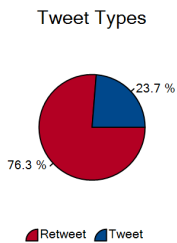


UN Sustainable Development Goals Tweets 2017

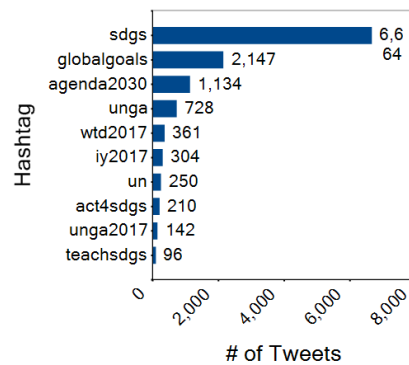
A review of hashtags related to UN Sustainable Development Goals used in the weeks following the 72nd UN General Assembly (9/12/2017 - 9/25/2017).

Most of the hashtag activity was users re-tweeting (sharing) an original tweet by another user. For this analysis, we will focus on the original tweets (24% of total activity).



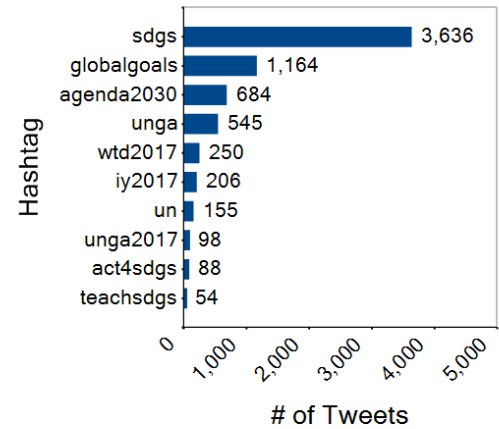
The most popular hashtag was **sdgs**, an abbreviation for Sustainable Development Goals.

Hashtag Incidence



The **sdgs** hashtag also had the most distinct users including that hashtag in their tweets.

Unique Users per Hashtag



The top three hashtags all peaked within the first week, although usage was fairly consistent throughout the two-week period, with about 9% of the total usage occurring each day.

% of Activity by Day

The percentage of tweets for a hashtag that occurred on each day

agenda2030 globalgoals sdgs

