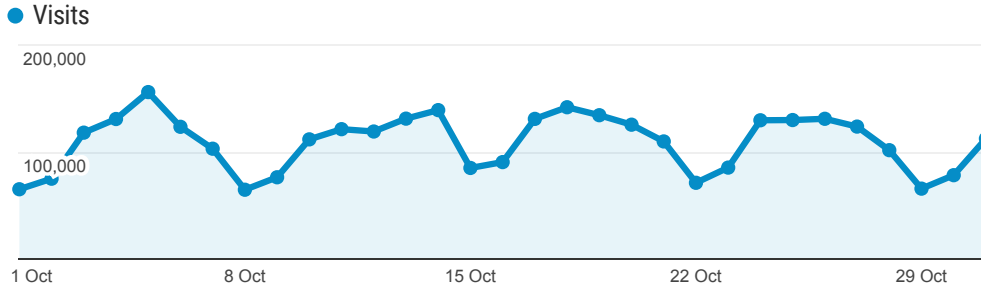


Website

Visits



Visits

3,381,245

% of Total: 100.00% (3,381,245)



Unique Visitors

2,350,936

% of Total: 100.00% (2,350,936)



Top 10 pages visited

Page	Visits
en.unesco.org/	221,750 (6.56%)
whc.unesco.org/en/list/	81,966 (2.43%)
whc.unesco.org/	42,861 (1.27%)
www.unesco.org/new/es	42,680 (1.26%)
en.unesco.org/careers/	38,074 (1.13%)
fr.unesco.org/	31,360 (0.93%)
en.unesco.org/events/world-teachers-day-0	29,926 (0.89%)
www.unesco.org/new/es/unesco/themes/icts/	24,103 (0.71%)
whc.unesco.org/fr/list/	18,351 (0.54%)
whc.unesco.org/es/list/	18,115 (0.54%)

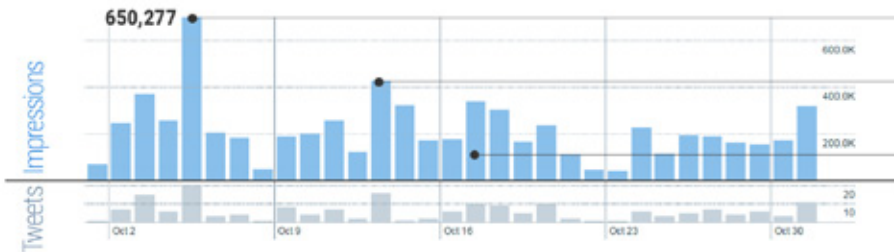
Social Media



@Unesco
1,77 M
followers

Main English
Account

6.3 million impressions over 31 days

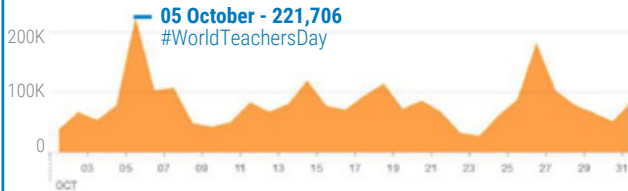


05 October #WorldTeachersDay
Impressions: **650,277** Tweets: **20**

13 October #DRR2016
Impressions: **397,494** Tweets: **16**

17 October #ENDpoverty
Impressions: **317,328** Tweets: **10**

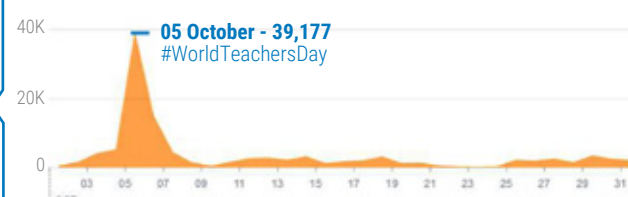
@UNESCO Facebook English account 442,252 likes



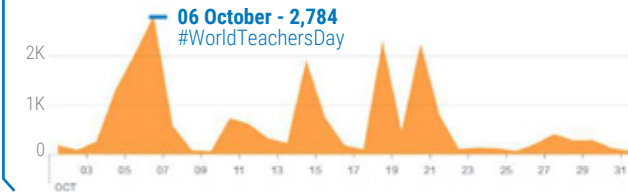
@UNESCOes Facebook Spanish account 372,524 likes



@UNESCOfr Facebook French account 21,623 likes



@UNESCOar Facebook Arabic account 28,755 likes



@UNESCOussian Facebook Russian account 10,544 likes



TOTAL REACH
per account

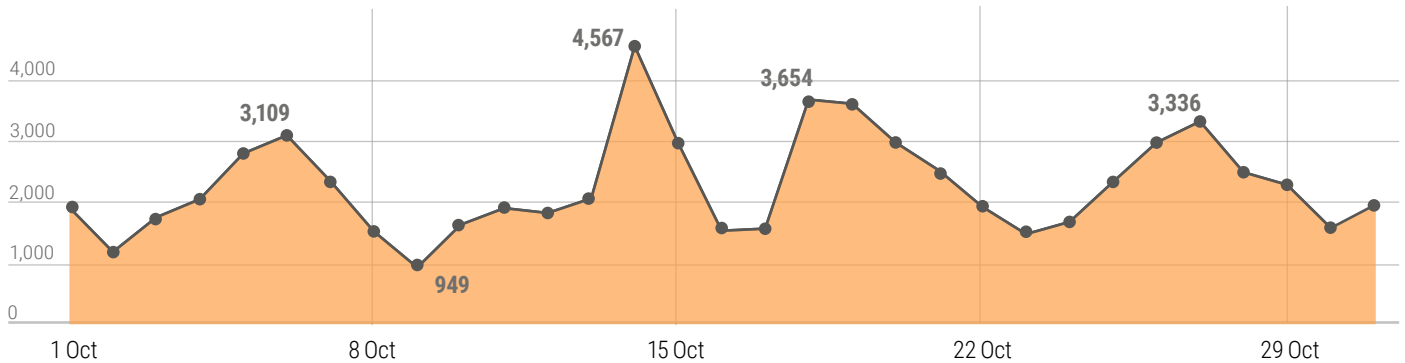
- @UNESCO
- @UNESCOes
- @UNESCOfr
- @UNESCOar
- @UNESCOussian

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

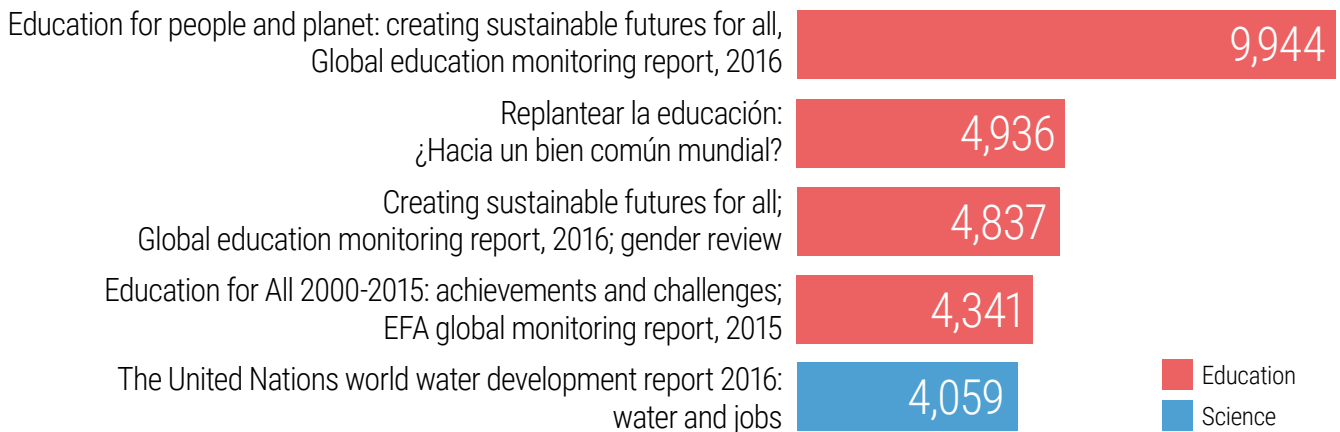
Number of articles in which "UNESCO" appeared

70,942 articles monitored in all media sources in October 2016. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2015



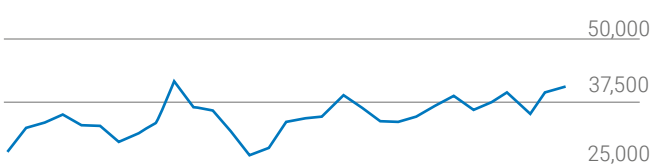
Videos on UNESCO YouTube Channel



UNESCO
44,813
subscribers

Main English
Account

Watch time in minutes



Total watch time
1,088,353 minutes

Total views
512,337

Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	128,092 (20%)
Tradición del día de muertos en México - Youth Bloggers Latin América UNESCO	23,485 (4%)
Daemokjang, traditional wooden architecture	13,872 (2%)
Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	12,767 (2%)
Kabuki Theatre	12,362 (2%)