Digital communication with communities

Facebook

- Number of posts: 16
- Followers: 255,223 (+0.2%)
- Engagement: 54,638 (-54%)
- Page Reach: 433,889 (-31%)
- Posts Reach: 411,13

Help site

- Visitors: 26,000 (-3.8%)
- New vs. Returning Users: 54.3% / 45.7%
- Pageviews: 62,637 (+56.4%)

SMS

- 163,139 SMS texts sent to 22,203 refugees

In-person counselling

- 1,144 Refugees counselled in UNHCR - supported community centres
- 793 Refugees counselled in UNHCR premises

Helpline

- 103,825 Responded Calls
- 91% Resolved Calls
- 84.8% Calls responded by IVR
- 15.2% Calls responded by UNHCR staff

Reasons of calls

- Resettlement: 30.9%
- Cash Assistance: 28%
- Registration: 25.1%
- Others: 16%

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