Results Report
Trust in the Toucan
JULY-SEPTEMBER 2024

CONFÍA EN EL TUCÁN

DATA OVERVIEW

26,293,804	1,037,489	488
VISUALIZATIONS	INTERACTIONS	POSTS

HIGHLIGHTS

During the third quarter of 2024, Trust the Toucan sustained its progress across various performance indicators, with a 63.38% increase in interactions compared to Q2. The platform experienced significant growth, with TikTok's followers increasing by 25% from 60,000 to 75,000. Similarly, Facebook's presence saw a 67% increase, with followers rising from 23,108 to 38,722.

This success can be attributed to the strategic use of digital advertising on Meta platforms, which will be extended to TikTok and YouTube during Q4.

Interactions were predominantly generated from Venezuela, Colombia, Ecuador, and Peru. During this periods traffic, political instability and restrictions on certain social networks appeared to have increased the use of virtual private networks (VPNs).

Regarding demographics, the audience's age and gender distribution have remained stable and consistent with previous data collection exercises, indicating that the content resonates well with the target audience.

PERFORMANCE METRICS

6,793,352 Reach of post views

38,722 Number of Facebook followers

4,282,599 Reach of video views

75,500 Number of Tik Tok followers

509,231 Reactions to the content

206,200 Visits to the Facebook feed

497,700 Likes to the content

12,974 Comments on the content

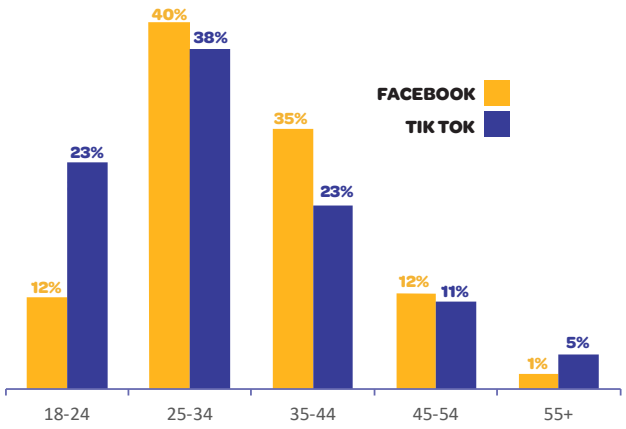
Data made available by Facebook's Meta Business Suite and Tik Tok's Creation Center from May 1st 2023 to September 30th 2024

AUDIENCE PROFILE

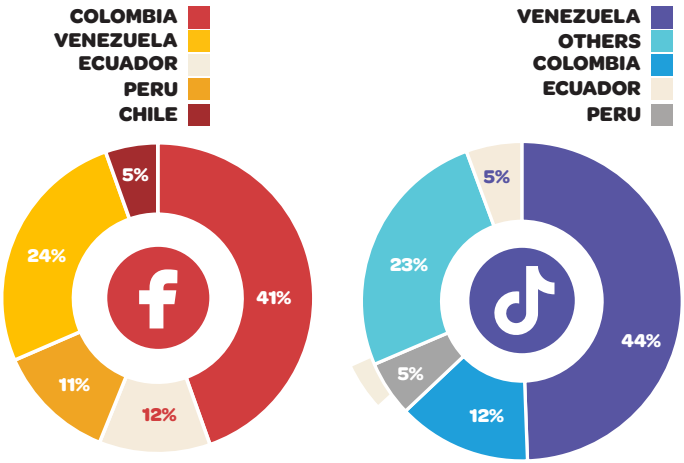
FEMALE	FEMALE
58%	64%
42%	36%
MALE	MALE

Confía en el Tucán (Trust the Toucan) was launched on the social networks Facebook and TikTok by UNHCR, the UN Refugee Agency. The initiative challenges false publications and provides reliable information about the risks of the journey across the jungle connecting Panama and Colombia. To find out more, please read UNHCR's press release here.

AGE DISTRIBUTION



COUNTRY DISTRIBUTION



Looking ahead, Confía en el Tucán will enhance its digital presence by increasing advertising on TikTok and expanding its reach to YouTube. These initiatives are expected to drive greater engagement and outreach from refugees and migrants.

BEST PERFORMING CONTENT

REACH	1,400,000
REACTIONS	30,000
COMMENTS	1,447
SHARES	2,158

FOLLOW US ON:

TIK TOK

FACEBOOK

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

Help page UNHCR Panama

In addition to posts on their platforms, UNHCR provides personalized attention through its Chatbot, email, and phone line.

Chatbot Panama

1,167
conversations

UNHCR
The UN Refugee Agency