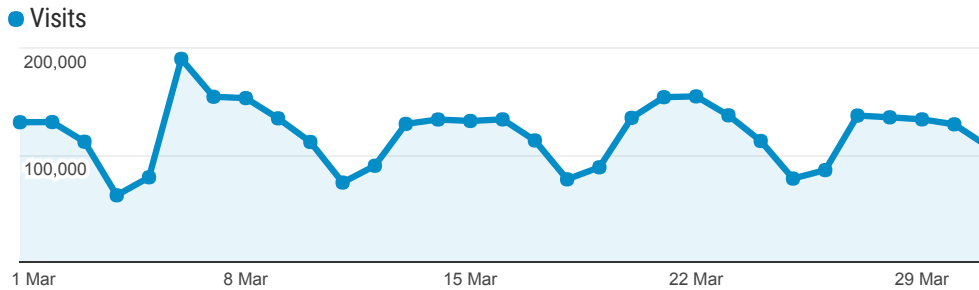


Website

Visits



Visits

3,740,543

% of Total: 100.00% (3,740,543)



Unique Visitors

2,593,299

% of Total: 100.00% (2,593,299)



Top 10 pages visited

Page	Visits
en.unesco.org/	189,271 (5.06%)
whc.unesco.org/en/list/	88,912 (2.37%)
whc.unesco.org/en/list/609	51,748 (1.38%)
es.unesco.org/	47,128 (1.26%)
whc.unesco.org/	36,959 (0.99%)
en.unesco.org/careers/	35,161 (0.94%)
es.unesco.org/themes/garantizar-suministro-agua/dia-mundial-agua	34,725 (0.93%)
fr.unesco.org/	28,981 (0.77%)
www.unesco.org/new/en/unesco/resources/online-materials/publications/unesdoc-database/	22,759 (0.61%)
www.unesco.org/new/en/fellowships/programmes/unescopoland-co-sponsored-fellowships-programme-engineering/	21,906 (0.59%)

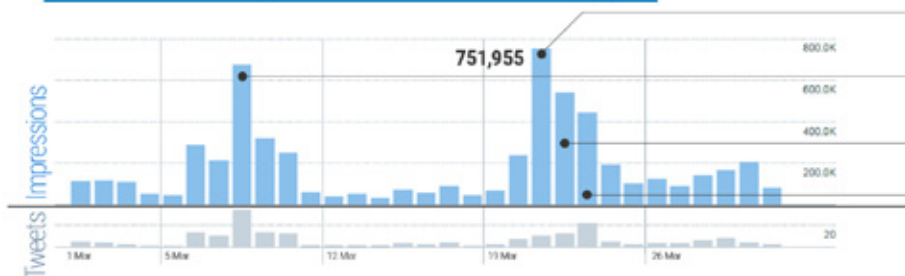
Social Media



@Unesco
2,20 M
followers

Main English
Account

5.8 million impressions over 31 days



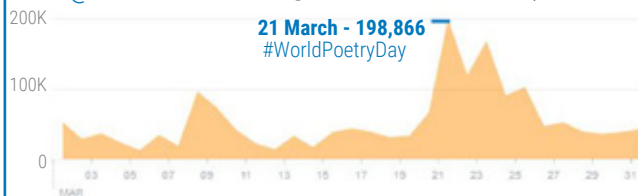
- 21 March #WorldPoetryDay**
Impressions: 751,955 Tweets: 10
- 8 March #IWD2017**
Impressions: 675,275 Tweets: 34
- 22 March #WorldWaterDay**
Impressions: 541,524 Tweets: 12
- 23 March #PressFreedom #4WomenInScience**
Impressions: 444,226 Tweets: 22



TOTAL REACH
per account

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

@UNESCO Facebook English account 514,691 likes



@UNESCOes Facebook Spanish account 399,210 likes



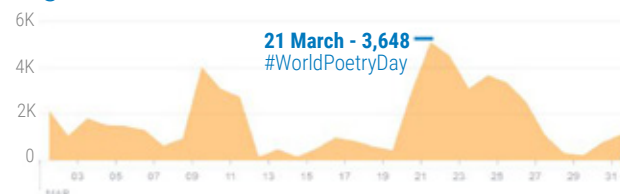
@UNESCOfr Facebook French account 24,596 likes



@UNESCOar Facebook Arabic account 31,448 likes



@UNESCOussian Facebook Russian account 10,851 likes

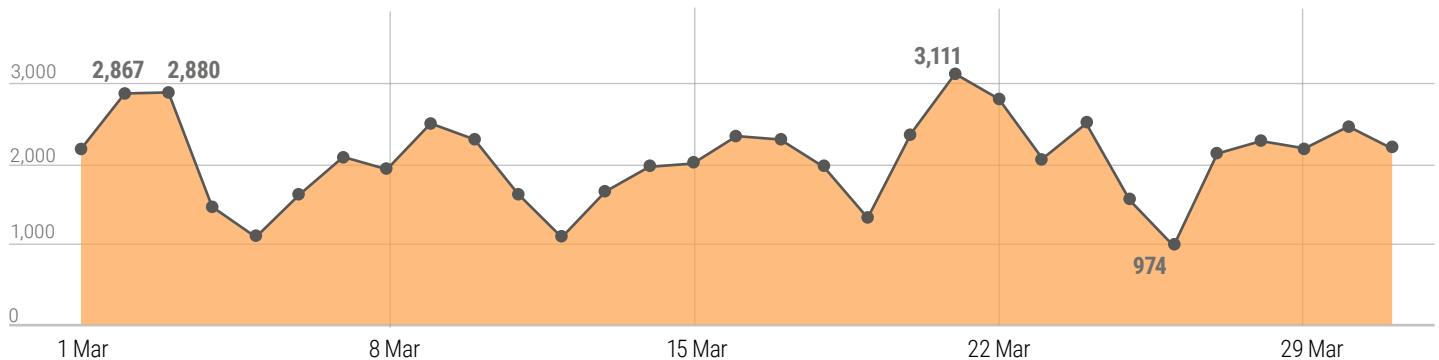


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

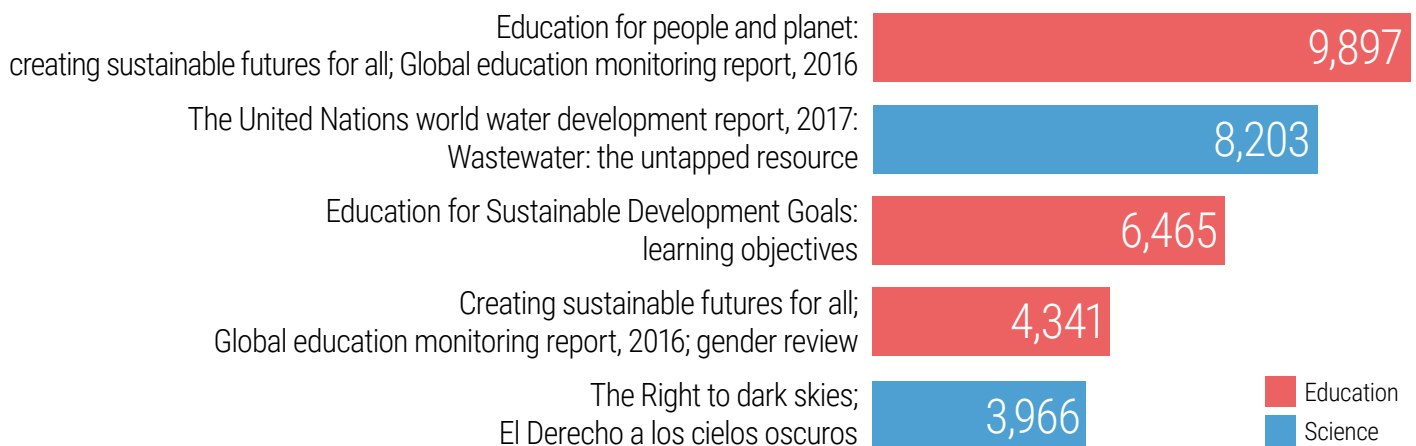
Number of articles in which "UNESCO" appeared

63,671 articles monitored in all media sources in March 2017. Source: Cision



Publications

Most consulted PDFs (UNESDOC) - Published after 2016



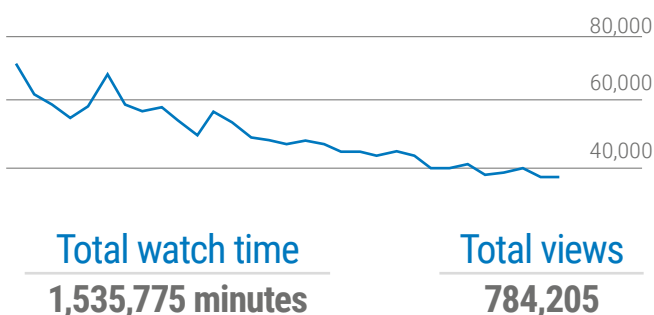
Videos on UNESCO YouTube Channel



UNESCO
55,527
subscribers

Main English
Account

Watch time in minutes



Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	256,678 (33%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	89,465 (11%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	28,056 (4%)
Baul Songs	23,817 (3%)
Kabuki Theatre	16,746 (2%)