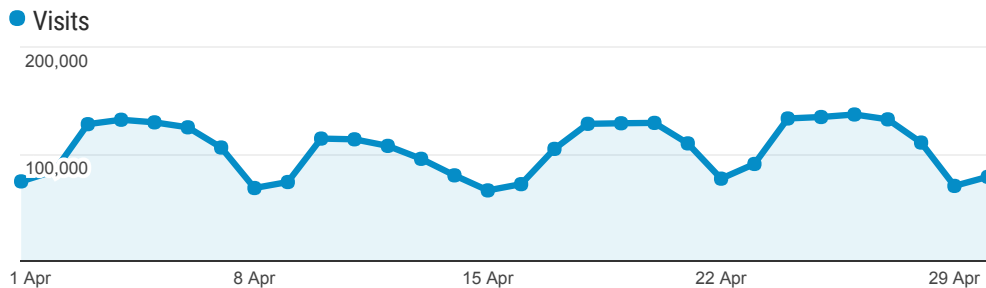


Website

Visits



Visits

3,145,704
% of Total: 100.00% (3,145,704)

Users

2,175,626
% of Total: 100.00% (2,175,626)

Top 10 pages visited

Page	Visits
en.unesco.org/	162,701 (5.17%)
whc.unesco.org/en/list/	79,788 (2.54%)
es.unesco.org/	35,669 (1.13%)
whc.unesco.org/	30,498 (0.97%)
en.unesco.org/careers/	30,370 (0.97%)
www.unesco.org/new/en/unesco/resources/online-materials/publications/unescodoc-database/	26,037 (0.83%)
fr.unesco.org/	24,548 (0.78%)
www.unesco.org/new/en/fellowships/programmes/unescopesoples-republic-of-china-the-great-wall-co-sponsored-fellowships-programme/	16,235 (0.52%)
www.unesco.org/new/es/unesco/themes/icts/	16,127 (0.51%)
en.unesco.org/celebrations/international-days	14,470 (0.46%)

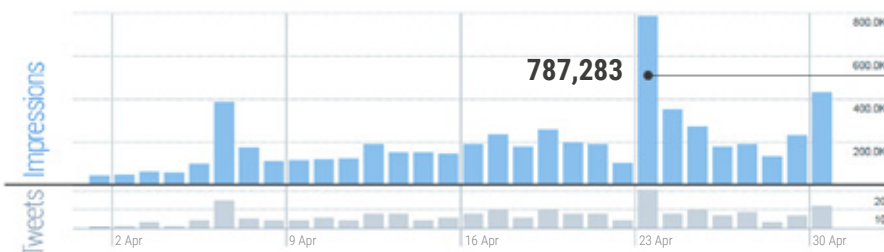
Social Media



@Unesco
2,31 M
followers

Main English
Account

5.9 million impressions over 30 days



23 April #BookDay
Impressions: **787,283**
Tweets: **21**



TOTAL REACH per account

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

@UNESCO Facebook English account 523,089 likes



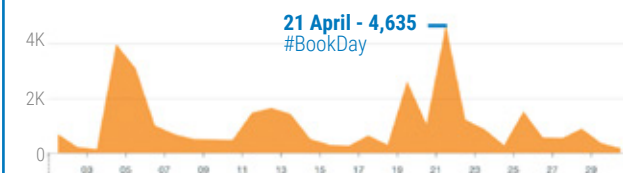
@UNESCOes Facebook Spanish account 404,558 likes



@UNESCOfr Facebook French account 25,966 likes



@UNESCOar Facebook Arabic account 32,184 likes



@UNESCOussian Facebook Russian account 10,934 likes

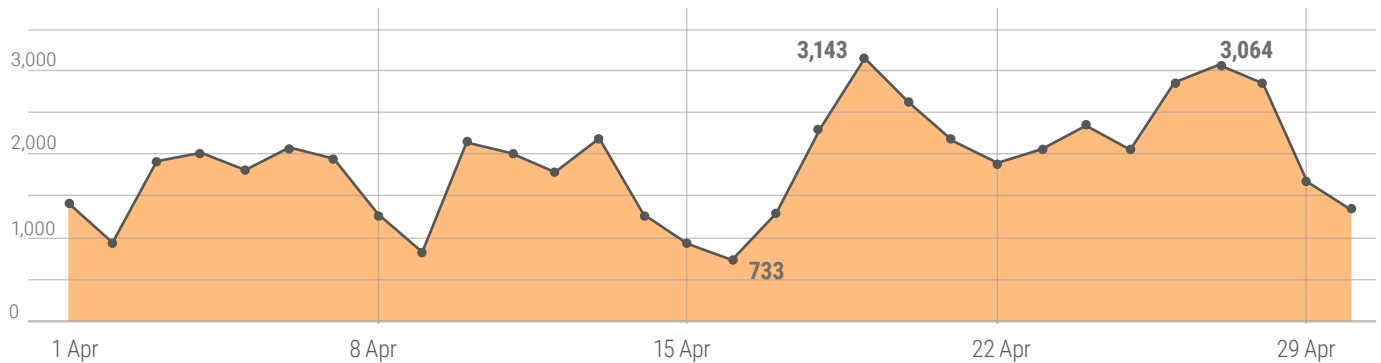


The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

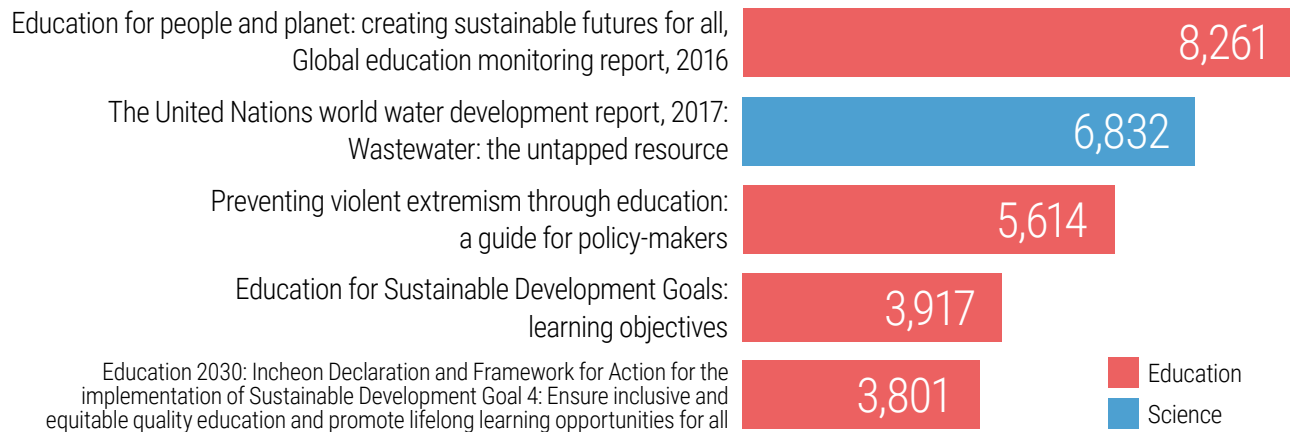
Number of articles in which "UNESCO" appeared

56,877 articles monitored in all media sources in April 2017. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2016



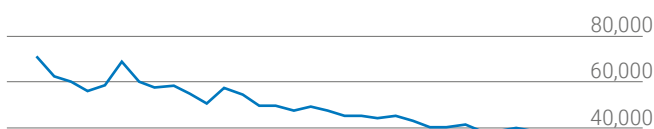
Videos on UNESCO YouTube Channel



UNESCO
57,359
subscribers

Main English
Account

Watch time in minutes



Total watch time
1,535,775 minutes

Total views
613,676

Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	112,858 (18%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	82,004 (13%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	56,898 (9%)
Baul Songs	31,417 (5%)
Shrimp fishing on horseback in Oostduinkerke	17,074 (3%)