

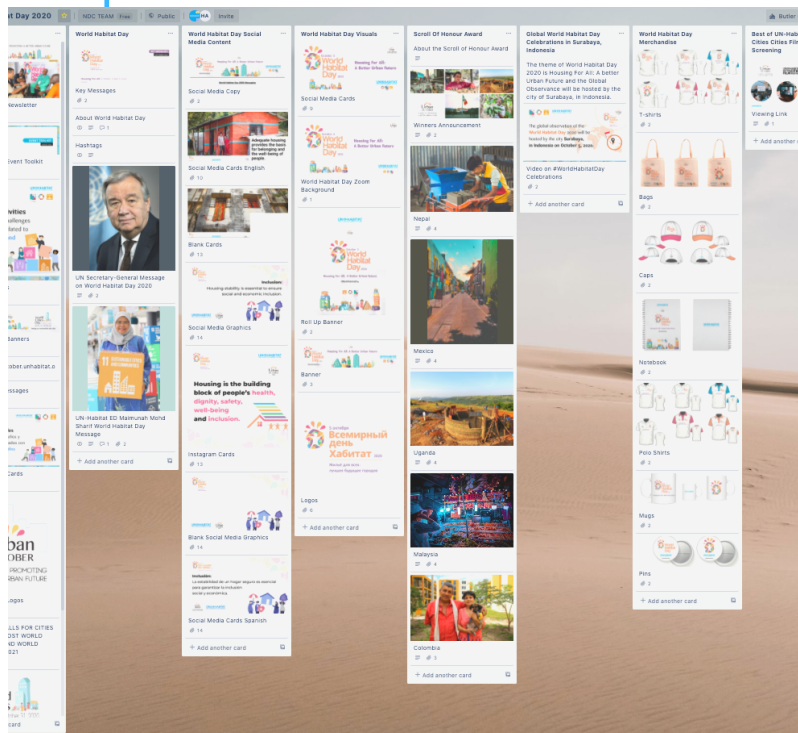
OCTOBER 2020

# WORLD HABITAT DAY REPORT



# SOCIAL MEDIA

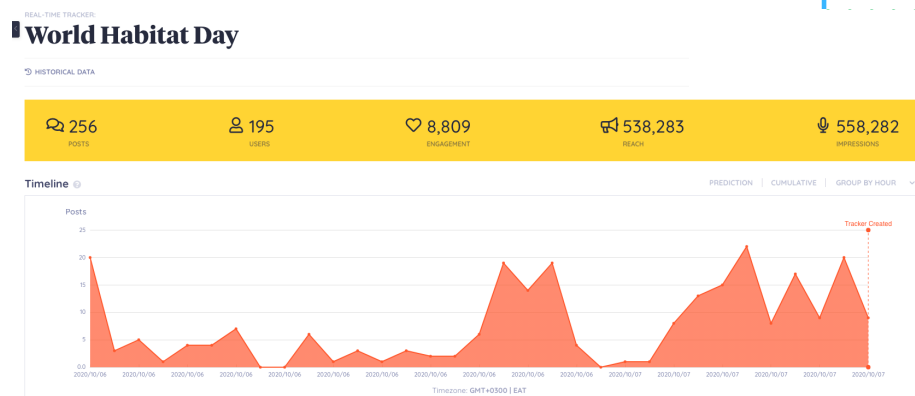
The selling tool for the general public to join the conversation was done through the Urban October page, a Trello board as well as coordinating with UN headquarters in New York.

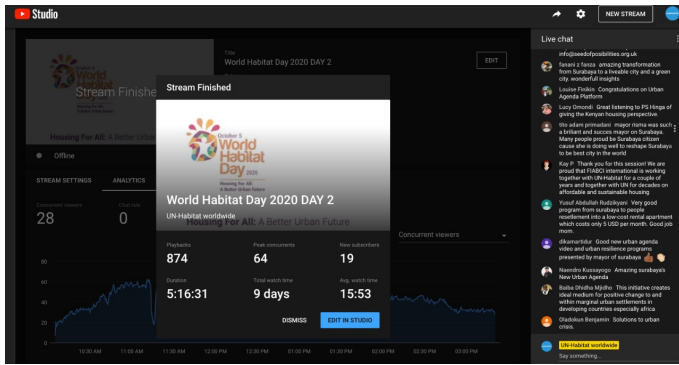


The board had key messages, infographics, social media copy and links to various resources such as the Urban October page

## #WORLDHABITATDAY

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





## YOUTUBE

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

## TWITTER

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 151 K impressions

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

### TWEET HIGHLIGHTS

**Top Tweet** earned 151K impressions

Across the world **#Housing** is the building block that sets up a foundation for:

- 🏠 health,
- 💖 dignity,
- 🔒 safety,
- 😊 well-being
- 👥 inclusion

**#WorldHabitatDay #Housing4All**  
urbanoctober.unhabitat.org/whd  
pic.twitter.com/IXcUtVLruo



4 46 131

[View Tweet activity](#)

[View all Tweet activity](#)

**Top mention** earned 4,461 engagements



1.8 billion people lack adequate housing — making it difficult to carry out physical distancing & maintain good hygiene amid **#COVID19**.

On Monday's **#WorldHabitatDay**, **@UNHabitat** explains why inclusive & affordable housing is key to the pandemic response. [bit.ly/3l9RLQ6](https://bit.ly/3l9RLQ6)  
[pic.twitter.com/4O2pR5c8qF](https://pic.twitter.com/4O2pR5c8qF)



23 166 335

[View Tweet](#)

REAL-TIME TRACKER: **World Habitat Day**

Filter Accounts and Bios

SETTINGS

USER	POSTS	AVG ENG	FOLLOWERS	IMPRESSIONS	EXPOSURE	DOMA
Vice President of India @vpssecretariat	1	460	707,562	707,562	707,785	
40cean @40cean	1	1,122	244,240	244,240	263,359	
Ministry of Housing and Urban Development @mohua_india	1	18	107,643	107,643	109,927	
Humas Kota Surabaya @banggaarasurabaya	1	17	98,522	98,522	98,587	
Planet Zoo @planetzooonline	1	125	53,647	53,647	54,442	
YuDaj @yudaj_art	1	3	842	842	46,426	
Elisa @elisa_jkt	1	1,213	43,671	43,671	44,404	
McGrenier @mcpadison	1	10	32,184	32,184	32,184	
My Safetipin @safetipinapp	1	32	4,712	4,712	13,052	

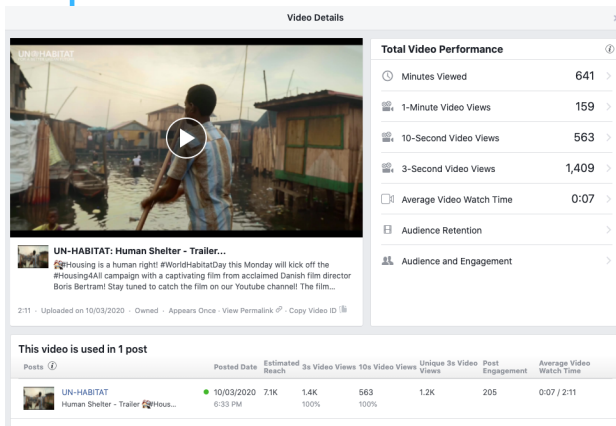


# FACEBOOK

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%

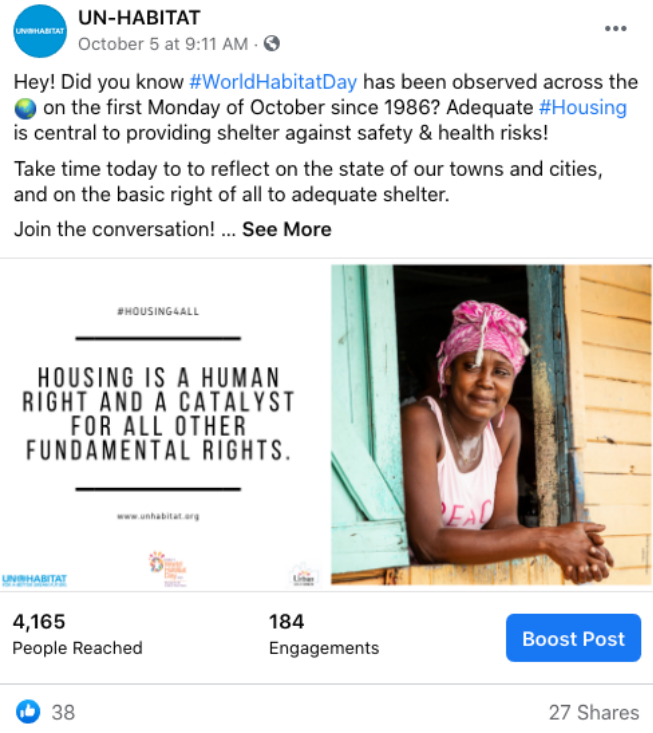
The top post reached 4,200 people . The most popular post within this first week is the Human Shelter Trailer that is part of the #Housing4All campaign



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.



# INSTAGRAM

4 Posts



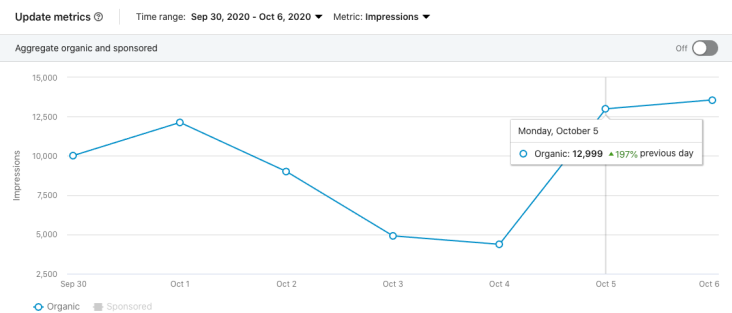
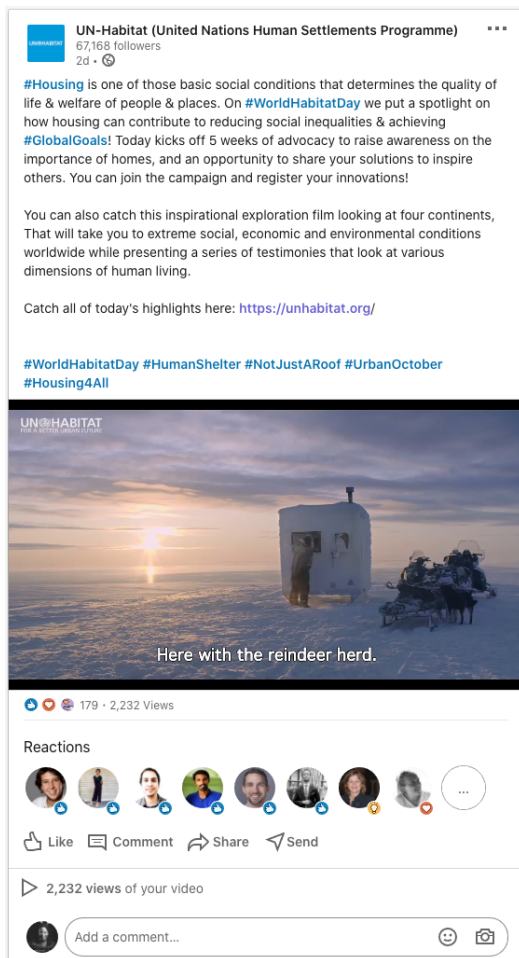
14 Stories



1 IGTV Video



# LINKEDIN



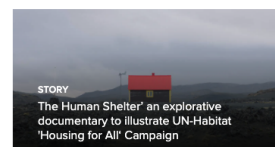
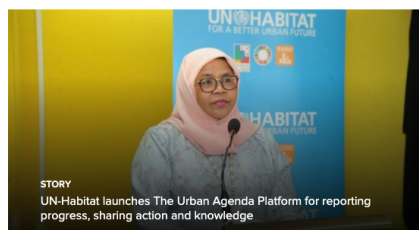
In the first week of October the UN-Habitat LinkedIn page followers and views are up by 15 % compared to the entire month of September. We got 3,188 unique visitors.

We had 362 button clicks on World Habitat Day alone. These are the people that followed links back to the website.

# WEBSITE

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.

## News and stories



+ ALL NEWS AND STORIES

# WORLD HABITAT DAY EDITORIAL

<p><b>World Architecture Day: Designing for the Future of the Human Habitat</b></p> <p>archdaily created a post ...world of its collective responsibility for the future of the human habitat, coinciding with UN-Habitat's World Habitat Day ... Public Spaces at a Neighborhood Level: UN-Habitat's Guideline Technologies: From the Internet of Things to Artificial...</p> <p>published on 05/10/20 at 10:30   Online News   United States   <a href="http://www.archdaily.com">www.archdaily.com</a></p>	<p>MATCHES UN-Habitat</p> <p>METRICS 1K ↗ 4.5M 0/10</p> <p>77 Twitter Shares, 224 Facebook Shares, 684 Facebook Likes, 33 Comments, 29.5M Alexa pageviews, 4.5M Alexa Monthly Unique Visitors</p>
<p><b>World Habitat Day</b></p> <p>copyright 2019 un-habitat created a post ...activities will begin with World Habitat Day on 5 October. The purpose of World Habitat Day is to reflect on the state of ... The Global Observance of World Habitat Day 2020, co-hosted by UN-Habitat and the Government of Indonesia, is a two day...</p> <p>published on 05/10/20 at 09:38   Online News   Netherlands   <a href="http://urbanecology.unhabitat.org">urbanecology.unhabitat.org</a></p>	<p>MATCHES UN-Habitat</p> <p>METRICS 320 ↗ N/A 0/10</p> <p>94 Twitter Shares, 99 Facebook Shares, 127 Facebook Likes</p>
<p><b>Buhari committed to delivering better urban future for Nigerians – Fashola</b></p> <p>Rasheed Sobowale created a post ...the virtual commemoration of the 2020 World Habitat Day. WHO, celebration at the Federal Capital Territory, FCT, Abuja with... Ernest Umakihie in his welcome address said the World Habitat Day was established in 1985 by the United Nations General Assembly...</p> <p>published on 07/10/20 at 13:23   Online News   Nigeria   <a href="http://www.vanguardngr.com">www.vanguardngr.com</a></p>	<p>MATCHES UN-Habitat</p> <p>METRICS 245 ↗ 4.4M 0/10</p> <p>20 Twitter Shares, 22 Facebook Shares, 104 Facebook Likes, 28 Comments, 11.8M Alexa pageviews, 4.4M Alexa Monthly Unique Visitors</p>
<p><b>FG promises Nigerians a better urban future</b></p> <p>Newsfor created a post ...the virtual commemoration of the 2020 World Habitat Day. WHO, celebration at the Federal Capital Territory, FCT, Abuja with... Ernest Umakihie in his welcome address said the World Habitat Day was established in 1985 by the United Nations General...</p> <p>published on 06/10/20 at 21:36   Online News   Nigeria   <a href="http://www.vanguardngr.com">www.vanguardngr.com</a></p>	<p>MATCHES UN-Habitat</p> <p>METRICS 174 ↗ 4.4M 0/10</p> <p>20 Twitter Shares, 20 Facebook Shares, 104 Facebook Likes, 28 Comments, 11.8M Alexa pageviews, 4.4M Alexa Monthly Unique Visitors</p>
<p><b>Happy World Architecture Day!</b></p> <p>copyright © created a post ...1985, World Architecture Day is celebrated on the first Monday of October in parallel with UN World Habitat Day. The idea ... the world of its collective responsibility for the future of the human habitat. Therefore, World Architecture Day is...</p> <p>published on 05/10/20 at 11:06   Online News   Turkey   <a href="http://worldarchitecture.org">worldarchitecture.org</a></p>	<p>MATCHES UN-Habitat</p> <p>METRICS 119 ↗ 115.4K 0/10</p> <p>107 Twitter Shares, 9 Facebook Shares, 9 Facebook Likes, 300K Alexa pageviews, 115.4K Alexa Monthly Unique Visitors</p>
<p><b>julien de smed • uthalo to build housing from recycled plastic</b></p> <p>philip stevens   designboom created a post ...coinciding with world habitat day 2020, the two companies have entered into a partnership with UN habitat, the united ... and culture, vincent kito, head of UN habitat's urban energy unit, which is responsible for several of the planned...</p>	<p>MATCHES UN-Habitat</p> <p>METRICS 61 ↗ 2.3M 0/10</p>

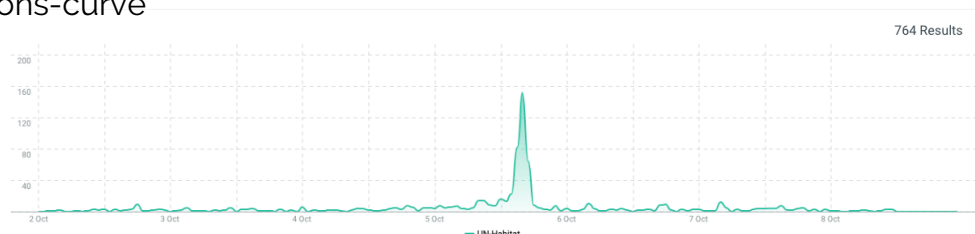
In the past week 764 articles have been written referencing UN-Habitat. On World Habitat Day two topics dominated reporting around UN-Habitat on editorial platforms globally:

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://english.newstracklive.com/news/learn-important-things-related-to-world-habitat-day-mc24-nu901-ta272-1122216-1.html>
- <https://www.environewsnigeria.com/un-habitat-advocates-increased-investment-in-housing-development/>
- <https://www.archdaily.com/277569/happy-world-architecture-day>
- <https://unfccc.int/news/urban-climate-action-is-crucial-to-bend-the-emissions-curve>



## UN-HABITAT EXECUTIVE DIRECTOR

The Executive Director's social media account's received a lot attention globally

Profile visits  
**3,098** ↑24.2%

Mentions  
**448** ↑124.0%

Followers  
**14.2K** ↑230

### TWITTER:

Followers: 230 new followers

Mentions: 448 up by 100%

Profile visits: 743 up by 24.2%

### 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%

**UN-Habitat Executive Director, Maimunah Mohd Sharif**  
2d · 🌐

Happy #WorldHabitatDay

Let's take time this #WorldHabitatDay to think about how we can shape the future of our cities and communities to make them more resilient. This year has been tough on many of us & housing has been critical against #COVID19.

1.8 billion people, or more than 20% of the world's population, lack adequate #housing. This includes around 1 billion people living in informal settlements. #Housing is a fundamental human right. ...  
[See More](#)

**Reach More People With This Video**  
Videos like yours are being boosted to reach more people. Boost your video post.

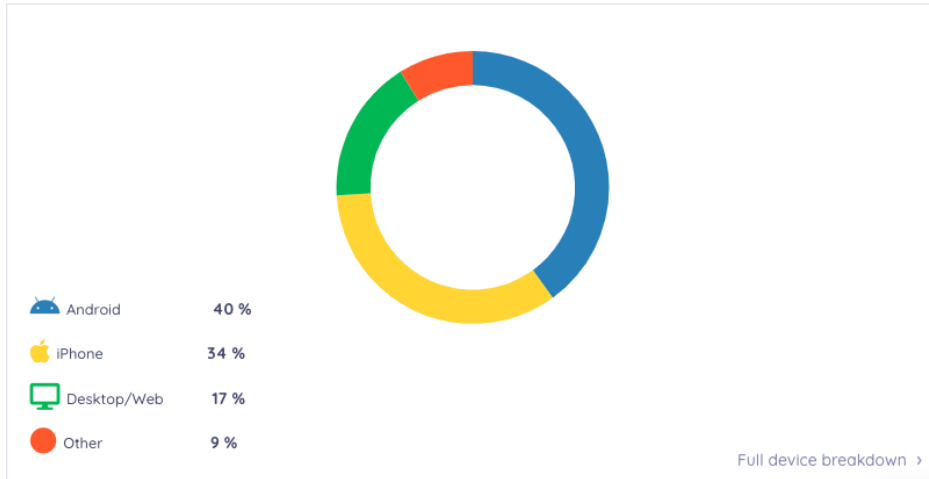
**1,271** People Reached    **133** Engagements    [Boost Post](#)

RESULTS	
<p><b>Happy World Architecture Day!</b></p> <p>copyright © created a post ...webinar will begin with a virtual roundtable which will include the UN-Habitat Assistant Secretary General and Executive Director Victor Kribs, Assistant Director General for Culture of UNESCO Osorio Ramirez and Kai-Uwe Bengtsson, Architect...</p> <p>published on 06/10/20 at 11:06   Online News   Turkey   worldarchitecture.org</p>	<p><b>MATCHES</b> UN-Habitat</p> <p><b>METRICS</b> 119 ↑115.4K 0/10</p> <p>197 Twitter Shares, 9 Facebook Shares, 8 Facebook Likes, 200K Alexa pageviews, 115.4K Alexa Monthly Unique Visitors</p>
<p><b>Building Climate-Resilient and Equitable Cities During COVID-19</b></p> <p>regier van den berg created a post ...Adaptation, Resilient Cities Network, and UN-Habitat. While these examples illustrate promising moves toward recovery and ... swarms and COVID-19. Cape Town's Executive Director and Chief Resilience Officer Craig Kasson said, "Heating so recently..."</p> <p>published on 29/09/20 at 23:43   Online News   United States   www.wri.org</p>	<p><b>MATCHES</b> UN-Habitat</p> <p><b>METRICS</b> 20 ↑364.3K 0/10</p> <p>20 Twitter Shares, 150K Alexa pageviews, 364.3K Alexa Monthly Unique Visitors</p>
<p><b>Record Number of Mayors Endorse the U20 2020 Communique</b></p> <p>ne reporter created a post ...citizens, for the benefit of all humankind" Addressing participants, UN-Habitat Executive Director Maimunah Sharif stated, "I would like to thank the Government of the Kingdom of Saudi Arabia and our generous host, the Royal Commission for Riyadh..."</p> <p>published on 06/10/20 at 10:19   Blogs   India   www.newspapers.in</p>	<p><b>MATCHES</b> UN-Habitat</p> <p><b>METRICS</b> 1 ↑20K N/A</p> <p>1 Twitter Shares, 20K Alexa pageviews, 20K Alexa Monthly Unique Visitors</p>
<p><b>Record Number of Mayors Endorse the U20 2020 Communique</b></p> <p>ani 61+11 created a post ...to the G20 in 2020" said Maimunah Sharif, UN-Habitat Executive Director. Addressing participants, "The amazing work of ... to the G20 in 2020" said Maimunah Sharif, UN-Habitat Executive Director. Addressing participants, "The amazing work of ..."</p> <p>published on 06/10/20 at 10:34   Online News   United Arab Emirates   www.bignetworknews.com</p>	<p><b>MATCHES</b> UN-Habitat</p> <p><b>METRICS</b> 1 ↑184.6K N/A</p> <p>1 Twitter Shares, 240K Alexa pageviews, 184.6K Alexa Monthly Unique Visitors</p>
<p><b>Record Number of Mayors Endorse the U20 2020 Communique</b></p> <p>created a post ...citizens, for the benefit of all humankind Addressing participants, UN-Habitat Executive Director Maimunah Sharif stated, "I would like to thank the Government of the Kingdom of Saudi Arabia and our generous host, the Royal Commission for Riyadh..."</p> <p>published on 06/10/20 at 12:19   Online News   India   www.eenews.com</p>	<p><b>MATCHES</b> UN-Habitat</p> <p><b>METRICS</b> 1 ↑266.7K N/A</p> <p>1 Twitter Shares, 1.2M Alexa pageviews, 266.7K Alexa Monthly Unique Visitors</p>
<p><b>'Our Struggle for Global Sustainability Will Be Won or Lost in Cities,' Says Secretary-General, at...</b></p> <p>statless created a post ...my colleague Dr. Juan 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 "Ten a City Changer" campaign, I encourage you all to advocate for..."</p> <p>published on 06/10/20 at 02:10   Online News   France   www.az.org</p>	<p><b>MATCHES</b> UN-Habitat</p> <p><b>METRICS</b> 1 ↑13.8M N/A</p> <p>1 Twitter Shares, 22.7M Alexa pageviews, 13.8M Alexa Monthly Unique Visitors</p>

### 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 ?



## Gender ?

