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.

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Reach</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colombia</td>
<td>55.3K</td>
<td>1.26M</td>
</tr>
<tr>
<td>Chile</td>
<td>61.4K</td>
<td>43.5K</td>
</tr>
<tr>
<td>Ecuador</td>
<td>671K</td>
<td>19K</td>
</tr>
<tr>
<td>Brazil</td>
<td>196K</td>
<td></td>
</tr>
</tbody>
</table>

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