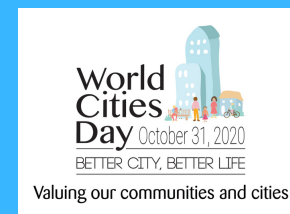
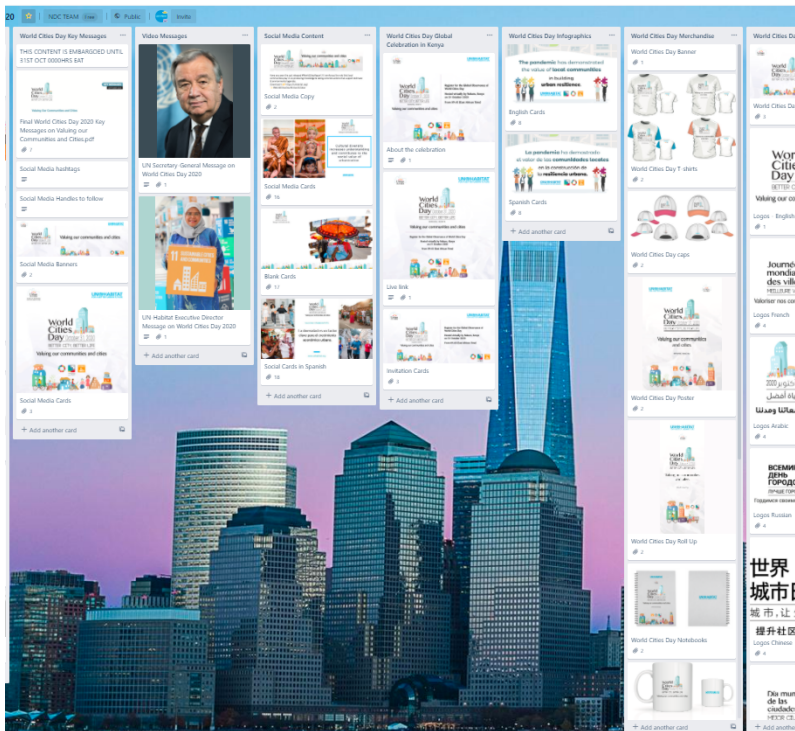


# WORLD CITIES DAY 2020



# SOCIAL MEDIA

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.

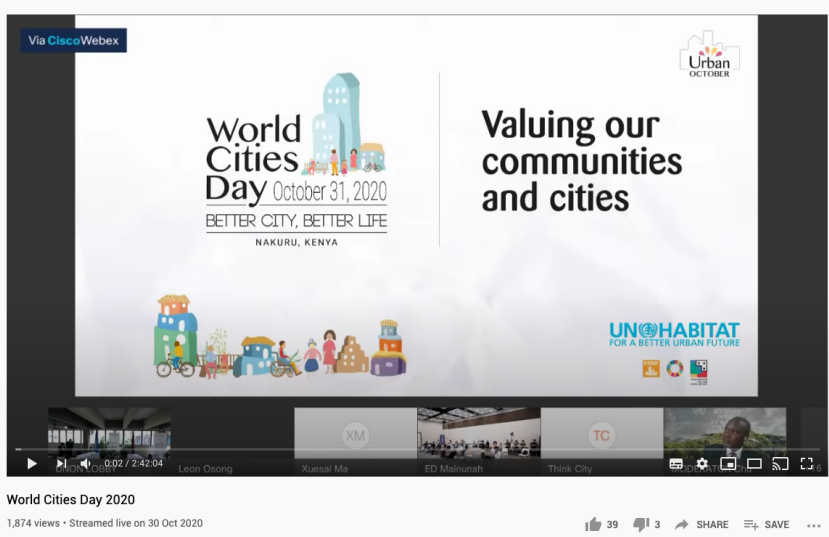


The board had key messages, infographics, social media copy and links to various resources such as the Urban October page and a link leading to the World Cities Report

## #WORLDCITIESDAY

#WorldCitiesDay was trending globally for 2 days. A first for a UN-Habitat led hashtag. We often trend locally or regionally.





# YOUTUBE

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

# TWITTER

#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/](https://unhabitat.org/wcr/)

**#WCR2020 #ValueOfCities**  
[pic.twitter.com/oK15WPutxd](https://pic.twitter.com/oK15WPutxd)



🔄 14 🗨️ 110 ❤️ 236



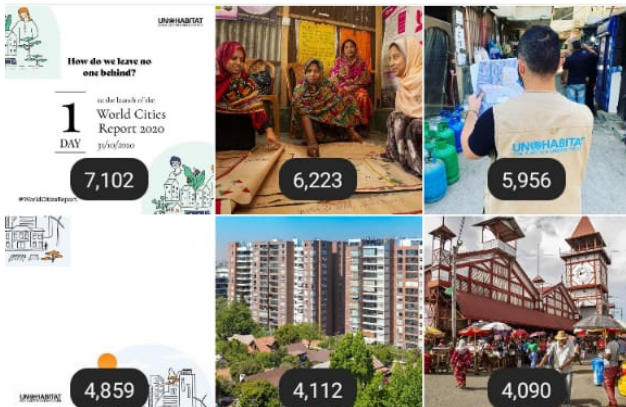
Our Top tweet for the day was tied to the global launch of the World Cities Report. It garnered 1852 engagements and 13,437 views of the video on the post.

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

# FACEBOOK

The top post reached 8,439 people. This is double the reach of our World Habitat Day. Interesting for a weekend post which tends to have less mileage.

The data shows that new visitors interacted with our posts more that day than our regular followers.



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.

**UN-HABITAT**  
Published by Aoc Focal Point · October 31 at 8:27 AM · 🌐

Happy #WorldCitiesDay!

Communities are innovative, creative, resilient & proactive in terms of finding solutions, particularly during crises. on #WorldCitiesDay we reflect on community value in the face of adversity. When you step up #ForCommunity you make a world of difference!

Celebrate today with us!!

<https://urbanoctober.unhabitat.org/wcd>

🌟 #UrbanOctober

**8,493** People Reached

**243** Engagements

[Boost Post](#)

👍❤️👏 55      3 Comments 34 Shares

[Like](#)   [Comment](#)   [Share](#)

# INSTAGRAM



[View Insights](#)   [Promote](#)

📍   🗨️   📌

Liked by [maimunahsharif](#) and **195 others**

unhabitat Happy #WorldCitiesDay

# WORLD CITIES DAY EDITORIAL

1.6K RESULTS

**People, Nature and Justice: Ecosystem-based Adaptation in Cities of the Global South**  
 IUCN created a post  
 ...of cities in the Global South in mind are few and far between. In recognition of this, and to mark World Cities Day on 30 ... implementation. Participation was key in this World Cities Day webinar: over 100 attendees tuned in from over 22 countries...

**What is your take on BBI's plans on roles of independent bodies?**  
 walter menyaa created a post  
 ...like twins. I miss him dearly. He was a gem! November 1 was World Cities Day which was being marked for the first time as a UN-Habitat event. I have checked and found that in Kenya, residents of Nairobi, Mombasa, Kisumu, Eldoret and Nakuru were...

**Tackling poor air quality: Lessons from three cities**  
 karin kemper sameh wahba created a post  
 ...kinds of policies and actions three leading cities have taken to tackle poor local air quality, providing lessons for other cities. As we mark World Cities Day on October 31, this research seems more timely than ever. Air pollution poses a major...

**World Cities Day: How urban centers are tackling climate change**  
 Deutsche Welle (www.dw.com) created a post  
 Environment World Cities Day: How urban centers are tackling climate change  
 The number of people...

**Smart Cities to Create Business Opportunities Worth \$2.46 Trillion by 2025, says Frost & Sullivan**  
 francesca valente created a post  
 ...will be from the United States, Western Europe, and China. In observance of World Cities Day on October 31st, our experts reveal key findings on the smart city ecosystem SANTA CLARA, Calif. - October 29, 2020 - The uncertain post-pandemic...

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.



# World Cities Report

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:

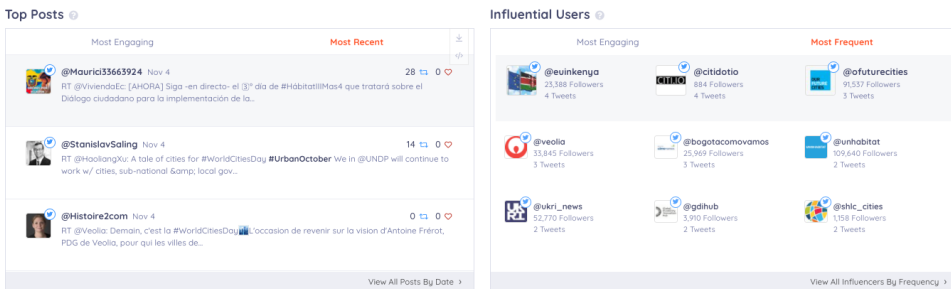
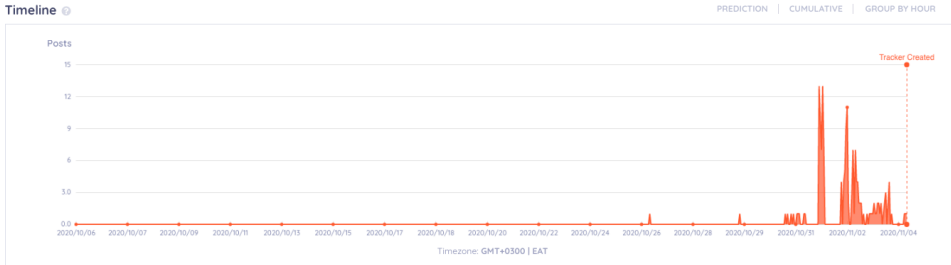
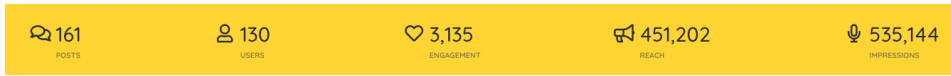
Desktop visitors- **51%**

Mobile phone visitors- **44%**

# URBAN OCTOBER

REAL-TIME TRACKER

#UrbanOctober

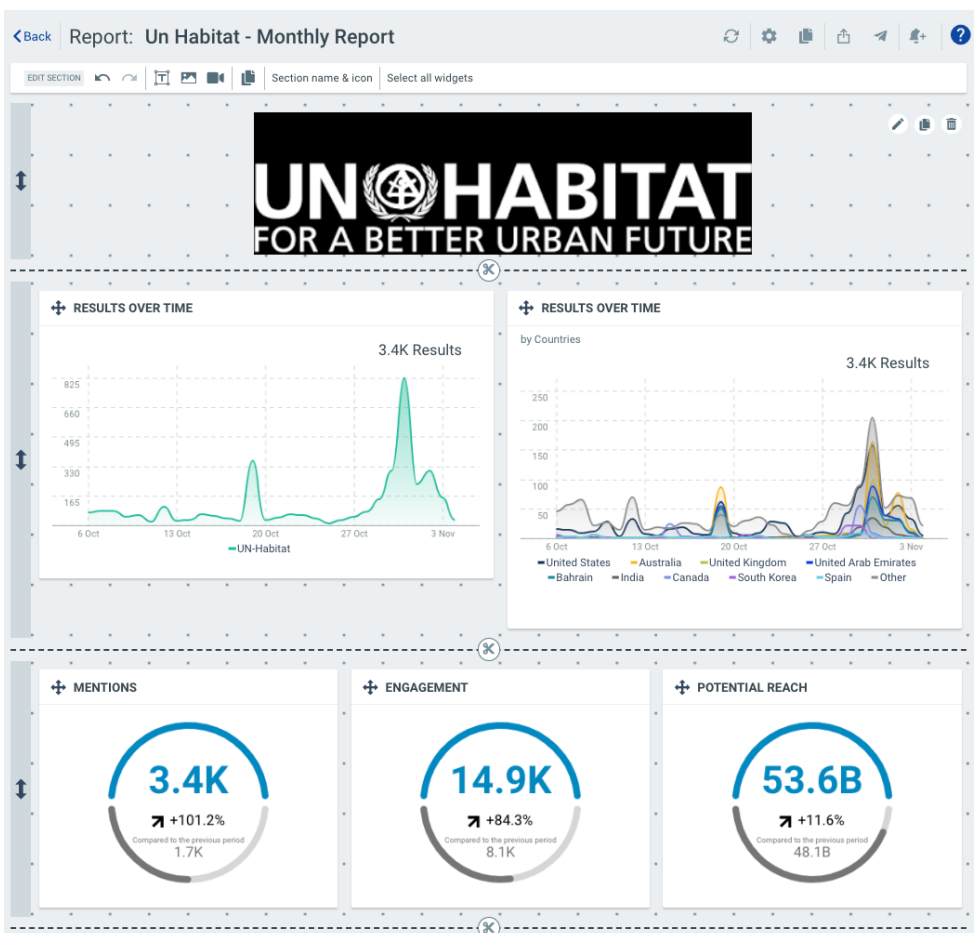


Content distribution on the world map shows that visibility in North America was the highest.

The top reference for Urban October is cited as the UN-Habitat homepage.

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.

# UN-HABITAT EXECUTIVE DIRECTOR

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

## OCT 2020 SUMMARY

Tweets	Tweet Impressions
86	406K
Profile visits	Mentions
3,487	522
New followers	
159	

## TWITTER:

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

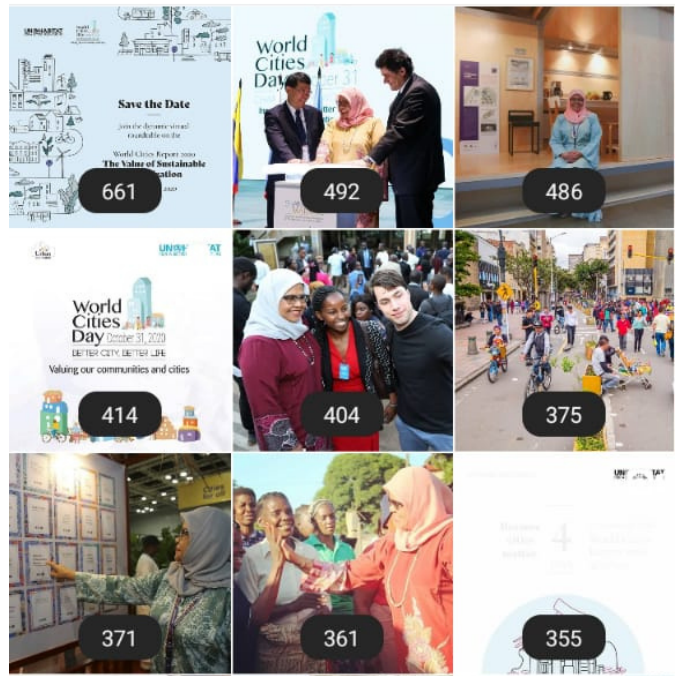
473 RESULTS

473 RESULTS

- Urban leaders call on G20 to respond immediately to 'climate emergency'**  
Saudi Gazette created a post  
...of our storied civilization," Al-Rasheed added. Addressing participants, UN-Habitat Executive Director Maimunah Sharif stated: "I would like to thank the Government of Saudi Arabia and our generous host, the Royal Commission for Riyadh City for the...  
published on 03/10/20 at 06:41 | Online News | United Arab Emirates | www.msn.com
- 'Our Struggle for Global Sustainability Will Be Won or Lost in Cities,' Says Secretary-General, at...**  
stateless created a post  
...my colleague Dr. Joan Clos, the Executive Director of UN-Habitat. In less than two months, the world will be the guests of ... paradigm shift a reality. In the spirit of UN-Habitat's "I'm a City Changer" campaign, I encourage you all to advocate for...  
published on 03/10/20 at 02:10 | Online News | France | www.un.org
- Record Number of Mayors Endorse the U20 2020 Communiqué**  
copyright © created a post  
...Chairmanship of Saudi Arabia to the G20 in 2020," said Maimunah Sharif, UN Habitat Executive Director. Addressing participants, "The amazing work of Riyadh has built on what was achieved in Tokyo and Buenos Aires and has carried it forward," said...  
published on 05/10/20 at 15:56 | Online News | United States | www.zee5.com
- Fuzhou's Urban Competitiveness Attracts Much Attention on World Cities Day 2020**  
FIN created a post  
...World Cities Day series of events. Mr. Guterres, Secretary General of the United Nations; Ms. Sharif, Executive Director... Settlements Program (UN-Habitat); Mr. Arimah, Head of the Global Reporting and Trends Department of UN-Habitat, as well as...  
published on 03/11/20 at 09:39 | Press Release | United States | www.pnewswire.com
- Fuzhou's Urban Competitiveness Attracts Much Attention on World Cities Day 2020**  
created a post  
...World Cities Day series of events. Mr. Guterres, Secretary General of the United Nations; Ms. Sharif, Executive Director... Settlements Program (UN-Habitat); Mr. Arimah, Head of the Global Reporting and Trends Department of UN-Habitat, as well as...  
published on 31/10/20 at 16:36 | Online News | Germany | www.finanze.net

## Editorial content:

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



## 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 by 70%

**UN-Habitat Executive Director, Maimunah Mohd Sharif**  
Published by Aoc Focal Point [?] · October 30 ·

Join us for the #WorldCitiesDay celebrations this Saturday 31 October. This year we focus on 'valuing our communities & cities.' Communities drive our cities! Register to join the conversation in Nakuru, Kenya. There is still time to register and you can join the UN-HABITAT family and thousands of others tomorrow!  
👉 <https://bit.ly/2Jb1pXp>  
#WorldCitiesDay #ForCommunity #UrbanOctober

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

3,397 People Reached      63 Engagements      Boost Post