

In the final quarter of 2018, UNESCO Bangkok emphasized placing timely opinion articles in regional media, linked to news relevant to the Office's work and policies. In one example that made headlines worldwide, the Culture Section responded to the Intangible Cultural Heritage listings in November with an article on the khon and Ikhon khol listings in Thailand and Cambodia respectively, directly confronting narrow nationalistic views claiming 'ownership' of ICH – in complete contradiction with the spirit of the listings. Other articles responding to breaking news with informed policy focused on a school assault in Thailand and the death of a young boy fighting professionally in the Muaythai ring. The emphasis on timely, relevant outreach was also reflected in the evolving social media strategy, with the launch of the Office's Instagram account reaching out to new audiences with clear, engaging messaging based on inspirational images. The goal of distilling key programme elements for public consumption was also complemented by the launch of an infographic series conveying UNESCO's programmes visually and through key data points. The Office also sought to leverage these strategies in collaboration with UNESCO Offices in the region, in particular partnering with the Myanmar Antennae Office to highlight their important work on Education and Freedom of Expression.

FACEBOOK

Followers: 46K



Visual expression

294.8K reached

103 Likes <https://bit.ly/2Rkmx4D>

267.9K reached

101 Likes <https://bit.ly/2QxUdQ2>

TWITTER

Followers: 8.9K



International Day to #EndImpunity
for Crimes against Journalists

9.81K reached

29 Retweets 25 Likes
<https://bit.ly/2RlVnbN>

INSTAGRAM

New!



#WorldHeritage

31.7K reached

2.1K Likes
<https://bit.ly/2H2KJ03>

UNESCO in the Media

Bangkok Post



Intangible heritage
stands up to scrutiny

<https://bit.ly/2UQ5y8g>



Make Muay Thai safer
for our youth

<https://bit.ly/2SNlsar>



Pupil assault a global
wake-up call

<https://bit.ly/20vIBT9>

THE NATION



On the path to
sustainability

<https://bit.ly/2Het3P4>



UNESCO Asia-Pacific Awards for
Cultural Heritage Conservation

46.7K reached

556 Likes
<https://bit.ly/2FkEhIC>



Strands Together

8.23K reached

5 Retweets 7 Likes
<https://bit.ly/2C7q4Cs>



#KhonDance

27.23K reached

4.59 Likes
<https://bit.ly/2VK8ihN>



Galleon Day

13.94K reached

441 Likes
<https://bit.ly/2FiDL4I>



Tolerance Day

6.05K reached

19 Retweets 22 Likes
<https://bit.ly/2CXFD0T>



#RightToEducation

15.51K reached

1.2K Likes
<https://bit.ly/2RKK1Y>

YouTube

A mother's determination:

Building a better life through Lifelong Learning



12K views

<https://bit.ly/2FkuQ3A>

A foundation for Life and Love - Thailand



887 views

<https://bit.ly/2QH5ws>

International Day of Peace



856 views

<https://bit.ly/2VPUNJ>

APPLICATIONS



Flood Fighter-Sai Fah

4,617 Downloads
<https://apple.co/1fxyh4r>



Tanah

4,565 Downloads
<https://bit.ly/2QHv59>

BANGKOK WEBSITE

(page views) <https://bangkok.unesco.org>



NEWSLETTER

4,923

Subscribers

<https://bit.ly/2shNAZ3>

GROUP VISITS

15 Nov. Japan International Cooperation Agency (JICA)
27 Nov. University of Kyushu (Japan)

TOP 4 DOWNLOADED PUBLICATIONS



Closing the gender gap in STEM: Drawing more girls
and women into Science, Technology, Engineering
and Mathematics

158 Downloads
<https://bit.ly/2Rmrftb>



Towards Quality Assurance of Technical
and Vocational Education and Training

111 Downloads
<https://bit.ly/2TEFKV2>



School and Teaching Practices for Twenty-first
Century Challenges: Lessons from the Asia-Pacific
Region - Regional Synthesis Report

86 Downloads
<https://bit.ly/2HG6sd28>



Connect with Respect: Preventing gender-based
violence in schools: Classroom Programme for
Students in Early Secondary School (age 11-14)

86 Downloads
<https://bit.ly/2D0zLEt>

JUST PUBLISHED



UNESCO in the Media: Press Reviews and Clippings,
2016–2017 (Asia-Pacific Region)

<https://bit.ly/2Fit0A8>



การปฏิรูปแนวคิดการวิจัยสู่ตลาดสีขาว:
แนวปฏิบัติที่ประสบความสำเร็จ
ในเอเชียตะวันออกเฉียงใต้

<https://bit.ly/2TCefD6>



Integrating the findings from the National Assessment of
Student Achievement into the policy process: An
experience from Nepal

<https://bit.ly/2SNJkfd>



Early Childhood Care and Education (ECCE) - Teacher
Competency Framework for Pacific Small Island
Developing States (Pacific SIDS) (Pursuing Quality in Early
Learning Vol. 2)

<https://bit.ly/2RhBpuf>