their national leaders' announcements and activities in New York, which were mostly supportive with regard to the Sustainable Development Agenda. For example, "UAE pledges to 'leave no one behind' in march towards better world" (*Khaleej Times*, United Arab Emirates), "President Rouhani: Iran is ready to cooperate with its neighbors on regional Sustainable Development" (*Islamic Republic of Iran News Network*, Iran), and "Bahrain's Sustainable Development strides hailed" (*Bahrain News Agency*, Bahrain).

According to media outlets in Middle Eastern and Gulf States that viewed the Sustainable Development Goals negatively, the goals would be difficult to achieve as world leaders faced more challenges than their predecessors did in September 2000 when the Millennium Development Goals were achieved, such as the aftermath of the global financial crisis, Syria's dragging civil war and the worst refugee emergency since the World War II (*Al Jazeera*, Qatar). The implementation of the goals would be far more daunting because of the sheer breadth of the agenda, as well as the challenges to find ways to monitor and measure progress and to keep the process transparent and accountable (*Gulf News*, United Arab Emirates).

North America

Compared to the overall coverage, media in the United States had a notable interest in the financing and business engagement for the development goals. For example, "Billions to Trillions: Financing the Global Goals" (*The Huffington Post*, United States), and "A $25 Billion Pledge to End Preventable

Deaths by 2030" (*Inter Press Service*, United States). Articles by American media extensively covered all Sustainable Development Goals, particularly in the areas of poverty, health and climate change (Goals 1, 3 and 13).

Articles published by media in the United States were favourable in tonality when covering sustainable development. A blog series titled "What's Working: Sustainable Development Goals" produced by *the Huffington Post* contributed significantly to the overall positive coverage. The blog series focused on one goal every weekday in September, and authors of the articles included the Secretary-General Ban Ki-moon, President of the General Assembly Mogens Lykketoft, UNEP Executive Director Achim Steiner, UNDP Administrator Helen Clark, as well as leaders of governments, cities, civil society, private sector and philanthropy.

Among the world leaders that participated in the Sustainable Development Summit, President Obama and his pledges for the Sustainable Development Goals were widely picked up by the American media: "Obama makes forceful defence of new Development Goals" (*Associated Press*, United States), "In UN address, Obama commits to development agenda" (*Christian Science Monitor*, United States) and "At U.N., Obama focuses on corruption, inequality and other roadblocks to sustainable development" (*The New York Times*, United States).

The American media also closely reported on the visit of religious and national leaders from other countries, namely Pope Francis, Chinese President Xi Jinping, Indian President Narendra Modi and Russian President Vladimir Putin, to the United States in September. In addition, celebrities including Beyoncé, Mark Zuckerberg, Bill Gates, Shakira, as well as the Global Citizen Festival that took place in Central Park, New York, were also widely covered.

Compared to media outlets in the United States, Canadian media showed less interest in covering sustainable development, and the tonality toward the topic was more sceptical: "Mishandling of the Ebola epidemic and Syrian refugee crisis reveals how ineffective the UN has become" (*National Post*, Canada).

KEY MESSAGES

The explicit or implicit presence of five United Nations key messages was tracked in the clippings analysed. 1,359 of the total media clippings (57 per cent) included at least one of the five key messages.

Table 17

Key Message Pick-up (percentages based on total number of clippings, n=2370)	
Message	**Coverage**
1. Countries will launch an unprecedented agenda in 2015 to end poverty, transform all lives and opportunities for all people, and protect the planet.	29 per cent
2. The new agenda is universal. It is for all people in all countries. No one is left behind.	25 per cent
3. The new sustainable development agenda builds on the success of the Millennium Development Goals, which have lifted millions out of poverty.	17 per cent
4. We have to seize the opportunity to reach an ambitious and universal agreement to combat climate change. It is time for global action on climate change and sustainable development.	15 per cent
5. The knowledge, technology and money to end extreme poverty exist. We need to invest ahead for people and planet.	10 per cent

Two of the key messages appeared in over a quarter of total clippings (see Table 17). The key message "Countries will launch an unprecedented agenda in 2015 to end poverty, transform all lives and opportunities for all people, and protect the planet" had the highest pick-up rate, at 29 per cent of total clippings. The message "The new agenda is universal. It is for all people in all countries. No one is left behind" was also extensively picked up, in 25 per cent of total clippings.

The least picked-up message was "The knowledge, technology and money to end extreme poverty exist. We need to invest ahead for people and planet", which appeared in 10 per cent of the clippings collected.

ORGANIZATIONAL COVERAGE

The high visibility of the United Nations suggested an increasingly close link between sustainable development and the United Nations recognized by the global media. The United Nations was mentioned in 93 per cent of the analyzed clippings, indicating that sustainable development was increasingly branded as a UN initiative, as compared to other United Nations development conferences in recent years, such as the 2013 High-Level Events on Millennium Development Goals and Post-2015 Development Agenda (86 per cent), the 2012 Rio+20 Conference on Sustainable Development (62 per cent) and the 2010 Millennium Development Goals Summit (79 per cent). In addition, 70 per cent of the articles mentioned the United Nations in their headlines or prominently in the body of the article.

Figure 45

Visibility of the United Nations
(Events in chronological order, mentions of "United Nations" in per cent)
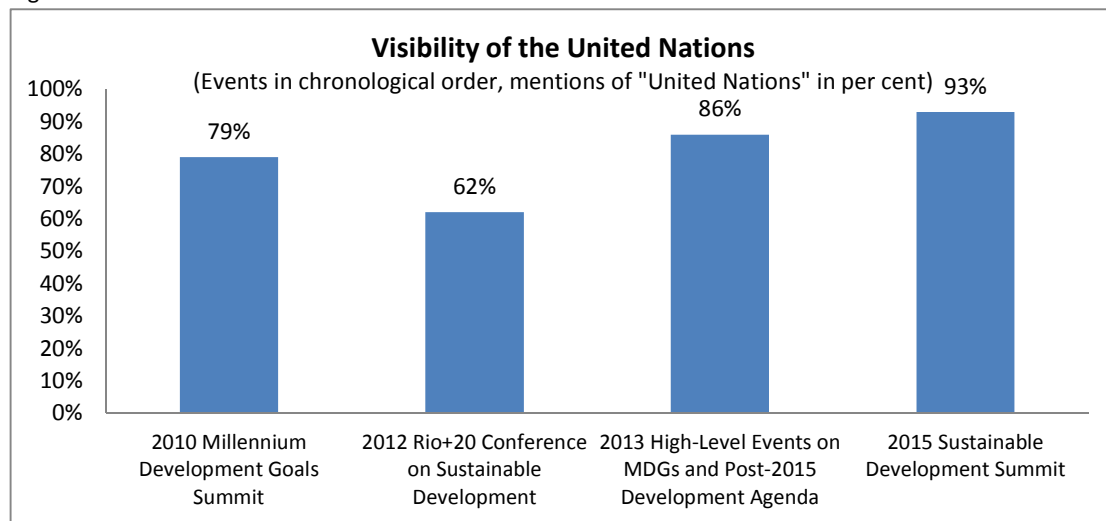
The majority of media articles covered the United Nations as neutral or balanced (77 per cent). 21 per cent covered the Organization in a positive light, while 2 per cent provided negative viewpoints.

Figure 46

UN Tonality in Media Coverage
(n=2215)
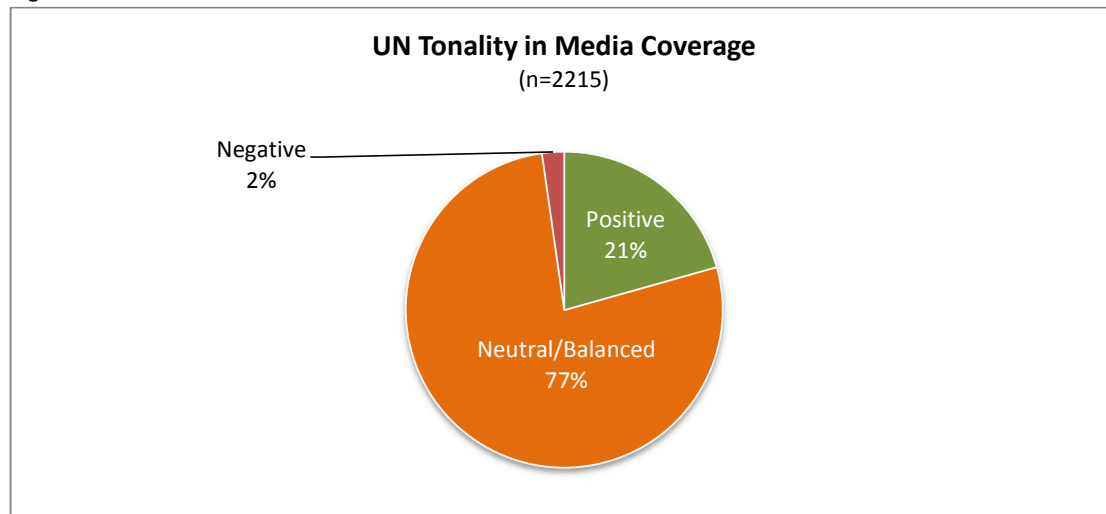
Favorable Organizational Coverage

Favorable coverage of the United Nations acknowledged the Organization's leadership on the new development plan and the benefits of the new goals for the world's future: "The UN creates a new route to boost world development" (*W Radio*, Colombia), "UN set to usher in new era of development with star-studded cast" (*Emirates News Agency*, United Arab Emirates), and "The UN bets on ending Poverty by 2030 with an ambitious sustainable development plan" (*Publimetro*, Colombia).

A large number of media headlines branded the new development goals as "UN goals" (*Kayhan International*, Iran; *Information*, Denmark; *The Citizen*, Tanzania, etc.), "UN's development goals" (*Time Magazine*, United States; *People's Daily*, China; *Hindustan Times*, India; *The Sydney Morning Herald*, Australia, etc.), "UN global goals" (*Business Daily*, Kenya; *The Nation*, Thailand; *The Huffingt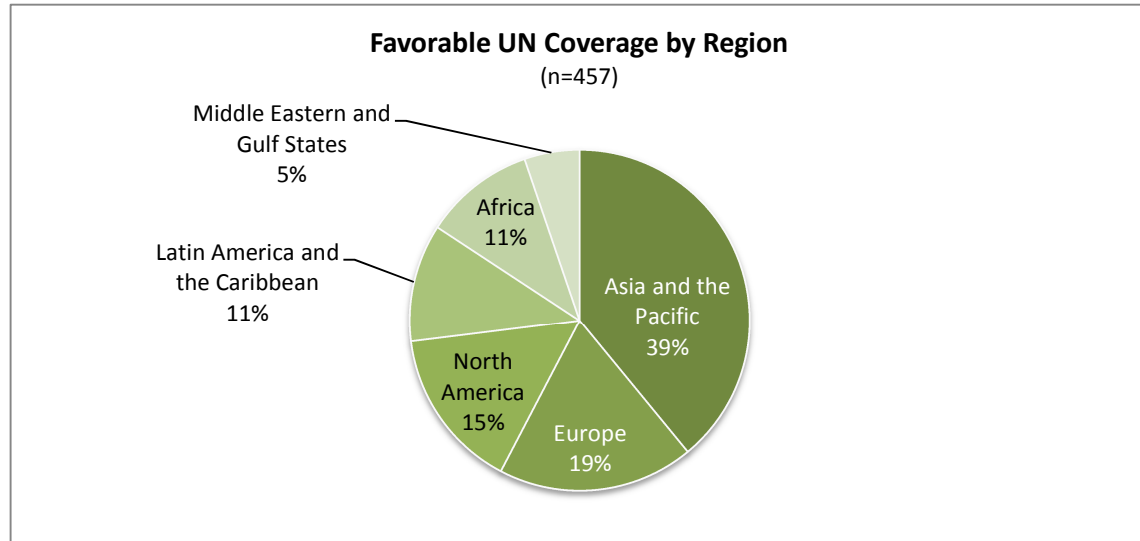on Post*, United States, etc.) or "UN SDGs " (*Tchadinfos*, Chad; *Xinhua*, China; *Aftenposten*, Norway, etc.). The Sustainable Development Agenda, or Agenda 2030, was referred to as "UN development blueprint" (*Chicago Tribune*, United States), "UN development agenda" (*Korean Central News Agency*, Democratic Republic of Korea), "UN plan to end hunger (*Asian Age*, India) "UN roadmap for development" (*La Razón*, Bolivia).

The media lauded the UN's role in bringing the world together to tackle challenges in peace and development. For example, "The United Nations is the center of the international order" (*CCTV*, China), "UN meeting holds the key to solving the migrant crisis" (*Information*, Denmark" and "UN urges 'rejuvenation' of global partnership for sustainable development" (*Mehr News Agency*, Iran).

Media outlets including *O Estado de S. Paulo* (Brazil), *The Statesman* (Pakistan) and *NHK Broadcasting Corporation* (Japan) covered the 70th anniversary of the United Nations. An article titled "No one wants an insignificant UN" (*Vecer*, Slovenia) saw the UN as an important organization, "without which humanity would live much harder." In his commentary piece "Is 70 too old for the U.N.?" (*Korea Herald*, Republic of Korea), Shashi Tharoor, the former UN Under-Secretary-General for Communications and Public Information, argued that the UN needs reform not because it has failed, but because it has succeeded enough to be worth investing in. "As the agreement on the Sustainable Development Goals demonstrates, there is much that can be accomplished with the U.N. as the lynchpin of our system of global governance."

Regionally, favorable coverage of the United Nations was significantly more visible in Asia and the Pacific with 39 per cent of all clippings positively mentioning the Organization, followed by Europe with 19 per cent and North America with 15 per cent.

Figure 47

Favorable UN Coverage by Region
(n=457)

Middle Eastern and Gulf States 5%
Africa 11%
Latin America and the Caribbean 11%
North America 15%
Europe 19%
Asia and the Pacific 39%

Unfavorable Organizational Coverage

Unfavorable media coverage of the United Nations mainly came from developed countries in Europe and North America. Europe had the largest share, with 46 per cent of the unfavorable coverage, followed by North America with 28 per cent.

Figure 48

Unfavorable UN Coverage by Region
(n=50)

Middle Eastern and Gulf States 6%
Africa 6%
Asia and the Pacific 10%
North America 28%
Europe 46%
Latin America and the Caribbean 4%
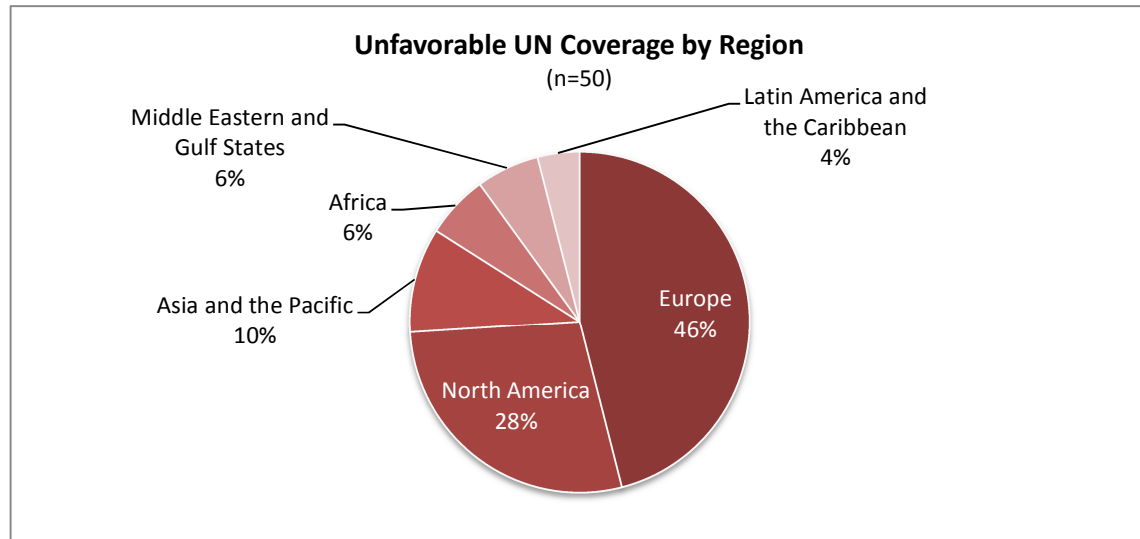
The unfavorable coverage of the United Nations argued that there was no link between the success of the development goals and the Organization. For example, an article in *Globe and Mail* (Canada) described the launch of the Sustainable Development Goals as "the UN's self-congratulation", saying that there was no connection between the impressive outcomes since 2000 and the UN's actions. The article "Memo to United Nations: It's the Economy Stupid" by *The Wall Street Journal* (United States) attributed the improvements over the past decade to globalization, liberal economies and stronger states. Economic growth was crucial for the achievement of the development goals but it was out of the UN's control.

General dissatisfaction with the United Nations also colored the coverage. The criticisms were mainly related to the Security Council Reform, Ebola epidemic and the Syrian refugee crisis. For instance, "70 years of the UN: Can we entrust our duty towards peace to the Security Council" (*Sankei Shinbun*, Japan), "Mishandling of the Ebola epidemic and Syrian refugee crisis reveals how ineffective the UN has become" (*National Post*, Canada) and "Syria, Ebola Failures Highlight UN shortcomings" (*The Washington Times*, United States).

A small number of media specifically criticized the UN's problematic partnerships. They accused the Organization of being manipulated by corporations and certain Member States. An article titled "China and the United Nations: Xi and the blue helmets" by *The Economist* (United Kingdom) argued that coming armed with cash, China had successfully instrumentalized the United Nations as a vehicle for its international ambitions, with the goal to bolster its claim to global leadership.

SPOKESPEOPLE

Four United Nations spokespeople were quoted and/or mentioned in 25 per cent of the total analysed clippings.

Secretary-General Ban Ki-moon

The UN Secretary-General Ban Ki-moon had the highest visibility among the United Nations spokespeople, and was quoted or mentioned in 575 articles or 24 per cent of total clippings.

Figure 49

Visibility of the Secretary-General
(Events in chronological order, mentions of SG in per cent)

Event	Percentage
2010 Millennium Development Goals Summit	28%
2012 Rio+20 Conference on Sustainable Development	14%
2013 High-Level Events on MDGs and Post-2015 Development Agenda	23%
2015 Sustainable Development Summit	24%

Figure 50

Coverage of the Secretary-General by Date
(By number of clippings)

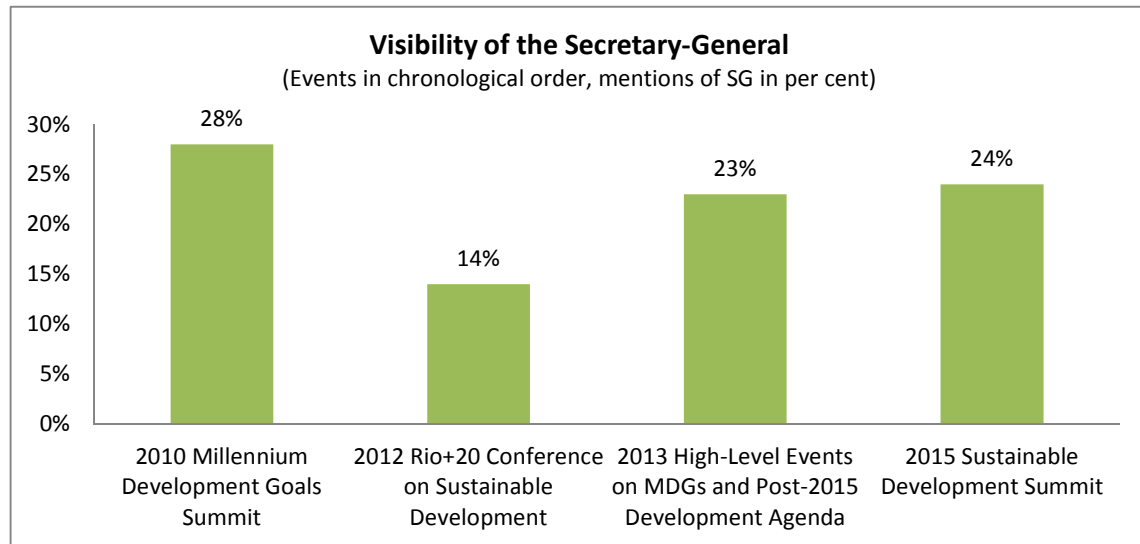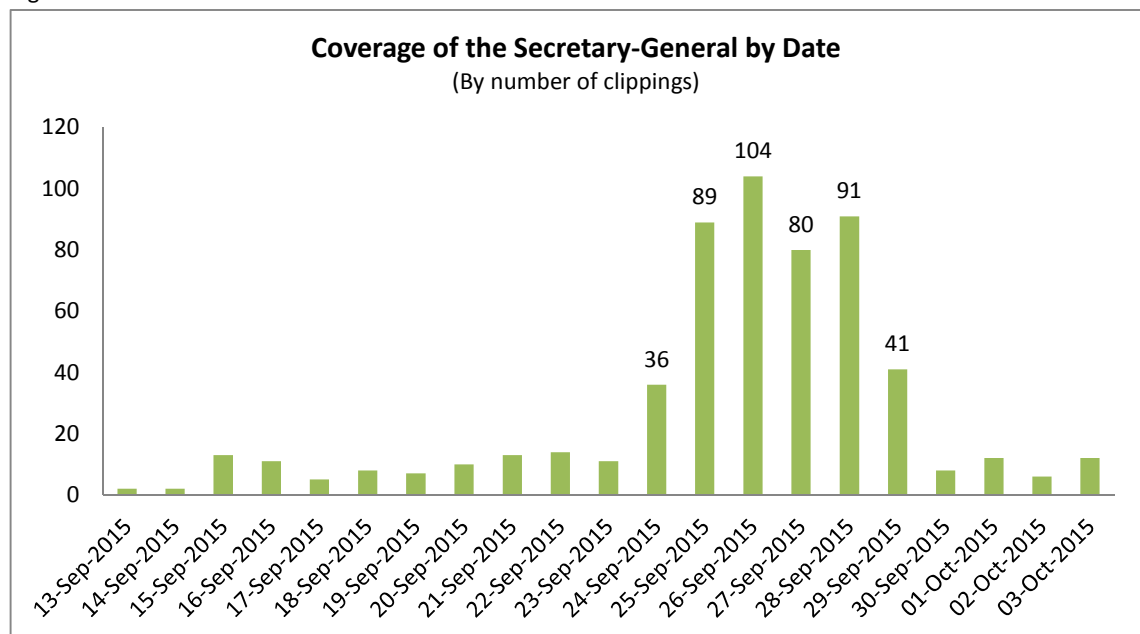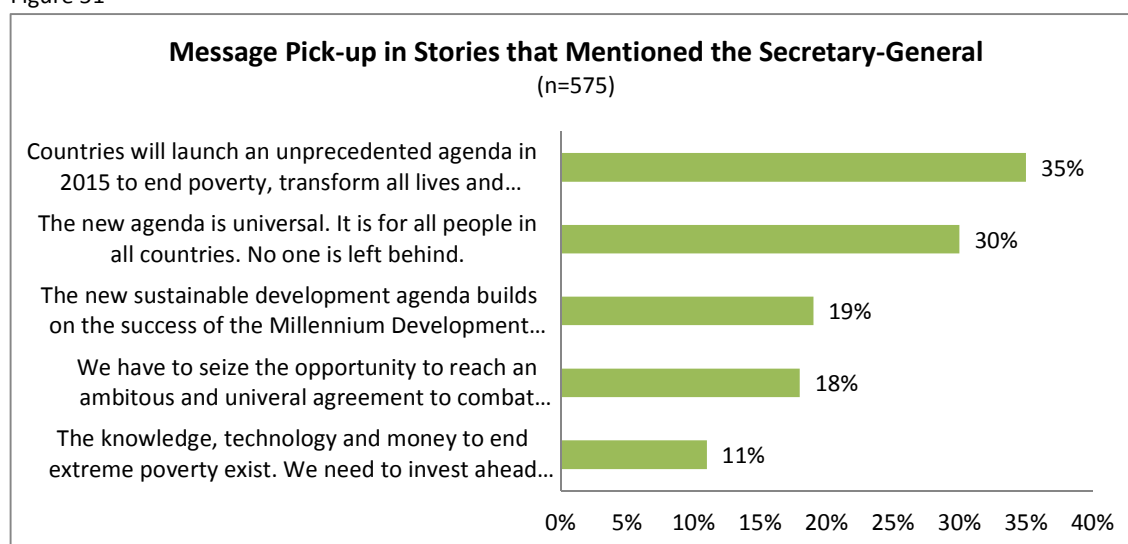| Date	Clippings
24-Sep-2015	36
25-Sep-2015	89
26-Sep-2015	104
27-Sep-2015	80
28-Sep-2015	91
29-Sep-2015	41

As a result of the increased in the overall coverage, the volume of article mentioning the Secretary-General peaked on 25-29 September, during the Sustainable Development Summit and the first day of the United Nations General Debate. His speeches and statements on sustainable development were frequently quoted by media outlets: "New UN sustainable development goals a chance 'to end

poverty in all its forms', says Ban Ki-moon" (*The Sydney Morning Herald*, Australia), "Ban Ki-Moon: The Sustainable Development Goals is a chance to eliminate Poverty and protect the environment" (*Al-Wafd*, Egypt), and "When we stand together, there is no limit to what we can achieve, Ban tells UN Assembly" (*Emirates News Agency*, United Arab Emirates).

Op-eds written by the Secretary-General were also published by the media: "U.N. chief: Listen to Pope Francis on climate action" (*CNN*, United States) and "Sustainable Development Goals for the World" (*The Huffington Post*, United States).

The Secretary-General helped to communicate the United Nations key messages. Stories mentioning the Secretary-General were more likely to carry a United Nations message, with 63 per cent picking up at least one of the key messages.

Figure 51

Message Pick-up in Stories that Mentioned the Secretary-General
(n=575)

Message	Percentage
Countries will launch an unprecedented agenda in 2015 to end poverty, transform all lives and…	35%
The new agenda is universal. It is for all people in all countries. No one is left behind.	30%
The new sustainable development agenda builds on the success of the Millennium Development…	19%
We have to seize the opportunity to reach an ambitous and univeral agreement to combat…	18%
The knowledge, technology and money to end extreme poverty exist. We need to invest ahead…	11%

Regionally, the Secretary-General's visibility was the highest in Asia and the Pacific (39 per cent), followed by Europe and North America. The Secretary-General was mentioned less frequently by media outlets in Africa and Latin America and the Caribbean.

Other Spokespeople
The other UN Spokespeople for the Sustainable Development Summit included:

1. Amina J. Mohammed, Secretary-General's Special Adviser on Post-2015 Development Planning
2. Thomas Gass, Assistant Secretary-General, Department of Economic and Social Affairs
3. Wu Hongbo, Under-Secretary-General for Economic and Social Affairs

The Secretary-General's Special Advisor on Post-2015 Development Planning Amina J. Mohammed had little media visibility, with 1 per cent of total coverage. The remaining spokespeople's media visibility was also low, with less than 1 per cent of coverage each.
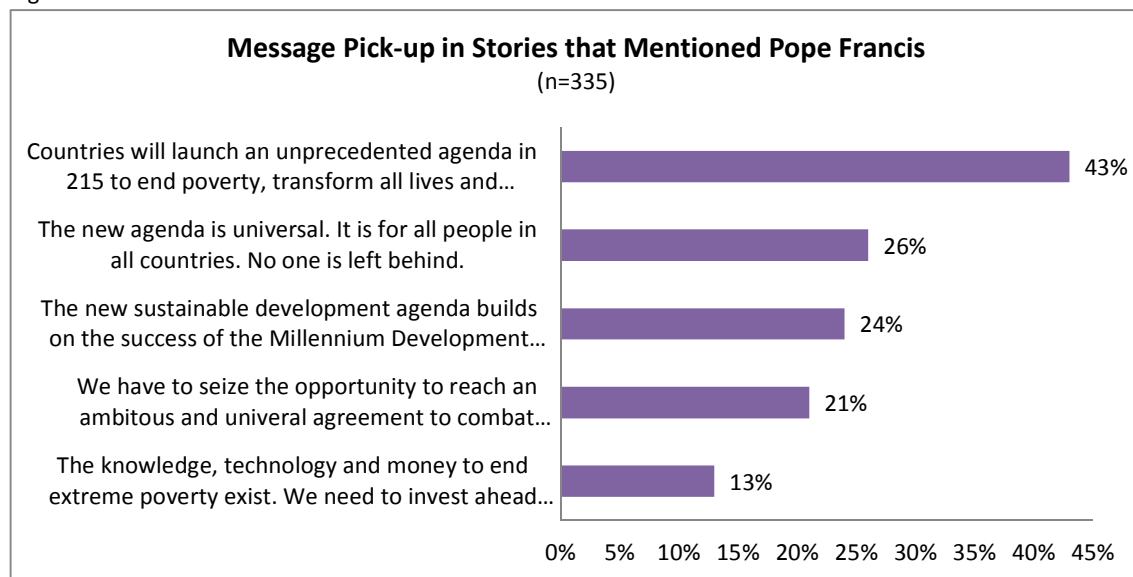
Pope Francis

On 25 September 2015, Pope Francis delivered a wide-ranging address before world leaders at the opening ceremony of the Sustainable Development Summit, just ahead of the General Assembly's formal adoption of the 2030 Agenda for Sustainable Development. He had the highest media visibility among the non-UN stakeholders, with mentions in 335 clippings, 14 per cent of the total. Nearly a third of media coverage of the Pope occurred on 25 September, when he visited the United Nations Headquarters and addressed the General Assembly.

Poverty, inequality and environment were the highlights of Pope Francis's speech at the UN that the media focused on in their reporting. The poverty goal (Goal 1) appeared in 70 per cent of articles mentioning the Pope, followed by Goal 13 on climate change with 40 per cent. The Pope-related articles were more likely to carry the UN key messages. 66 per cent of articles that covered the Pope carried at least one key message.

The term "boundless thirst for wealth and power" in his speech was quoted by media outlets including *Reuters* (United Kingdom), *Anadolu News Agency* (Turkey), *National Post* (Canada) and *The Age* (Australia). The Pope was praised as "guard of Humanity and environmentalist" (*Wiener Zeitung*, Austria), "an ecology-minded Pope" (*The Washington Post*, United States) and "new climate negotiator" (The *Peninsula Newspaper*, Qatar). Also, articles mentioning the Pope tended to have a positive stance on the outcome of the Sustainable Development Summit: "A glare, a handshake, a Pope: Busy UN Summit makes history" (*The Washington Post*, United States), "Pope Francis delivers the naturally intelligent moral agenda to the UN general council as world leaders sign the Global Goals for 2030" (*The Huffington Post*, United States), and "Pope's speech at the U.N. could have impact on Climate debate" (*The Washington Post*, United States).

Figure 52

Message Pick-up in Stories that Mentioned Pope Francis
(n=335)

- Countries will launch an unprecedented agenda in 215 to end poverty, transform all lives and… — 43%
- The new agenda is universal. It is for all people in all countries. No one is left behind. — 26%
- The new sustainable development agenda builds on the success of the Millennium Development… — 24%
- We have to seize the opportunity to reach an ambitous and univeral agreement to combat… — 21%
- The knowledge, technology and money to end extreme poverty exist. We need to invest ahead… — 13%

Regionally, the Pope was most visible in Europe and North America, with each amounting to 32 per cent. He was least mentioned by media outlets in Africa, with 3 per cent.

MEDIA TYPE

Nearly half of the clippings (48 per cent) were collected from online media sources. 28 per cent came from print media sources.

Wire service and news agencies were the source of 31 per cent of total coverage. This included the 440 (19 per cent) of articles that were collected directly from wire service and agencies (see Figure 53), and 290 articles from other media sources that were reprints of wire service articles.

TV and radio coverage amounted to 4 per cent and 1 per cent.

Figure 53
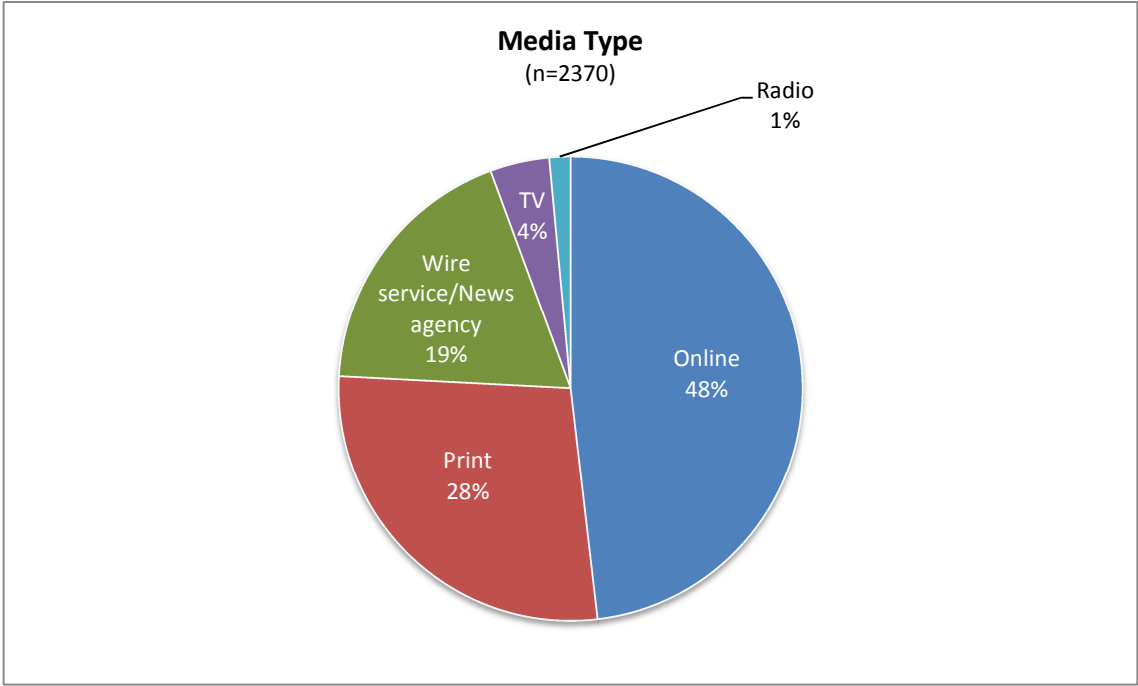
ARTICLE TYPE

News stories were the most frequent article type. 1,616 news stories were collected, representing 68 per cent of the total number of clippings. The second most common article type was commentary/op-ed pieces with 481 clippings, 20 per cent of the total. In addition, there were 192 feature/interview/news analysis clippings (8 per cent), 70 editorials (3 per cent), and 11 letter/responses (1 per cent).
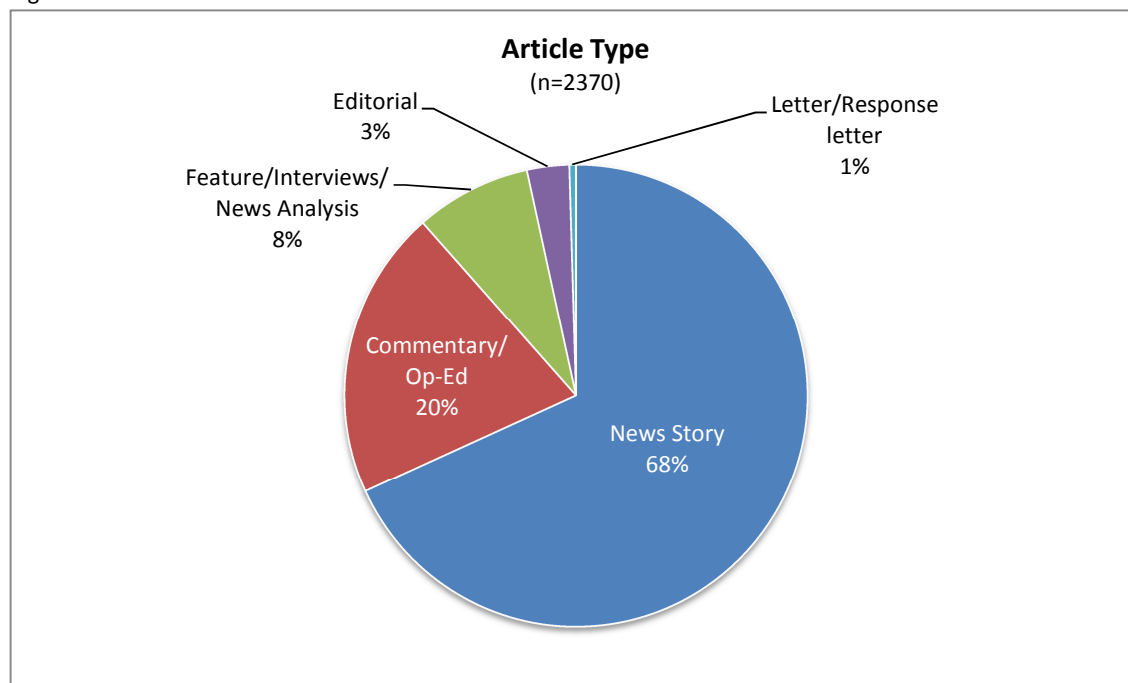
Figure 54

A list of reporters of note by region and number of articles can be found in Table 18.

Table 18

Region	Reporter	Media	Country	No. of Articles
Africa	Chapadongo Lungu	Zambia Daily Mail	Zambia	4
	Ahmed Magdy	Al-Akhbar	Egypt	3
	Amal Raslan	Al-Youm 7	Egypt	2
	Ashraf Sadek	Egyptian Gazette (The)	Egypt	2
	Jao Patricius	Les Nouvelles	Madagascar	2
Asia and the Pacific	Amy He	China Daily	China	9
	Hou Qiang	Xinhua	China	9
	Wu Jiao	China Daily	China	9
	Mu Xuequan	Xinhua	China	8
	Gu Zhenqiu	Xinhua	China	7
Europe	Ellen Wulfhorst	Reuters	United Kingdom	9
	Clár Ní Chonghaile	Guardian (The)	United Kingdom	7
	Fiach Kelly	Irish Times (The)	Ireland	6
	Belinda Goldsmith	Reuters	United Kingdom	6
	Emoke Bebiak	Deutsche Presse-Agentur	Germany	5

Latin America and the Caribbean	Catarina Alencastro	O Globo	Brazil	6
	Henrique Gomes Batista	O Globo	Brazil	6
	Daniela Chiaretti	Valor Econômico	Brazil	5
	Argemiro Piñeros Moreno	El Universal	Colombia	3
	Sergio Lamucci	Valor Econômico	Brazil	3
Middle Eastern and Gulf States	James Reinl	Al Jazeera Channel	Qatar	2
	Sandeep Singh Crewal	Gulf Daily News (The)	Bahrain	1
	Taimur Khan	National (The)	United Arab Emirates	1
	Naser Al Wasmi	National (The)	United Arab Emirates	1
	Uma Ghosh Deshpande	Gulf News	United Arab Emirates	1
North America	Cara Anna	Associated Press	United States	11
	Somini Sengupta	New York Times (The)	United States	11
	Edith M. Lederer	Associated Press	United States	9
	Patrick Donahue	Bloomberg	United States	5
	Thalif Deen	Inter Press Service	United States	5

METHODOLOGY

This media monitoring and analysis project was organized by the Evaluation and Communications Research Unit (ECRU/DPI), in collaboration with the Strategic Communications Division (SCD). Data collection was carried out by 30 United Nations Information Centres (UNICs) and by the Evaluation and Communications Research Unit at United Nations Headquarters, using search engines such as Factiva, LexisNexis and ProQuest, in addition to local coverage taken from source locations.

UNICs monitored pre-selected lists of key media in their respective countries and regions. Staff at Headquarters monitored pre-selected lists of key English-language media in North America, Asia and Africa. The media outlets represent both a purposive and convenience sample. They were identified based on both on audience type and size. The key media list is also based on the geographic location and coverage of the UNICs.

In total, 401 media outlets from across 67 countries were monitored (see Annex VI) and 2,370 clippings were collected. The monitoring period was from 13 September to 3 October 2015.

Clippings were selected for analysis if they contained one or more of the following search terms:

1. "2015 Time for Global Action"
2. "Sustainable Development Agenda"
3. "Sustainable Development Goals" OR "SDGs"
4. "Post-2015 Development Agenda"
5. "United Nations" AND "Post-2015"
6. "United Nations" AND "Sustainable Development"
7. "Summit" AND "Development Agenda"
8. "Meeting" AND "New York" AND "Development Agenda"
9. "Ban Ki-moon" AND "Development Agenda"
10. "United Nations" AND "Global Goals"

Each story was reviewed for coverage of the pre-defined terms, key messages, spokespeople and tonality. The stories collected were coded for eight keywords (Millennium Development Goals, Sustainable Development Goals, Global Goals, Sustainable Development Agenda or 2030 Agenda, Implementation of the Sustainable Development Goals, Climate Change Negotiations, Financing for Development and Sustainable Development Summit) and seventeen sustainable development goals. For an overview of the online data entry form used for this media analysis, please see Annex VII.

The data were then entered into an online database created by ECRU. Staff members from the UNICs were responsible for coding 46 per cent of total clippings, while the remainder was completed by ECRU staff (54 per cent). ECRU staff analysed the coded entries using statistical software and prepared the final document.
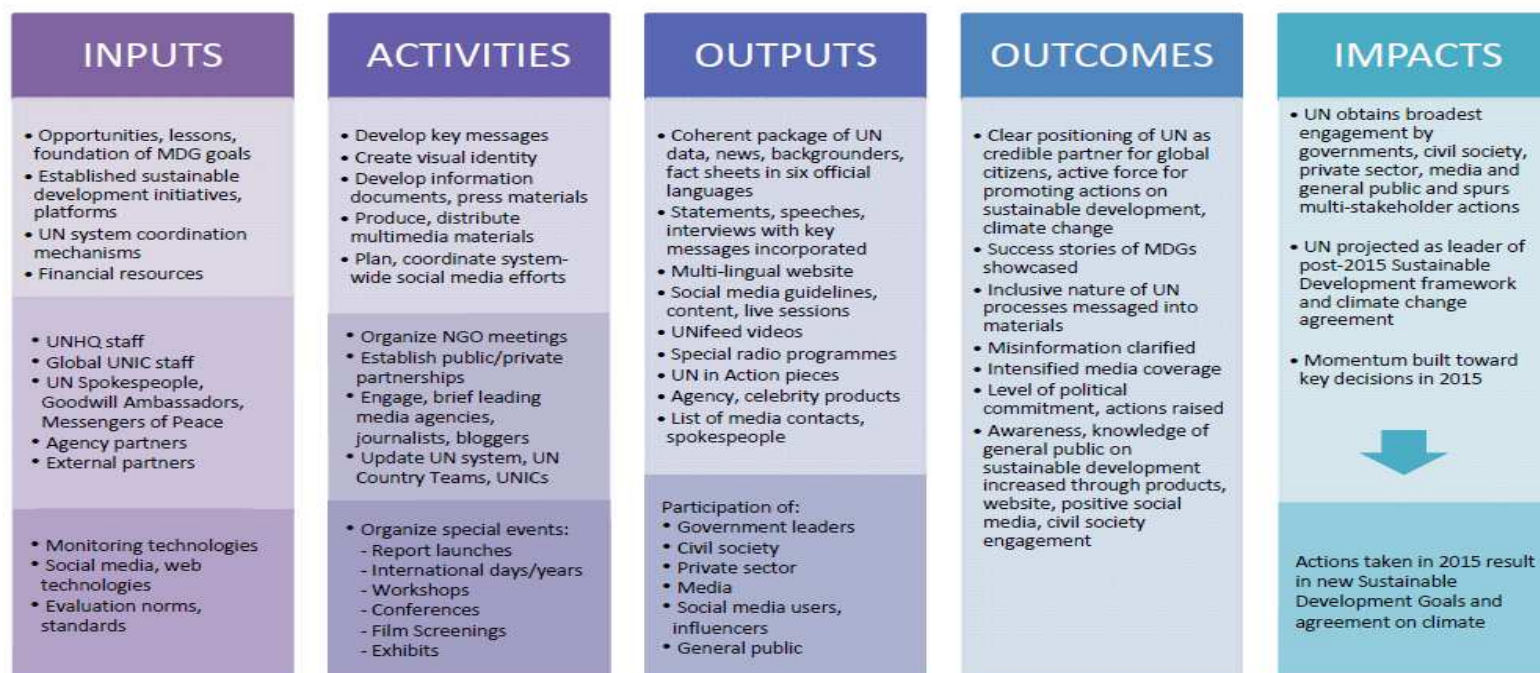
Limitations

This analysis was limited by a number of factors, including language and staff capacity of ECRU, capacity of DPI staff and resources for data collection. The inclusion of global media coverage was

limited by UNIC location and staff capacity for data collection. While a majority of UNICs participated in the article collection and subsequent coding, approximately 40 % of the UNICs did not contribute to the analysis. In total, 51% of the pre-selected media covered by participating UNICs reported on the SDGs. It is unclear if this number represents the level of media interest or the capacity of UNICs to monitor key media in t Furthermore, the accuracy of the data is dependent of the human coding of the articles but the exercise did not include a test for inter-coder reliability.
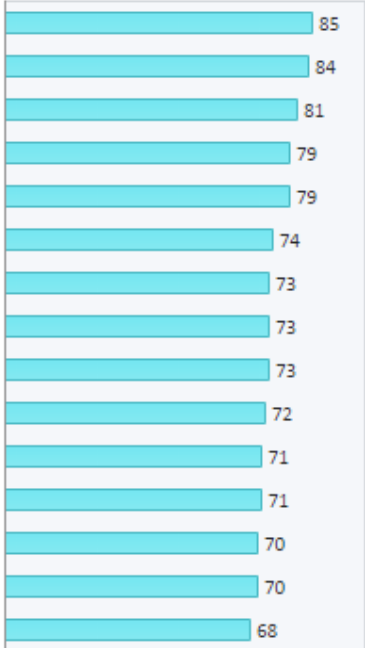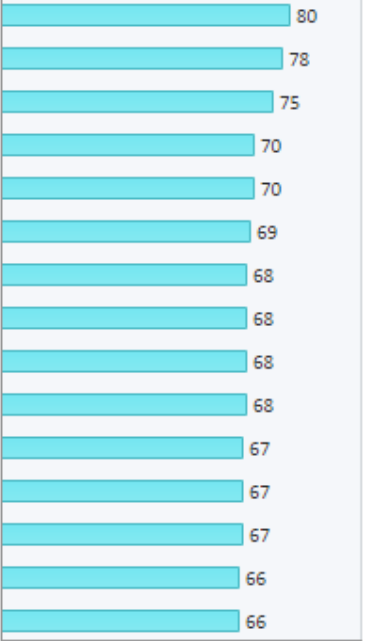
ANNEX I – SDG CAMPAIGN LOGIC MODEL

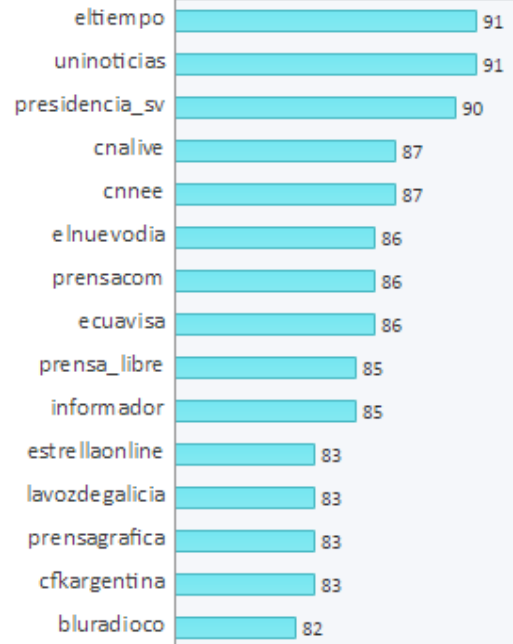DPI 2015 Time for Global Action Communications Strategy – Logic Model

INPUTS

- Opportunities, lessons, foundation of MDG goals
- Established sustainable development initiatives, platforms
- UN system coordination mechanisms
- Financial resources

- UNHQ staff
- Global UNIC staff
- UN Spokespeople, Goodwill Ambassadors, Messengers of Peace
- Agency partners
- External partners

- Monitoring technologies
- Social media, web technologies
- Evaluation norms, standards

ACTIVITIES

- Develop key messages
- Create visual identity
- Develop information documents, press materials
- Produce, distribute multimedia materials
- Plan, coordinate system-wide social media efforts

- Organize NGO meetings
- Establish public/private partnerships
- Engage, brief leading media agencies, journalists, bloggers
- Update UN system, UN Country Teams, UNICs

- Organize special events:
  - Report launches
  - International days/years
  - Workshops
  - Conferences
  - Film Screenings
  - Exhibits

OUTPUTS

- Coherent package of UN data, news, backgrounders, fact sheets in six official languages
- Statements, speeches, interviews with key messages incorporated
- Multi-lingual website
- Social media guidelines, content, live sessions
- UNifeed videos
- Special radio programmes
- UN in Action pieces
- Agency, celebrity products
- List of media contacts, spokespeople

Participation of:
- Government leaders
- Civil society
- Private sector
- Media
- Social media users, influencers
- General public

OUTCOMES

- Clear positioning of UN as credible partner for global citizens, active force for promoting actions on sustainable development, climate change
- Success stories of MDGs showcased
- Inclusive nature of UN processes messaged into materials
- Misinformation clarified
- Intensified media coverage
- Level of political commitment, actions raised
- Awareness, knowledge of general public on sustainable development increased through products, website, positive social media, civil society engagement

IMPACTS

- UN obtains broadest engagement by governments, civil society, private sector, media and general public and spurs multi-stakeholder actions

- UN projected as leader of post-2015 Sustainable Development framework and climate change agreement

- Momentum built toward key decisions in 2015

Actions taken in 2015 result in new Sustainable Development Goals and agreement on climate

ANNEX II – SEPTEMBER 2015 KLOUT SCORES OF TOP USERS OF EACH UN TWITTER ACCOUNT

Arabic Klout Score: 61	helenclarkundp 87 markgkirshner 72 nasseribnhamad 67 omeisy 66 midoodj 66 ahmadmuaffaq 65 dw_arabic 65 asdf4255 65 alqabas 65 nasseralmasri 65 jamal_bean 64 compassiom 64 nilimajumder 64 ahlalsunna2 64 rokaya_mohareb_ 64
English Klout Score: 99	barackobama 99 nytimes 99 huffingtonpost 99 cnn 99 worldbank 99 unicef 99 who 99 twitter 99 yahoo 99 ew 97 nato 97 virgin 97 bostonglobe 97 unesco 97 npr 97

French Klout Score: 65	unpeacekeeping 85 michaellejeanf 84 flefebvre_rf 81 rfi 79 elysee 79 gouvernementfr 74 sinmordaza 73 francediplo 73 ungeneva 73 faonews 72 unocha 71 markgkirshner 71 edithbrou 70 interpol_hq 70 afdb_group 68
Russian Klout Score: 61	aavst 80 ekozlov 78 mid_rf 75 mcfaul 70 ukrpravda_news 70 sranysovok 69 svobodaradio 68 latansky 68 matweealexeev 68 reggaemortis1 68 molniatv 67 golub 67 spina_putina 67 tv24kz 66 krymrealii 66

Spanish Klout Score: 78	eltiempo 91 uninoticias 91 presidencia_sv 90 cnalive 87 cnnee 87 elnuevodia 86 prensacom 86 ecuavisa 86 prensa_libre 85 informador 85 estrellaonline 83 lavozdegalicia 83 prensagrafica 83 cfkargentina 83 bluradioco 82

ANNEX III – SIMPLY MEASURED REPORTS USED FOR DATA ANALYSIS

Simply Measured Report Type for the Period 1 – 30 September 2015	Account Languages Covered				
	A	E	F	R	S
Multiple Profile Reports					
Cross-Channel Social Performance	x	x	x	x	x
Multiple Twitter Channel Analysis	x	x	x	x	x
Multiple Facebook Channel Analysis	x	x	x	x	x
Multiple Instagram Analysis		x			x
Instagram Hashtag Report		x			x
Multiple Google+ Page Channel Analysis	x	x			
Klout Influencers & Advocates Report	x	x	x	x	x
Keyword & Hashtag Stream Snapshot Report (#action2015, #globalgoals, #UNGA, #SDGs)	-	-	-	-	-
Keyword & Hashtag Share of Voice Report (#action2015, #globalgoals, #UNGA, #SDGs)	-	-	-	-	-
YouTube Competitive Report	x	x	x	x	x
Single Profile Reports					
Twitter Account Report (for each UN account)	x	x	x	x	x
Twitter Audience Analysis (for each UN account)	x	x	x	x	x
Facebook Fan Page Report (for each UN account)	x	x	x	x	x
Google+ Brand Page Report (for each UN account)	x	x			
LinkedIn Company Analysis (for individual UN account)		x			
YouTube Channel Report (for each UN account)	x	x	x	x	x
Google Analytics Traffic Source Analysis Report	-	-	-	-	-
Google Analytics Social Traffic Report	-	-	-	-	-

ANNEX IV – LIST OF UNITED NATIONS WEIBO ACCOUNTS

No.	Weibo Account	Organization	No. of Posts	No. of Followers
1	联合国亚太经社会	ESCAP	444	15,457
2	联合国粮农组织	FAO	659	28,345
3	吴红波	DESA Wu Hongbo	715	98,509
4	大屠杀联合国外联方案	DPI/The Holocaust Programme	36	2,215
5	联合国学术影响	DPI/UN Academic Impact	1,176	15,750
6	联合国电台	DPI/UN Radio	8,708	738,126
7	**联合国**	**DPI/United Nations**	**43,484**	**7,485,100**
8	国际劳工组织北京局	ILO (China)	378	11,967
9	国际货币基金组织	IMF	1,534	149,941
10	ChristineLagarde	IMF Christine Lagarde	412	5,876,102
11	国际电信联盟	ITU	366	35,512
12	联合国人权高专办	OHCHR	13	61,184
13	UNcareers	OHRM	124	13,965
14	杜加里克	OSSG Stéphane Dujarric	11	25,762
15	联合国-人居署 UNHabitat	UN Habitat	17	4,150
16	联合国反拐项目办公室	UN Inter-Agency Project on Human Trafficking	39	149,940
17	联合国大学	UN University	448	25,698
18	联合国志愿人员组织	UN Volunteers	1,927	63,774
19	联合国妇女署	UN Women	,1601	63,476
20	联合国艾滋病规划署	UNAIDS	1,488	42,185
21	米歇尔西迪贝	UNAIDS Michel Sidibé	35	31,329
22	联合国防治荒漠化公约	UNCCD	383	33,830
23	联合国开发计划署	UNDP	4,893	120,719
24	海伦克拉克	UNDP Helen Clark	17,759	42,257
25	开发署徐浩良	UNDP Xu Haoliang	271	162,050
26	联合国环境规划署	UNEP	3,519	98,985
27	阿奇姆施泰纳	UNEP Achim Steiner	127	949
28	联合国教科文组织	UNESCO	4,026	248,365
29	联合国教科文组织驻华代表处	UNESCO (China)	1,256	54,303
30	ChristianaFigueres	UNFCCC Christiana Figueres	3,763	61,915
31	联合国人口基金驻华代表处	UNFPA (China)	1,036	40,610
32	联合国难民署	UNHCR	472	71,021
33	联合国儿童基金会	UNICEF	4,519	229,529
34	联合国工业发展组织	UNIDO	294	37,506
35	联合国近东救济工程处	UNRWA	79	547
36	联合国世界粮食计划署	WFP	2,925	75,368
37	世界卫生组织	WHO	2,631	107,591
38	世界银行	World Bank	2,957	175,688

ANNEX V – LIST OF UNITED NATIONS WECHAT ACCOUNTS

No.	WeChat Account	Organization
1	联合国 欢迎来到联合国，您的世界！	United Nations
2	联合国儿童基金会 联合国儿童基金会驻中国办事处官方微信	UNICEF
3	联合国粮农组织 为每个人实现粮食安全，确保人们能够长期获得高品质食物，拥有积极、健康的人生。	FAO
4	联合国环境规划署 联合国环境规划署，成立于1972年，为全球环境牵头权威机构。环境署设定全球环境议题，在联合…	UNEP
5	联合国开发计划署 Empowered Lives, Resilient Nations 民强·国盛	UNDP
6	联合国世界粮食计划署 欢迎加入联合国世界粮食计划署抗击全球饥饿的队伍，携手解决饥饿问题！	WFP
7	联合国教科文组织 联合国教科文组织建立于1945年，使命为"于人之思想筑起保卫和平的屏障"。	UNESCO
8	联合国妇女署 创建一个没有性别歧视、以及其他任何歧视的社会！	UN Women
9	联合国儿童基金会官方公益店 联合国儿童基金会爱心礼物公益店（Inspired Gifts）是一个帮助全世界困境儿童的项目。购买…	UNICEF Inspired Gifts
10	联合国项目事务厅 联合国项目事务署（UNOPS）是联合国系统的项目管理资源中心，以其卓越的服务、透明公平的…	UNOPS

ANNEX VI – LIST OF MONITORED MEDIA

No.	Media Name	Country	No.	Media Name	Country
1	20 Minutes	France	46	Associated Press (AP)	United States
2	24 Saat	Turkey	47	Atlantic (The)	United States
3	Aamuhleti	Finland	48	Australian (The)	Australia
4	Abamako.com	Mali	49	Austrian Press Agency	Austria
5	ABC Australia	Australia	50	Bahrain News Agency	Bahrain
6	ABC Colour	Paraguay	51	Bangkok Post	Thailand
7	Adresseavisen	Norway	52	Bangladesh Observer	Bangladesh
8	Africa Week Magazine	United Kingdom	53	Bangladesh Protidin	Bangladesh
9	Aftabe Yazd Daily	Iran	54	BBC Ukraine	Ukraine
10	Aftenposten	Norway	55	BBC World Service	United Kingdom
11	Aftonbladet	Sweden	56	Bergens Tidende	Norway
12	Age (The)	Australia	57	Berlingske Tidende	Denmark
13	Agence France Press (AFP)	France	58	Bernama	Malaysia
14	Agencia Brasil	Brazil	59	Beyazgazete.com	Turkey
15	Aksam	Turkey	60	Bloomberg	United States
16	Aktif Medya	Turkey	61	Boston Globe	United States
17	Al Arabiya Channel	United Arab Emirates	62	Business Daily	Kenya
18	Al Bawaba News	Egypt	63	Business Day	South Africa
19	Al Dostour	Egypt	64	Business Mirror	Philippines
20	Al Jadeed news	Lebanon	65	Canadian Broadcast Centre (CBC)	Canada
21	Al Jazeera	Qatar	66	CCTV	China
22	Al Kalima online	Lebanon	67	Center for Social Responsibility Development	Ukraine
23	Al Mesryoon	Egypt	68	Challenge	France
24	Al Tahrir	Egypt	69	Channel News Asia	Singapore
25	Al-Ahram	Egypt	70	Chicago Tribune	United States
26	Al-Akhbar	Egypt	71	China Daily	China
27	Al-Balad	Lebanon	72	China Radio International	China
28	Algerian Radio	Algeria	73	Christian Science Monitor	United States
29	Algérie Press Service	Algeria	74	Citizen (The)	Tanzania
30	Al-Gomhuria	Egypt	75	CNN International	United States
31	Al-Hayat	Middle East	76	Corriere della sera	Italy
32	Al-Masry Al-Youm	Egypt	77	Council on Foreign Relations	United States
33	Al-Mustaqbal	Lebanon	78	Dagbladet	Norway
34	Alokito Bangladesh	Bangladesh	79	Dagens Nyheter	Sweden
35	Al-Shorouk	Egypt	80	Dagsaivsen	Norway
36	Al-Wafd	Egypt	81	Daily Ittefaq	Bangladesh
37	Al-Youm 7	Egypt	82	Daily Jugantar	Bangladesh
38	Anadolu News Agency	Turkey	83	Daily Maverick	South Africa
39	Anayurt	Turkey	84	Daily Nation	Kenya
40	An-Nahar	Lebanon	85	Daily News	Tanzania
41	Antaranews	Indonesia	86	Daily Observer	Bangladesh
42	Asahi Shinbun	Japan	87	Daily Shamokal	Bangladesh
43	Asia	Iran	88	Daily Star	Bangladesh

No.	Media Name	Country	No.	Media Name	Country
44	Asia News	Lebanon	89	Daily Star (The)	Lebanon
45	Asian Age	India	90	Daily Sun	Bangladesh
91	Daily Telegraph (The)	United Kingdom	139	Excelsior	Mexico
92	Daily Times	Pakistan	140	Express Tribune (The)	Pakistan
93	Daily Tribune - Bahrain	Bahrain	141	Expressen	Sweden
94	Daily Tribune (The) - Philippines	Philippines	142	Expresso	Portugal
95	Dawn	Pakistan	143	F5haber.com	Turkey
96	Deccan Herald	India	144	Fakt	Poland
97	Delo	Slovenia	145	Financial Express	Bangladesh
98	Denník N	Slovakia	146	Financial Times (The)	United Kingdom
99	Der Tagesspiegel	Germany	147	Folha de S. Paulo	Brazil
100	Deutsche Presse-Agentur	Germany	148	Foreign Policy	United States
101	Deutsche Welle	Germany	149	Fox News	United States
102	Dhaka Tribune	Bangladesh	150	Frankfurter Allgemeine Zeitung	Germany
103	Diario 1	Peru	151	Frettablaoio	Iceland
104	Diario de Noticias	Portugal	152	Fucsia	Colombia
105	Diario La Nacion	Paraguay	153	Gazeta Wyborcza	Poland
106	Die Zeit	Germany	154	Gazeta.ru	Russian Federation
107	DKnews	Algeria	155	Geo TV	Pakistan
108	Dnevnik	Slovenia	156	Globe and Mail	Canada
109	East African (The)	Kenya	157	Golos Ukrainy	Ukraine
110	Echo Moskvy	Russian Federation	158	Goteborgs Posten	Sweden
111	Economic Times	India	159	Granma	Cuba
112	Economist (The)	United Kingdom	160	Guardian (The) - Tanzania	Tanzania
113	Ege Telgraf	Turkey	161	Guardian (The) - UK	United Kingdom
114	Egyptain Mail	Egypt	162	Gulf Daily News (The)	Bahrain
115	Egyptian Gazette (The)	Egypt	163	Gulf News	United Arab Emirates
116	El Chaab	Algeria	164	Günlük Evrensel	Turkey
117	El Colombiano	Colombia	165	Haber Türk	Turkey
118	El Comercio	Peru	166	haberler.com	Turkey
119	El Correo	Peru	167	Helsingin Sanomat	Finland
120	El Deber	Bolivia	168	Herald Sun	Australia
121	El Espectador	Colombia	169	Hindu (The)	India
122	El Fagr	Egypt	170	Hindustan Times	India
123	El Heraldo	Colombia	171	HÍR TV	Hungary
124	El Mogaz	Egypt	172	Horizons	Algeria
125	El Mundo	Colombia	173	Houston Chronicle	United States
126	El Nacional	Dominican Republic	174	hromadske radio	Ukraine
127	El Nuevo Siglo/El Siglo	Colombia	175	HSB Noticias	Colombia
128	El Pais	Colombia	176	Huffington Post (The)	United States
129	El Peruano	Peru	177	Hufvudstadsbladet	Finland
130	El Sol de México	Mexico	178	Huila (Diario del)	Colombia
131	El Tiempo	Colombia	179	HVG	Hungary
132	El Universal - Colombia	Colombia	180	Il Sole 24ore	Italy
133	El Universal - Mexico	Mexico	181	iloubnan.info	Lebanon
134	Elaph	Lebanon	182	Independent - Bangladesh	Bangladesh
135	Emirates 24/7	United Arab Emirates	183	Independent (The) - UK	United Kingdom
136	Emirates News Agency	United Arab Emirates	184	India Today	India

No.	Media Name	Country	No.	Media Name	Country
137	espresso.tv	Ukraine	185	Indian Express	India
138	Ettela'at	Iran	186	Informaciyniy Akcent	Ukraine
187	Information	Denmark	234	l'Humanite	France
188	Inter Press Service (IPS)	United States	235	Libération	France
189	Iran	Iran	236	Listin Diario	Dominican Republic
190	Iran Daily	Iran	237	Los Angeles Times	United States
191	Iranian Students News Agency	Iran	238	Los Tiempos	Bolivia
192	Irish Times	Ireland	239	Madagascar Matin	Madagascar
193	IRNA	Iran	240	Magyar Nemzet	Hungary
194	Islamic Republic of Iran News Network (IRINN)	Iran	241	Mail & Guardian	South Africa
195	Itar Tass	Russian Federation	242	Mainichi Shinbun	Japan
196	JaiJai Din	Bangladesh	243	Ma-Laza	Madagascar
197	Jakarta Globe (The)	Indonesia	244	Manila Bulletin	Philippines
198	Jakarta Post (The)	Indonesia	245	Mehr News Agency	Iran
199	Jame Jam Online	Iran	246	memleket.com.tr	Turkey
200	Joongang Daily	Korea (Republic of)	247	MetroTV News	Indonesia
201	Jornal de negocios	Portugal	248	Miami Herald	United States
202	Jornal I	Portugal	249	Midi Madagasikara	Madagascar
203	Juventud Rebelde	Cuba	250	Milliyet	Turkey
204	Jyllands Posten	Denmark	251	Mine Haber	Turkey
205	Kayhan International	Iran	252	Mint	India
206	Khabar Online	Iran	253	Minuto30.com	Colombia
207	Khaleej Times	United Arab Emirates	254	Mirac Haber	Turkey
208	Kienyke.com	Colombia	255	MMC (RTV SLO)	Slovenia
209	Kommersant	Russian Federation	256	Morgen (De)	Belgium
210	Korea Herald	Korea (Republic of)	257	Morgunblaoio	Iceland
211	Korean Central News Agency	Korea (Democratic Peoples' Republic)	258	Moscow Times (The)	Russian Federation
212	Kristeligt Dagblad	Denmark	259	Moudjahid	Algeria
213	Kronen Zeitung	Austria	260	MTV Lebanon	Lebanon
214	Kurier (der)	Austria	261	Namibian (The)	Namibia
215	Kyodo News	Japan	262	Nation (The) - Pakistan	Pakistan
216	L' Expression	Algeria	263	Nation (The) - Thailand	Thailand
217	La Jornada	Mexico	264	National (The)	United Arab Emirates
218	La Nation Arabe	Algeria	265	National News Bureau of Thailand	Thailand
219	La Nouvelle République	Algeria	266	National Post	Canada
220	La Razón	Bolivia	267	Naya Diganta	Bangladesh
221	La Repubblica	Italy	268	NDTV	India
222	La República	Peru	269	Nepszabadsag	Hungary
223	La Stampa	Italy	270	New Age	Bangladesh
224	La Tarde	Colombia	271	New Era	Namibia
225	La Tribune	France	272	New York Daily News	United States
226	Lánchíd Rádió	Hungary	273	New York Times	United States
227	Le Midi Libre	Algeria	274	New Yorker (The)	United States
228	Le Monde	France	275	New Zealand Herald	New Zealand
229	Le Parisien	France	276	News (The)	Pakistan
230	Les Dépêches de Brazzaville	Congo	277	News24	South Africa
231	Les Echos	France	278	Newsweek USA	United States

No.	Media Name	Country	No.	Media Name	Country
232	Les Nouvelles	Madagascar	279	Nezavisimaya Gazeta	Russian Federation
233	L'Express de Madagascar	Madagascar	280	NHK Broadcasting Corporation	Japan
281	Nihon Keizai Shimbun	Japan	332	Shanghai Daily	China
282	NPR	United States	333	SIC	Portugal
283	NTN24	Colombia	334	Sidwaya	Burkina Faso
284	O Estado de S. Paulo	Brazil	335	SME	Slovakia
285	O Globo	Brazil	336	SOL	Portugal
286	Observador	Portugal	337	sondakika.com.tr	Turkey
287	Onet.pl	Poland	338	South China Morning Post	China
288	Pagina Siete	Bolivia	339	Sowetan	South Africa
289	Pakistan Observer	Pakistan	340	Stabroek	Guyana
290	Pakistan Press International	Pakistan	341	Standaard (De)	Belgium
291	Pakistan today	Pakistan	342	Standard (Der)	Austria
292	PAP	Poland	343	Standard (The)	Kenya
293	Peninsula Newspaper (The)	Qatar	344	Star (The)	South Africa
294	People's Daily	China	345	Statesman (The)	India
295	Peru 21	Peru	346	Straits Times (the)	Singapore
296	Philippine Information Agency	Philippines	347	Sueddeutsche Zeitung	Germany
297	Phillipine Daily Inquirer	Philippines	348	Sun Star	Philippines
298	Phillipine Star	Philippines	349	Sunday Times	South Africa
299	Pioneer (The)	India	350	Svenska Dagbladet	Sweden
300	Politiken	Denmark	351	Sydney Morning Herald (The)	Australia
301	Polityka	Poland	352	tageszeitung	Germany
302	Polska The Times	Poland	353	Tchadinfos	Chad
303	Portafolio	Colombia	354	Tehran Times	Iran
304	Portugal Digital	Portugal	355	Telefuturo (TV Station)	Paraguay
305	Post (The)	Zambia	356	Telegraph - India	India
306	Prothom Alo	Bangladesh	357	Tempo News Agency	Indonesia
307	Publico	Portugal	358	Terra	Colombia
308	Publimetro	Colombia	359	Time Magazine	United States
309	Qatar News Agency	Qatar	360	Times (The)	South Africa
310	Qatar Tribune	Qatar	361	Times of India	India
311	Radio France Internationale	France	362	Times of Malta.com (The)	Malta
312	Radio Iran	Iran	363	Times of Zambia	Zambia
313	Radio Maryja	Poland	364	Tokyo Shimbun	Japan
314	Radio ONU	Portugal	365	Tribune (The)	India
315	Radio Svoboda	Ukraine	366	Trinidad Guardian	Trinidad and Tobago
316	RBK-Ukraine	Ukraine	367	TRTHaber.com.tr	Turkey
317	Reforma	Mexico	368	Turkiye	Turkey
318	Republikein	Namibia	369	Turun Sanomat	Finland
319	Reuters	United Kingdom	370	TV Globo	Brazil
320	RFI	France	371	TV Network 1	Iran
321	Rosa Al Youssif	Egypt	372	TVN 24	Poland
322	Rossijskaya Gazeta	Russian Federation	373	Ultima Hora	Paraguay
323	RTP	Portugal	374	United Press International	United States
324	Russia Today	Russian Federation	375	Univision	United States
325	RUV	Iceland	376	USA Today	United States
326	Rzeczpospolita	Poland	377	Valor Econômico	Brazil
327	Sabah	Turkey	378	Vecer	Slovenia
328	Sada El Balad	Egypt	379	Vedomosti	Russian Federation

No.	Media Name	Country	No.	Media Name	Country
329	Sankei Shinbun	Japan	380	Verdens Gang	Norway
330	Scotsman (The)	United Kingdom	381	Vietnam Net	Viet Nam
331	Semana	Colombia	382	Vietnam News	Viet Nam
383	Vietnam News Agency	Viet Nam	393	Xinhua	China
384	Volskrant (De)	Netherlands (The)	394	Yahoo News	United States
385	W Radio	Colombia	395	Yeni Safak	Turkey
386	Wall Street Journal	United States	396	YLE Uutiset	Finland
387	Washington Post	United States	397	Yomiuri Shinbun	Japan
388	Washington Times	United States	398	Yonhap News	Korea (Republic of)
389	WHNT19 NEWS	United States	399	Zambia Daily mail	Zambia
390	Wiadomości TVP	Poland	400	Zee News	India
391	Wiener Zeitung	Austria	401	Zerkalo nedeli. Ukraine	Ukraine
392	Wprost	Poland			

ANNEX VII – ONLINE CODING FORM

2015 TIME FOR GLOBAL ACTION FOR PEOPLE AND PLANET

Coding Guidelines | Video Tutorial | Contact us | List of Articles

CLIPPING IDENTIFICATION

Article number*

Media name* — Please Select

Other media name — Select Country of Origin

Media language* — Select Media Language

Date*

Headline*

Link to the article (if available)

Media type* — Please Select

Reprint Wire Svce/News agency

Reprint from another publication

Article type* — Please Select

Author

KEYWORDS MENTIONED

- Millenium Development Goals
- Sustainable Development **Goals**
- Global Goals
- Sustainable Development **Agenda** or 2030 Agenda
- **Implementation** of the Sustainable Development Goals
- Climate Change Negotiations
- Financing for Development
- Sustainable Development **Summit**

TONALITY

United Nations	Sustainable development agenda/goals
Positive	Attainable
Neutral/Balanced	Neutral
Negative	Unattainable

Select Prominence

SUMMARY

Please write a summary of the article here.

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SUSTAINABLE DEVELOPMENT GOALS

- Poverty
- Hunger/food security/nutrition/sustainable agriculture
- Healthy lives and wellbeing for all ages
- Education/lifelong learning opportunities for all
- Gender equality/empower all women and girls
- Water and sanitation
- Sustainable energy
- Economic growth/employment/decent work
- Infrastructure/industrialization/innovation
- Inequality within and among countries
- Cities/human settlements
- Sustainable consumption and production patterns
- Climate Change
- Oceans, seas and marine resources
- Terrestrial ecosystems/forests/desertification/land degradation/biodiversity
- Peaceful and inclusive societies/justice for all/effective, accountable and inclusive institutions at all levels
- Global partnership for sustainable development

SPOKESPEOPLE

- Ban Ki-moon, Secretary-General, United Nations
- Amina J. Mohammed, Secretary-General's Special Adviser on Post-2015 Development Planning
- Thomas Gass, Assistant Secretary-General, Department of Economic and Social Affairs
- Wu Hongbo, Under-Secretary-General for Economic and Social Affairs

OTHER STAKEHOLDERS/EVENTS

- Pope Francis
- Civil Society (incl. civil society vigil)
- Private Sector (incl. Private Sector Forum)

KEY MESSAGES

- Countries will launch an unprecedented agenda in 2015 to end poverty, transform all lives and opportunities for all people, and protect the planet (OR the three dimensions of the agenda: environmental, social and economic).
- The new agenda is universal. It is for all people in all countries. No one is left behind.
- We have to seize the opportunity to reach an ambitous and univeral agreement to combat climate change. It is time for global action on climate change and sustainable development.
- The new sustainable development agenda builds on the success of the Millennium Development Goals, which have lifted millions out of poverty.
- The knowledge, technology and money to end extreme poverty exist. We need to invest ahead for people and planet.

COMMENTS

Please write any comments or other information here.

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SUBMIT

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