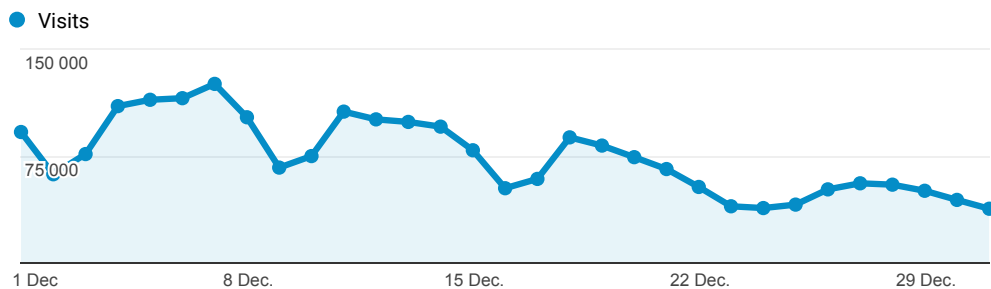


Website

Visits



Visits

2 312 562

% du total : 100,00 % (2 312 562)

Unique Visitors

1 654 008

% du total : 100,00 % (1 654 008)

Top 10 pages visited

Page	Visits
en.unesco.org/	125,173 (5.41%)
whc.unesco.org/en/list/	60,450 (2.62%)
es.unesco.org/	22,066 (0.95%)
whc.unesco.org/	21,629 (0.94%)
fr.unesco.org/	21,334 (0.92%)
en.unesco.org/careers/	19,907 (0.86%)
whc.unesco.org/fr/list/	12,029 (0.52%)
whc.unesco.org/en/list/1433	10,883 (0.47%)
whc.unesco.org/en/list/252	10,536 (0.46%)
en.unesco.org/silkroad/about-silk-road	9,838 (0.43%)

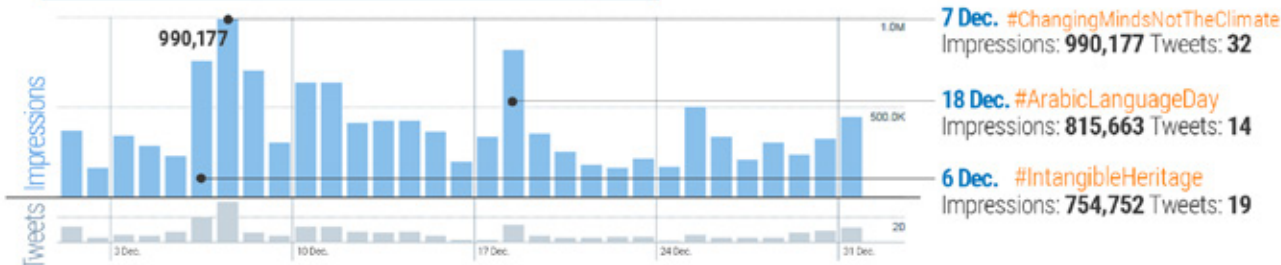
Social Media



@Unesco
2.90 M
followers

Main English
account

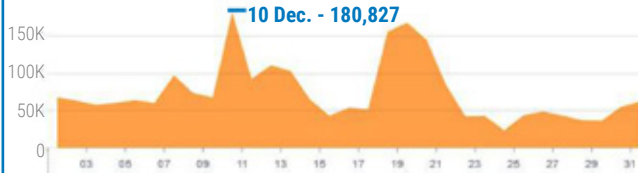
12 million impressions over 31 days



TOTAL REACH
per account

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

@UNESCO Facebook English account 607,655 likes



@UNESCOes Facebook Spanish account 432,119 likes



@UNESCOfr Facebook French account 34,462 likes



@UNESCOar Facebook Arabic account 38,567 likes



@UNESCOussian Facebook Russian account 11,436 likes

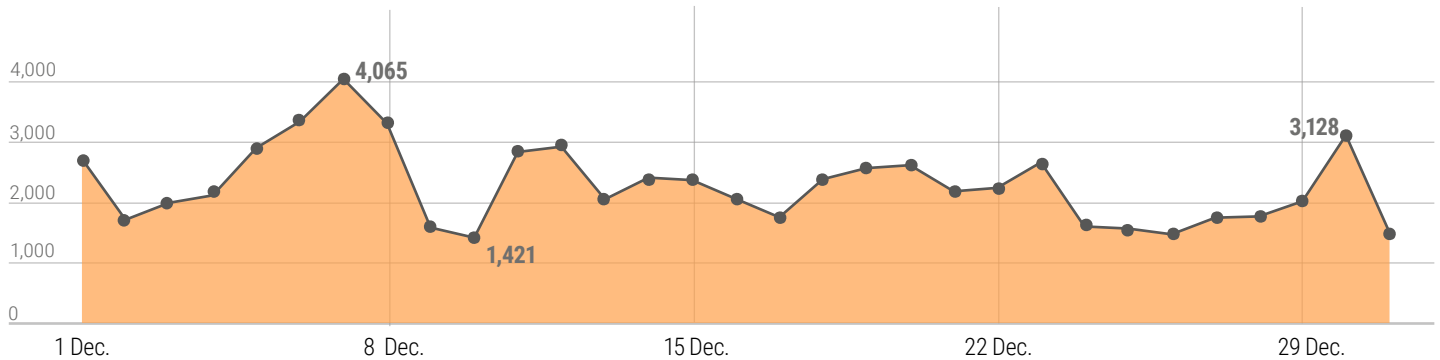


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

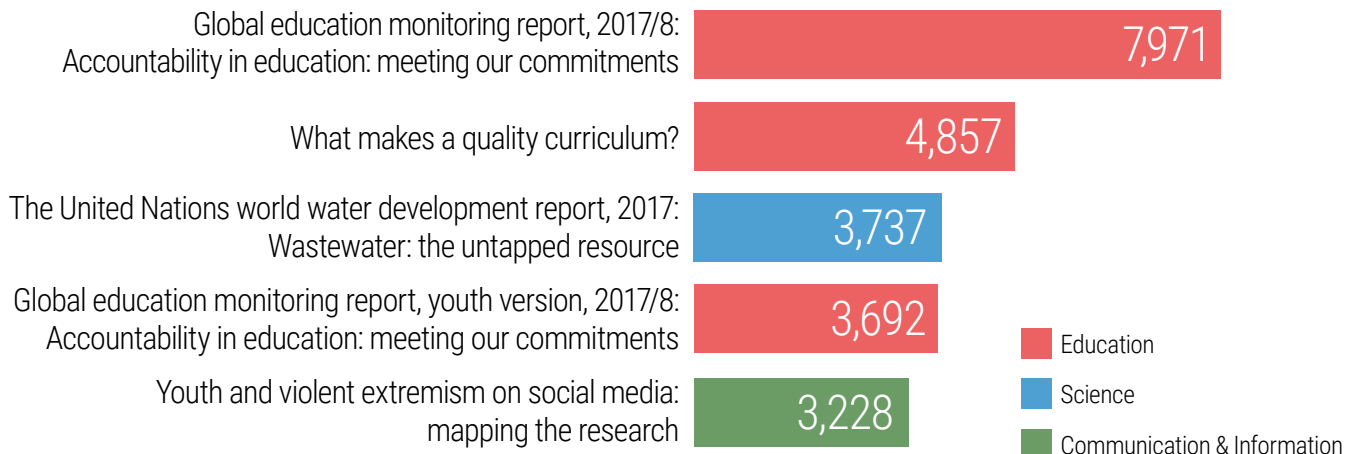
Number of articles in which "UNESCO" appeared

71,303 articles monitored in all media sources in December 2017. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2016



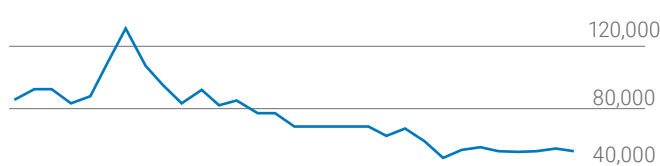
Videos on UNESCO YouTube Channel



UNESCO
77,894
subscribers

Main English
account

Watch time in minutes



Total watch time
2,347,421 minutes

Total views
1,185,657

Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	276,502 (23%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	203,365 (17%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	150,619 (13%)
Baul Songs	84,808 (7%)
The watertight-bulkhead technology of Chinese junks	25,207 (2%)