2023

Results Report Confía en el Tucán

("Trust the Toucan")

CONFÍA EN EL TUCÁN

Highlights

During the last quarter of 2023, the Confía en el Tucán platform reached 17,118 new followers on Facebook, six times more than those registered during the previous quarter. On TikTok, the increase reflected 15,000 new followers, doubling the figures obtained in the last quarter.

Both pages reached over 111,500 joint interactions in December, including reactions, comments, and shares.

In December, a Confía en el Tucán TikTok video became viral, registering more than 1.4 million views and 710 comments by the end of 2023.

Summary

8,428,027
Reach

187,726
Interactions

334
Posts

Total results 2023

Performance metrics

Facebook

3,031,480 Reach
Users who viewed the publications

17,118 Followers
Number of Facebook followers

94,326

150,658 Visits
to the Facebook feed

TikTok

5,396,547 Reach
Users views on the posts

3,280 Followers
Number of TikTok followers

90,400

1,300

Data made available by Facebook's Meta Business Suite and TikTok's Creatior Center, registered from May 1, 2023 to December 29, 2023.

Audience profile

Facebook

55% Women

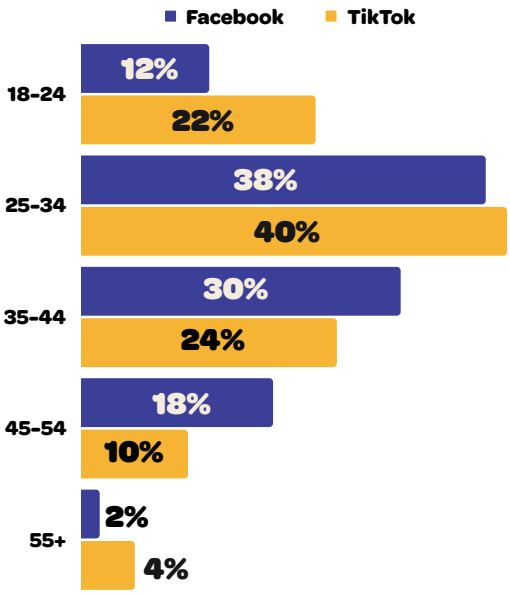
45% Men

TikTok

79% Women

21% Men

Followers age

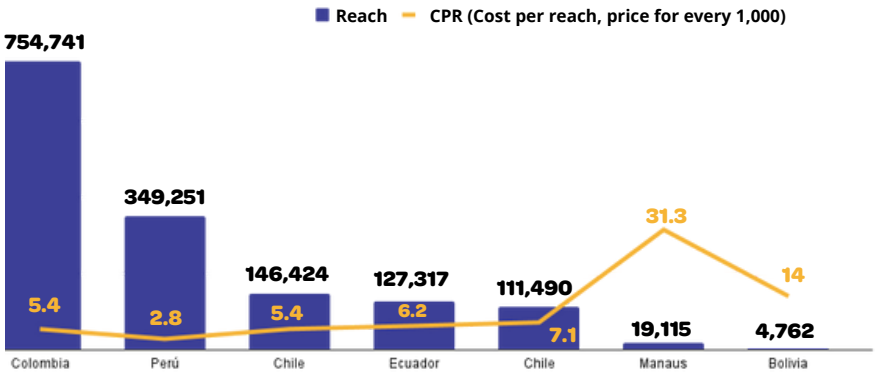


Places of access to Confía en el Tucán

TikTok figures are compiled based on the geolocation of users when accessing the content. Facebook data corresponds to the place of residence that the followers of the page have registered on the platform.

Confía en el Tucán (Trust the Toucan) was launched on May 1, 2023 across the social networks Facebook and TikTok by UNHCR, the UN Refugee Agency. The initiative challenges false publications and provides reliable information about the risks of the journey across the jungle connecting Panama and Colombia. To find out more, please read UNHCR's press release here.

Telling the Real Story Campaign (META Ads)



The Meta Ads showcase refugees and migrants sharing their stories about their journey through the Darien jungle, emphasizing **the associated risks of crossing**. The target audience has been specifically tailored to reach people who left Venezuela and are currently based in Brazil (Manaus), Peru, Chile, Ecuador, Bolivia, and Colombia.

In Brazil and Ecuador, the campaign also disseminated information about regular pathways, integration processes, and communication channels to connect with UNHCR country offices.

Best performing content

TikTok

	#1	#2
Reach	1,400,00	370,100
Reactions	43,600	16,300
Comments	864	162
Shares	1,500	627

Facebook

	#1	#2
Reach	38,300	24,300
Reactions	322	159
Comments	6	0
Shares	37	2

To receive more information, write to **panpamedia@unhcr.org.**

Help Page UNHCR Panama

In addition to predefined content and automated information, UNHCR offers personalized attention from its staff on its channels. Direct assistance data is available in this dashboard.

Chatbot Panama

960
Conversations

UNHCR ACNUR
La Agencia de la ONU para los Refugiados