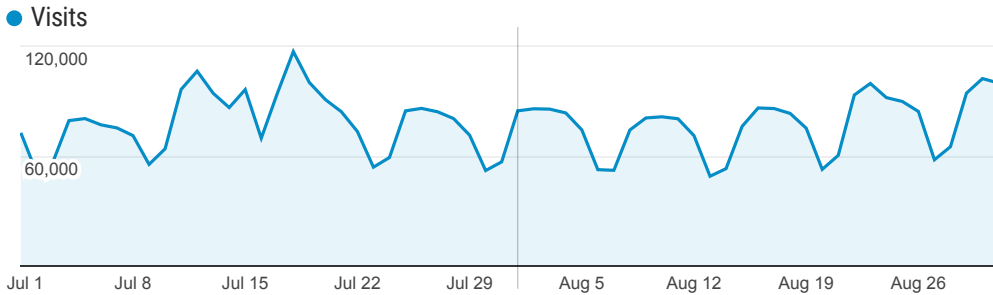


Website

Visits



Visits

4,819,641

% of Total: 100.00% (4,819,641)



Unique Visitors

3,299,810

% of Total: 100.00% (3,299,810)



Top 10 pages visited

Page	Visits
en.unesco.org/	278,388 (5.78%)
whc.unesco.org/en/list/	157,386 (3.27%)
whc.unesco.org/	79,389 (1.65%)
en.unesco.org/careers/	68,613 (1.42%)
www.unesco.org/new/es	58,989 (1.22%)
www.unesco.org/new/es/unesco/themes/icts/	36,841 (0.76%)
www.unesco.org/new/en/mediaservices/singleview/news/unesco_denounces_fake_statement/	35,231 (0.73%)
fr.unesco.org/	32,579 (0.68%)
whc.unesco.org/en/statesparties/in	29,289 (0.61%)
whc.unesco.org/fr/list/	23,094 (0.48%)

Social Media



@Unesco
1,31 M
followers

Main English
Account

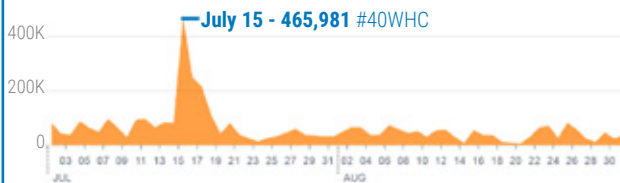
12.5 million impressions over 62 days



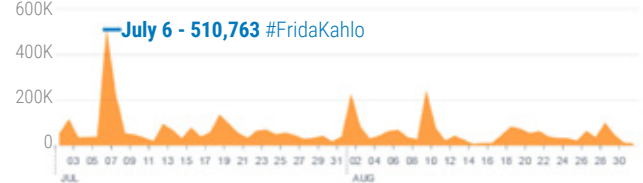
- 15 July #40WHC**
Impressions: **1,012,682** Tweets: **27**
- 17 July #WorldHeritage**
Impressions: **995,211** Tweets: **15**
- 18 July #WorldHeritage**
Impressions: **779,634** Tweets: **4**



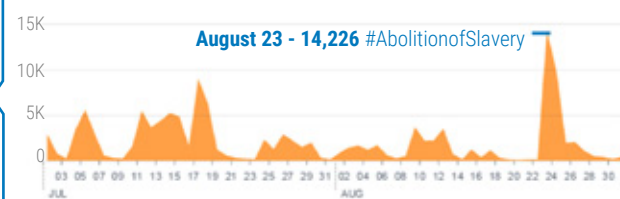
@UNESCO Facebook English account 414,257 likes



@UNESCOes Facebook Spanish account 363,637 likes



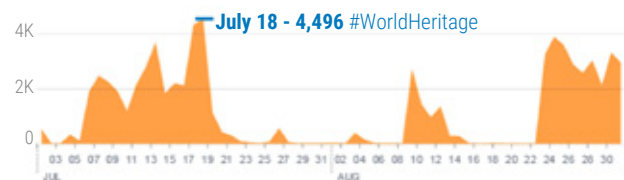
@UNESCOfr Facebook French account 21,014 likes



@UNESCOar Facebook Arabic account 28,230 likes



@UNESCOussian Facebook Russian account 10,388 likes



TOTAL REACH per account

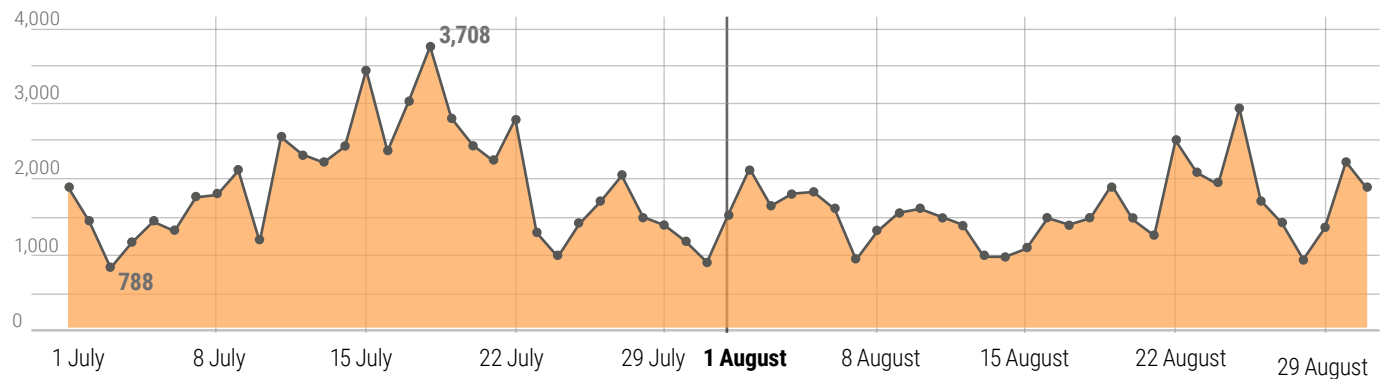
- @UNESCO
- @UNESCOes
- @UNESCOfr
- @UNESCOar
- @UNESCOussian

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

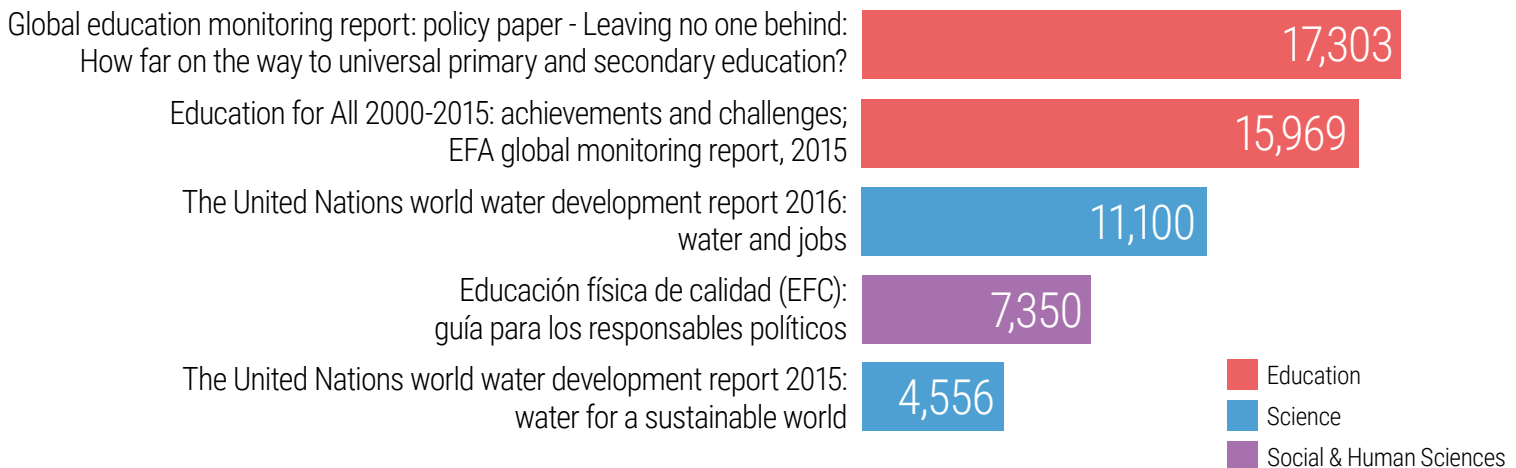
Number of articles in which "UNESCO" appeared

107,070 articles monitored in all media sources, from 1 July to 31 August 2016. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2015



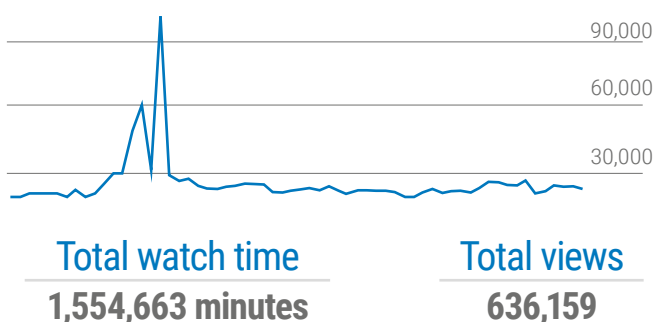
Videos on UNESCO YouTube Channel



UNESCO
42,388
subscribers

Main English
Account

Watch time in minutes



Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	105,205 (17%)
Shrimp fishing on horseback in Oostduinkerke	26,188 (4%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	19,522 (3%)
Kabuki Theatre	15,056 (2%)
Daemokjang, traditional wooden architecture	14,023 (2%)