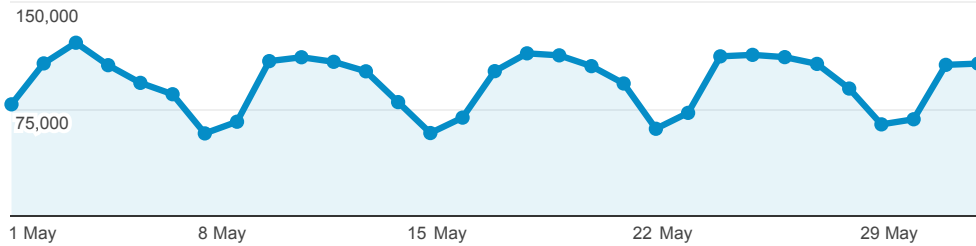


Website

Visits

● Visits



Visits

2,897,439

% of Total: 100.00% (2,897,439)

Unique Visitors

1,985,668

% of Total: 100.00% (1,985,668)

Top 10 pages visited

Page	Visits
en.unesco.org/	174,791 (6.03%)
whc.unesco.org/en/list/	95,729 (3.30%)
unesco.org/new/es	46,917 (1.62%)
whc.unesco.org/	44,312 (1.53%)
en.unesco.org/careers/	36,639 (1.26%)
fr.unesco.org/	27,277 (0.94%)
en.unesco.org/ifpc/content/apply-for-support/call-proposals	20,855 (0.72%)
unesco.org/new/es/unesco/themes/icts/	18,882 (0.65%)
whc.unesco.org/es/list/	15,060 (0.52%)
unesco.org/new/en/fellowships/programmes/unescopleoples-republic-of-china-the-great-wall-co-sponsored-fellowships-programme/	13,977 (0.48%)

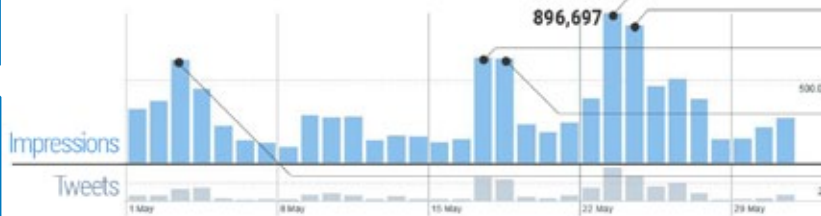
Social Media



@Unesco
1,19 M
followers

Main English
Account

10 million impressions over 31 days

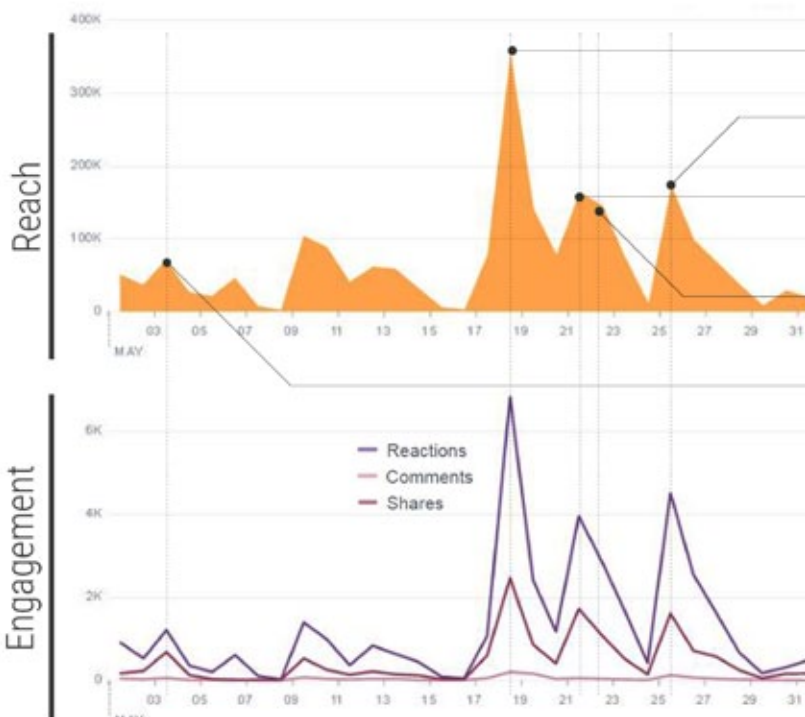


- 23 May - 24 May #WHSummit**
Impressions: 896,697 Tweets: 38
Impressions: 823,673 Tweets: 28
- 17 May #OutintheOpen**
Impressions: 628,100 Tweets: 27
- 18 May #MuseumDay**
Impressions: 627,166 Tweets: 24
- 3 May #WPF2016**
Impressions: 616,200 Tweets: 13



@UNESCOes
346,424
likes

Main Spanish
Account

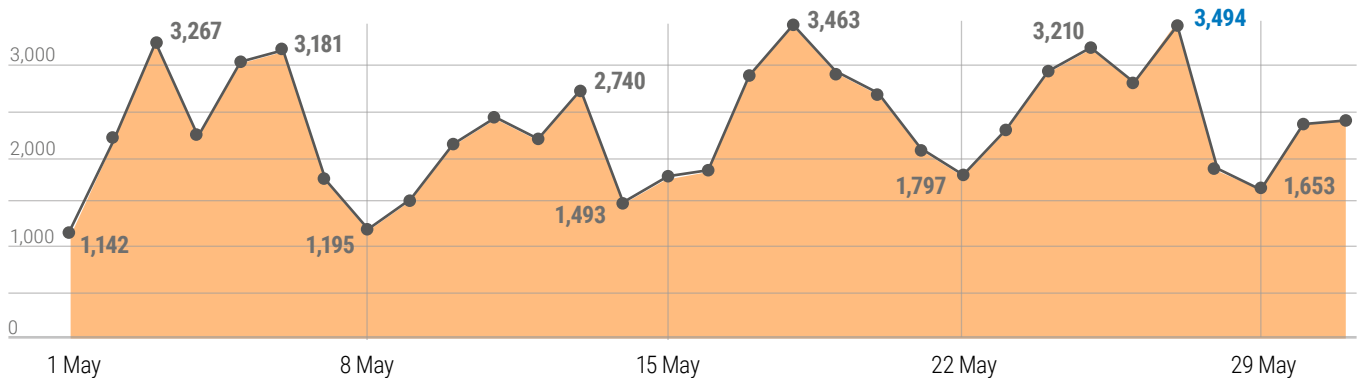


- 18 May - Int'l Museum Day**
Reach: 355,386
- 25 May - Africa Day**
Reach: 171,490
- 21 May - Int'l Day for Cultural Diversity**
Reach: 162,585
- 22 May - Int'l Day for Biological Diversity**
Reach: 144,494
- 3 May - World Press Freedom Day**
Reach: 70,102

Media

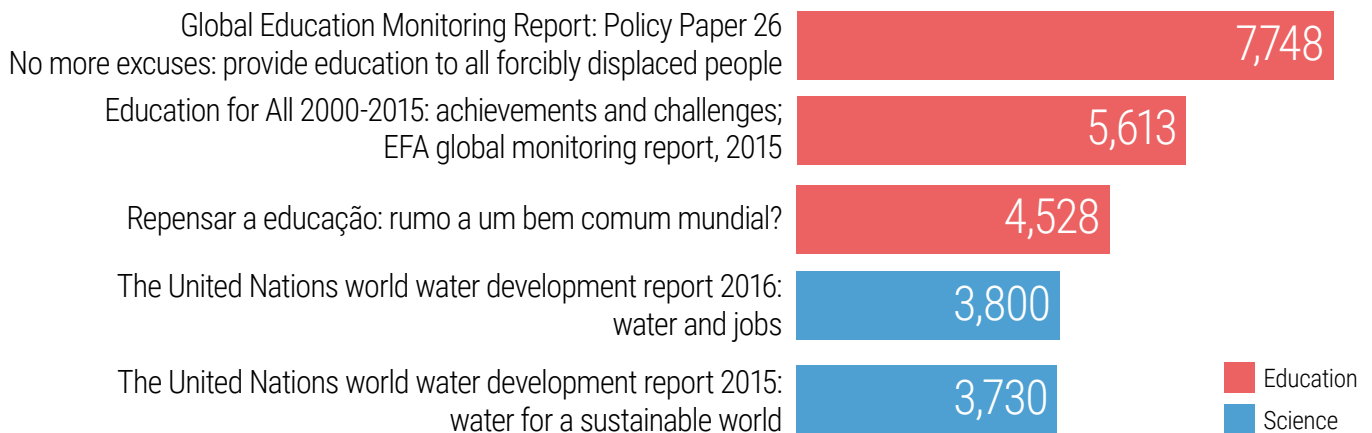
Number of articles in which "UNESCO" appeared

73,150 articles monitored in all media sources, from 1 to 31 May 2016. Source: Cision



Publications

Most consulted PDFs (UNESDOC) - Published after 2015



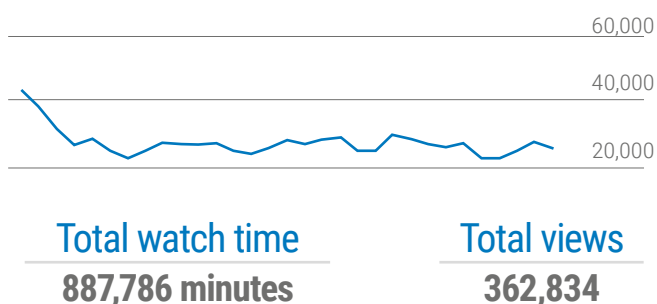
Videos on UNESCO YouTube Channel



UNESCO
39,137
subscribers

Main English
Account

Watch time in minutes



Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	48,176 (13%)
Shrimp fishing on horseback in Oostduinkerke	31,214 (8%)
Kabuki Theatre	10,211 (3%)
Daemokiang, traditional wooden architecture	9,906 (3%)
Baul Songs	9,597 (2%)