

## OCC Support to Indigenous Peoples Team

### Communications products

OCCI has been supporting Indigenous Peoples team with the production and dissemination of various types of communications products via web, social media, intranet and the LED wall.

- [Using indigenous knowledge to reverse land degradation in Angola](#) (In Action article)
- [Indigenous Peoples can feed the world](#) (Infographics)
- [Indigenous Peoples](#) (Poster)
- Preparation of Russian version of IP Policy.
- Videos produced for social media use

#### [Indigenous food systems](#)



#### [Sistema alimentario de los pueblos indígenas](#)



#### [Le système alimentaire des populations autochtones](#)



#### [الأصليّة للشعوب الغذائيّة النظم](#)



#### [Indigenous women](#)



#### [las mujeres indígenas](#)



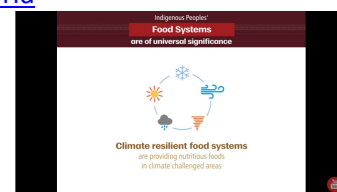
#### [Les femmes autochtones](#)



#### [الأصليّة للشعوب نساء](#)



#### [Indigenous Peoples can feed the world](#)



#### [Indigenous Peoples – Women- Instagram](#)



#### [Indigenous peoples- Food Systems Instagram](#)



Video playlist is available on [YouTube](#). All related photos and presentations have been uploaded to [Flickr](#) and [Slideshare](#), respectively.

## Social media promotion

Over 350 posts were made on corporate social media channels:

- 50 on Facebook
- 200 Tweets
- 40 on Instagram
- 35 on LinkedIn
- 30 on Google+

Best performing FAO posts related to Indigenous Peoples:

### Facebook

Indigenous peoples with their traditional knowledge, livelihoods and food systems are key strategic partners in the fight against hunger. Learn more: <http://bit.ly/1hjtE06> #WeAreIndigenous



88,893 people reached

Boost Post

### Twitter FAOKnowledge



Follow

It's Indigenous Peoples Day! They R our partners in fight against hunger. [bit.ly/1rCIPYL](http://bit.ly/1rCIPYL) #WeAreIndigenous



RETWEETS  
83

LIKES  
88



### Instagram



### LinkedIn

Did you know? Indigenous peoples are custodians of 80% of the world's biodiversity. #WeAreIndigenous



Indigenous Peoples

YouTube • <http://www.fao.org/indigenous-peoples/en/>

### Google+

Indigenous peoples with their traditional knowledge, livelihoods and food systems have many of the answers to the problems of the world food security.

Why Indigenous peoples with an "s"? Learn more: <http://bit.ly/29gDP4A>



+1 35

5 4

## Web analytics report

The website ([fao.org/indigenous-peoples](http://fao.org/indigenous-peoples)) contains about 150 pages. It is in 3 languages (EN-FR-ES) and the widget for automated translations is enabled for the non-Latin languages (AR-ZH-RU).

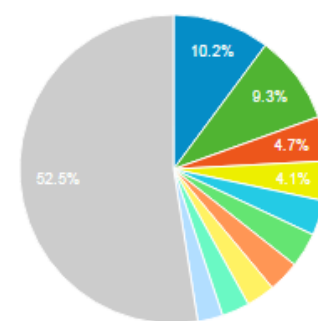
### Monthly traffic

Month	Sessions	Page Views	Traffic Sources (sessions)		
			Direct	Organic Search	Social and Referrals
Oct-15	691	1,013	482	119	90
Nov-15	990	1,620	628	223	139
Dec-15	1,198	1,956	799	181	218
Jan-16	1,406	2,175	863	253	290
Feb-16	986	1,616	628	251	107
Mar-16	717	1,254	350	266	101
Apr-16	499	830	250	121	128
May-16	897	1,239	159	247	463
Jun-16	715	1,013	102	229	368
Jul 16	691	1,104	87	209	389
Aug 16	765	1,134	123	328	293
Sep 16	656	1,125	176	359	102
Oct 16	2,493	3,423	333	596	1358 (54%)
Nov 16	819	1236	210	484	120
Dec 16	481	704	110	264	90
<b>TOT</b>	<b>14004</b>	<b>21442</b>			

In October, the PR [Putting indigenous peoples' rights at the center of development](#) was widely promoted (**1 097 sessions**), with **35% of the traffic coming from social media**.

## Main countries

1.	 Mexico	1,426	10.18%
2.	 United States	1,305	9.32%
3.	 Italy	653	4.66%
4.	 India	580	4.14%
5.	 Colombia	515	3.68%
6.	 France	508	3.63%
7.	 Spain	465	3.32%
8.	 Canada	420	3.00%
9.	 Peru	408	2.91%
10.	 United Kingdom	369	2.63%



## Most visited pages

	Page	Page Views	% Page Views
1	<a href="/indigenous-peoples/en/">/indigenous-peoples/en/</a>	5624	24.55%
2	<a href="/indigenous-peoples/es/">/indigenous-peoples/es/</a>	4039	18.84%
3	<a href="/indigenous-peoples/faqs/en/">/indigenous-peoples/faqs/en/</a>	762	3.55%
4	<a href="/indigenous-peoples/focal-points/en/">/indigenous-peoples/focal-points/en/</a>	700	3.26%
5	<a href="/indigenous-peoples/fr/">/indigenous-peoples/fr/</a>	652	3.04%
6	<a href="/indigenous-peoples/publications/en/">/indigenous-peoples/publications/en/</a>	516	2.41%
7	<a href="/indigenous-peoples/ar/">/indigenous-peoples/ar/</a>	373	1.74%
8	<a href="/indigenous-peoples/news-and-events/news/en/">/indigenous-peoples/news-and-events/news/en/</a>	326	1.48%
9	<a href="/indigenous-peoples/our-initiatives/en/">/indigenous-peoples/our-initiatives/en/</a>	309	1.44%
10	<a href="/indigenous-peoples/news-article/en/c/411603/">/indigenous-peoples/news-article/en/c/411603/</a>	307	1.43%