Communication with Communities

UNHCR Jordan

December 2021

CwC in numbers

840,974
SMS texts sent to **171,819** Persons of Concern
▼ 37.8%

18,126
Comments received through Facebook by Persons of Concern
▼ 14.17%

759
Persons of Concern counselled through Community-Based Protection Unit
▼ 34.39

793,134
Reach on Facebook
▼ 25.8%

74,814
Reach on Twitter
▼ 36.19%

9,617
Reach on Instagram
▼ 47.82%

Social Media Posts

27
Facebook
▲ 3.7%

56
Twitter
▼ 5%

9
Instagram
▼ 35.7%

20
WhatsApp Messages*
▲ 17.64%

** 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

40,023
Visitors
▲ 70.7%

43% / 57%
New vs. Returning Users

115,670
Pageviews
▲ 53.4%

Social Media Engagement

Followers

194,441
▲ 1.37%

30,341
▲ 0.66%

10,923
▲ 1.4%

Engagement

169,485
Engagement* on Facebook
▼ 21.68%

3,430
Engagement* on Twitter
▼ 44.42%

648
Engagement* on Instagram
▼ 10.12%

Top Posts by Topic

Facebook	Twitter	Instagram
1 #ASKUNHCR resettlement	1 New year card	1 Christmas E-card
2 Educational Opportunity	2 Announcement on in-person appointment system (English)	2 New Year E-card
3 Training Opportunity	3 Announcement on in-person appointment system (Arabic)	3 Refugee winter story

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

Source: UNHCR | www.unhcr.org/jo | help.unhcr.org/jordan | Facebook, Twitter & Instagram: @UNHCRJordan | Thank you for the generous donations from:

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CwC Content & Activity this Month

UNHCR Jordan on social media:

- #AskUNHCR Facebook live Q&A session on Resettlement
- #AskUNHCR Facebook live Q&A session on Vaccine compensation
- Announcement on the implementation of the protecion in-person counselling system
- Extensive awareness material on the COVID-19 vaccine and the defense order number 35
- Announcement on the Jordanian Government's decision regarding the extension of the asylum seeker certificates until June 2022
- New scholarships and trainings announcements for refugees in Jordan

UNHCR Jordan Help site:

- Information on UNHCR's use of refugee biometric data.
- FAQ on the vaccine compensation.
- More links added for episodes of #ASKUNHCR Facebook Live Q&A sessions.
- Updated content on the FAQ page on COVID-19 vaccine
- Updated content on the trainings and educational opportunities pages

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 Syrian refugees only, specially the training opportunites.

Vaccine compensation:

- Requests from refugees on further clarifications on how they can fill the vaccine compensation link and their Individual ID number.

UNHCR Resettlement:

- Many demands from individuals to be considered for resettlement

COVID-19 National Vaccination Programme:

- A more positive reception towards the COVID-19 vaccine among refugees; many refugees have voiced their registration/receiving the vaccine.
- There remains some confusion over safety and side effects of the vaccine for pregnant and lactating women, and children under the age of 18.

Upcoming Activities in January

- Awareness material on the COVID-19 vaccine adressing pregrancy and lactating women
- Additional material on Anti-Fraud
- #ASKUNHCR Facebook live on COVID-19 vaccine and the defense order number 35
- Additional educational and livelihoods opportunities
- WhatsApp audio on the defense order number 35 and the vaccination units at UNHCR registeration centers