WORLD CITIES DAY 2020
The World Cities Day Trello board was shared through different channels across various networks. It allowed for regional offices, partners communicate around the global observance.

The board had key messages, infographics, social media copy and links to various resources such as the Urban October page and a link leading to the World Cities Report.

#WorldCitiesDay was trending globally for 2 days. A first for a UN-Habitat led hashtag. We often trend locally or regionally.
#WorldCitiesDay was trending on Friday 30th October and Saturday 31ST October across the World.

Social Media saw a total of 210 posts by 160 users globally. This was met by a user engagement of 88,386.

The top influencers this day included the Pope, Sadh Guru JV, United Nations, UN Human Rights and UNEP. It is notable that UN agencies shared messaging leading back to UN-Habitat.

**Top Tweet** earned 114K impressions

🎉 COVID19 is not the end of cities.

The 2020 edition of the #WorldCitiesReport charts how to leverage density but protect against crowding to unlock the #valueofcities.

Download it for free today!

unhabitat.org/wcr/

#WCR2020 #ValueOfCities

Our Top tweet for the day was tied to the global launch of the World Cities Report. It garnered 1852 engagements and 13,437 views of the video on the post.

We also used the UNHabitat_live twitter account to grow our presence on social media by live tweeting the opening ceremony and the roundtables.

The global observance of World Cities Day was celebrated virtually and live on the UN-Habitat Youtube channel.

Total views stand at 1874 views for the main ceremony file.

A combined for the roundtables
Instagram stories were critical in sharing links for the livestream of the global celebration of World Cities Day. The stories linked back to the live coverage of the events.

Because of messaging around World Cities Day our instagram page enjoyed 35.9% more engagement than in the previous week. 12K accounts were reached.

Our main post was viewed more than 6,223 views.
There were 1.6 K editorial mentions of World Cities Day that reference UN-Habitat. Trending themes around this content include: urban life, pandemic, sustainable and economic. With 'Cities Day' taking up 44% of the total mentions.

Social Media saw a total of 159 posts by 124 users globally. This was met by a user engagement of 2,058 and a reach of 1,073,399.

So far there are 78 articles reporting on the World Cities Report. The most notable spike in reporting was registered on World Cities Day.

Social media user engagement was seen as below:

Desktop visitors- 51%
Mobile phone visitors- 44%
Urban October messaging on social media platforms has been led by UN-Habitat communications with partners and different stakeholders looking to tie themselves to the campaign.

We registered 160 posts, 130 users that gave an engagement of 3,135.

There were 3.4 K editorial mentions of UN-Habitat over the period of October. This led to an engagement of 14.9K.

Thousands of people globally were reading about UN-Habitat from different outlets over the month of October.

This was an increase in 84% compared to the previous month.
This is a summary of the Executive Director’s account throughout October. Her accounts featured as a top influencer on World Habitat Day and around the World Cities Report.

**UN-HABITAT EXECUTIVE DIRECTOR**

This is a summary of the Executive Director’s account throughout October. Her accounts featured as a top influencer on World Habitat Day and around the World Cities Report.

**INSTAGRAM:**

1416 total followers
1230 accounts reached
Her World Habitat Day message was received positively on the platform with an engagement of 229

**FACEBOOK**

Page Views: 1587
Post Reach: 30,532
Engagement: 4,382
Followers and likes: 248 up by 70%

**TWITTER:**

Followers: 200
Mentions: 522
Profile visits: 3,487

**EDITORIAL CONTENT:**

473 stories reference the Executive Director throughout October. The most significant spike registered on World Habitat Day.