

## **Communication with Communities**

**UNHCR** Jordan August 2021

## CwC in numbers



1,292,440

SMS texts sent to **169,687** Persons of Concern **1**05.3%



755,820

Reach on Facebook **1** 2.8%



2,768

Comments received through Facebook by Persons of Concern **12.4%** 



85,361

Reach on Twitter **7**.6%



2,435

Persons of Concern counselled through Community-Based Protection Unit ▼ 9.4%



17.214

Reach on Instagram **35.4%** 

## Social Media Engagement

#### Followers



181,763 **1.8%** 



29,559



9,981

#### Engagement

48,990

Engagement\* on Facebook **8.1%** 

3,534

Engagement\* on Twitter **1**0.7%

828

Engagement\* on Instagram

**1** 28.8%

#### Social Media Posts

14

Facebook **V** 30%

31

Twitter **V** 27.9%

Instagram **37.5%** 

10

WhatsApp Messages\*

**V** 47.4%

\* 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



31,320 Visitors

**4** 9.5%



60.9% / 39.1%

New vs. Returning Users



96,571

Pageviews **17.7%** 

### Top Posts by Topic



Announcement Anti-Fraud

Reminder Post

Facebook

Video on PRM Funding

Tweet on COVID Vaccination of Refugees

Tweet on Resettlement Departures

COVID **Emergency Cash** Assistance

Story of Syrian Sweets Baker

Post on Resettlement Opportunities

Instagram

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















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## **li** | CwC Content & Activity this Month

#### UNHCR Jordan on social media:

- Joint #AskUNHCR Facebook live Q&A session with WFP
- DAFI scholarship announcement, in addition to 5 other educational and livelihoods opportunities
- Regular COVID & anti-fraud reminder to raise awareness
- Announcement of emergency cash assistance to refugees

## Main Topics Voiced by Refugees

#### Non-Syrian Community

- Concerns remain over the unavailability of new registration services for refugees from different nationalities, Yemen namely
- Negative reactions regarding certain opportunities being made available for Syrian refugees only, such as higher education scholarships and labour

#### WFP Food Assistance:

• Negative reactions and engagement remains over the WFP cuts in assistance towards the end of the month

#### Health Services:

• Negative reactions and engagement over announcements relating to healthcare services carried out by implementing partners

#### Other UNHCR services during the pandemic:

- Questions relating to rectification of status remains high, especially for refugees who have left the camp recently
- Requests from refugees to include more options in the Helpline, which are being considered in the IVR relaunch soon

#### | Upcoming Activities in August

- Additional awareness material on the COVID-19 vaccine
- Second joint #AskUNHCR Facebook live Q&A session with WFP
- Additional education and livelihoods opportunities

- Information on the WFP cuts in assistance
- Information for Afghan Asylum Seekers
- More content on services of UNHCR













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国内宏观经济数据库

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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\_17113

