

# **Communication with Communities**

**UNHCR** Jordan February 2022

# CwC in numbers



865,921

SMS texts sent to **160.705** Persons of Concern **▲**66.2%



699,927

Reach on Facebook **V**32%



4,822

Comments received through Facebook by Persons of Concern **\$56.6%** 



61,308

Reach on Twitter **V** 29.2%



Persons of Concern counselled through Community-Based Protection Unit ▲ 56.6%



18,970

Reach on Instagram **V** 5.9%

# ■ Social Media Engagement

#### Followers



197,838 ▲ 0.67%



30,843



11,472

Engagement

71,909

Engagement\* on Facebook ▲10.4%

2,918

Engagement\* on Twitter **V** 41.97%

1055

Engagement\* on Instagram ▼8.6%

# Social Media Posts

20

Facebook

42

Twitter **V**30%

10

Instagram

37

WhatsApp Messages\*

\* WhatsApp messages are sent to the Bridges of Communty group through Community-Based Protection and among all frontline staff through the Info Sharing Group

# Help Site



19,517 Visitors

**V**9.68%



57.9% / 42.1%

New vs. Returning Users



59,180 Pageviews

**V**12.97%

## Top Posts by Topic

Education post

"DAFI scholarship"

Video about divorce

registeration for Syrian

refugees in Jordan



Education opportunity "Progetto Mediterraneo scholarship"

#ASKUNHCR FB live about updates in Registeration procedures

Facebook

Winter cash assistance "Germany funding impact"

Winter cash assistance refugee story

A story about the youngest refugee who won the black in Taekwondo

International day for women and girls in science

Instagram

\* Engagement on social media is the measurement of comments, likes, shares, retweets and clicks.















# **Communication with Communities**

# **UNHCR** Jordan February 2022

# **III** CwC Content & Activity this Month

#### UNHCR Jordan on social media:

- Awareness material on COVID-19 vaccine adressing vaccination for children (Below 18 years old)
- #AskUNHCR Facebook live Q&A session about updates in registeration procedures
- Videos about marriage & divorce registeration procedures for Syrian refugees in Jordan.
- Third phase of communication with communities survey
- Different scholarships and trainings announcements
- Illustrative video about updating phone numbers with UNHCR

#### **UNHCR** Jordan Help site:

- Updated content on the health services pages
- Anti-Fraud announcement on the latest news page
- More links added of #ASKUNHCR Facebook Live Q&A sessions.
- Updated content on the trainings page
- Updated content on the educational opportunities pages
- Announcement about new updates in the asylum ceeker certificate

# Main Topics Voiced by Refugees

#### Non-Syrian Community

- Concerns remain over the unavailability of new registration services for refugees from different nationalities.
- Negative reactions regarding certain opportunities being made available for Syrians only.

#### Cash Assistance:

Health:

• Complaints about refugees vulnerability assesment mentioning that the questions used to assess the vulnerability arent logical.

• Complaints about Caritas clinics were presented, mainly on their service and not covering refugees medical conditions most of the time.

#### **UNHCR** Resettlement:

• Many demands from individuals to be considered for resettlement.

#### COVID-19 National Vaccination Programme:

• Concerns over safety of the vaccine for children under the age of 18.

### Upcoming Activities in March

- Awareness material on the COVID-19 vaccine adressing vaccination for children. (Below 18 years old)
- Awareness material on Anti-Fraud
- Video about ratification of civil documentation for all Syrian refugees in Jordan.
- International Women day competition

Additional educational and livelihoods opportunities











# 我们的产品



# 大数据平台

国内宏观经济数据库

国际经济合作数据库

行业分析数据库

# 条约法规平台

国际条约数据库

国外法规数据库

# 即时信息平台

新闻媒体即时分析

社交媒体即时分析

云报告平台

# 数据智慧平台

预览已结束, 完整报告链接和二维码如下:

https://www.yunbaogao.cn/report/index/report?reportId=5\_16594

