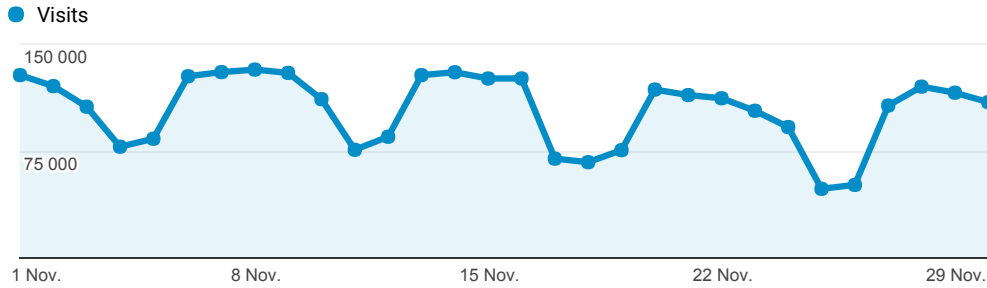


## Website

### Visits



#### Visits

**3 117 738**

% du total : 100,00 % (3 117 738)



#### Unique Visitors

**2 176 724**

% du total : 100,00 % (2 176 724)



### Top 10 pages visited

Page	Visits
en.unesco.org/	173,050 (5.55%)
whc.unesco.org/en/list/	67,327 (2.16%)
es.unesco.org/	40,072 (1.29%)
whc.unesco.org/	27,945 (0.90%)
fr.unesco.org/	27,932 (0.90%)
es.unesco.org/themes/tic-educacion	24,159 (0.77%)
en.unesco.org/careers/	20,879 (0.67%)
en.unesco.org/news/64-cities-join-unesco-creative-cities-network	15,464 (0.50%)
whc.unesco.org/fr/list/	14,889 (0.48%)
www.unesco.org/new/en/unesco/resources/onlinematerials/publications/unesdoc-database/	13,221 (0.42%)

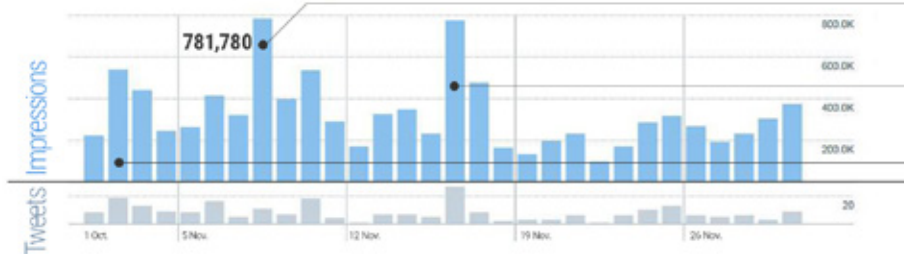
## # Social Media



@Unesco  
2.85 M  
followers

Main English  
account

### 9.7 million impressions over 30 days



- 8 Nov. Peace Message**  
Impressions: 781,780 Tweets: 11
- 16 Nov. #PhilosophyDay**  
Impressions: 772,526 Tweets: 27
- 2 Nov. #ENDImpunity**  
Impressions: 537,523 Tweets: 19



### TOTAL REACH per account

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

@UNESCO Facebook English account 596,229 likes



@UNESCOes Facebook Spanish account 428,851 likes



@UNESCOfr Facebook French account 33,702 likes



@UNESCOar Facebook Arabic account 38,002 likes



@UNESCOussian Facebook Russian account 11,387 likes

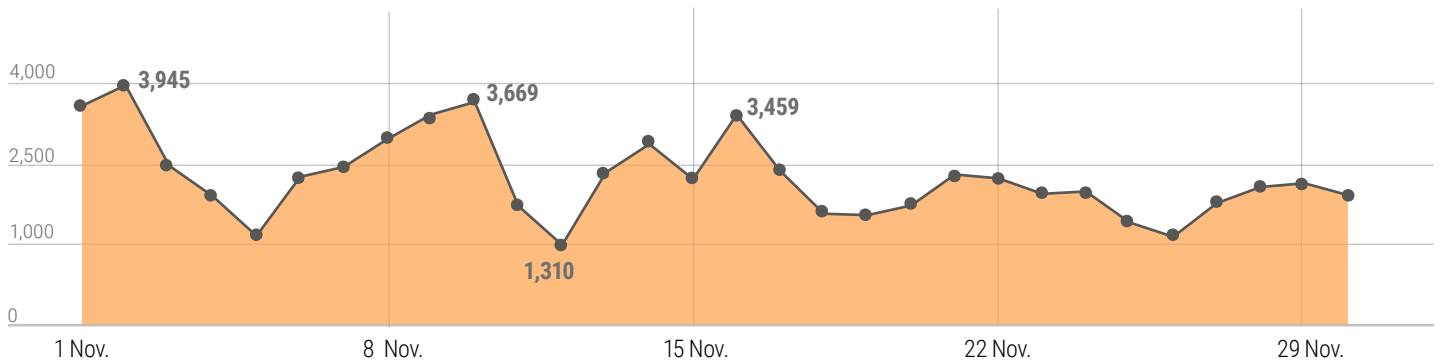


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

## Media

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

72,764 articles monitored in all media sources in November 2017. Source: Cision



## Publications

### Most consulted PDFs (UNESDOC) - Published after 2016



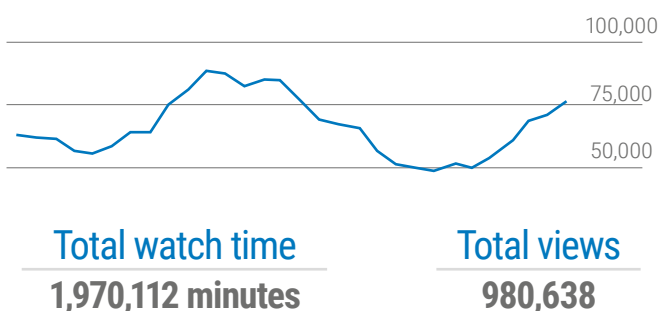
## Videos on UNESCO YouTube Channel



**UNESCO**  
74,390  
subscribers

Main English  
account

### Watch time in minutes



**Total views**  
980,638

### Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	214,614 (22%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	190,299 (19%)
Baul Songs	72,464 (7%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	48,858 (5%)
Shrimp fishing on horseback in Oostduinkerke	21,517 (2%)