Towards the end of the first quarter of 2020, Public Information and Outreach joined the rest of the Office in taking responsible measures to help to contain the spread of COVID-19 by shifting all staff to telecommuting and voluntary self-isolation. At the same time, communications efforts launched into high gear to reach out to constituents by focusing on traditional and social media messaging to provide resources and support, particularly to vulnerable communities hit hardest by the social and economic disruption. This outreach included interviewing partners and colleagues about professional and personal impacts as well as interactive social media posts encouraging youth in particular to express their concerns and areas of strength. Prior to the full outbreak of the pandemic, UNESCO Bangkok staff wrote nine articles published in regional news platforms, the highest number for a three-month period to date.