

Results Report Trust in the Toucan

OCTOBER-DECEMBER 2024



DATA OVERVIEW

31,963,210
VISUALIZATIONS

1,653,780
INTERACTIONS

519
POSTS

HIGHLIGHTS

During Q4 2024, “Trust the Toucan” overall visualizations increased by 21.6% to over 32 million views, compared to Q3 2024. Interactions rose by 59.4% to 1.65 million.

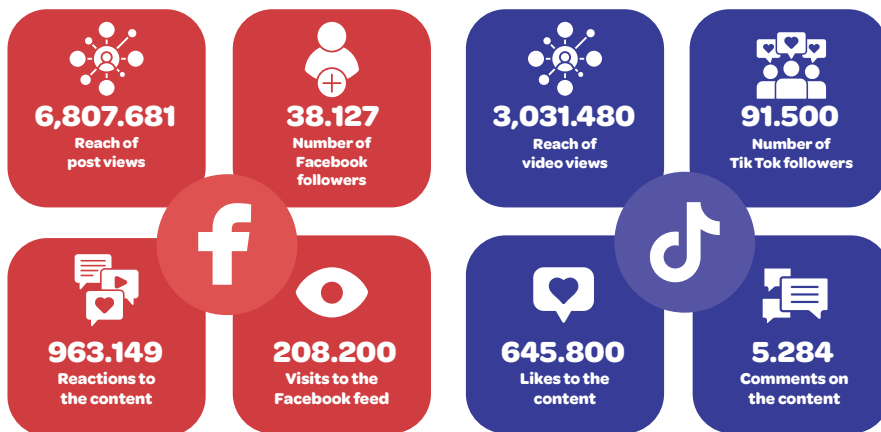
On Facebook, post views slightly increased to 6.8 million, reactions rose by 89.1% to 963,149, and visits to the feed grew by 1% to 208,200. TikTok experienced growth in followers, increasing by 21.2% to 91,500, although video views decreased by 29.2% to 3 million, and comments dropped by 59.3% to 5,284.

The audience demographics remained stable on Facebook, with 58% female and 42% male, but shifted on TikTok to 52% female and 48% male, in contrast to Q3.

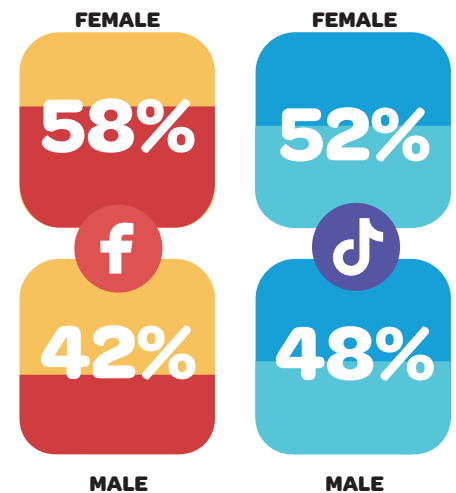
Geographically, the platform maintained a presence in Venezuela, Colombia, Ecuador, and Peru, with TikTok interactions predominantly from Venezuela (47%) and Facebook interactions mainly from Colombia (40%). The results highlight the effectiveness of the “Trust the Toucan” digital strategy and indicate a positive outlook for future growth.



PERFORMANCE METRICS



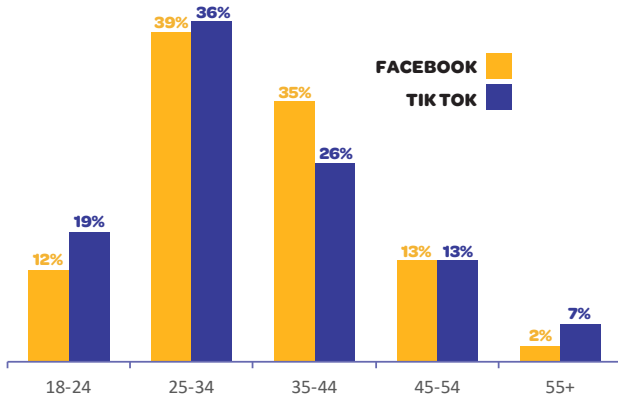
AUDIENCE PROFILE



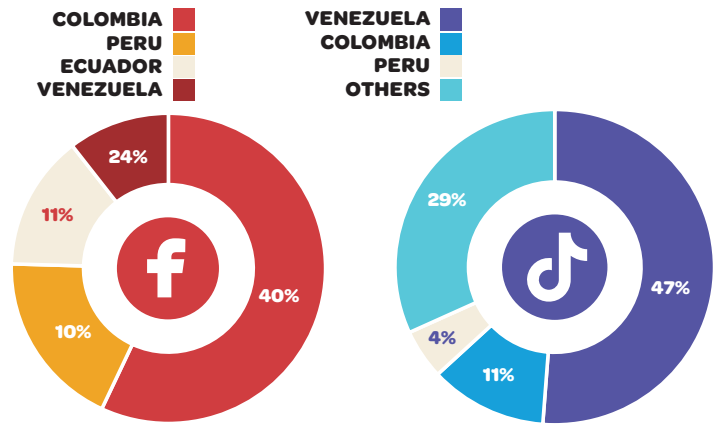
Data made available by Facebook’s Meta Business Suite and Tik Tok’s Creation Center from October 1st 2024 to December 31st 2024

Confía en el Tucán (Trust the Toucan) was launched on across the social networks Facebook and TikTok by UNHCR, the UN Refugee Agency. The initiative challenges false publications and provides reliable information about the risks of the journey across the jungle connecting Panama and Colombia. To find out more, please read UNHCR’s press release [here](#).

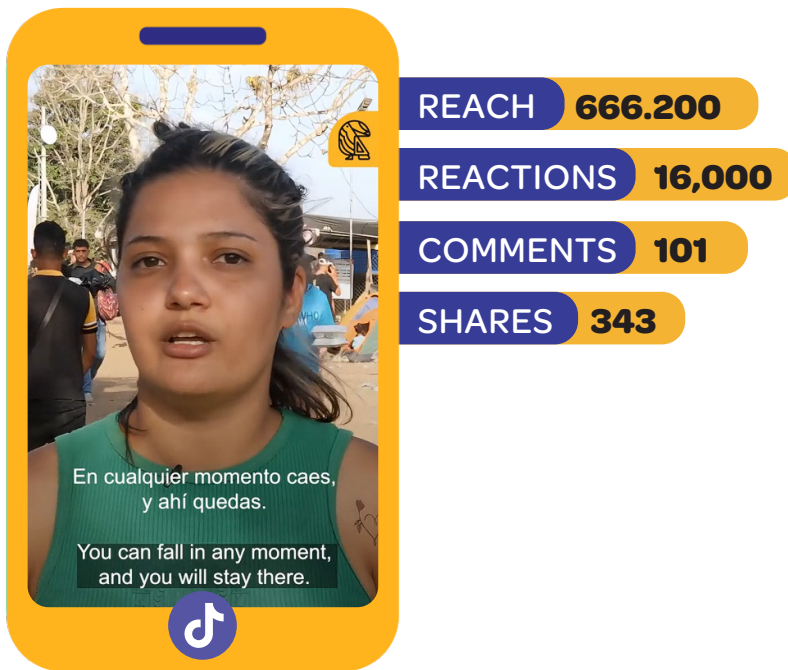
AGE DISTRIBUTION



COUNTRY DISTRIBUTION



BEST PERFORMING CONTENT



FOLLOW US ON:

TIK TOK

FACEBOOK

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

Help page UNHCR Panama

Monthly views



In addition to posts on their platforms, UNHCR provides personalized attention through its Chatbot, email, and telephone line.

Chatbot Panama

1,182
conversations

