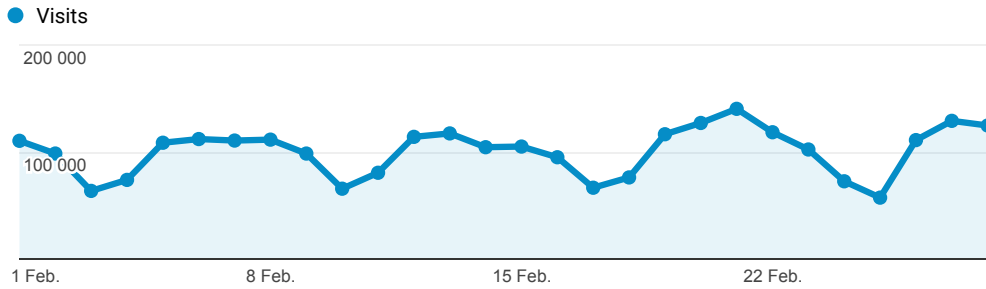


## Website

### Visits



#### Visits

**2 808 298**

% du total : 100,00 % (2 808 298)

#### Unique Visitors

**2 002 393**

% du total : 100,00 % (2 002 393)

### Top 10 pages visited

Page	Visits
en.unesco.org/	142,757 (5.08%)
whc.unesco.org/en/list/	69,005 (2.46%)
es.unesco.org/	34,771 (1.24%)
fr.unesco.org/	21,966 (0.78%)
en.unesco.org/careers/	21,317 (0.76%)
whc.unesco.org/	21,059 (0.75%)
es.unesco.org/themes/tic-educacion	15,464 (0.55%)
en.unesco.org/international-days/international-mother-language-day	15,358 (0.55%)
en.unesco.org/silkroad/about-silk-road	14,453 (0.51%)
www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/	12,769 (0.45%)

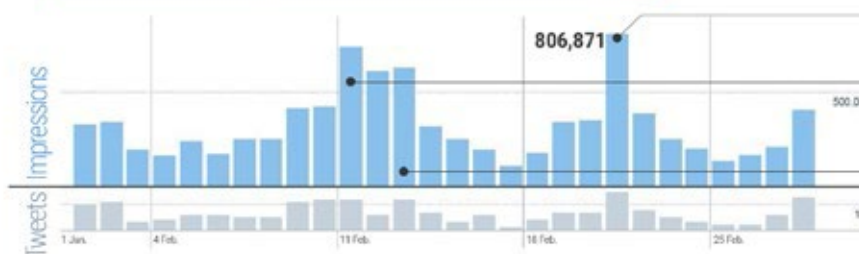
## # Social Media



@Unesco  
2.96 M  
followers

Main English  
account

### 9.1 million impressions over 28 days



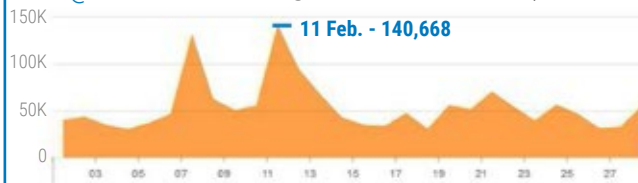
- 21 Feb.** #MotherLanguageDay  
Impressions: **806,871** Tweets: **15**
- 11 Feb.** #WomenInScience  
#ChooseScience  
Impressions: **740,007** Tweets: **12**
- 13 Feb.** #WorldRadioDay  
#HerMomentsMatter  
Impressions: **633,323** Tweets: **12**



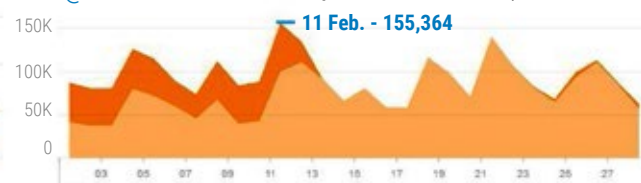
**TOTAL REACH**  
per account

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

@UNESCO Facebook English account 629,964 likes



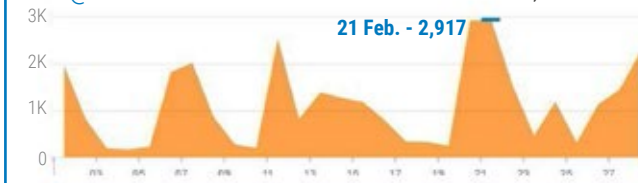
@UNESCOes Facebook Spanish account 443,218 likes



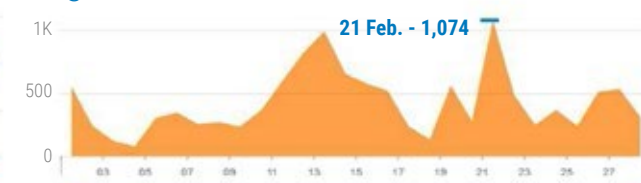
@UNESCOfr Facebook French account 36,705 likes



@UNESCOar Facebook Arabic account 39,682 likes



@UNESCOussian Facebook Russian account 11,596 likes

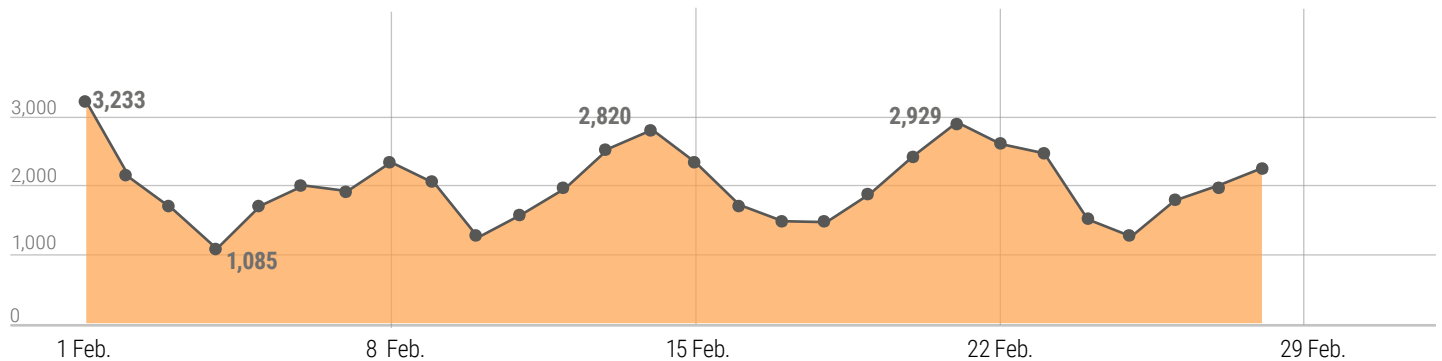


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

## Media

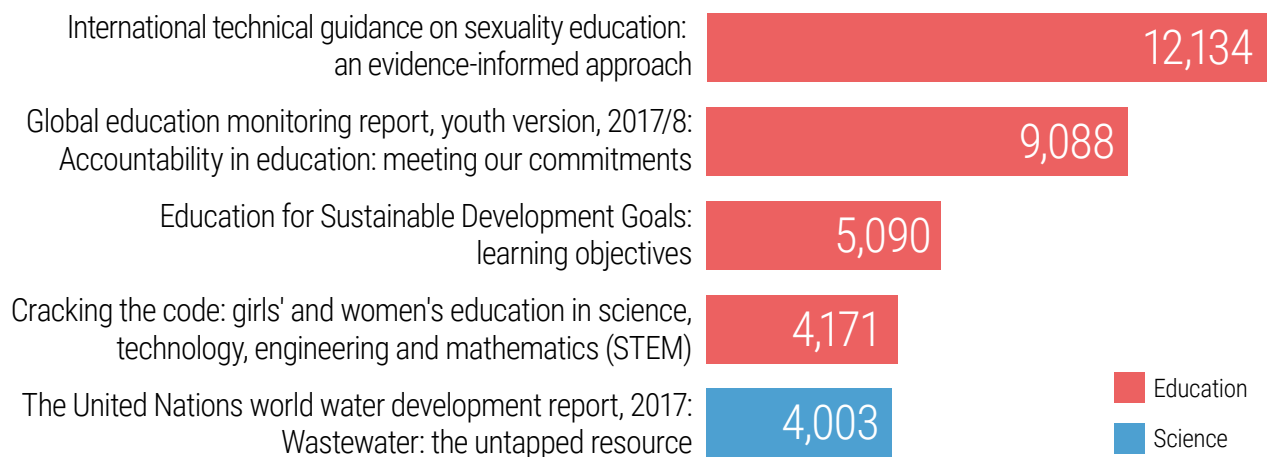
### Number of articles in which "UNESCO" appeared

56,503 articles monitored in all media sources in February 2018. Source: Cision



## Publications

### Most consulted PDFs (UNESDOC) - Published after 2017



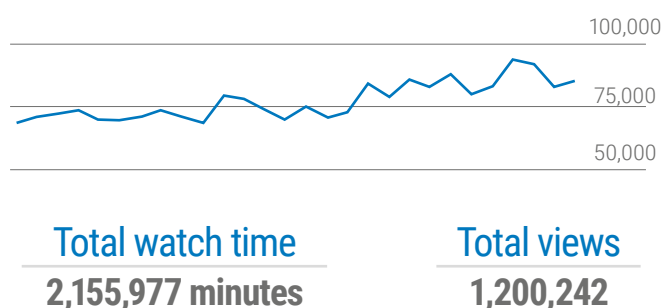
## Videos on UNESCO YouTube Channel



**UNESCO**  
85,617  
subscribers

Main English  
account

### Watch time in minutes



### Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	379,456 (32%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	110,920 (9%)
Baul Songs	95,343 (8%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	79,647 (7%)
Zaouli, popular music and dance of the Guro communities in Côte d'Ivoire	23,459 (2%)