

Results Report

Confía en el Tucán

("Trust the Toucan")



Highlights

In August and September 2023, Confía en el Tucán (Trust the Toucan) expanded the scope of viewings from Venezuela and Peru.

The leading followers of the pages are women. They make up 72% of the audience on TikTok and 52% on Facebook.

TikTok was the platform with the highest growth in results during this period. The account obtained 532,235 views in the two months, reaching 429,000 new users, seven times more than in the previous period (709%).



Summary

2,240,621
Reach

57,528
Interactions

197
Contents

Total results 2023

Performance metrics by social network

Facebook



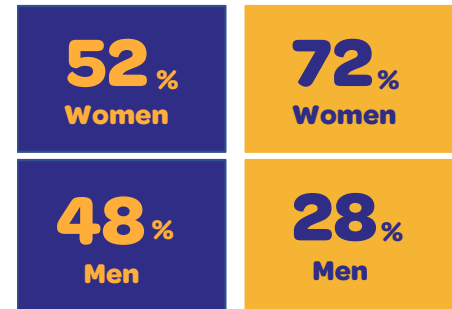
TikTok



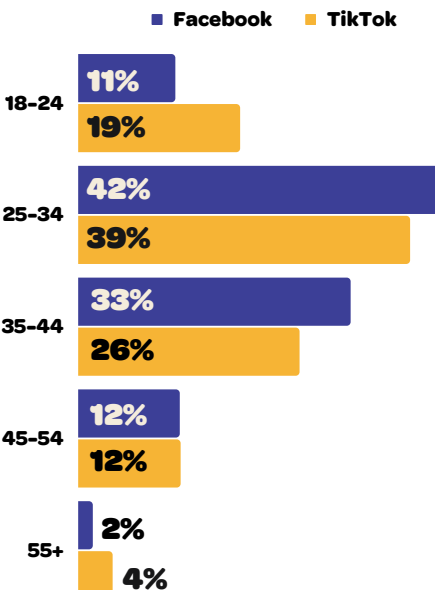
Data made available by Facebook's Meta Business Suite and TikTok's Creator Center, registered from May 1, 2023 to September 29, 2023.

Audience profile

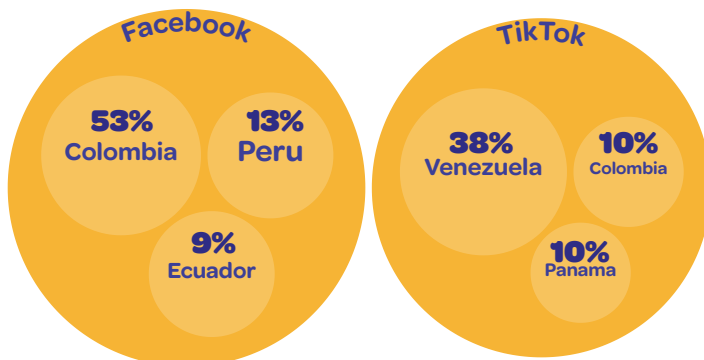
Facebook TikTok



Age of followers

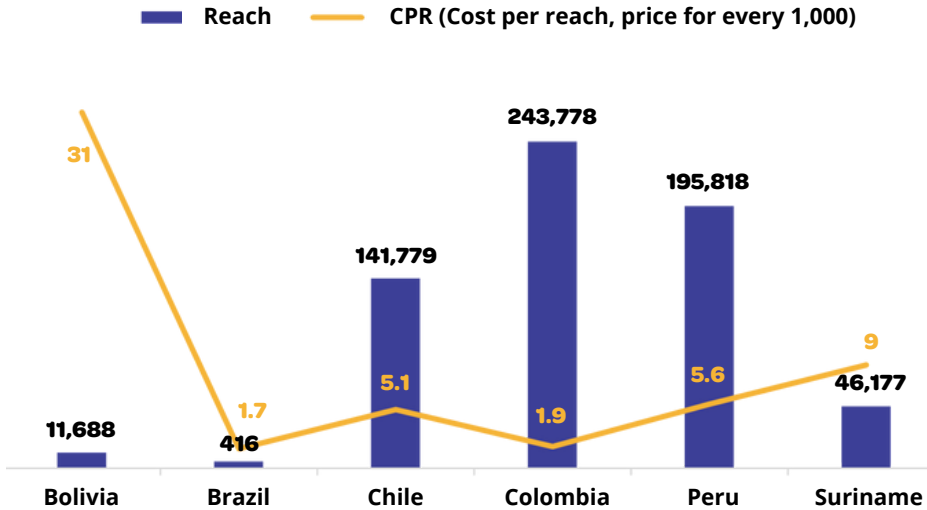


Places of access to Confía en el Tucán



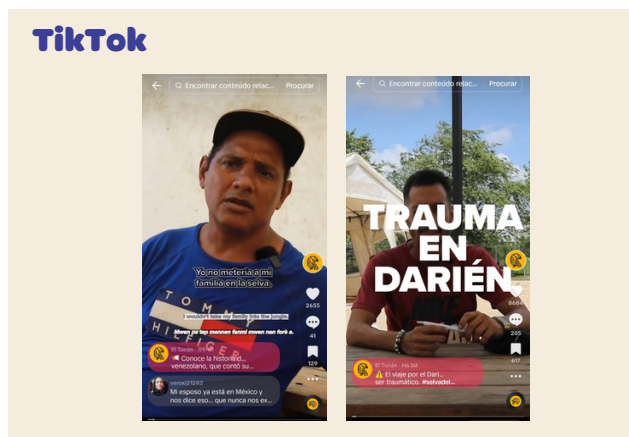
TikTok figures are compiled based on the geolocation of users when accessing the content. Facebook data corresponds to the place of residence that the followers of the page have registered on the platform.

Ad campaign results (META Ads)



The results refer to the awareness campaign about the risks of irregular crossing through the Darién jungle. It began in September 2023 and was aimed at Venezuelan people in Bolivia, Chile, Colombia, and Peru. In Chile, it also targeted people born in the Dominican Republic. Extracontinental people were the target audience in Brazil, Bolivia, and Suriname, with content adapted to their languages, mainly French and English.

Best performing content



Performance of video #1

Views: 141,600
 Likes: 2,660
 Comments: 39
 Added to favorites: 129

Performance of video #2

Views: 95,900
 Likes: 8,726
 Comments: 190
 Added to favorites: 622



Performance of video #1

Reach: 37,400
 Likes and reactions: 301
 Comments: 2
 Shares: 35

Performance of image #2

Reach: 21,000
 Likes and reactions: 234
 Comments: 3
 Shares: 7

The content with the best historical results on TikTok is available at this [link](#). This exceeded 330,000 views on the platform, with more than 15,000 reactions. In this report we also present the #1 video for Facebook, which is the content with the best results in META since its launch. The data above does not include META Ads.

Help Page UNHCR Panama



In addition to predefined content and automated information, UNHCR offers personalized attention from its staff on its channels. Direct assistance data is available in this [dashboard](#).

Chatbot Panama

805
 Conversations

