

Communication with Communities

UNHCR Jordan January 2021

CwC in numbers



1,144,023

SMS texts sent to
323,709 Persons of
Concern

24.9%



623,329

Reach on Facebook

▼ 43.3%



282,614

Calls made from
Persons of Concern to
UNHCR Helpline
▼ 51.3%



316,152

Reach on Twitter

101.6%



2,140

Persons of Concern counselled through Community-Based Protection Unit 19.5%



25,529

Reach on Instagram

• 0.3%

■ | Social Media Posts

22

Facebook

40

Twitter ▼ 16.7% 14

Instagram 0%

14

WhatsApp Messages*

100%

* WhatsApp messages are sent to the Bridges of Communty group through Community-Based Protection

Help Site



25,115

Visitors ▲ 8.5%



52.9% / 47.1%

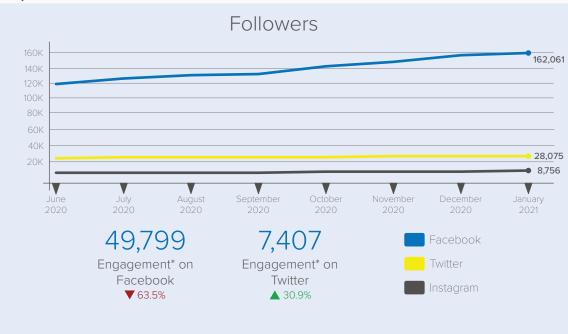
New vs. Returning Users



70,974

Pageviews 19.2%

Social Media Engagement



Top Posts by Topic

Remote
Registration
Services

COVID-19
Vaccination in
Refugee Camps

Habesha
Mexico
Scholarship

New Work
Permit
Regulations
UNHCR
Financial

Assistance
Winter Cash
Assistance for
Refugees

Anti-Fraud Awareness Message

Refugees Inclusion in Vaccination Programme

Refugees Inclusion in Vaccination Programme

^{*} Engagement on social media is the measurement of comments, likes, shares, retweets and clicks.





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li CwC Content this Month

UNHCR Jordan on social media:

- Launch of new series of animated videos on services of UNHCR
- Information on COVID-19 vaccine and guidance for Persons of Concern on registration
 - New regulations from Ministry of Labour concerning work permits
 - Anti-fraud content to raise awareness and counter rumours
 - Education opportunities for refugees in Jordan

UNHCR Jordan Help site:

- New page added, dedicated for Frequently-Asked Questions on COVID-19 vaccine & the National Vaccination Programme (http://bit.ly/3a5KJHZ)
- New page was added, providing links to all episodes of #AskUNHCR Facebook Live Q&A sessions (http://bit.ly/3d1DHqJ)

Other:

• Q&A document on COVID-19 vaccine and the National Vaccination Programme for front line colleagues

Main Topics Voiced by Refugees

COVID-19 National Vaccination Programme:

- Registration process, namely the foreigner number to use upon signing up for the vaccine as an asylum seeker/refugee
- Fears over safety and efficacy of the vaccine

UNHCR Financial Assistance:

- Questions revolve around any upcoming distribution phases for the Winter Cash Programme
- Increase in requests to include additional families in the assistance programme (Winter and COVID-19 emergency assistance)

Non-Syrian community:

- Concerns about certain opportunities being made available for Syrian refugees only, such as education scholarships
- Questions on "de-registering" as asylum seekers in order to issue work permits in Jordan

Remote services during the pandemic:

• Accessibility to services, backlog and appointments remain major concerns for refugees as their Asylum Seeker/Refugee Certificates expire

⊞ | Upcoming Activities in February

- Additional awareness material on the COVID-19 vaccine
- Additional animated videos on services of UNHCR to be published
- Additional content on UNHCR remote services on social media
- New episodes of #AskUNHCR series
- Updated Q&A documents on services and COVID-19 vaccine
- Restructuring the Helpline's Interactive Voice Response tree

