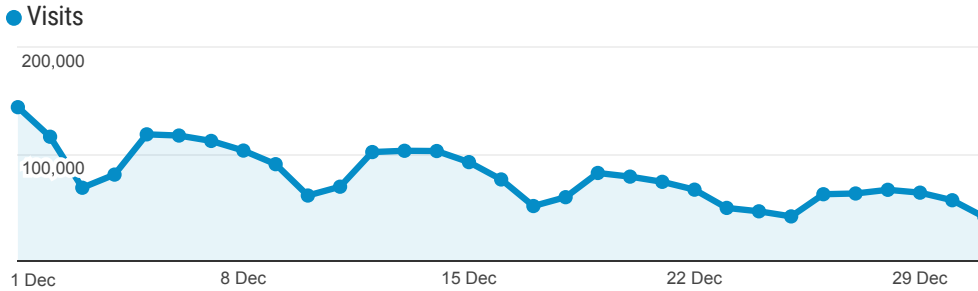


Website

Visits



Visits

2,466,145

% of Total: 100.00% (2,466,145)



Unique Visitors

1,743,471

% of Total: 100.00% (1,743,471)



Top 10 pages visited

Page	Visits
en.unesco.org/	155,416 (6.30%)
whc.unesco.org/en/list/	61,799 (2.50%)
whc.unesco.org/	30,662 (1.24%)
en.unesco.org/careers/	28,371 (1.15%)
es.unesco.org/	25,897 (1.05%)
fr.unesco.org/	21,930 (0.89%)
www.unesco.org/new/en/unesco/resources/online-materials/publications/unesdoc-database/	18,831 (0.76%)
en.unesco.org/world-education-forum-2015/	17,323 (0.70%)
whc.unesco.org/en/list/252	14,300 (0.58%)
whc.unesco.org/fr/list/	13,896 (0.56%)

Social Media

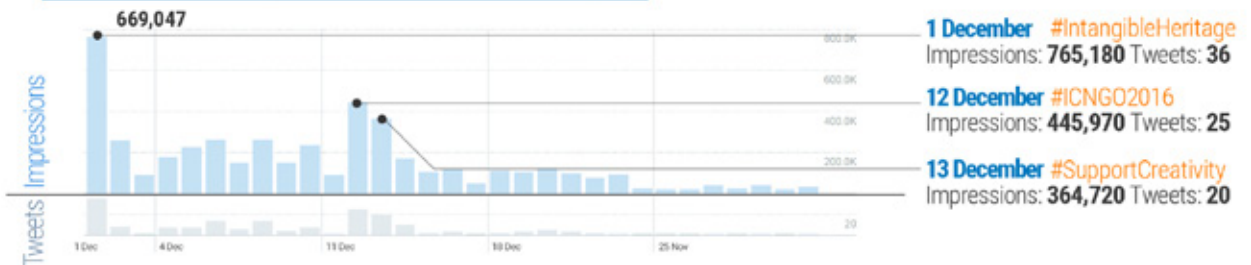


@Unesco

1,93 M followers

Main English Account

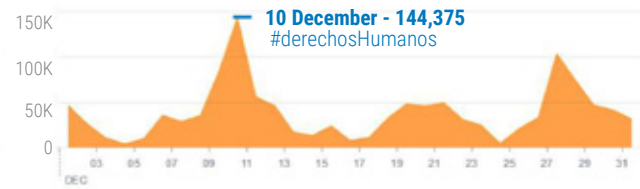
4.8 million impressions over 31 days



@UNESCO Facebook English account 478,067 likes



@UNESCOes Facebook Spanish account 380,895 likes



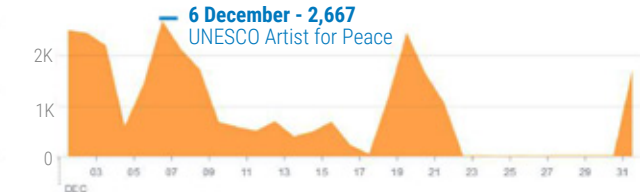
@UNESCOfr Facebook French account 22,196 likes



@UNESCOar Facebook Arabic account 29,539 likes



@UNESCOrussian Facebook Russian account 10,683 likes



TOTAL REACH per account

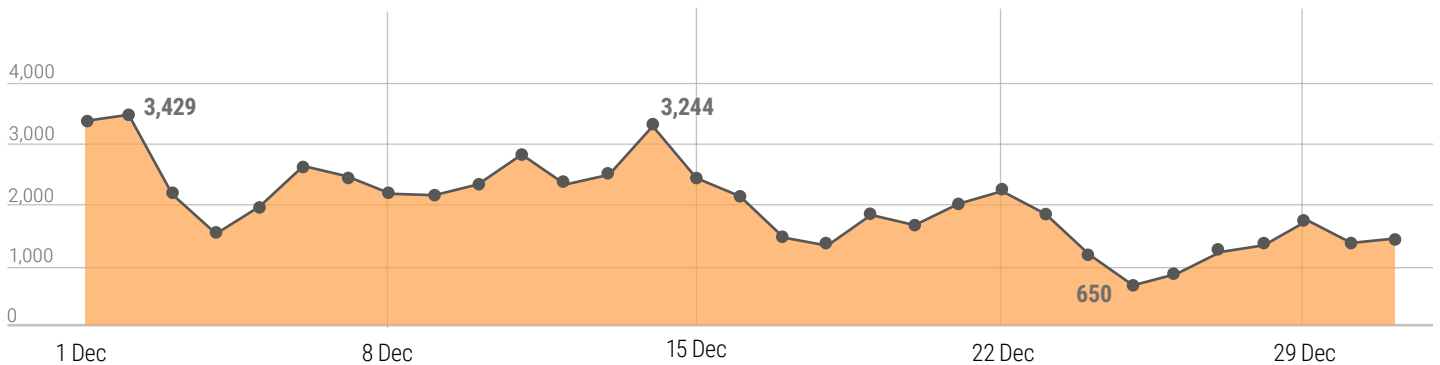
- @UNESCO
- @UNESCOes
- @UNESCOfr
- @UNESCOar
- @UNESCOrussian

The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

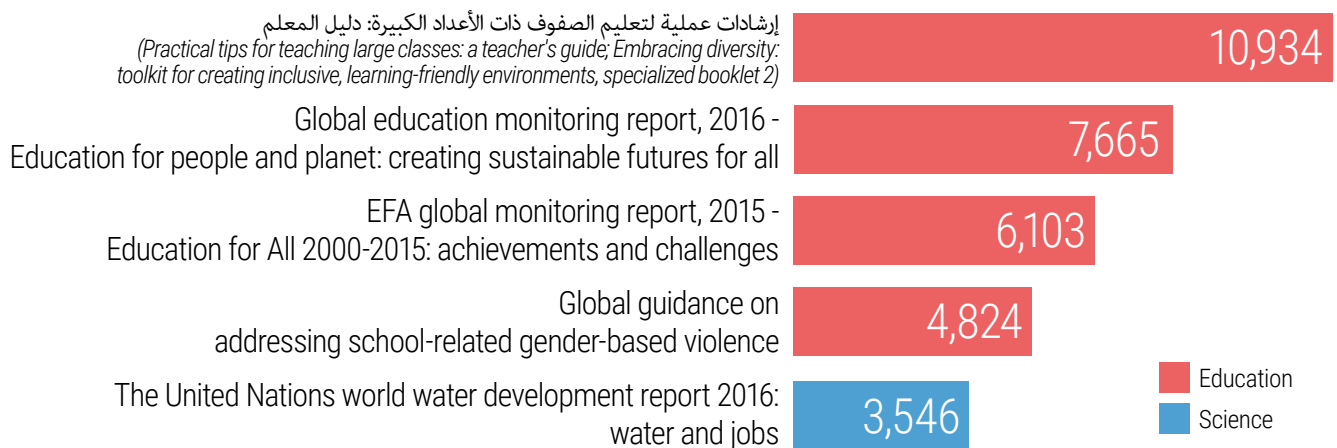
Number of articles in which "UNESCO" appeared

60,880 articles monitored in all media sources in December 2016. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2015



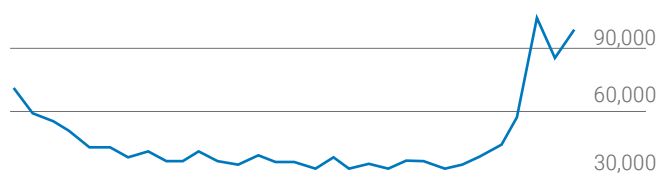
Videos on UNESCO YouTube Channel



UNESCO
48,341
subscribers

Main English
Account

Watch time in minutes



Total watch time
1,428,576 minutes

Total views
636,044

Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	193,960 (30%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	89,119 (14%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	22,346 (4%)
Baul Songs	12,130 (2%)
Shrimp fishing on horseback in Oostduinkerke	10,650 (2%)