



WEB AND SOCIAL MEDIA ANALYTICS REPORT

Summary:

- The social media messages, prepared for the World Drug Report and the World Drug Day, generated in total of 60 million* impressions worldwide, representing the highest number in UNODC history.
- The web stories and press releases, published in multiple languages on UNODC website, generated more than 24,000 unique views.
- The Advocacy Section, prior to the report's launch, organized a pre-briefing for Vienna-based journalists from major newswires such as Reuters, dpa, EFE and AFP, and assisted UNIS Geneva with the pre-briefing of journalists based in that duty station. It also arranged over 20 interviews with experts from the Research and Trend Analysis Branch, in partnership with the UNODC Spokesperson's Office.

*While UNODC does not have enough resources/tools to capture and measure the full impact of #WDR17 and #WorldDrugDay over social media, we believe that the real numbers are much higher.

Top web stories and press releases



➔ Total: more than **24,000** unique views

Social Media - UNODC accounts

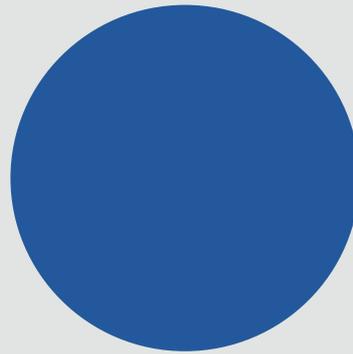
World Drug Report



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119,225
people
reached

6 posts

1,762 reactions

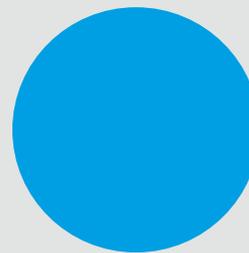
14,418 views



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153,706
people
reached

16 tweets

774 retweets

3,497 reactions

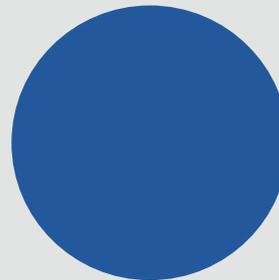
World Drug Day



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51,638
people
reached

6 posts

1,249 reactions

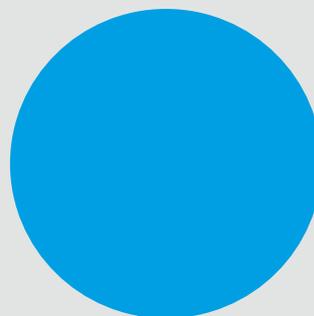
3,362 views



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190,574
people
reached

21 tweets

1,066 retweets

4,159 reactions



Total: 515,143 people reached

UN-wide messages

United Nations @UN - Jun 26
Monday is #WorldDrugDay
#ListenFirst to children and youth - first step to help them grow healthy & safer RT if you agree

WORLD DRUG CAMPAIGN

Did you know that...
...a strong bond between children and parents is based on **listening** to them and **showing you care**?
Even in difficult circumstances, a strong bond can mean **less risky behaviours**

UNODC
Let's all #ListenFirst

UN Women @UN_Women - Jun 22
2017 World Drug Report is out! Illicit drugs undermine peace & security and they're an impediment to global development

WORLD DRUG REPORT 2017

250 million

UNODC

UN Geneva @UNGeneva - Jun 26
26 June is #WorldDrugDay!
#ListenFirst to children and youth is the first step to help them grow healthy & safer RT if you agree

WORLD DRUG CAMPAIGN

UNODC

ONU Brasil @ONUBrasil - Jun 27
Luta contra as drogas: ONU pede ação coletiva para acabar com o tráfico

WORLD DRUG CAMPAIGN

UNODC

UN Youth @UN_Youth - Jun 27
26 June is #WorldDrugDay. Join @UNODC's #ListenFirst campaign to act against drug abuse. unodc.org/listenfirst

WORLD DRUG CAMPAIGN

UNODC
We must honour the unanimous commitments made to reduce drug abuse, trafficking and the harm that drugs do to ensure that our approach respects equality, human rights, sustainable development, and greater security.

Secretary-General

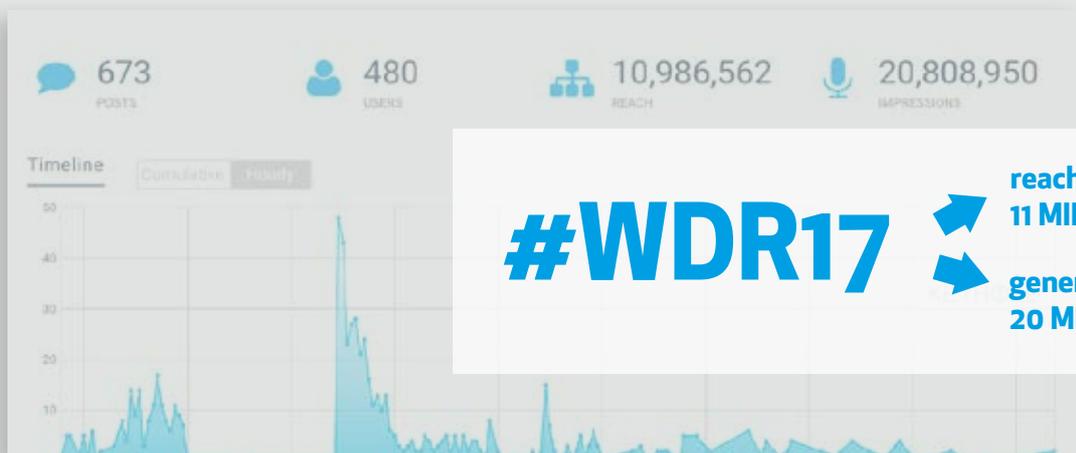
Global Goals @GlobalGoalsIN - Jun 26
It's #WorldDrugDay! Let's #ListenFirst and help children and youth grow healthy and safe. Drug prevention is key!

WORLD DRUG CAMPAIGN

Listen FIRST
Listening to children and youth is the first step to help them grow healthy and safe

UNODC
#ListenFirst - World Drug Day
I just supported #ListenFirst - World Drug Day on @Thunderclap.it @UNODC @Thunderclap.it

Hashtag analysis*



*Reach: the number of unique users who have seen posts containing a respective hashtag
Impressions: the number of times that users have seen posts containing a respective hashtag. A single user can have multiple impressions.



Thunderclap campaign

For the 2017 World Drug Day, UNODC created a Thunderclap campaign to strengthen its campaign messaging. Having reached its target, at 15:00h CET on 26 June, the below message was shared by 110 Twitter accounts around the world at the same time, reaching **MORE THAN 1 MILLION PEOPLE.**

#ListenFirst - World Drug Day

by UNODC category: **Cause**

“It's #WorldDrugDay! Let's #ListenFirst and help children and youth grow healthy and safe. Drug prevention is key!

<http://thndr.me/R3Y6SM>”

UNODC
EMBED
</>

SUPPORTERS
110 of 100
110% of goal supported

SOCIAL REACH
1,014,741
People

TIME LEFT
Complete
Ends Jun 26, 3:00 PM CEST

COMPLETE

This campaign ended on **June 26 at 3PM**