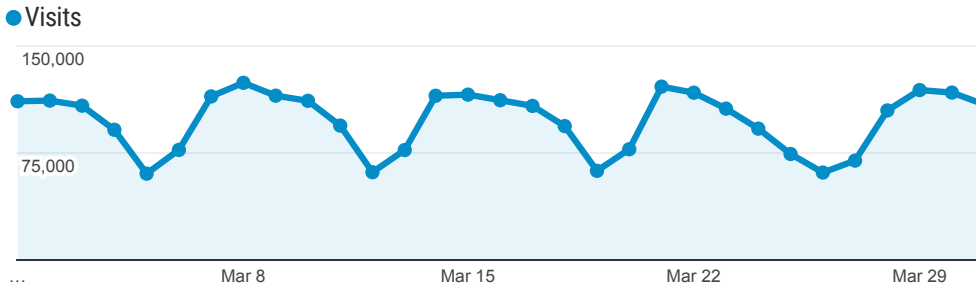


Website

Visits



Visits

3,026,506

% of Total: 100.00% (3,026,506)



Unique Visitors

2,059,154

% of Total: 100.00% (2,059,154)



Top 10 pages visited

Page	Visits
en.unesco.org/	188,350 (6.22%)
whc.unesco.org/en/list/	118,578 (3.92%)
whc.unesco.org/	50,636 (1.67%)
en.unesco.org/careers/	43,793 (1.45%)
www.unesco.org/new/es	41,312 (1.37%)
fr.unesco.org/	31,311 (1.03%)
whc.unesco.org/en/list/23	18,257 (0.60%)
whc.unesco.org/es/list/	16,100 (0.53%)
www.unesco.org/new/es/naturalsciences/environment/water/worldwaterday/	15,642 (0.52%)
www.unesco.org/new/es/unesco/themes/icts/	15,251 (0.50%)

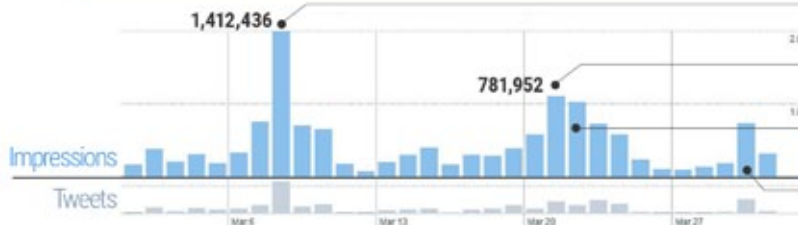
Social Media



@Unesco
1,05 M
followers

Main English
Account

9.9 million impressions over 31 days



8 March #IWD2016

Impressions: **1,412,436** Tweets: **60**

21 March #PoetryDay #FightRacism

Impressions: **781,952** Tweets: **23**

22 March #WorldWaterDay

Impressions: **725,934** Tweets: **16**

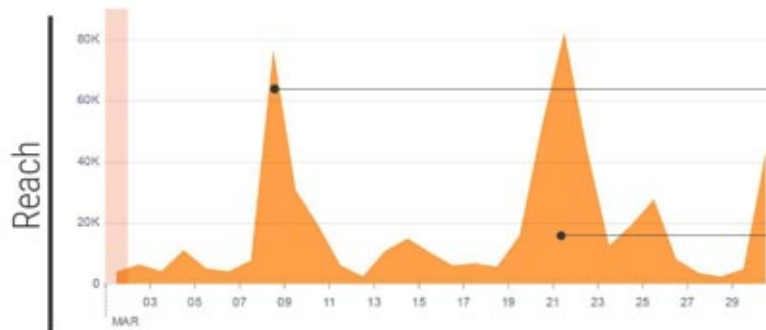
30 March #30MarchUNESCO

Impressions: **523,321** Tweets: **27**



UNESCO
352,197
likes

Main English
Account

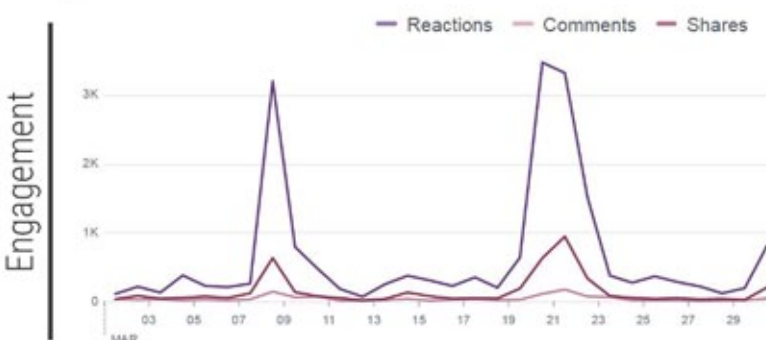


8 March

Get the balance right! Placing gender equality at the heart of all dvp efforts is the only way we will ...

21 March

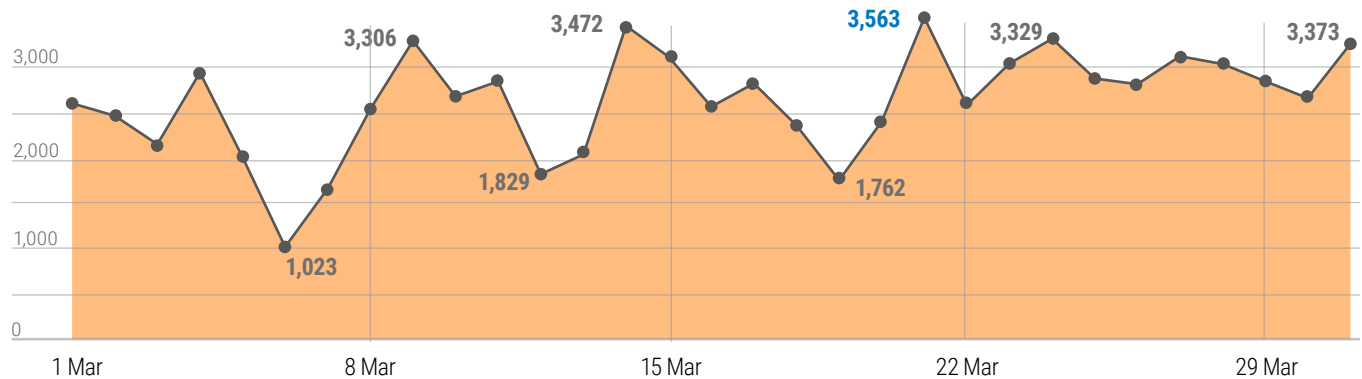
Happy #Nowruz! Discover this age-old celebration of rebirth which carries a message of renewal in...



Media

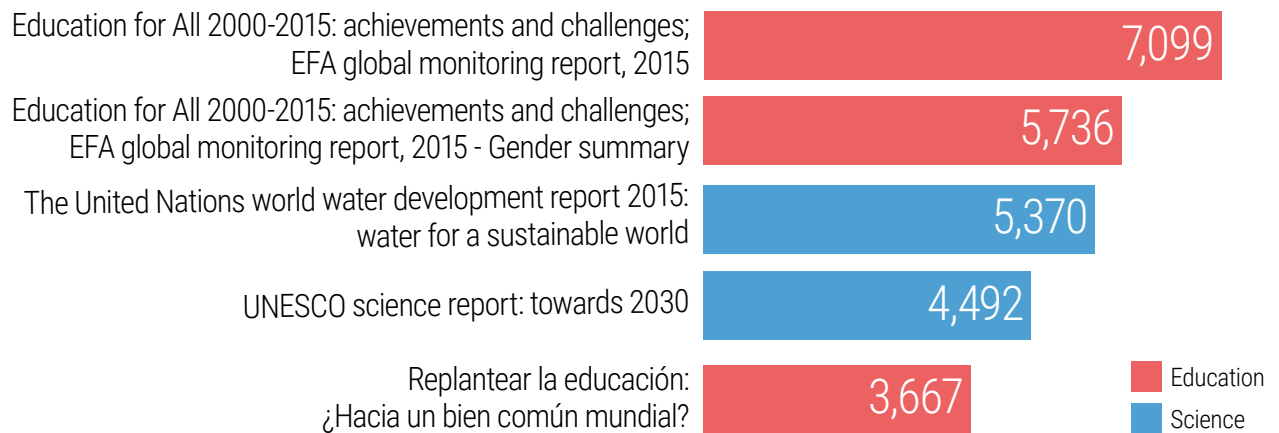
Number of articles in which "UNESCO" appeared

81,988 articles monitored in all media sources, from 1 to 31 March 2016. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2015



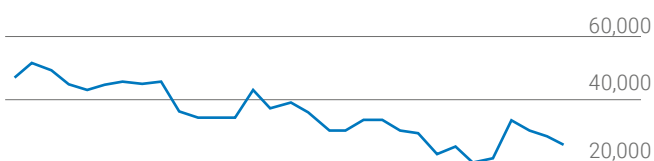
Videos on UNESCO YouTube Channel



UNESCO
37,446
subscribers

Main English
Account

Watch time in minutes



Total watch time
1,310,123 minutes

Total views
458,227

Top 5 most viewed

Videos	Views
Shrimp fishing on horseback in Oostduinkerke	99,431 (22%)
Kalbela folk songs and dances of Rajasthan	59,862 (13%)
Kabuki Theatre	14,368 (3%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	13,145 (3%)
Watertight-bulkhead technology of Chinese junks	8,810 (2%)