

Communications results 2020







289 2019 2020

QUALITY OVER QUANTITY



more than 3 times

as many readers as last year

2019 2020

322,396 1,080,000 (+234%)

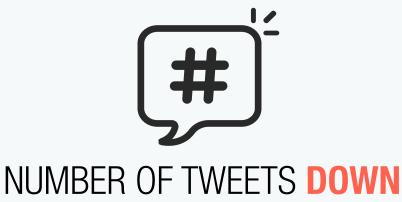


8.5%

+120%

NEWS DRIVES MORE WEBSITE TRAFFIC

02 Social Media



Average monthly Tweets

138 2019

2020







BUT VISIBILITY UP **Impressions per Tweet**

2020 2019



AND NEW FOLLOWERS UP

2019 2020



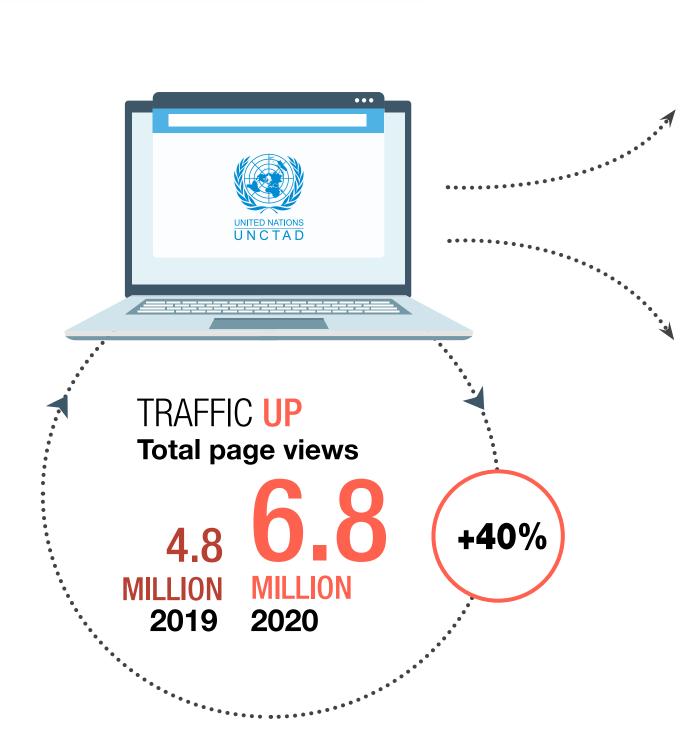


LINKEDIN: FASTEST GROWING AUDIENCE

NEW FOLLOWERS in 2020

+71%

03 | Web





10.2 13.7 **MILLION** 2019 2020

SINCE LAUNCHING NEW WEBSITE **Average monthly page views**

+21% **Old website New website**



BOUNCE RATE for main landing pages

Old website New website

24% IMPROVMENT

04 Media





UNCTAD'S RANKING IN LIST OF INTERNATIONAL ORGANIZATIONS By accredited UN journalists

in Geneva (ACANU)

13th 5th 2019 2018 2020

BIG JUMP!

LESS PRESS RELEASES



-10% 2019 2020

BUT MORE COVERAGE **Number of media clippings**

2019 2020 **QUALITY OVER**

NEWS

newsroom

INCREASED INTEREST

FROM JOURNALISTS New journalists signing up to UNCTAD's

208 2020 2019

20% **IMPROVMENT**



2020

2019

QUANTITY