### Monthly Visibility Report
November 2017

#### Website

**Visits**
- Total visits: 3,117,738 (100.00%)
- Top 10 pages visited:
  - 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/ 15,464 (0.50%)
  - www.unesco.org/new/en/unesco/resources/onlinematerials/publications/unesdoc-database/ 13,221 (0.42%)

**Unique Visitors**
- Total unique visitors: 2,176,724 (100.00%)

#### Social Media

- **@Unesco** 2.85 M followers
- **@UNESCOfr** 33,702 likes
- **@UNESCOes** 428,851 likes
- **@UNESCOar** 38,002 likes
- **@UNESCOrussian** 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.

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**Report Overview**

- **Top 10 pages visited**
  - 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%)
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  - www.unesco.org/new/en/unesco/resources/onlinematerials/publications/unesdoc-database/ 13,221 (0.42%)

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**Site Visits**

- **Visits**
  - 1 Nov. 75,000
  - 8 Nov. 75,000
  - 15 Nov. 150,000
  - 22 Nov. 150,000
  - 29 Nov. 27,945

- **Unique Visitors**
  - 1 Nov. 27,945
  - 8 Nov. 27,945
  - 15 Nov. 40,072
  - 22 Nov. 40,072
  - 29 Nov. 24,159

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**Main English account**

- **@Unesco**
  - 2.85 M followers
  - 761,780 impressions

**@UNESCOfr**
- 33,702 likes
- 2 Nov. - 65,242

**@UNESCOes**
- 428,851 likes
- 16 Nov. - 138,283

**@UNESCOar**
- 38,002 likes
- 16 Nov. - 4,324

**@UNESCOrussian**
- 11,387 likes
- 10 Nov. - 2,531

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**9.7 million impressions over 30 days**

**8 Nov.**
- Peace Message
  - Impressions: 781,780
  - Tweets: 11

**16 Nov.**
- Philosophy Day
  - Impressions: 772,526
  - Tweets: 27

**2 Nov.**
- END Impunity
  - Impressions: 537,523
  - Tweets: 19
MONTHLY VISIBILITY REPORT

Report Overview
November 2017

Number of articles in which “UNESCO” appeared
72,764 articles monitored in all media sources in November 2017. Source: Cision

Most consulted PDFs (UNESDOC) - Published after 2016

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountability in education: meeting our commitments:</td>
<td>12,405</td>
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<tr>
<td>Global education monitoring report, 2017/8</td>
<td></td>
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<tr>
<td>Sistematización de experiencias educativas innovadoras, texto 3</td>
<td>6,126</td>
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<tr>
<td>Serie “Herramientas de apoyo para el trabajo docente”</td>
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<tr>
<td>The United Nations world water development report, 2017:</td>
<td>5,057</td>
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<tr>
<td>Wastewater: the untapped resource</td>
<td></td>
</tr>
<tr>
<td>Education for Sustainable Development Goals:</td>
<td>5,042</td>
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<tr>
<td>learning objectives</td>
<td></td>
</tr>
<tr>
<td>Innovación educativa, texto 1</td>
<td>4,960</td>
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<tr>
<td>Serie “Herramientas de apoyo para el trabajo docente”</td>
<td></td>
</tr>
</tbody>
</table>

Videos on UNESCO YouTube Channel

Watch time in minutes

Total watch time: 1,970,112 minutes
Total views: 980,638

Top 5 most viewed

<table>
<thead>
<tr>
<th>Videos</th>
<th>Views</th>
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</thead>
<tbody>
<tr>
<td>Kalbelia folk songs and dances of Rajasthan</td>
<td>214,614</td>
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<tr>
<td>Traditional brass and copper craft of utensil making among the</td>
<td>190,209</td>
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<tr>
<td>Thatheras of Jandiala Guru</td>
<td></td>
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<tr>
<td>Baul Songs</td>
<td>72,464</td>
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<tr>
<td>The Polyphonic Singing of the Aka Pygmies of Central Africa</td>
<td>48,858</td>
</tr>
<tr>
<td>Shrimp fishing on horseback in Oostduinkerke</td>
<td>21,517</td>
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</tbody>
</table>

Science Education