Website

Visits

- Visits
  - 200,000

Top 10 pages visited

<table>
<thead>
<tr>
<th>Page</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>en.unesco.org/</td>
<td>162,701 (5.17%)</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/</td>
<td>79,788 (2.54%)</td>
</tr>
<tr>
<td>es.unesco.org/</td>
<td>35,669 (1.13%)</td>
</tr>
<tr>
<td>whc.unesco.org/</td>
<td>30,498 (0.97%)</td>
</tr>
<tr>
<td>en.unesco.org/careers/</td>
<td>30,370 (0.97%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/en/unesco/resources/online-materials/publications/unesdoc-database/">www.unesco.org/new/en/unesco/resources/online-materials/publications/unesdoc-database/</a></td>
<td>26,037 (0.83%)</td>
</tr>
<tr>
<td>fr.unesco.org/</td>
<td>24,548 (0.78%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/en/fellowships/programmes/unescopeoples-republic-of-china-the-great-wall-co-sponsored-fellowships-programme/">www.unesco.org/new/en/fellowships/programmes/unescopeoples-republic-of-china-the-great-wall-co-sponsored-fellowships-programme/</a></td>
<td>16,235 (0.52%)</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>16,127 (0.51%)</td>
</tr>
<tr>
<td>en.unesco.org/celebrations/international-days</td>
<td>14,470 (0.46%)</td>
</tr>
</tbody>
</table>

Users

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

Users

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

Social Media

- @Unesco
  - 2.31 M followers

5.9 million impressions over 30 days

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

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
Facebook English account
523,089 likes

@UNESCOfr
Facebook French account
25,966 likes

@UNESCOar
Facebook Arabic account
32,184 likes

@UNESCOes
Facebook Spanish account
404,558 likes

@UNESCOrussian
Facebook Russian account
10,934 likes

en.unesco.org/careers/ 162,701 (5.17%)
es.unesco.org/ 35,669 (1.13%)
whc.unesco.org/careers/ 30,370 (0.97%)
www.unesco.org/new/en/unesco/resources/online-materials/publications/unesdoc-database/ 26,037 (0.83%)
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www.unesco.org/new/en/fellowships/programmes/unescopeoples-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%)
Number of articles in which “UNESCO” appeared

56,877 articles monitored in all media sources in April 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
The United Nations world water development report, 2017: Wastewater: the untapped resource
Preventing violent extremism through education: a guide for policy-makers
Education for Sustainable Development Goals: learning objectives
Education 2030: Incheon Declaration and Framework for Action for the implementation of Sustainable Development Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Top 5 most viewed

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