UNITED NATIONS
Educational, Scientific and
Cultural Organization

MONTHLY VISIBILITY REPORT

Report Overview
March 2017

Website

Visits

Top 10 pages visited

Page                              | Visits  |
---------------------------------|---------|
en.unesco.org/                   | 189,271 |
whc.unesco.org/en/list/          | 88,912  |
whc.unesco.org/en/list/609       | 51,748  |
es.unesco.org/                   | 47,128  |
whc.unesco.org/                  | 36,959  |
en.unesco.org/careers/           | 35,161  |
es.unesco.org/themes/garantizar- | 34,725  |
suministro-agua/dia-mundial-agua |
fr.unesco.org/                   | 28,981  |
www.unesco.org/new/en/unesco/    | 22,759  |
resources/online-materials/      |         |
publications/unesco-doc-database |
www.unesco.org/new/en/fellowships/| 21,906  |
programmes/unescopoland-co-sponsored-fellowships-programme-engineering/

| Visits                  | % of Total | % of Total |
---|------------------------|------------|------------|
3,740,543                   | 100.00%    | (3,740,543) |
2,593,299                   | 100.00%    | (2,593,299) |

Unique Visitors

@Unesco                       | 2,20 M followers |
@UNESCO                      | 514,691 likes   |
@UNESCOfr                    | 24,596 likes    |
@UNESCOar                    | 31,448 likes    |
@UNESCOes                    | 399,210 likes   |
@UNESCOes                     | 399,210 likes   |

TOTAL REACH per account

@UNESCO                      | 2,20 M followers |
@UNESCOes                    | 514,691 likes   |
@UNESCOfr                    | 24,596 likes    |
@UNESCOar                    | 31,448 likes    |
@UNESCOs                     | 399,210 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.

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Social Media

5.8 million impressions over 31 days

@UNESCO Facebook English account
21 March - 198,866
#WorldPoetryDay

@UNESCOfr Facebook French account
22 March - 21,266
#JournéeDeLaPoesie

@UNESCOar Facebook Arabic account
25 March - 4,902
UN / Protection of Heritage

@UNESCOes Facebook Spanish account
21 March - 949,854
#DíaDeLaPoesía

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Number of articles in which “UNESCO” appeared

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

Videos on UNESCO YouTube Channel

Education for people and planet: creating sustainable futures for all; Global education monitoring report, 2016
9,897

The United Nations world water development report, 2017: Wastewater: the untapped resource
8,203

Education for Sustainable Development Goals: learning objectives
6,465

Creating sustainable futures for all; Global education monitoring report, 2016; gender review
4,341

The Right to dark skies; El Derecho a los cielos oscuros
3,966

Most consulted PDFs (UNESDOC) - Published after 2016

UNESCO
55,527 subscribers
Main English Account

Watch time in minutes

Top 5 most viewed

Videos | Views
--- | ---
Kalbelia 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%)