

Digital communication with communities

Facebook



Number of posts
16



Followers
251,494
▲ 0.45%



Engagement
16,500
▼ 64.8%



Reach
325,698
▼ 42%



Comments
1,156
▼ 82%

WhatsApp Chatbot



53,338
Total User



15,710
Active users



4
Broadcast messages sent



96%
Delivery Rate



Jordan (96%), others (4%)
Top countries by users

Help site



20,771
Visitors
▼ 22%



51.7% / 48.3%
New vs. Returning Users



56,361
Pageviews
▼ 26%

SMS

1,056,174

SMS texts sent to 93,458 refugees
▲ 94.5%

In-person counselling



957
Refugees counselled in UNHCR - supported community centres



870
Refugees counselled in UNHCR premises

Helpline



256,387
Responded Calls



94%
Resolved Calls

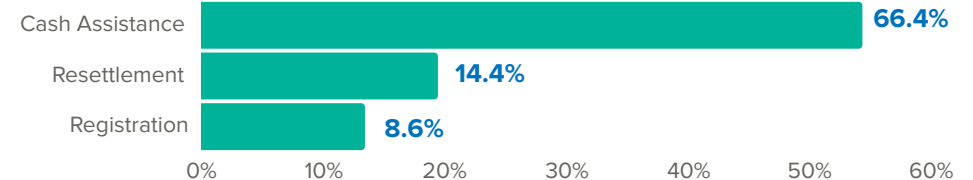


93,2%
Calls responded by IVR



6,8%
Calls responded by UNHCR staff

Reasons of calls



 What are refugees talking about on social media?

Winter Assistance

Refugees sought information about the winter assistance for this year and emphasized the importance of the assistance in meeting their needs during the cold winter season.

Appeals for Cash Assistance

Outcomes of refugees' appeals to the eligibility of UNHCR's cash assistance were shared. Many expressed frustration over the outcomes and asked whether UNHCR will consider the possibility of reopening appeals. As the outcomes were shared in phases, some refugees sought clarification on the timeline.

Increased Social Security Fee

Refugees voiced discontents over the increased social security fees, highlighting the absence of advance notice and the necessity of retroactive payments. Many refugees asked for guidance on terminating their social security contributions and called to UNHCR for a solution. Some refugees asked about the Estimada++ initiative, keen to understand the registration process and the project's potential benefits for the refugees.

 What is UNHCR communicating with the community?

UNHCR Jordan on Social Media

- A poster outlining the process to report fraud incidents was published.
- Promotional materials for the UNHCR WhatsApp chatbot were published.
- Various training programmes and employment opportunities were shared, including funding opportunity for agricultural projects, trainings in solar panel installation and an information session with the Talent Beyond Boundaries on health care programmes.
- A new anti-fraud campaign addressing data protection, fraudulent links and resettlement intermediaries was launched.
- A poster outlining necessary documents for the Ministry of Interior service card renewal was published.
- Under "how-to" campaign, guidelines on key procedures such as requesting merges and splits of refugees' documentation files and reporting emergencies through the UNHCR Helpline were re-published.
- An awareness video about different third country solutions including labour mobility scheme was published.
- A poster from the #FAQs_campaign addressing refugees' questions about cash assistance was published.
- An announcement regarding UNHCR's partner, Mindset, conducting a vulnerability assessment survey for refugees in camps was published.