

01 News



+172%

2021
READERSHIP UP
Average monthly readers (**154k**)



+10%

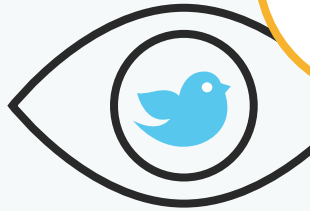
2021
MORE WEBSITE TRAFFIC WITH NEWS
Web stories now drive almost **20%** of all traffic.



+66%

2021
MORE VISIBILITY WITHIN THE UN FAMILY
Articles featured on the homepage of un.org

02 Social Media



+17.2%

2021
IMPRESSIONS UP
Increase in Tweet impressions (**10.6 million**)

+12.5%

Increase in the average monthly engagement rate on Twitter (**1.4%**)



+28.5%

2021
MORE NEW NET FOLLOWERS
 Growth in new net followers on LinkedIn (**106k**)

03 Website



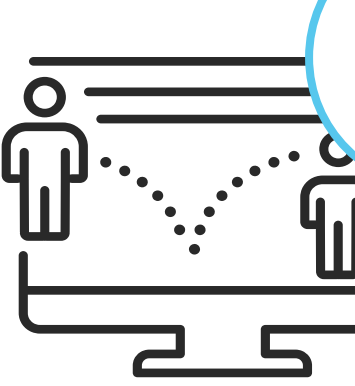
+47.2%

2021
TRAFFIC UP
Growth in traffic (**4.6 million sessions**)



+115%

Increase in the average number of sessions for our **top 50 landing pages**.



-17%

BOUNCE RATE
Decrease in the average bounce rate for our **meetings pages**

04 Media



+23%

INCREASE IN PRESS RELEASES
2021: **49**
2020: 40



+230%

INCREASE IN PRESS CLIPPINGS
2021: **52,800**
2020: 16,000



+10%

INCREASED INTEREST FROM JOURNALISTS
Increase in new journalists signing up to UNCTAD's newsroom