

# Mass Communication (CwC)

February 2019

**1,881** SMS sent to **941** persons of concern, covering resettlement and livelihoods.

Over **424,513** phone calls received by UNHCR Helpline (IVR).

**40** Helpdesks held countrywide, answering questions on protection, services and assistance.

**25,000** copies of the service guide printed and distributed countrywide.

**1** message sent through the UNHCR WhatsApp Tree.

**1,956** new followers on Facebook and **252** new followers on Twitter.

## Background

**Mass Communication** is a key element of UNHCR's protection and operational response. The priority of mass communication activities is to ensure that refugees receive the right information in a timely manner, in order to preserve their protection, access to services, well-being, and to prevent fraud and protection risks.

UNHCR pays close attention to the occurrence of rumours by monitoring social media platforms, considering fraud and protection risks that they may generate, especially with the increase of resettlement opportunities. To prevent such risks, UNHCR shares information both proactively and reactively through various communication channels.

Using different communication tools is essential considering that the refugee population in Jordan is diverse in origin, backgrounds and locations and the fact that some messages concern either the entire refugee population or specific groups.



*UNHCR Jordan/Lilly Carlisle*

# Communication Channels

**Social Media** remains the most powerful communication channel at hand. It allows UNHCR to publish any sort of information at no cost\*. Social media is therefore considered a key element of UNHCR's communication tools.

- Facebook: with over **80,000** followers, and with the help of the “share” tool, information disseminated through Facebook could reach a very large audience. In January, **16** posts were published on UNHCR Jordan's page, reaching a total of about **230,000** individuals combined, and covering stories, news, announcements, information for refugees and sharing of global or regional UNHCR content. Our most successful post was an announcement for the Arizona State University – Al Ghurair Foundation scholarship, which garnered over 20,000 views alone.

Link: <https://web.facebook.com/UNHCRJordan/>

Furthermore, UNHCR Jordan's Facebook page received **538** messages from its followers, requesting information on certain aspects of files for registered refugees. For reasons of capacity and protection concerns, UNHCR Jordan does not provide any tailored answer through its social media portals, especially that administrators cannot verify the identity of the sender. For that reason, an auto-reply has been added to the messenger tool; the script is available in **Annex I** (below).

Finally, comments on all published posts are being monitored to make sure none of them contain any details that could affect the protection status of persons of concern; comments containing file numbers, phone numbers, contact details, addresses, insults, or swear words are being removed on the spot. Simultaneously, comments that are considered harmful or containing hate speech or discriminatory/derogatory material that might seem offensive to followers or persons of concern are also being removed. Any comment that may be considered spam or an advertising attempt is also being removed and the user gets blocked; this is to avoid the possibility of exploitation or harassment of any of UNHCR's persons of concern.

- Twitter: UNHCR Jordan's account is followed by some **17,000** followers, but with the help of the “retweet” tool, certain Tweets reach a larger audience. In January, **27** original Tweets were created, reaching a total of over **750,000** individuals combined, covering stories, news, announcements, information for refugees and retweets from global and regional UNHCR content. Original content has been retweeted for **128** times.

Link: <https://twitter.com/UNHCRJordan>

In addition to UNHCR Jordan's social media platforms, an agreement has been set in place with two independent pages (“Syrians gathered in Jordan” and “Syrian Diaries in Jordan”), with a combined number of followers exceeding **100,000** people, to take content from UNHCR Jordan's Facebook page and share it further through their pages. The support comes in a will to spread any announcement or piece of information that could be of use to persons of concern in Jordan.

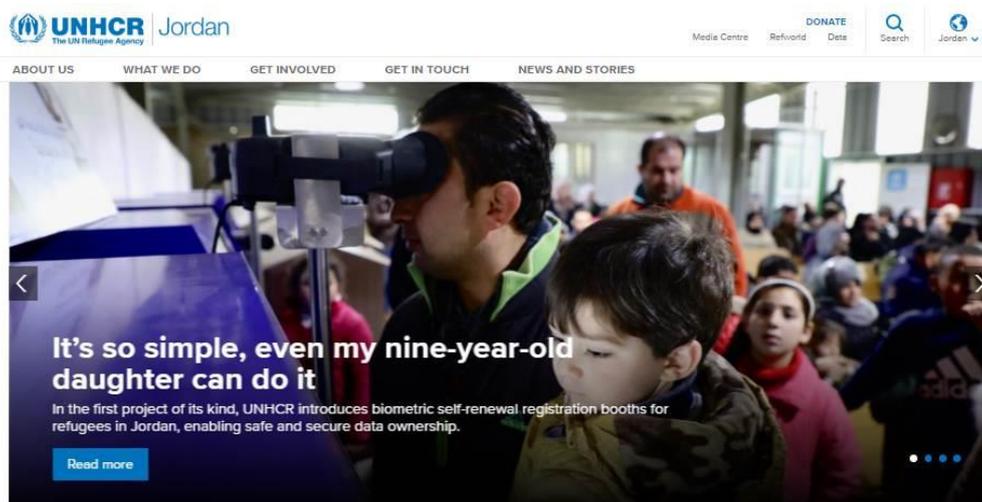
Links: <https://goo.gl/jBc49L> and <https://goo.gl/deKPXS>

In case any person contacts UNHCR's Facebook page or Twitter account by any form (comment or message) to report a claimed fraud issue, exploitation attempt, or any type of misconduct, the message gets forwarded to the concerned unit, copying the Anti-Fraud Panel.

**Mass Information (MI) products** during the month of January consisted of the updated **Service Guide 2019**, which displays information on all services provided by UNHCR and its implementing partners. **25,000** copies were printed in Arabic and disseminated countrywide to UNHCR offices in Amman, Irbid, Mafraq and Azraq. An additional **1,000** copies were printed in English to serve non-Arabic speaking refugees and to keep in the archives. All copies were dispatched successfully and distribution has started during the month of January. Furthermore, the service guide has been published online (**E-Guide**) through UNHCR Jordan's official website, with a coverage through social media. This version can easily be modified whenever changes occur, to keep up with the updates throughout the year and until additional copies of the service guide get printed.

Link to E-Guide: <https://goo.gl/ftrJDi> (English) and <https://goo.gl/TF7wZw> (Arabic)

**UNHCR Jordan's Website ([www.unhcr.org/jo](http://www.unhcr.org/jo))** is a rather recent platform, republishing the old Jordan Operation website in a new form to match the global feel and fresher content. During the month of January, **5** stories were created or taken from the global website. A story was produced locally focusing on the new self-renewal booths recently installed at our Registration Center (<https://goo.gl/AXTb4M>).



#### Around UNHCR



**Eritrean minors reunited with mother after eight-year odyssey**  
 Kedja, 15, and Yonas, 12, survived kidnapping, detention, and a failed sea crossing before finally rejoining their mother in Switzerland.  
 By Tarik Argez in Tripoli, Libya | 24 January 2019



**Berlin bus job puts Syrian refugee in the driver's seat**  
 Transport chiefs in Germany's capital are training refugees to drive buses, addressing a shortage of drivers and integrating newcomers.  
 By Josie Le Blond in Berlin, Germany | 22 January 2019



**Storm flooding brings misery to Syrian refugees in Lebanon**  
 One dead and more than 11,000 affected by days of heavy rain and high winds from Storm Norma, with hundreds of refugees forced to abandon their homes.  
 By Edith Champagne and Houssein Hariri in Bekaa Valley, Lebanon | 11 January 2019

(Screenshot of website's homepage)

**Bulk Messaging** that is powered by Zain Jordan has also been a powerful communication tool, allowing UNHCR Jordan to target audiences based off any set of criteria (nationality, location, education level, age, gender, marital status, etc.). During the month of January, ER unit sent **1,881** short messages directly to **941** recipients to communicate information on resettlement and livelihoods. Other units in the Jordan Operation received their own quotas of bulk SMS and took the responsibility of sending out their own communications (related to cash assistance, registration services, among others). Due to the high cost of sending these messages, UNHCR Jordan is trying to avoid using this tool unless considered to be the most efficient way to reach a particular group of people.

**UNHCR-run Helpdesks** are one of the face-to-face communication tools that UNHCR depends on to deliver services of counselling, protection or assistance-related. During the month of January, **40** Helpdesks were held countrywide, covering all 12 governorates of Jordan and reaching out to persons of concern in distant areas (such as Ma'an, Aqaba and Tafilah).

**UNHCR WhatsApp Tree** serves as a one-directional communication tool, through which a message can be disseminated into the refugee community in Jordan. A message is crafted by UNHCR External Relations Unit and sent directly to the focal points of the Community Support Committees (CSC's), who will then spread the information among the members of each CSC. In the last survey conducted by REACH, word of mouth was reported to be one of the most effective means of spreading information in the refugee community in Jordan; this helps make the WhatsApp Tree a successful and fast method of dispatching important information. To avoid any altering in the original script, UNHCR Jordan published the information in the form of an image (JPEG or PNG), along with the UNHCR logo, to authenticate its source. During the month of January, only **1** message was sent through the WhatsApp Tree.

**Information Sharing Group** is an internal communication tool with focal points from the units dealing with refugees, with a purpose to keep all concerned units aware of any message communicated to the persons of concern in Jordan. The WhatsApp group gathers focal points from External Relations (CwC), Resettlement, Refugee Status Determination, Education, Helpline and Cash-Based Intervention.

**UNHCR Helpline (064008000)** answered over **424,513** phone calls from persons of concern through the Interactive Voice Response (IVR) system, answering enquiries on their files related to all service provided by UNHCR (cash assistance, resettlement, protection, education, etc.) and offering the possibility to book a registration/renewal appointment without physically approaching the offices and Helpdesks of UNHCR.

## Annex I

### Facebook auto-reply in Arabic:

"مرحباً، **NAME**، كي تتمكن من تطبيق أعلى معايير الحماية وسرية المعلومات والشفافية، يؤسفنا إعلامكم بأنه لا يمكننا الإجابة عن أسئلتكم عبر مواقع التواصل الإجتماعي للإجابة على أسئلتكم، الرجاء الإتصال بخط المساعدة التابع للمفوضية 064008000 من الأحد إلى الخميس، من الساعة الـ 8 صباحاً وحتى الـ 4 عصرًا. كما أنه بإمكانكم زيارة مراكز التسجيل أو مكاتب تقديم المساعدة التابعة للمفوضية للإستشارات الشخصية لحالات الاحتجاز، الرجاء الإتصال بخط المفوضية للطوارئ 0796742200. شاكرين تفهمكم، المفوضية السامية للأمم المتحدة لشؤون اللاجئين في الأردن."

## Facebook auto-reply in English:

*“Dear Sender,*

*To maintain the highest standards of protection, confidentiality and anti-fraud measures we cannot answer your questions through our Facebook portal.*

*For all inquiries, please contact the UNHCR helpline at 064008000, which is operating from Sunday to Thursday, 8 AM to 4 PM. For detention cases, you can contact the UNHCR detention line at: 0796742200.*

*Thank you.*

*UNHCR Jordan”*

## Contacts

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