In September 2018, with the hire of a new Social Media Officer, UNESCO Bangkok relaunched its social media strategy, immediately expanding outreach on both Facebook and Twitter. Another new initiative during the quarter, led by the Non-formal Education Section, was a video dramatically re-enacting the true story of a Thai mother’s pursuit of lifelong learning to improve her family’s situation, which was aired on the True network. The Health for Well-being Education Section also collaborated on a video featuring a teenage Thai girl and her family talking about the importance of comprehensive sexuality education. In traditional media, a feature on Mae Sa-Kog Biosphere Reserve was published in The Nation and an opinion piece on social science projects conducted by Lao youth appeared in The Bangkok Post.