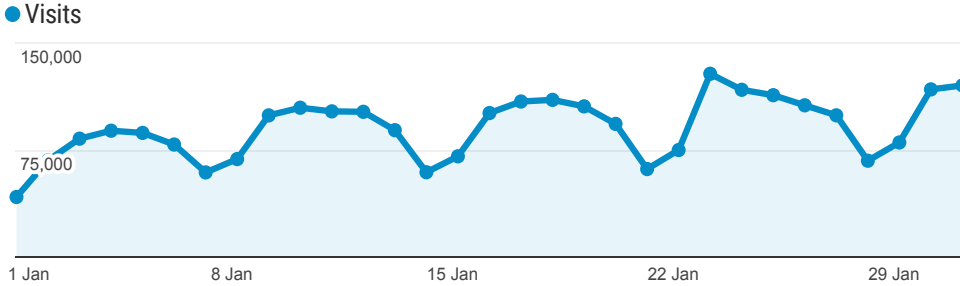


Website

Visits



Visits

2,815,771

% of Total: 100.00% (2,815,771)



Unique Visitors

1,980,022

% of Total: 100.00% (1,980,022)



Top 10 pages visited

Page	Visits
en.unesco.org/	174,123 (6.18%)
whc.unesco.org/en/list/	73,245 (2.60%)
whc.unesco.org/	36,103 (1.28%)
en.unesco.org/careers/	35,413 (1.26%)
es.unesco.org/	31,483 (1.12%)
fr.unesco.org/	26,082 (0.93%)
www.unesco.org/new/en/unesco/resources/online-materials/publications/unesdoc-database/	20,065 (0.71%)
whc.unesco.org/en/list/252	15,687 (0.56%)
whc.unesco.org/fr/list/	15,361 (0.55%)
whc.unesco.org/en/statesparties/in	14,885 (0.53%)

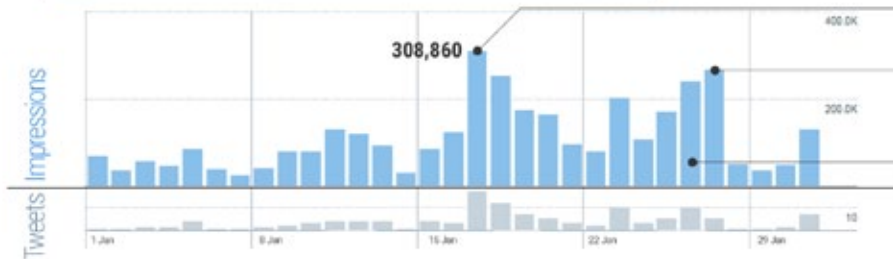
Social Media



@Unesco
1,96 M
followers

Main English
Account

3.5 million impressions over 31 days



17 January #SchoolViolence
Impressions: 308,860 Tweets: 17

27 January #HolocaustRemembrance
Impressions: 266,425 Tweets: 5

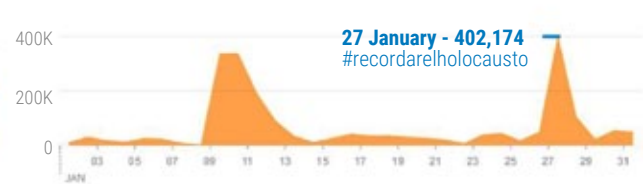
26 January #HolocaustRemembrance
Impressions: 239,944 Tweets: 10



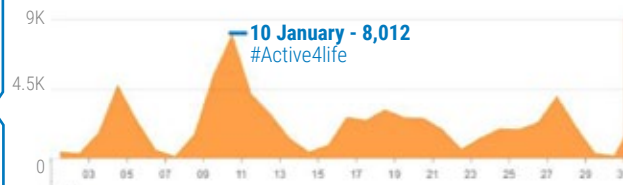
@UNESCO Facebook English account 491,341 likes



@UNESCOes Facebook Spanish account 386,279 likes



@UNESCOfr Facebook French account 22,323 likes



@UNESCOar Facebook Arabic account 29,736 likes



@UNESCOussian Facebook Russian account 10,717 likes



TOTAL REACH per account

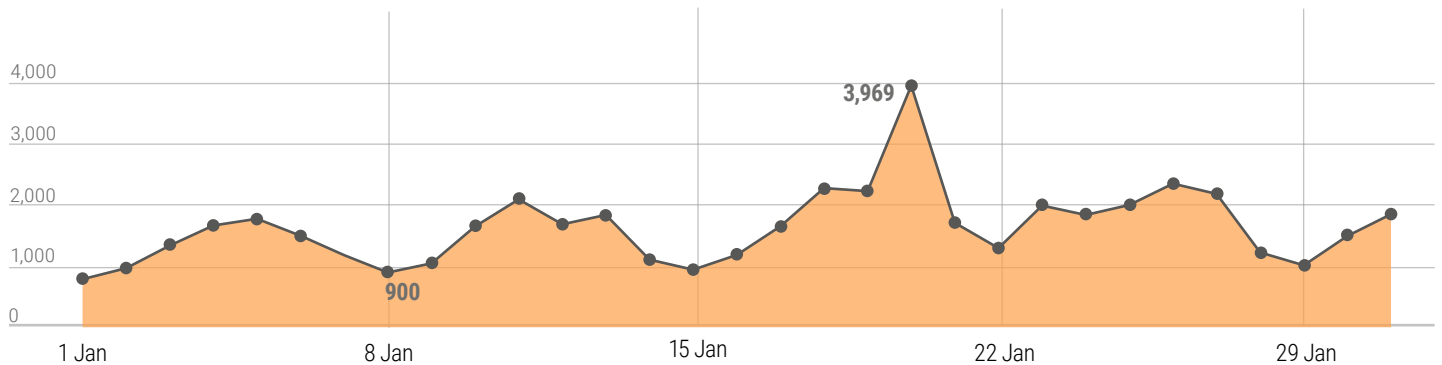
- @UNESCO
- @UNESCOes
- @UNESCOfr
- @UNESCOar
- @UNESCOussian

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

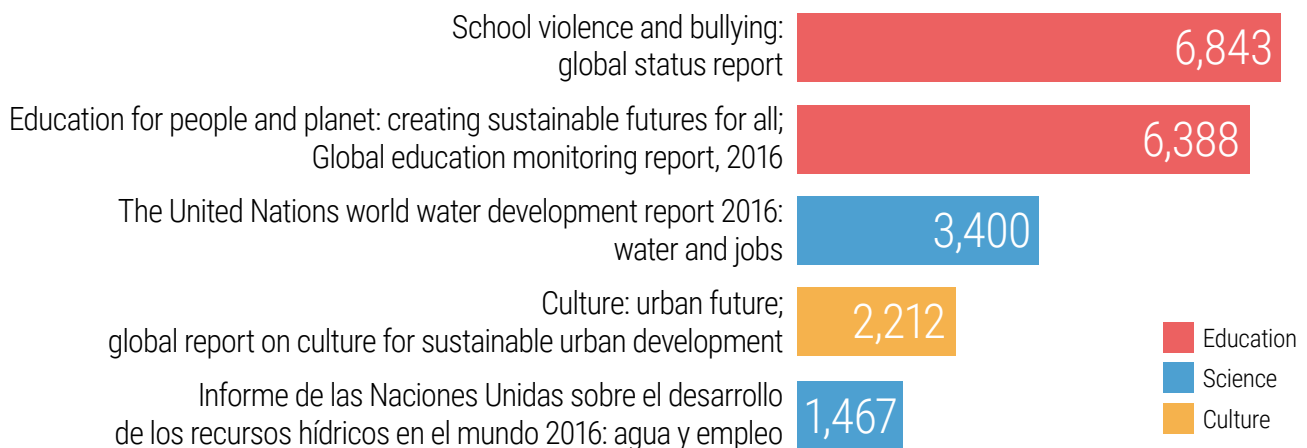
Number of articles in which "UNESCO" appeared

50,907 articles monitored in all media sources in January 2017. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2016



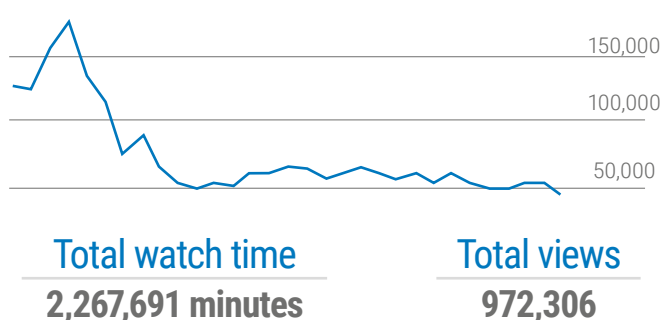
Videos on UNESCO YouTube Channel



UNESCO
51,098
subscribers

Main English
Account

Watch time in minutes



Top 5 most viewed

Videos	Views
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	346,355 (35%)
Kalbélia folk songs and dances of Rajasthan	248,263 (25%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	20,289 (2%)
Kabuki Theatre	17,329 (2%)
Baul Songs	15,684 (2%)