

Digital communication with communities

Facebook



Number of posts
14



Followers
252,966
▲ 0.5%



Engagement
85,310
▼ 24.7%



Page Reach
407,324
▼ 33%



Posts Reach
357,100



Comments
3,587
▼ 53%

WhatsApp Chatbot



61,381
Total User



6,831
Active users



2
Broadcast messages sent



95%
Delivery Rate



Jordan (92%), others (8%)
Top countries by users

Help site



21,185
Visitors
▼ 57%



51.3% / 48.7%
New vs. Returning Users



55,084
Pageviews
▼ 55%

SMS

406,780

SMS texts sent to 50,312 refugees
▲ 16.6%

In-person counselling



1,167

Refugees counselled in UNHCR - supported community centres



874

Refugees counselled in UNHCR premises

Helpline



19,614
Responded Calls



92%
Resolved Calls

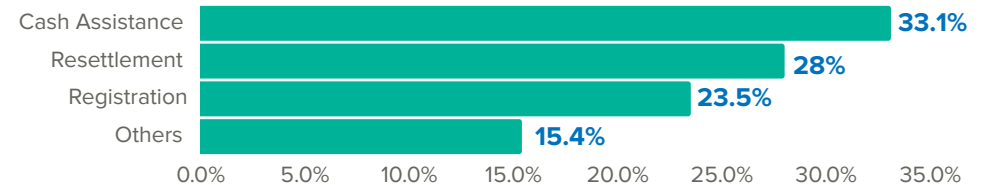


82.8%
Calls responded by IVR



17.2%
Calls responded by UNHCR staff

Reasons of calls



What are refugees talking about on social media?

Cash Assistance:

Refugees voiced concerns regarding their deteriorating living circumstances, and the lack of support from UNHCR which leads to instability in their lives. They expressed the need for additional support and re-evaluation of vulnerability.

Registration:

Refugees continued to inquire about registration for new refugees who have never been registered with UNHCR before.

Education:

Refugees voiced concerns regarding limited scholarship opportunities for refugees of specific nationalities.

Resettlement:

Refugees expressed concerns about the perceived difficulties to get resettled, specifically for single people, as most countries resettle families. Additionally, refugees complained of the lack of follow-ups from embassies and the long process of resettlement.

What is UNHCR communicating with the community?

UNHCR Jordan on Social Media

- A guide on how refugees can access public healthcare services was published.
- Videos explaining complementary pathways -- its definition and refugees' eligibility -- were posted.
- A survey seeking feedback on UNHCR's communication with communities was posted.
- An application for different job opportunities for refugees was published.
- A poster introducing Talent Beyond Boundaries (TBB) and an announcement of a live information session with them was published.
- A reminder for refugees not to share any of their personal information with anyone was posted.
- A number of scholarship and educational opportunities for refugees were published.
- A training opportunity with Al Hussein Technical University on solar energy management for Syrian refugees and Jordanians was announced.