Communications results 2021

01 | News

- **2021 READERSHIP UP**
  Average monthly readers: 154k

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

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

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

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

- **2021 WEB STORIES**
  Increase in average monthly engagement rate on Twitter (3.4%)

02 | Social Media

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

- **2021 GROWTH IN NEWSREADERS**
  Increase in the average number of sessions for our top 50 landing pages.

- **2021 BOUNCE RATE**
  Decrease in the average bounce rate for our meetings pages

03 | Website

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

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

- **2021 INCREASED INTEREST FROM JOURNALISTS**
  Increase in new journalists signing up to UNCTAD’s newsletter