Communication with Communities
UNHCR Jordan
September 2024

Digital communication with communities

Facebook

Number of posts
17

Followers
259,901
▲0.6%

Engagement
109,212
▲111%

Page Reach
727,039
▲77%

Posts Reach
788,651

Comments
4,566
▲331%

WhatsApp Channel

Number of messages
17

Followers
64,255

Help site

24,097
Visitors
▲19.4%

80% / 20%
New vs. Returning Users

78,000
Pageviews
▲59%

SMS

326,611
SMS texts sent to 38,645 refugees
▲130%

In-person counselling

936
Refugees counselled in UNHCR - supported community centres

2,273
Refugees counselled in UNHCR premises

Helpline

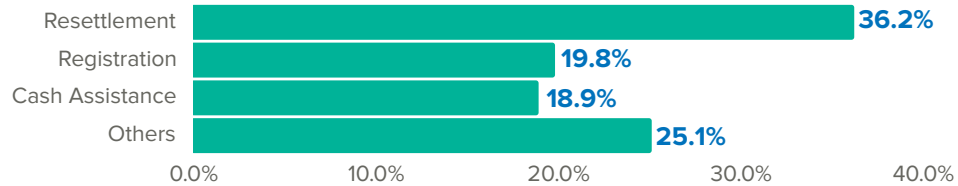
140,182
Responded Calls

98%
Resolved Calls

92.1%
Calls responded by IVR

7.9%
Calls responded by UNHCR staff

Reasons of calls



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