MONTHLY VISIBILITY REPORT

Report Overview
September 2017

Website

Visits

- **Visits**
  - 150,000

- **Unique Visitors**
  - 2,113,031
  - 100.00 % (2,113,031)

Top 10 pages visited

<table>
<thead>
<tr>
<th>Page</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>en.unesco.org/</td>
<td>166,652</td>
</tr>
<tr>
<td>en.unesco.org/teachers/hamdan-prize</td>
<td>129,144</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/</td>
<td>73,252</td>
</tr>
<tr>
<td>ar.unesco.org/node/251641</td>
<td>58,724</td>
</tr>
<tr>
<td>es.unesco.org/</td>
<td>37,149</td>
</tr>
<tr>
<td>fr.unesco.org/enseignants/prix-hamdan</td>
<td>32,682</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>31,245</td>
</tr>
<tr>
<td>en.unesco.org/teachers/prix-hamdan</td>
<td>29,701</td>
</tr>
<tr>
<td>es.unesco.org/</td>
<td>24,438</td>
</tr>
<tr>
<td>en.unesco.org/careers/</td>
<td>22,912</td>
</tr>
</tbody>
</table>

Social Media

@Unesco 2,76 M followers

- **Main English Account**
  - @UNESCO
  - 569,879 likes
  - 29 Sept. - 647,546

- **French Account**
  - @UNESCOfr
  - 31,707 likes
  - 8 Sept. - 11,714

- **Arabic Account**
  - @UNESCOar
  - 35,647 likes
  - 5 Sept. - 4,315

- **Spanish Account**
  - @UNESCOes
  - 422,754 likes
  - 29 Sept. - 647,546

- **Russian Account**
  - @UNESCORussian
  - 11,269 likes
  - 19 Sept. - 3,154

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.

TOTAL REACH per account

- @UNESCO
- @UNESCOes
- @UNESCOfr
- @UNESCOar
- @UNESCORussian
Number of articles in which “UNESCO” appeared

58,217 articles monitored in all media sources in September 2017. Source: Cision

Most consulted PDFs (UNESDOC) - Published after 2016

- Education for people and planet: creating sustainable futures for all; Global education monitoring report, 2016: 11,763 views
- Sistematización de experiencias educativas innovadoras, texto 3: 6,154 views
- Cracking the code: girls’ and women’s education in science, technology, engineering and mathematics (STEM): 4,467 views
- Education for Sustainable Development Goals: learning objectives: 4,009 views

Videos on UNESCO YouTube Channel

- Total watch time: 1,511,650 minutes
- Total views: 806,671

Top 5 most viewed

1. Kalbelia folk songs and dances of Rajasthan: 144,415 views (16%)
2. Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru: 126,433 views (16%)
3. The Polyphonic Singing of the Aka Pygmies of Central Africa: 115,443 views (14%)
4. Baul Songs: 54,901 views (7%)
5. Shrimp fishing on horseback in Oostduinkerke: 26,261 views (3%)