

CwC in numbers

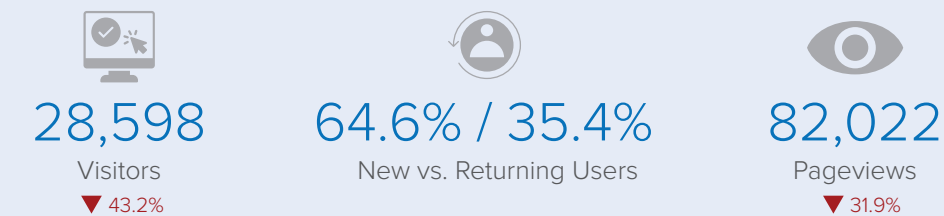


Social Media Posts



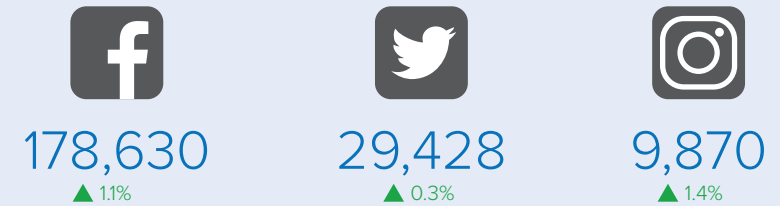
* WhatsApp messages are sent to the Bridges of Community group through Community-Based Protection and among all frontline staff through the Info Sharing Group

Help Site



Social Media Engagement

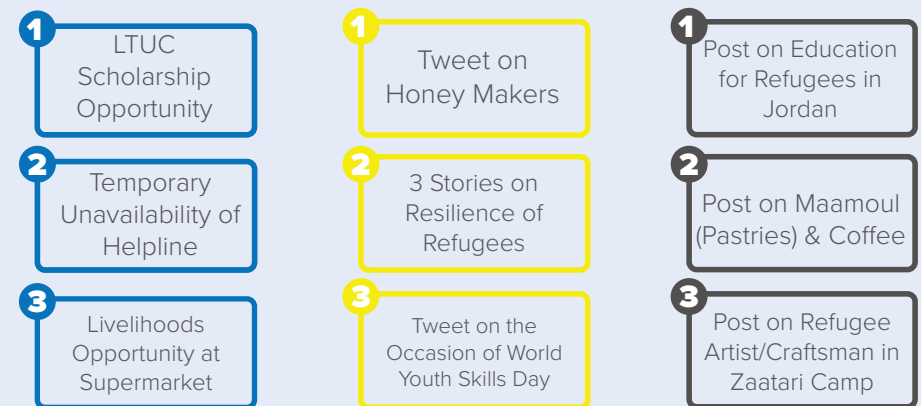
Followers



Engagement



Top Posts by Topic



Facebook Twitter Instagram

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

| CwC Content & Activity this Month

UNHCR Jordan on social media:

- Survey conducted on #AskUNHCR Facebook live Q&A sessions
- Details on the gradual reopening of Registration Centres
- Regular vaccine awareness-raising content
- Regular anti-fraud content to raise awareness
- 5 new higher education, training and livelihoods opportunities for refugees in Jordan
- New COVID regulations in Jordan & curfew hours

- Video on COVID preventive measures at the workplace, prepared by media partner CFI
- Launch of the weekly recap stories for Facebook and Instagram, summarizing the main announcements made throughout the week

| Main Topics Voiced by Refugees

Non-Syrian Community

- Concerns over the unavailability of new registration services for refugees from different nationalities, Yemen namely
- Concerns remain about certain opportunities being made available for Syrian refugees only, such as higher education scholarships and labour

WFP Food Assistance:

- Negative reactions and engagement remains over the re-targeting exercise

Health Services:

- Negative reactions and engagement over announcements relating to healthcare services carried out by implementing partners

Other UNHCR services during the pandemic:

- Engagement on the announcement of the gradual re-opening of UNHCR registration centres remains high, mixed reactions
- Requests from refugees to include more options in the Helpline, which are being considered in the IVR relaunch soon

| Upcoming Activities in August

- Additional awareness material on the COVID-19 vaccine
- Joint #AskUNHCR Facebook live Q&A session with WFP
- Additional education and livelihoods opportunities
- More content on services of UNHCR