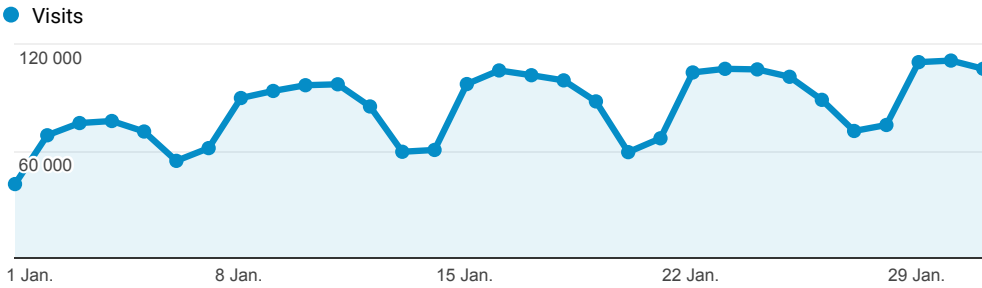


Website

Visits



Visits

2 631 667

% du total : 100,00 % (2 631 667)

Unique Visitors

1 899 761

% du total : 100,00 % (1 899 761)

Top 10 pages visited

Page	Visits
en.unesco.org/	145,814 (5.54%)
whc.unesco.org/en/list/	77,049 (2.92%)
es.unesco.org/	27,357 (1.04%)
en.unesco.org/careers/	25,205 (0.96%)
fr.unesco.org/	24,531 (0.93%)
whc.unesco.org/	24,247 (0.92%)
whc.unesco.org/fr/list/	14,363 (0.55%)
whc.unesco.org/en/list/252	13,422 (0.51%)
en.unesco.org/careers/internships	11,716 (0.45%)
es.unesco.org/themes/tic-educacion	11,268 (0.43%)

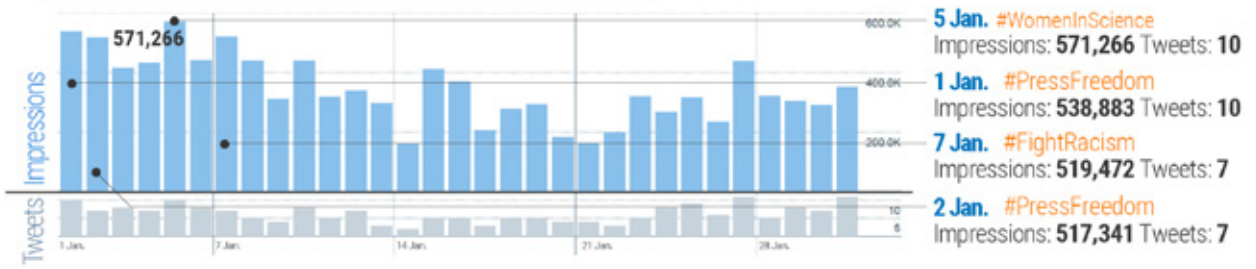
Social Media



@Unesco
2.94 M
followers

Main English
account

10.7 million impressions over 31 days



TOTAL REACH
per account

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

@UNESCO Facebook English account 617,159 likes



@UNESCOes Facebook Spanish account 437,554 likes



@UNESCOfr Facebook French account 35,242 likes



@UNESCOar Facebook Arabic account 38,966 likes



@UNESCOussian Facebook Russian account 11,477 likes

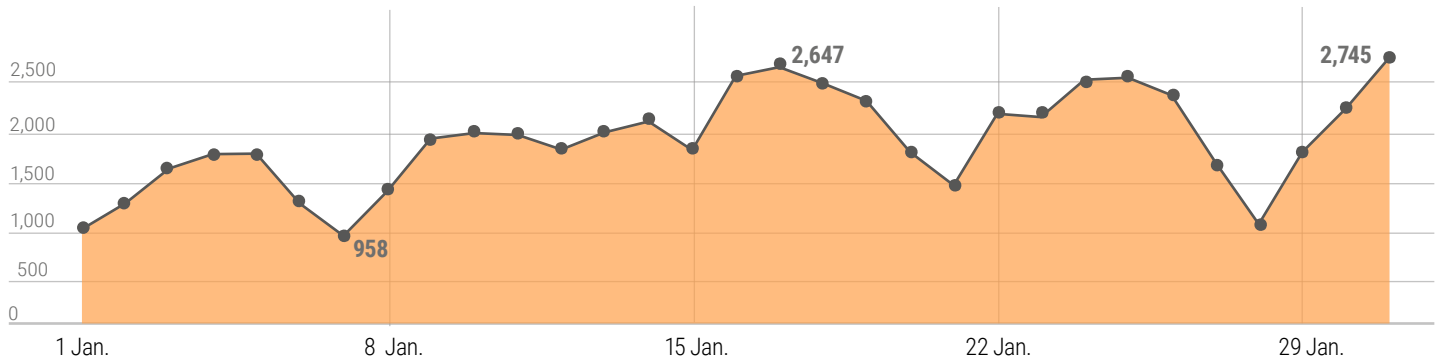


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

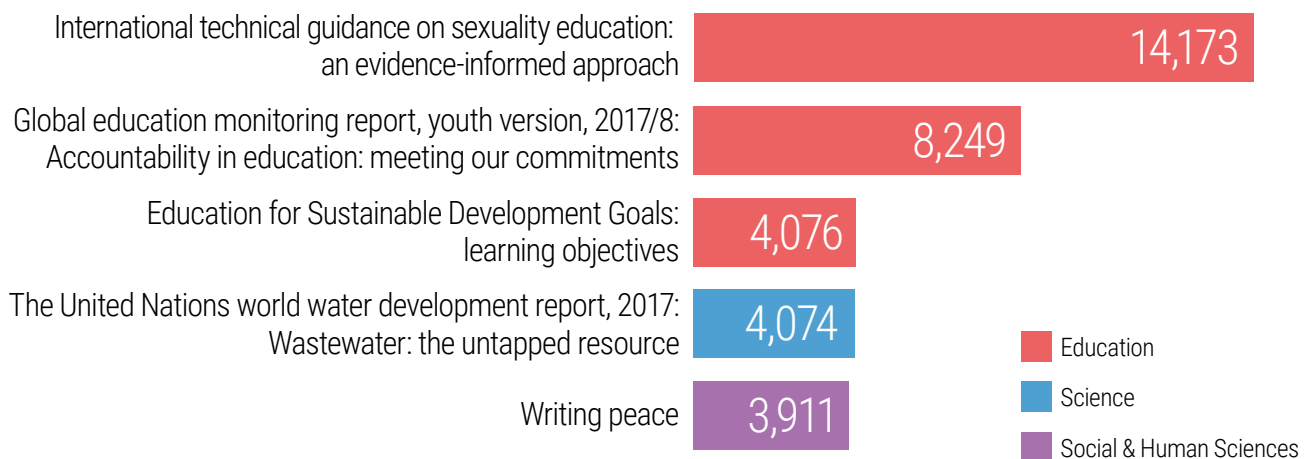
Number of articles in which "UNESCO" appeared

59,330 articles monitored in all media sources in January 2018. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2017



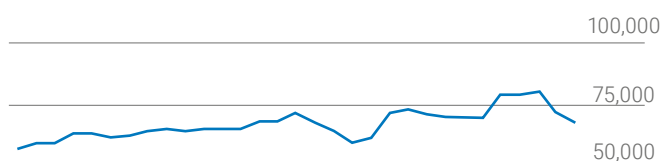
Videos on UNESCO YouTube Channel



UNESCO
81,709
subscribers

Main English
account

Watch time in minutes



Total watch time
2,093,386 minutes

Total views
1,116,624

Top 5 most viewed

Videos	Views
Kalbelia folk songs and dances of Rajasthan	327,701 (29%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	128,175 (11%)
Baul Songs	92,857 (8%)
Zaouli, popular music and dance of the Guro communities in Côte d'Ivoire	32,356 (3%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	25,822 (2%)