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 lkhon 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.