

Digital communication with communities

Facebook



Number of posts
15



Followers
254,723
▲ 0.7%



Engagement
118,338
▲ 17.6%



Page Reach
628,738
▲ 41.3%



Posts Reach
610,206



Comments
2,085
▲ 8.4%

WhatsApp Chatbot



65,047
Total User



6,513
Active users



2
Broadcast messages sent



93%
Delivery Rate



Jordan (91.1%), others (7.9%)
Top countries by users

Help site



27,026
Visitors
▼ 36.9%



48.1% / 51.9%
New vs. Returning Users



62,837
Pageviews
▼ 37.8%

SMS

104,301

SMS texts sent to 16,114 refugees
▼ 66.3%

In-person counselling



828

Refugees counselled in UNHCR - supported community centres



691

Refugees counselled in UNHCR premises

Helpline



118,635
Responded Calls



91%
Resolved Calls



85.4%
Calls responded by IVR



14.6%
Calls responded by UNHCR staff

Reasons of calls

