UNESCO Bangkok Office

Social Media

- **FACEBOOK**
  - Followers: 69K
  - Creative Cities Panel Discussions: 10.1K reached
  - Backstage Panel Discussion: 10K reached
  - Heritage Youth | Forum Lao PDR: 8.3k reached

- **TWITTER**
  - Followers: 11K
  - Teachers & #LivingHeritage Video: 31K impressions
  - International #MangroveDay: 9.6K impressions
  - Call for Entries: #HeritageAwards: 9K impressions

- **INSTAGRAM**
  - Followers: 2.8K
  - Nuad Thai: 858 reached
  - Hawker Culture: 390 reached
  - #LiteracyDay: 357 reached

UNESCO Bangkok in the Media

- **Bangkok Post**
  - Indigenous Peoples and Heritage Preservation

- **ArtReview**
  - Property and Theft: A History of Lootin in Southeast Asia

- **Webinar/Workshop**
  - Teachers Training: Developing Teachers’ Understanding of Inclusive Principles: 2 September 2021
  - Backstage: Managing Creativity and the Arts in Southeast Asia: 14 August 2021
  - Regional Webinar on Costing and Financing SDG 4 Especially Target 4.2: 12-13 July 2021
  - Asia-Pacific Regional Conference to Celebrate the 50th Anniversary of the UNESCO ITH Convention: 12-13 July 2021

- **Early Childhood Workforce Initiative**
  - Early Childhood Education in Crisis

- **Current Publications**
  - Situation Assessment: Comprehensive Sexuality Education in Digital Spaces – Opportunities for Formal Education in Thailand
  - School Closures and Regional Policies to Mitigate Learning Loss due to COVID-19: A Focus on the Asia-Pacific
  - Building Back Equal: Girls Back to School Guide (Laot version)
  - UNESCO Green Academies: Guidelines for Climate-Resilient Schools

- **Applications**
  - LearnBig: 23,721 Views (1,345,625 in total)
  - Lifelong Learning: 23,301 Views (1,345,797 in total)

- **Public Information and Outreach**

- **Website**
  - Forbeses: 41,292
  - August: 43,210
  - September: 46,403

- **Fourth Quarter of 2021**
  - PIOC renewed its efforts to expand UNESCO Bangkok’s programme advocacy and public outreach by forging new relationships with op-ed and features editors of regional English-language media, such as the Bangkok Post, the Nation, Thai Enquirer, and That PBS World. Major overseas outlets were also cultivated, such as Nikkei Asia (Tokyo) and the South China Morning Post (Hong Kong SAR of China). A UNESCO Bangkok webinar on illicit trafficking of cultural objects in July resulted in the office’s figuring in a major feature in the global journal Art Review (London). Additionally, the South China Morning Post published a SHS op-ed on Youth and COVID-19. PIOC also launched new infographics in September for the Together for Peace (T4P) initiative, while enhancing the T4P website page, where weekly posts will now feature ‘positive peace’ text boxes.