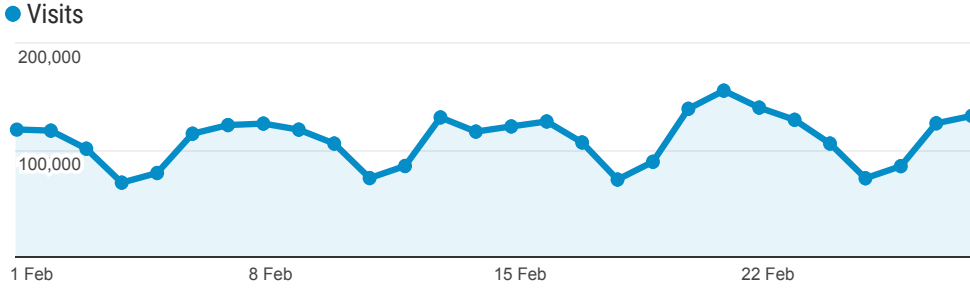


Website

Visits



Visits

3,083,271

% of Total: 100.00% (3,083,271)

Unique Visitors

2,172,832

% of Total: 100.00% (2,172,832)

Top 10 pages visited

Page	Visits
en.unesco.org/	160,170 (5.19%)
whc.unesco.org/en/list/	71,542 (2.32%)
es.unesco.org/	39,342 (1.28%)
en.unesco.org/careers/	33,330 (1.08%)
whc.unesco.org/	30,076 (0.98%)
fr.unesco.org/	24,164 (0.78%)
www.unesco.org/new/en/international-mother-language-day/	22,820 (0.74%)
en.unesco.org/careers/young-professional	22,077 (0.72%)
es.unesco.org/themes/education-21st-century	21,009 (0.68%)
www.unesco.org/new/en/unesco/resources/online-materials/publications/unescdoc-database/	19,255 (0.62%)

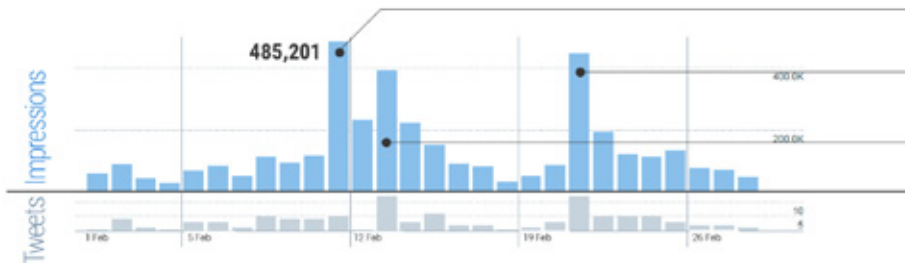
Social Media



@Unesco
2,02 M
followers

Main English
Account

3.8 million impressions over 29 days



11 February #WomenInScience
Impressions: 485,201 Tweets: 5

21 February #MotherLanguageDay
Impressions: 447,719 Tweets: 12

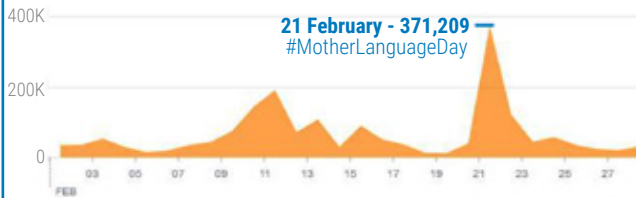
21 February #WorldRadioDay
Impressions: 391,431 Tweets: 12



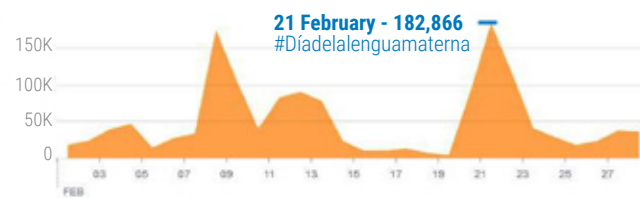
TOTAL REACH per account

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

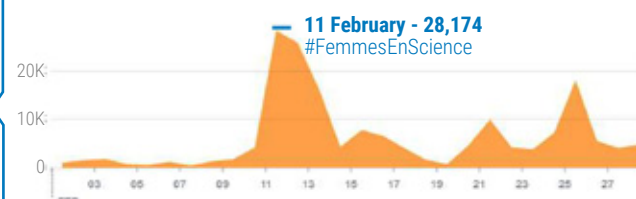
@UNESCO Facebook English account 504,525 likes



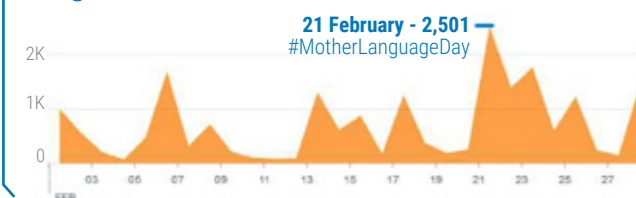
@UNESCOes Facebook Spanish account 389,536 likes



@UNESCOfr Facebook French account 23,268 likes



@UNESCOar Facebook Arabic account 30,412 likes



@UNESCOussian Facebook Russian account 10,768 likes

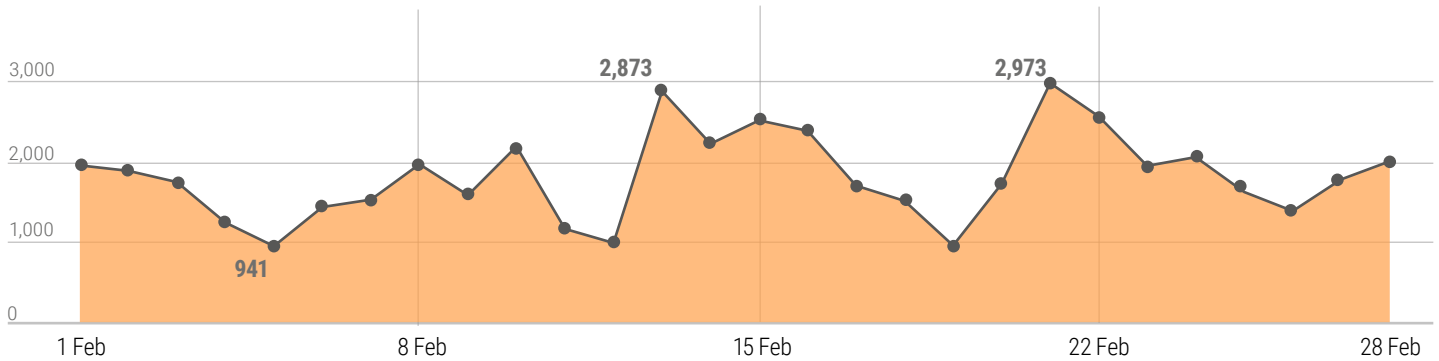


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

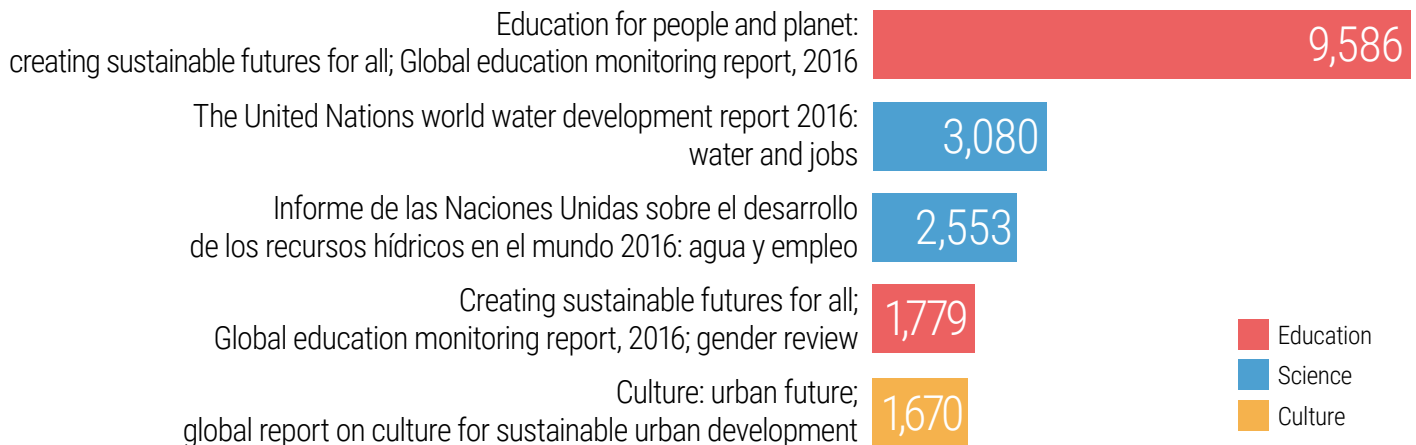
Number of articles in which "UNESCO" appeared

50,691 articles monitored in all media sources in February 2017. Source: Cision



Publications

Most consulted PDFs (UNESDOC) - Published after 2016



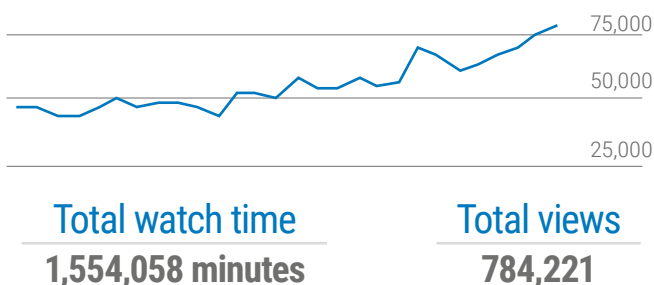
Videos on UNESCO YouTube Channel



UNESCO
53,375
subscribers

Main English
Account

Watch time in minutes



Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	282,871 (36%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	113,061 (14%)
Kabuki Theatre	21,084 (3%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	15,248 (2%)
Baul Songs	14,915 (2%)