May to July, 2023

Results Report
Confía en el Tucán
("Trust the Toucan")

Highlights

During the first three months after launch, the strategy succeeded in reaching more than **one million social media accounts** on Facebook and TikTok.

The Facebook page registered **28,199 visits to the content wall.**

123 public posts were published.

Overview

1,096,325
Reach

35,618
Interactions

123
Posts

Performance metrics by social network

Facebook

715,648
Reach
Users who viewed the publications

1,234
Followers
Number of Facebook followers

18,463

28,199
Visits
to the Facebook page wall

TikTok

380,677
Reach
Users who viewed the publications

1,107
Followers
Number of TikTok followers

17,000

182

Data made available by Meta (Facebook) Business Suite and TikTok user central, tracked from May 1, 2023 to July 28, 2023.

Audience profile

53.9%
Women

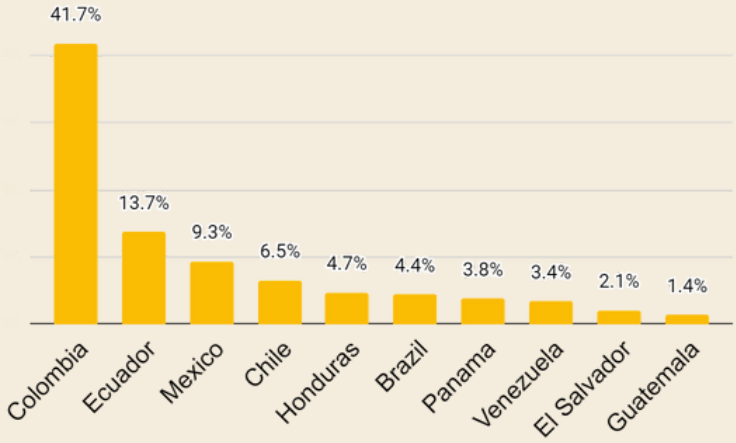
46.1%
Men

Audience breakdown

Age	Women	Men
18-24	5.6%	4.5%
25-34	22.5%	21.3%
35-44	19%	16.2%
45-54	5.8%	3.1%
55-64	0.6%	0.6%
65+	0.5%	0.3%

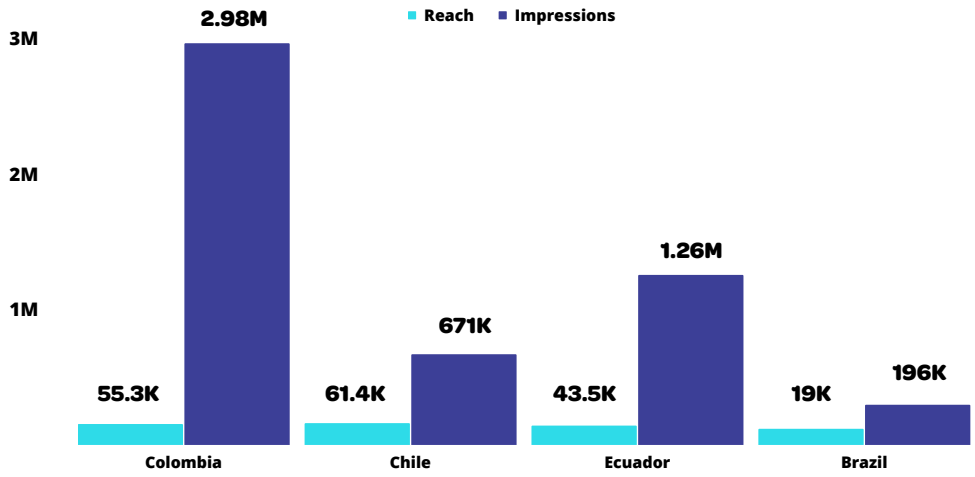
Public data made available only by Facebook Meta Business Suite. TikTok Business is not available in Panama.

Countries of access



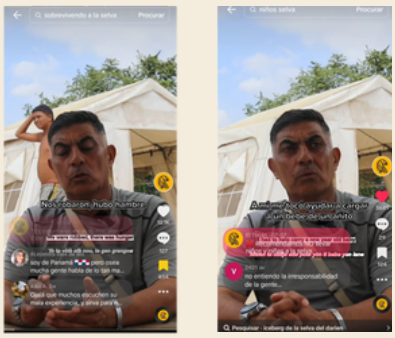
To learn more about this initiative launched May 1, 2023 across social networks Facebook and TikTok by UNHCR (ACNUR), the UN Refugee Agency, to challenge false publications and provide reliable information about the risks of the journey across the jungle connecting Panama and Colombia, please see UNHCR's press release here.

Facebook Ads results



Best performing content

TikTok



Performance of video #1
Plays: **240.5K**
Likes: **12.1K**
Comments: **127**
Saves/Favorites: **853**

Performance of video #2
Plays: **72.6K**
Likes: **3.6K**
Comments: **29**
Saves/Favorites: **124**

Facebook

Performance of image #1
Reach: **13.9K**
Likes and reactions: **235**
Comments: **14**
Shares: **2**

Performance of video #2
Reach: **12K**
Likes and reactions: **62**
Comments: **0**
Shares: **1**

Help Page UNHCR (ACNUR) Panama

The Help section “Know some of the risks you may face if you cross the Darien” obtained a total of 599 views in July – **an increase of 310% compared to June.**

Chatbot Panama

580
Cumulative users

UNHCR ACNUR
La Agencia de la ONU para los Refugiados