

Digital communication with communities

Facebook



Number of posts
16



Followers
255,223
▲ 0.2%



Engagement
54,638
▼ 54%



Page Reach
433,889
▼ 31%



Posts Reach
411,13



Comments
1,399
▼ 33%

Help site



26,000
Visitors
▼ 3.8%



54.3% / 45.7%
New vs. Returning
Users



62,637
Pageviews
▼ 0.3%

SMS

163,139
SMS texts sent to 22,203
refugees
▲ 56.4%

In-person counselling



1,144

Refugees counselled in
UNHCR - supported
community centres



793

Refugees counselled in
UNHCR premises

Helpline



103,825
Responded
Calls



91%
Resolved
Calls



84.8%
Calls responded
by IVR



15.2%
Calls responded
by UNHCR staff

Reasons of calls

