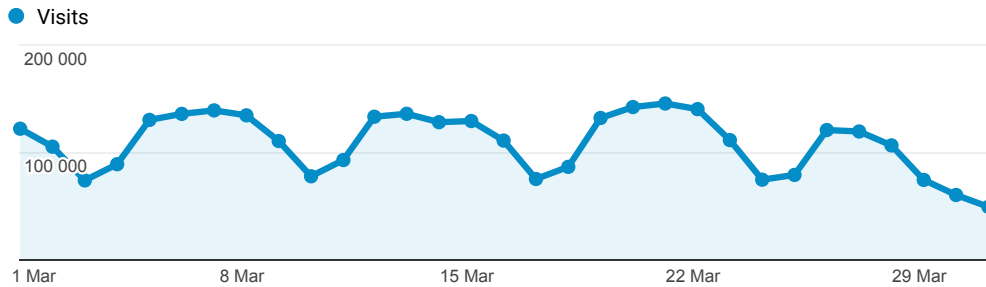


Website

Visits



Visits

3 366 147

% du total : 100,00 % (3 366 147)

Unique Visitors

2 388 124

% du total : 100,00 % (2 388 124)

Top 10 pages visited

Page	Visits
en.unesco.org/	168,576 (5.01%)
whc.unesco.org/en/list/	89,936 (2.68%)
es.unesco.org/	36,806 (1.09%)
whc.unesco.org/	27,918 (0.83%)
es.unesco.org/themes/garantizar-suministro-agua/dia-mundial-agua	27,858 (0.83%)
fr.unesco.org/	25,474 (0.76%)
en.unesco.org/careers/	23,211 (0.69%)
es.unesco.org/themes/tic-educacion	20,041 (0.60%)
www.unesco.org/new/en/media-services/single-view/news/unesco_denounces_fake_statement/	16,957 (0.50%)
en.unesco.org/celebrations/internationaldays	16,857 (0.50%)

Social Media

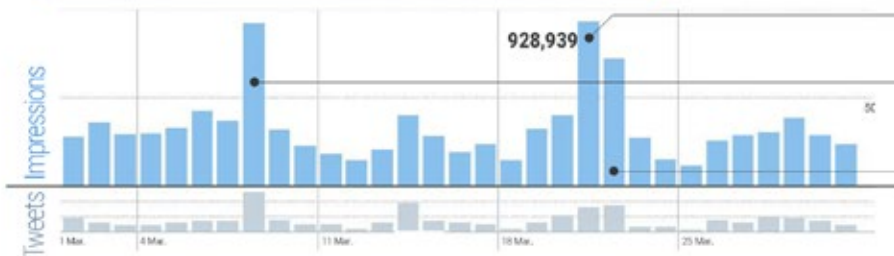


@Unesco

3.04 M
followers

Main English
account

10.4 million impressions over 31 days



- 21 Mar. #WorldPoetryDay
Impressions: 928,939 Tweets: 16
- 8 Mar. #Wiki4Women
#WomensDay
Impressions: 919,708 Tweets: 26
- 22 Mar. #WorldWaterDay
Impressions: 633,323 Tweets: 12



TOTAL REACH per account

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

@UNESCO Facebook English account 642,116 likes



@UNESCOes Facebook Spanish account 450,045 likes



@UNESCOfr Facebook French account 37,978 likes



@UNESCOar Facebook Arabic account 40,244 likes



@UNESCOussian Facebook Russian account 11,629 likes

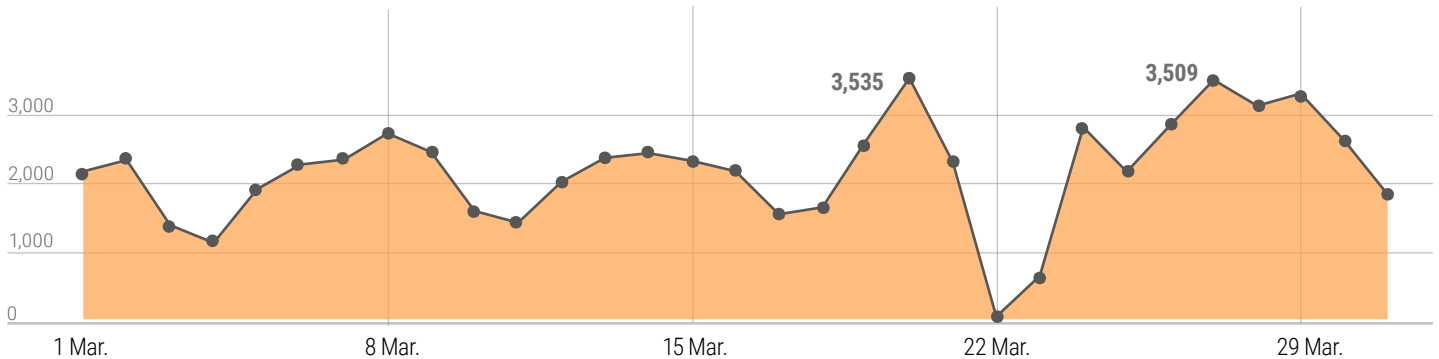


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

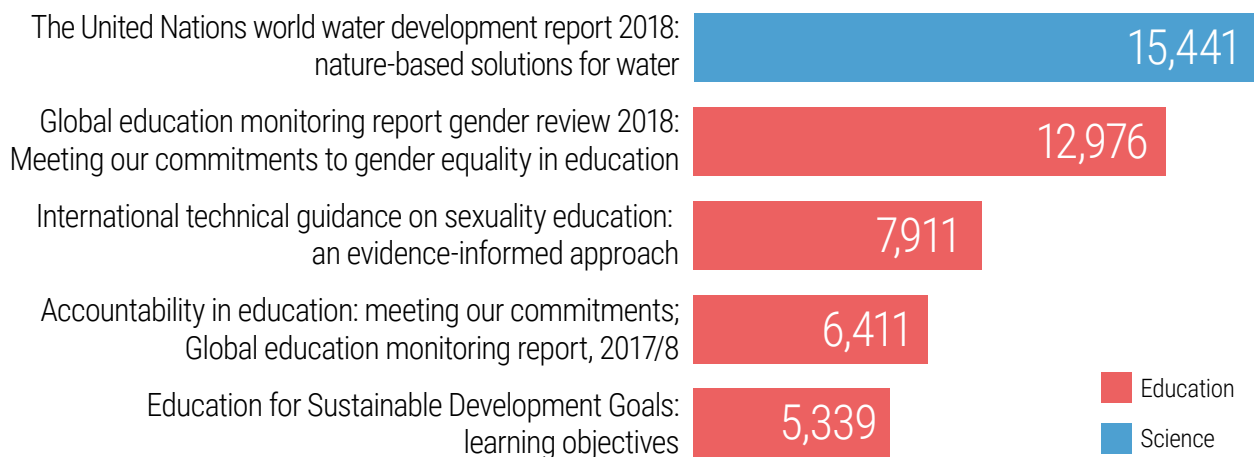
Number of articles in which "UNESCO" appeared

67,545 articles monitored in all media sources in March 2018. Source: Cision



Publications

Most consulted PDFs (UNESDOC) - Published after 2017



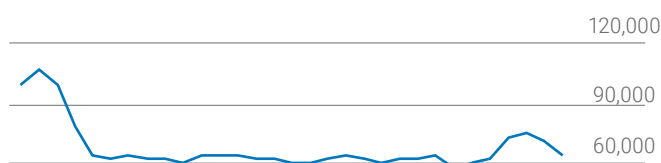
Videos on UNESCO YouTube Channel



UNESCO
89,469
subscribers

Main English
account

Watch time in minutes



Total watch time
2,095,644 minutes

Total views
1,425,469

Top 5 most viewed

Videos	Views
The Polyphonic Singing of the Aka Pygmies of Central Africa	187,878 (13%)
Kalbelia folk songs and dances of Rajasthan	179,473 (13%)
Baul Songs	143,611 (10%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	127,891 (9%)
Zaouli, popular music and dance of the Guro communities in Côte d'Ivoire	19,376 (1%)