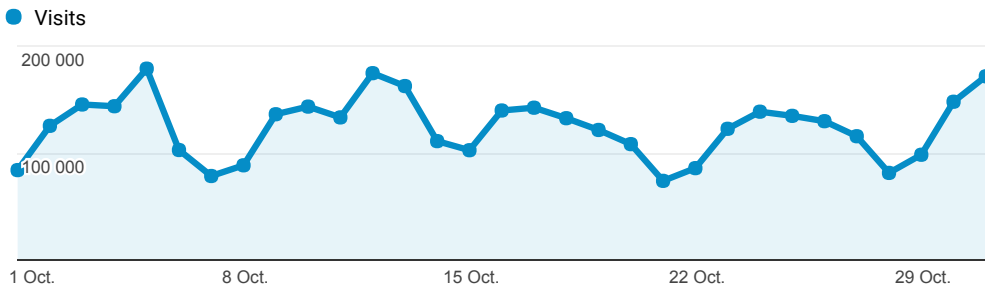


Website

Visits



Visits

3 862 031

% du total : 100,00 % (3 862 031)



Unique Visitors

2 739 111

% du total : 100,00 % (2 739 111)



Top 10 pages visited

Page	Visits
en.unesco.org/	249,791 (6.47%)
en.unesco.org/teachers/hamdani-prize	134,659 (3.49%)
whc.unesco.org/en/list/	80,948 (2.10%)
ar.unesco.org/node/251641	74,932 (1.94%)
es.unesco.org/	53,128 (1.38%)
fr.unesco.org/	43,743 (1.13%)
whc.unesco.org/	34,753 (0.90%)
en.unesco.org/themes/teachers/world-teachers-day	31,267 (0.81%)
www.unesco.org/new/es/general-information/about-us/	29,756 (0.77%)
www.unesco.org/new/pt/brasil/about-this-office/networks/celebrity-advocates/	24,761 (0.64%)

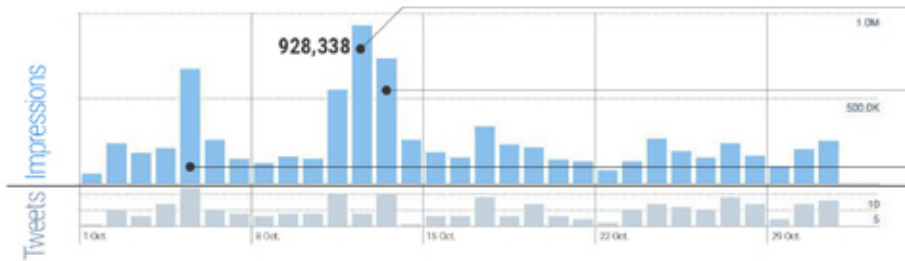
Social Media



@Unesco
2.8 M
followers

Main English
account

7.7 million impressions over 31 days



12 Oct. US withdraw from UNESCO
Impressions: **928,338** Tweets: **4**

13 Oct. #NextUnescoDG
Impressions: **732,286** Tweets: **10**

5 Oct. #WorldTeachersDay
Impressions: **670,360** Tweets: **12**



TOTAL REACH
per account

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

@UNESCO Facebook English account 586,085 likes



@UNESCOes Facebook Spanish account 426,010 likes



@UNESCOfr Facebook French account 32,752 likes



@UNESCOar Facebook Arabic account 37,292 likes



@UNESCOussian Facebook Russian account 11,330 likes

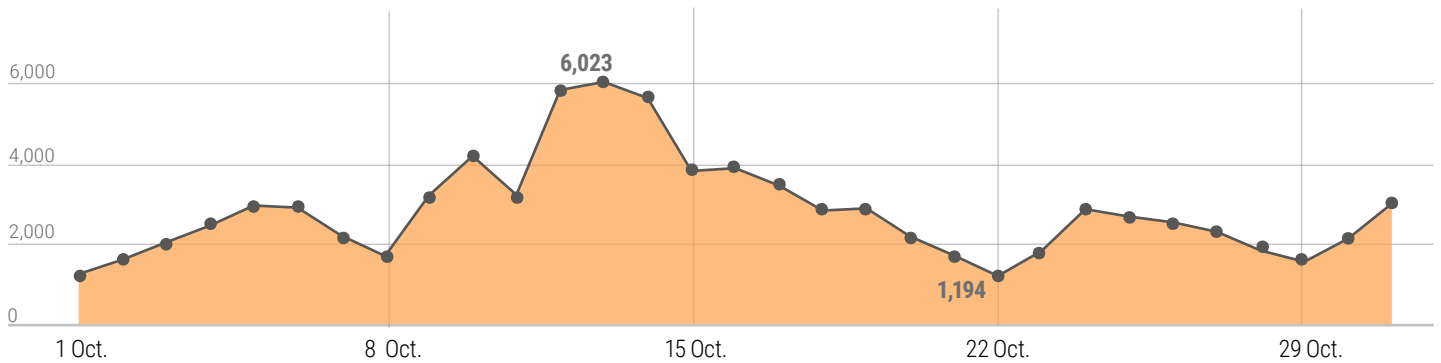


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

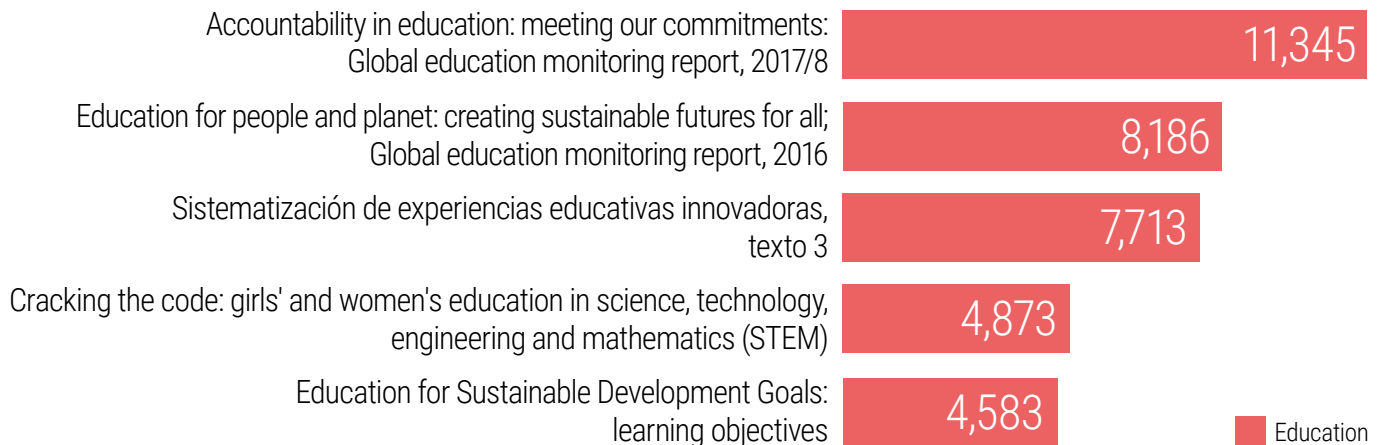
Number of articles in which "UNESCO" appeared

87,651 articles monitored in all media sources in October 2017. Source: Cision



Publications

Most consulted PDFs (UNESDOC) - Published after 2016



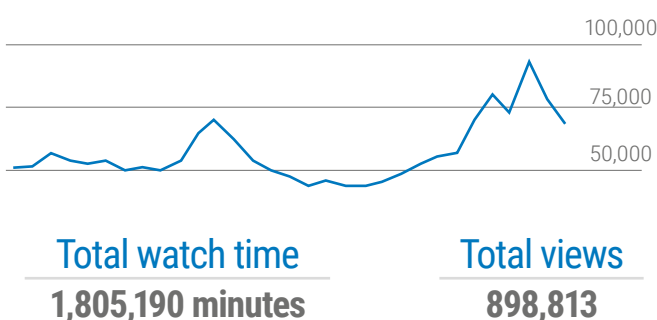
Videos on UNESCO YouTube Channel



UNESCO
71,527
subscribers

Main English
account

Watch time in minutes



Top 5 most viewed

Videos	Views
Kalbélia folk songs and dances of Rajasthan	185,788 (21%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	132,026 (15%)
Baul Songs	68,383 (8%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	60,861 (7%)
Shrimp fishing on horseback in Oostduinkerke	51,503 (6%)