COMMUNICATION TACTICS

HASHTAGS
#WorldHabitatDay
#UrbanOctober
#WasteWiseCities

PUBLIC TRELLO
• Key messages and background to the theme
• Pre-made social media cards in line with key message
• Multilingual assets
• Branding design
• Logos
• SDG and UN International Day link

The hashtag, international mentions and ownership of the phrase "World Habitat Day" was very successful with nearly 20,000 mentions.
CAMPAIGN ANALYTICS

TWITTER

Throughout the campaign month WasteWise Cities content was shared widely with a huge spike registering on 7 October. Trello assets contributed to external messaging by organisations and individuals outside of the UN system in support of World Habitat Day. The Mexico event was trending.

We increased our following by close to 1,500 new followers
World Habitat Day was a relevant conversation following the hashtag on Instagram with 5000+ posts. UN-Habitat reach increased by +3,472 over the peak campaign week.

<table>
<thead>
<tr>
<th>Reach</th>
<th>6,954</th>
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<tbody>
<tr>
<td>+3,472 vs. Oct 02 - Oct 08</td>
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<tr>
<th>Impressions</th>
<th>18,308</th>
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<tr>
<td>+9,641 vs. Oct 02 - Oct 08</td>
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15,648 followers
+390 vs. Oct 02 - Oct 08
FACEBOOK

UN-Habitat Facebook account steadily increased followers over the period of the campaign month. Our content reached an audience of 40,479 up 11% from the previous month.

Top posts communicating around #WorldHabitatDay and #WasteWiseCities

There was an notable spike in audience engagement through likes on 7 October.
EDITORIAL ANALYTICS

Global reporting on the phrase "World Habitat Day".

With the largest impact from online editorial content at 80%.

With a potential audience reach of 1.4 billion readers globally.