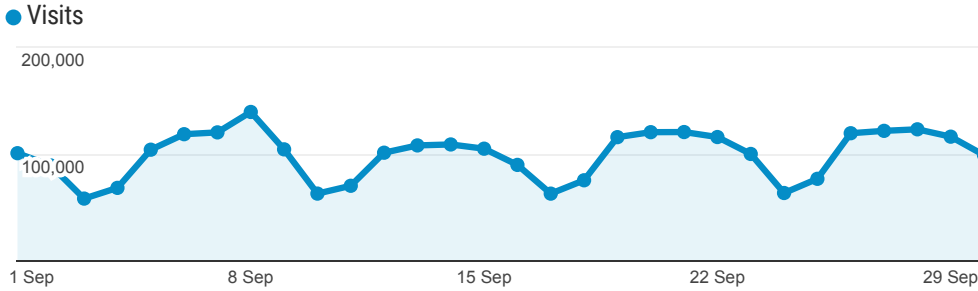


## Website

### Visits



### Top 10 pages visited

Page	Visits
en.unesco.org/	172,944 (5.82%)
whc.unesco.org/en/list/	86,898 (2.92%)
www.unesco.org/new/es/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/	44,875 (1.51%)
www.unesco.org/new/es	43,117 (1.45%)
whc.unesco.org/	38,726 (1.30%)
en.unesco.org/careers/	36,121 (1.22%)
www.unesco.org/new/en/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/	29,528 (0.99%)
www.unesco.org/new/es/unesco/themes/icts/	27,661 (0.93%)
fr.unesco.org/	24,574 (0.83%)
whc.unesco.org/es/list/	17,069 (0.57%)

### Visits

**2,971,801**  
% of Total: 100.00% (2,971,801)

### Users

**2,078,908**  
% of Total: 100.00% (2,078,908)

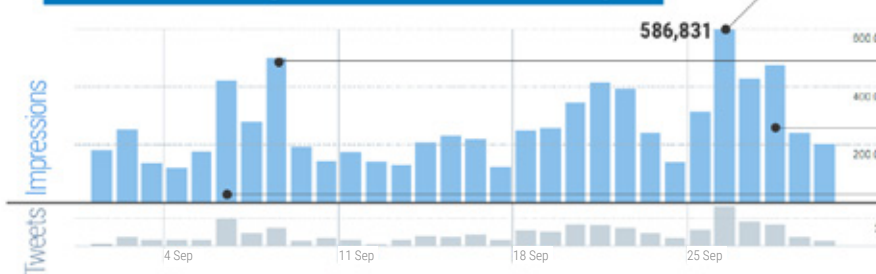
## # Social Media



@Unesco  
1,67 M  
followers

Main English  
Account

### 7.7 million impressions over 30 days



- 26 September #IPDCTalks**  
Impressions: 586,831 Tweets: 29
- 08 September #LitteracyDay**  
Impressions: 487,796 Tweets: 13
- 28 September #AccessToInfoDay**  
Impressions: 462,108 Tweets: 16
- 06 September #SDG4all**  
Impressions: 411,444 Tweets: 20



### TOTAL REACH per account

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

@UNESCO Facebook English account 427,308 likes



@UNESCOes Facebook Spanish account 367,596 likes



@UNESCOfr Facebook French account 21,234 likes



@UNESCOar Facebook Arabic account 28,369 likes



@UNESCOussian Facebook Russian account 10,458 likes

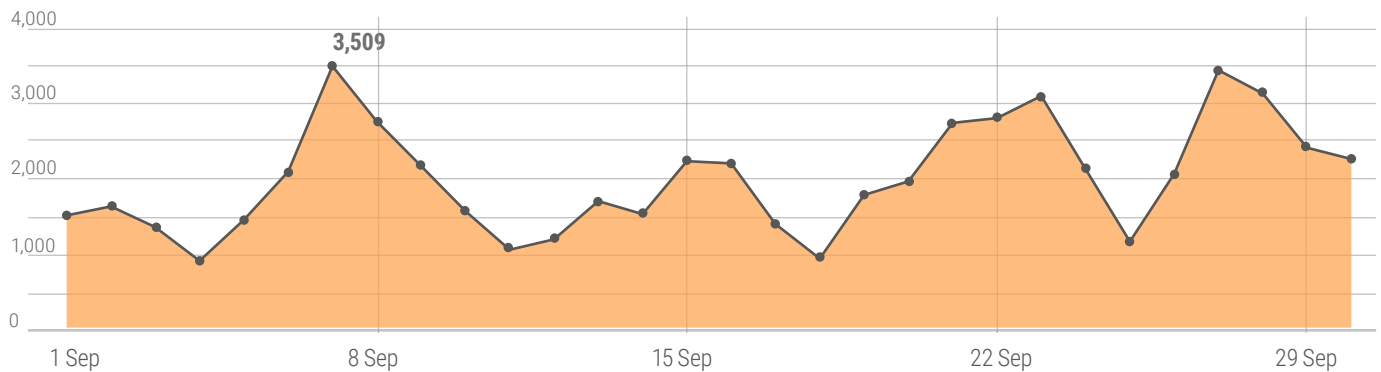


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

## Media

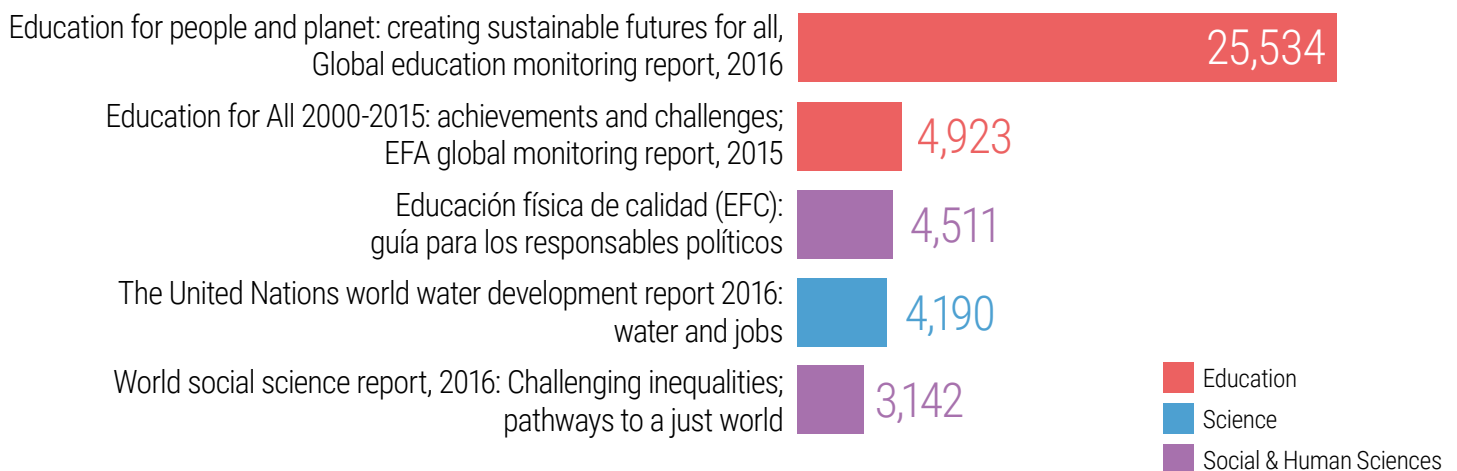
### Number of articles in which "UNESCO" appeared

60,175 articles monitored in all media sources, from 1 to 30 September 2016. Source: Cision




## Publications

### Most consulted PDFs (UNESDOC) - Published after 2015



## Videos on UNESCO YouTube Channel



**UNESCO**  
43,407  
subscribers

Main English  
Account

### Watch time in minutes



**Total watch time**  
899,484 minutes

**Total views**  
428,766

### Top 5 most viewed (all channels)

Videos	Views
Kalbela folk songs and dances of Rajasthan	107,130 (19%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	11,875 (2%)
Kabuki Theatre	11,138 (2%)
Aprender a Proteger la Biodiversidad	10,200 (2%)
Daemokjang, traditional wooden architecture	9,870 (2%)