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.
Social Media - UNODC accounts

**World Drug Report**
- Facebook: 6 posts, 1,762 reactions, 14,418 views
- Twitter: 16 tweets, 774 retweets, 3,497 reactions

**World Drug Day**
- Facebook: 6 posts, 1,249 reactions, 3,362 views
- Twitter: 21 tweets, 1,066 retweets, 4,159 reactions

**Total:** 515,143 people reached
UN-wide messages

Hashtag analysis*

#WDR17 reached almost 11 MILLION PEOPLE generated more than 20 MILLION IMPRESSIONS

#WorldDrugDay reached more than 10 MILLION PEOPLE generated more than 20 MILLION IMPRESSIONS

* 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”