

Digital communication with communities

Facebook



Number of posts
15



Followers
252,966
▲ 0.5%



Engagement
100,644
▲ 18%



Page Reach
444,880
▲ 9.2%



Posts Reach
467,15



Comments
1,923
▼ 46.4%

WhatsApp Chatbot



63,274
Total User



8,370
Active users



3
Broadcast messages sent



93%
Delivery Rate



Jordan (94.2%), others (5.8%)
Top countries by users

Help site



42,813
Visitors
▲ 103%



45% / 55%
New vs. Returning Users



100,988
Pageviews
▲ 83.3%

SMS

309,544

SMS texts sent to 33,861 refugees
▼ 24%

In-person counselling



1,084

Refugees counselled in UNHCR - supported community centres



732

Refugees counselled in UNHCR premises

Helpline



82,240
Responded Calls



93%
Resolved Calls



83.9%
Calls responded by IVR



16.1%
Calls responded by UNHCR staff

Reasons of calls

