**Website**

**Visits**
- Total visits: 2,971,801 (100.00%)
- Users: 2,078,908 (100.00%)

**Social Media**

**@Unesco**
- 1,67 M followers

**@UNESCOfrench**
- 21,234 likes
  - 21 September - 5,926

**@UNESCOfrench**
- 427,308 likes
  - 06 September - 493,245
  - Launch of 2016 GEM Report

**@UNESCOar**
- 28,369 likes
  - 06 September - 2,193
  - Children centered learning

**@Unescofr**
- 21,234 likes
  - 21 September - 5,926

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**@UNESCOen**
- 367,596 likes
  - 29 September - 155,303
  - Mafalda’s Birthday

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**Top 10 pages visited**

<table>
<thead>
<tr>
<th>Page</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>en.unesco.org/</td>
<td>172,944 (5.82%)</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/</td>
<td>86,698 (2.92%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/es/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/">www.unesco.org/new/es/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/</a></td>
<td>44,875 (1.51%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/es/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/">www.unesco.org/new/es/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/</a></td>
<td>43,117 (1.45%)</td>
</tr>
<tr>
<td>whc.unesco.org/</td>
<td>38,726 (1.30%)</td>
</tr>
<tr>
<td>en.unesco.org/careers/</td>
<td>36,121 (1.22%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/es/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/">www.unesco.org/new/es/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/</a></td>
<td>29,528 (0.99%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/es/unesco/themes/icts/">www.unesco.org/new/es/unesco/themes/icts/</a></td>
<td>27,661 (0.93%)</td>
</tr>
<tr>
<td>fr.unesco.org/</td>
<td>24,574 (0.83%)</td>
</tr>
<tr>
<td>whc.unesco.org/es/list/</td>
<td>17,069 (0.57%)</td>
</tr>
</tbody>
</table>

**Main English Account**

- Total Reach: 86,898
- 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.

**@UNESCO**
- 1,67 M followers

**@UNESCOfr**
- 21,234 likes
  - 21 September - 5,926

**@UNESCOes**
- 367,596 likes
  - 29 September - 155,303
  - Mafalda’s Birthday

**@UNESCOrussian**
- 10,458 likes

**@UNESCOar**
- 28,369 likes
  - 06 September - 2,193
  - Children centered learning

**@UNESCOen**
- 367,596 likes
  - 29 September - 155,303
  - Mafalda’s Birthday

**@UNESCOfr**
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  - 21 September - 5,926
MONTHLY VISIBILITY REPORT
September 2016

Media

Number of articles in which “UNESCO” appeared
60,175 articles monitored in all media sources, from 1 to 30 September 2016. Source: Cision

![Chart showing the number of articles mentioning UNESCO from 1 Sep to 29 Sep 2016, with a peak on 8 Sep with 3,509 mentions.]

Publications

Most consulted PDFs (UNESDOC) - Published after 2015

- Education for people and planet: creating sustainable futures for all, Global education monitoring report, 2016: 25,534 views
- Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015: 4,923 views
- Educación física de calidad (EFC): guía para los responsables políticos: 4,511 views
- The United Nations world water development report 2016: water and jobs: 4,190 views
- World social science report, 2016: Challenging inequalities; pathways to a just world: 3,142 views

Videos on UNESCO YouTube Channel

Total watch time: 899,484 minutes
Total views: 428,766

Top 5 most viewed (all channels)

- Kaibelela folk songs and dances of Rajasthan: 107,130 views (19%)
- The Polyphonic Singing of the Aka Pygmies of Central Africa: 11,875 views (2%)
- Kabuki Theatre: 11,138 views (2%)
- Aprender a Proteger la Biodiversidad: 10,200 views (2%)
- Daemokjang, traditional wooden architecture: 9,870 views (2%)