As Thailand successfully flattened the COVID-19 curve in the second quarter of 2020, Public Information and Outreach continued to work closely with Sections on advocacy and to raise awareness about UNESCO’s work in the region to address the pandemic. In particular, the team conducted a training with colleagues on best practices for webinars, the first of a series of sessions to strengthen communications via teleconferencing and with physical distancing. PIO has also worked closely with other UN agencies and the UN Country Team to reinforce One UN goals. On social media, reach and impressions have numbered in the tens and hundreds of thousands in campaigns such as the COVID-19 impact on cultural industries; press freedom, disinformation and media literacy; and #LearningNeverStops.

Online discussion on the impact of COVID-19 to the cultural industries

Press freedom, disinformation & media literacy in COVID-19 context

World Press Freedom Day

Disinformation

Media literacy

#LearningNeverStops

UNESCO IN THE MEDIA

BANGKOK WEBSITE (page views)

April 36,983

May 41,486

June 48,315

APPLICATIONS

Tanah 2,153

LLL-OLC.NET (Lifelong Learning) 347,781

LearnBig 185,938

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