

PIO

**PUBLIC
INFORMATION
AND OUTREACH**

July-September 2018

MONITORING REPORT

In September 2018, with the hire of a new Social Media Officer, UNESCO Bangkok relaunched its social media strategy, immediately expanding outreach on both Facebook and Twitter. Another new initiative during the quarter, led by the Non-formal Education Section, was a video dramatically re-enacting the true story of a Thai mother's pursuit of lifelong learning to improve her family's situation, which was aired on the True network. The Health for Well-being Education Section also collaborated on a video featuring a teenage Thai girl and her family talking about the importance of comprehensive sexuality education. In traditional media, a feature on Mae Sa-Kog Biosphere Reserve was published in The Nation and an opinion piece on social science projects conducted by Lao youth appeared in The Bangkok Post.

FACEBOOK

Followers: 44K



Lifelong Learning Video

640.7K reached

👍 2.27K 🗨️ 45 Comments
<https://bit.ly/2yoQais>

TWITTER

Followers: 8.6K



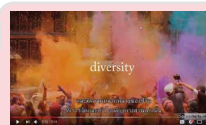
Answers from Artists
Regarding Internet Freedom

19.03K reached

🔄 11 Retweets ❤️ 42 Likes
<https://bit.ly/2OfDuVH>

YouTube

Followers: 143K



International Day
of Peace

1.6K views

👍 9 Likes
<https://bit.ly/2CGA8gt>

BANGKOK WEBSITE

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



NEWSLETTER

4,560

Subscribers

<https://bit.ly/2l0Declm>

APPLICATIONS



Flood Fighter-Sai Fah

4,160 Downloads
<https://apple.co/1fxyh4r>



Tanah 4,798 Downloads

<https://bit.ly/2QHvo59>

GROUP VISITS

- 9 Aug. Zhejiang and Tsinghua Universities (China)
- 20 Aug. Nanjing University (China)
- 23 Aug. United International College (China)
- 31 Aug. Fudan University (China)
- 13 Sep. Hiroshima University (Japan)

UNESCO IN THE MEDIA

THE NATION



Sustainability Redefined
<https://bit.ly/20TC1E6>

Bangkok Post



By the Numbers: Giving
Voice to Vulnerable Lao
Youth
<https://bit.ly/20KVNc5>

TOP 4 DOWNLOADED PUBLICATIONS



Blended Learning for Quality Higher Education

147 Downloads
<https://bit.ly/2xSXcUl>



Towards Quality Assurance of Technical and Vocational Education and Training

118 Downloads
<https://bit.ly/2gSK079>



Situation Analysis of Out-of-school Children in Nine Southeast Asian Countries

83 Downloads
<https://bit.ly/2C7hDsv>



Analyzing and Utilizing Assessment Data for Better Learning Outcomes

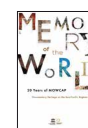
77 Downloads
<https://bit.ly/2ybFxA4>

JUST PUBLISHED



Early Childhood Care and Education - Teacher Competency Framework for Southeast Asia
(Pursuing Quality in Early Learning Vol. 1)

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



20 Years of MOWCAP - Memory of the World: Documentary Heritage on the Asia-Pacific Register

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



Highlights from Asia-Pacific, 2016-2017

<https://bit.ly/2yg8meT>



Developing and Strengthening Qualifications Frameworks in Asia and the Pacific: Building a Culture of Shared Responsibility

<https://bit.ly/2CA02st>