The hashtag #WorldHabitatDay was used 133 times by 104 users globally. It had a reach of 18,735.

The board had key messages, infographics, social media copy and links to various resources such as the Urban October page.

The selling tool for the general public to join the conversation was done through the Urban October page, a Trello board as well as coordinating with UN headquarters in New York.
Followers to the UN-Habitat Account increased by two thirds in the first 6 days of October compared to all of September. Total new followers: 436,66%

Our top post on World Habitat Day earned 151K impressions

The top influencers this day included the Vice President of India and organisations such as UNEP, MySafetipin and 40Ocean

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

Day one WHD
Views 1,913
Reach 1,853

Day two WHD
Views 2,281
Reach 2.3k
Instagram stories were critical in sharing links for the livestream of the global celebration of World Habitat Day.

Because of messaging around World Habitat Day our Instagram page enjoyed 47% more engagement than in the previous week. 11K accounts were reached.

Our main post was viewed more than 5026 views, more than double our daily average.

In the first week of October the UN-Habitat Facebook page followers are up by 70% compared to the previous week. Total new followers: 473.

70%

The top post reached 4,200 people. The most popular post within this first week is the Human Shelter Trailer that is part of the #Housing4All campaign.

In the first week of October the UN-Habitat Facebook page followers are up by 70% compared to the previous week. Total new followers: 473.

4,165 People Reached
184 Engagements

The top post reached 4,200 people. The most popular post within this first week is the Human Shelter Trailer that is part of the #Housing4All campaign.

4 Posts

14 Stories

1 IGTV Video
The World Habitat Day page received 8,335 views while the homepage received 3,128. This accounts for 17% more traffic than the previous week.

In the first week of October the UN-Habitat Linkedin page followers and views are up by 15% compared to the entire month of September. We got 3,188 unique visitors.

We had 362 button clicks on World Habitat Day alone. These are the people that followed links back to the website.
In the past week 764 articles have been written referencing UN-Habitat. On World Habitat Day two topics dominated reporting around UN-Habitat on editorial platforms globally:

Housing - 43.4%

WorldHabitatDay - 54%

Top Articles

- https://www.jagranjosh.com/general-knowledge/world-habitat-day-1411218645-1
- https://www.worldstagegroup.com/2020-world-habitat-day-a-better-urban-future-within-our-reach-fashola/
- https://www.archdaily.com/277569/happy-world-architecture-day

https://unfccc.int/news/urban-climate-action-is-crucial-to-bend-the-emissions-curve
The Executive Director’s social media account’s received a lot attention globally

**INSTAGRAM:**
- 35 new followers
- 645 accounts reached
- Her World Habitat Day message was received positively on the platform with an engagement of 229

**FACEBOOK**
- Page Views: 1305 up by 84%
- Post Reach: 22,180 up by 84%
- Engagement: 2479 up by 78%
- Followers: 248 up by 70%

**TWITTER:**
- Followers: 230 new followers
- Mentions: 448 up by 100%
- Profile visits: 743 up by 24.2%

**Editorial content:**
417 stories reference the Executive Director in the first week of October. There was a significant peak on World Habitat Day and the day after in news pieces. This made up more than half of the total content referencing UN-Habitat in the same period.
Top Devices and Apps

- Android: 40%
- iPhone: 34%
- Desktop/Web: 17%
- Other: 9%

Gender

- Male: 29%
- Female: 71%