Communication with Communities
UNHCR Jordan
March 2025

Digital communication with communities

Facebook

Number of posts
14

Followers
266,250
▲ 0.2%

Engagement
12,258
▲ 53.5%

Page Reach
157, 869
▲ 4.5%

Posts Reach
408,900

Comments
3,166

WhatsApp Channel

Number of messages
15

Followers
81,090
▲ 0.2%

Help site

14,000
Visitors
▼ 17.6%

72% / 28%
New vs. Returning Users

40,000
Pageviews
▼ 21%

SMS

116,558
SMS texts sent to
12,851 refugees

In-person counselling

771
Refugees counselled in UNHCR - supported community centres

820
Refugees counselled in UNHCR premises

Helpline

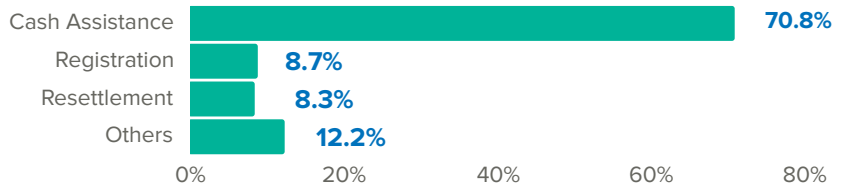
91,281
Responded Calls

96%
Resolved Calls

92%
Calls responded by IVR

8%
Calls responded by UNHCR staff

Reasons of calls



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