

Results Report Confía en el Tucán

("Trust the Toucan")



Highlights



During the first quarter of 2024, Confía en el Tucán's social media presence grew across all its platforms. The initiative doubled the number of TikTok followers from 22,150 accounts at the end of 2023 to 44,300 in March 2024. On Facebook, the Toucan registered 23,221 new followers during these months.

The Confía en el Tucán's social media content received an average of 2.8 million views per month and generated over half a million interactions by the end of the period.

Since its launch, the campaign has generated over 14 million views, with high-traffic content in Venezuela, Colombia, Ecuador, and Peru.

Summary

14,848,440
Visualizations

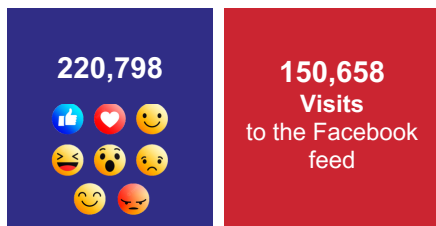
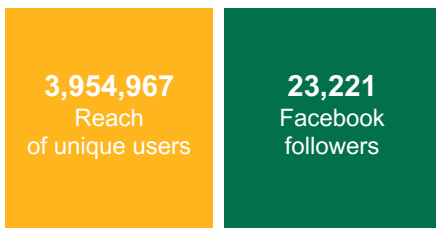
529,380
Interactions

395
Posts

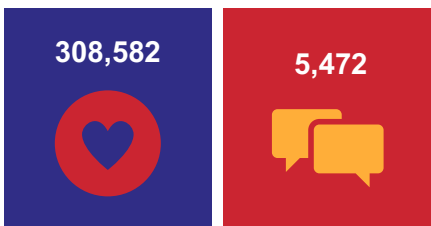
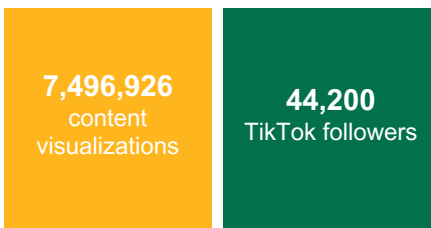
Total cumulative results

Performance metrics

Facebook

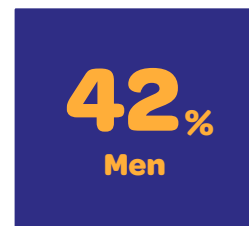


TikTok



Audience profile

Facebook

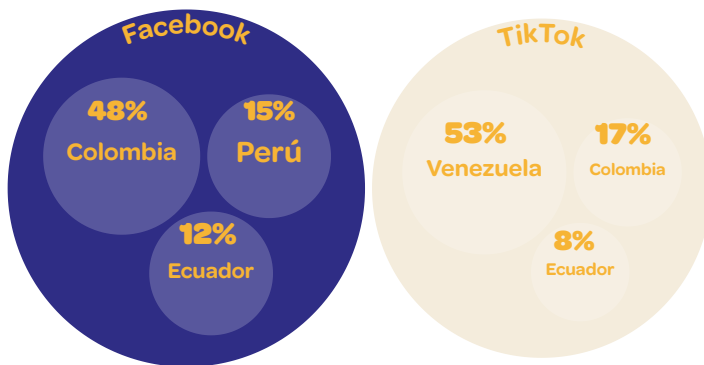


TikTok



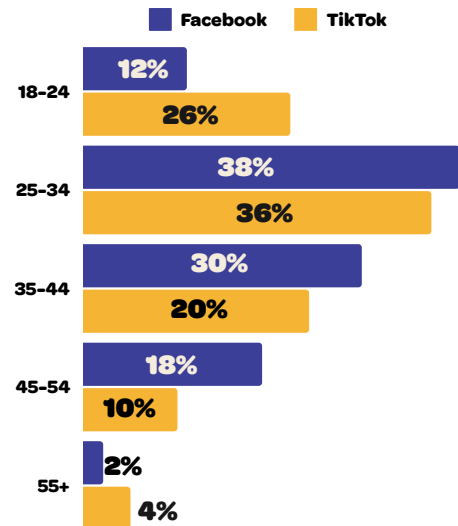
Data from Facebook's Meta Business Suite and TikTok's Creator Center, registered from January 1, 2024 to March 31, 2024.

Places of access to Confía en el Tucán



TikTok figures are compiled based on the geolocation of users when accessing the content. Facebook data corresponds to the place of residence that the followers of the page have registered on the platform.

Age of followers



Best performing content

TikTok



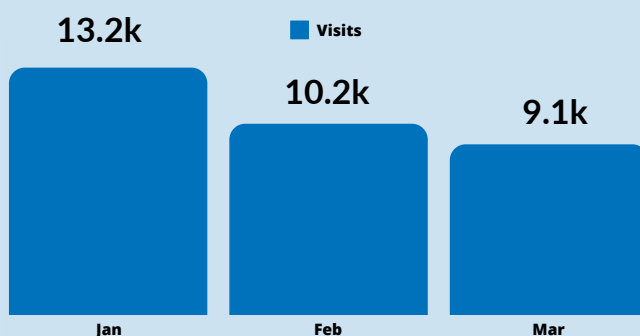
	#1	#2
Reach	1,100,000	729,300
Reactions	40,700	12,600
Comments	209	127
Shares	938	454

Facebook



	#1	#2
Reach	318,952	203,400
Reactions	8,517	647
Shares	1,515	3,650

Help Page UNHCR Panama



In addition to the content published on its digital platforms, UNHCR provides tailored assistance through its ChatBot, email and phone line.

Chatbot Panama

1.070
Conversations

