Digital communication with communities

Facebook

Number of posts: 15
Followers: 254,723 (↑ 0.7%)
Engagement: 118,338 (↑ 17.6%)
Page Reach: 628,738 (↑ 41.3%)
Posts Reach: 610,206
Comments: 2,085 (↑ 8.4%)

WhatsApp Chatbot

Total User: 65,047
Active users: 6,513
Broadcast messages sent: 2
Delivery Rate: 93%
Top countries by users:
- Jordan (91.1%)
- Others (7.9%)

Help site

Visitors: 27,026 (↑ 36.9%)
New vs. Returning Users: 48.1% / 51.9%
Pageviews: 62,837 (↑ 37.8%)

SMS

SMS texts sent to 16,114 refugees: 104,301
Delivery Rate: 93%
Top countries by users:
- Jordan (91.1%)
- Others (7.9%)

In-person counselling

828 Refugees counselled in UNHCR - supported community centres
691 Refugees counselled in UNHCR premises

Helpline

118,635 Calls responded
91% Calls resolved
85.4% Calls responded by IVR
14.6% Calls responded by UNHCR staff

Reasons of calls

Cash Assistance: 44.9%
Resettlement: 21.1%
Registration: 13.1%
Others: 20.9%

Source: UNHCR | www.unhcr.org/jo | help.unhcr.org/jordan | Facebook, Twitter & Instagram: @UNHCRJordan