

Digital communication with communities

Facebook



Number of posts
16



Followers
251,713
▲ 0.3%



Engagement
113,363
▲ 167%



Page Reach
610,232
▼ 5%



Posts Reach
587,722



Comments
7,570
▼ 26%

WhatsApp Chatbot



60,024
Total User



12,019
Active users



3
Broadcast messages sent



96%
Delivery Rate



Jordan (95%), others (5%)
Top countries by users

Help site



49,249
Visitors
▲ 174%



50.2% / 49.8%
New vs. Returning Users



123,245
Pageviews
▲ 163%

SMS

348,740
SMS texts sent to 21,018 refugees
▼ 60%

In-person counselling



1,397
Refugees counselled in UNHCR - supported community centres



866
Refugees counselled in UNHCR premises

Helpline



205,452
Responded Calls



92%
Resolved Calls

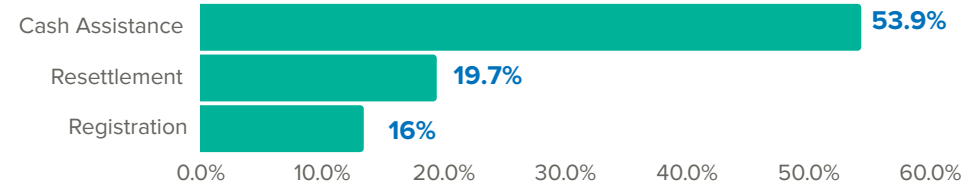


91.6%
Calls responded by IVR



8.4%
Calls responded by UNHCR staff

Reasons of calls



 **What are refugees talking about on social media?**

 **What is UNHCR communicating with the community?**

Quarterly Inclusion of Cash Assistance

Refugees voiced concerns about UNHCR’s recent decision to switch to quarterly inclusion cycle for its basic needs cash assistance, particularly regarding potential instability it may introduce. They expressed the need for additional information and clarification regarding the decision and its implications.

UNHCR Zain Sim Cards

Refugees voiced discontent over the recent changes regarding UNHCR Zain SIM cards. Previously provided for free, these SIM cards included complimentary minutes for calling the UNHCR Helpline. However, they now require a monthly subscription. Refugees emphasized their financial situations which limit their ability to afford the subscriptions. Additionally, concerns regarding the potential discontinuation of their phone lines or numbers as a consequence of the decision were raised.

Employment Mobility

Refugees continued to inquire about Talent Beyond Boundaries, seeking information about the services they offer and asking about their trustworthiness.

UNHCR Jordan on Social Media

- A poster about UNHCR WhatsApp Chatbot was published.
- Two posters reminding refugees of their ability to book counselling appointments and seek mental health and legal support were published.
- Multiple anti-fraud posters were posted, cautioning refugees about fraudulent links and fake resettlement messages, and on reporting frauds.
- Various training programmes and job opportunities, including life skills training, small business management, diploma in electromechanics, and hospitality training, were published.
- A poster announcing an information session by Talent Beyond Boundaries was shared.
- A new episode of #ASKUNHCR was live streamed, addressing changes in cash assistance for 2024 and explaining the quarterly inclusion system.
- An awareness poster highlighting the benefits of the Estidama++ programme and outlining registration procedures for refugees was published.
- An educational scholarship opportunity was published.