

Communication with Communities (CwC)

February 2020

Over **300,000** SMS sent to **more than 50,000** persons of concern, covering different topics.

59 posts made through social media with a combined reach of about **900,000** individuals, covering different topics.

Over **212,696** phone calls handled by UNHCR Helpline (IVR), with assistance (66.4% of calls) being the top reason for calling.

2 messages sent through WhatsApp to CSCs and community members.

57 Mobile Helpdesks held countrywide, answering questions on protection, services and assistance.

3,471 new followers on Facebook and **604** new followers on Twitter.

Background

Communication with Communities (CwC) is a key element of UNHCR's protection and operational response. The priority of CwC 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.



UNHCRJordan/Lilly Carlisle

Communication Channels

Social Media remains the most powerful communication channel in Jordan. It allows UNHCR to publish any sort of information at no cost* and is a key tool in communicating with refugees.

- **Facebook:** UNHCR Jordan's Facebook page currently has over **110,000** followers, a significant majority of whom are refugees. In February, **28** posts were published on UNHCR Jordan's page related to CWC and other content, reaching a combined total of about **900,000** individuals, and covering topics such as information and news for refugees, vacancy announcements, general news, donor highlights, among other. Our most successful social media post in February was an information update message for POCs relating to the change of the resettlement counselling services at Amman Branch Office, which garnered over 40,000 views alone.

Link to page: <http://bit.ly/2HjRBn5>

Furthermore, UNHCR Jordan's Facebook page receives messages from its followers, requesting information on certain aspects of files for registered POCs. For reasons of capacity and protection concerns, UNHCR Jordan does not provide any tailored answer through its social media portals, especially because administrators cannot verify the identity of the sender. For that reason, an autoreply was enabled 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.

In addition to UNHCR Jordan's official social media accounts, 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 of use to persons of concern in Jordan.

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

- **Twitter:** UNHCR Jordan's account is followed by some **23,800** followers, but with the help of the "retweet" tool, certain Tweets reach a larger audience. In February, **31** Tweets were created to disseminate information of interest to refugees and general public, reaching a combined total of about **200,000** individuals. Link to account: <https://twitter.com/UNHCRJordan>

Note: 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.

During the month of February, **CwC** activities continued as normal. The completion of the **Registration Centre Info-Upgrade** project is still ongoing, with the installation of the **6,000 posters**, **500 brochures**, **43 banners**, **8 info-boards**, and **5 TV screens** displaying CwC messages. This project aimed at enhancing the visual communication material at the registration centre to allow better access to services by POCs.

Info-Sharing Group: in order to increase awareness of all actions taken in terms of communication among all units and offices of UNHCR Jordan, the Info-Sharing Group continued to be a key platform to disseminate information among staff ensuring that all front-line colleagues are on the same page when it comes to communication with communities and are aware of any recent announcements.

During the month of February, **2** announcements were shared through this group, echoing posts published on social media. Members of the group are engaging in a more active way to clarify certain matters when approached by POCs on selected topics, such as assistance and resettlement.

Bulk SMS Messaging facilitated 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 February, about **300,000** messages were sent to **more than 50,000** recipients to communicate information on different topics, related to livelihoods, education, assistance, resettlement, etc.

UNHCR 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 February, **57** 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 Helpline (064008000) answered over **212,696** phone calls from persons of concern through the Interactive Voice Response (IVR) system in February on all services provided by UNHCR (assistance, resettlement, protection, education, health). The helpline also offers the possibility for persons of concern to book a registration/renewal appointment without physically approaching UNHCR offices and Helpdesks.

Bridges of Communication is a group that was established in April 2019 to enhance the operation's Communications with Communities (CwC) and Accountability to Affected Population (AAP). Comprising of 18 Syrian, Iraqi, Sudanese, Somali and Yemeni community leaders/representatives, the group meets on regular basis with UNHCR to discuss issues and challenges they face.

WhatsApp Tree: facilitated by UNHCR and the Bridges of Communities group, UNHCR has established a WhatsApp tree where information related to services available, recent announcements and addressing rumours among the community are shared alongside it acting as a two-way communication tool such as referral of vulnerable cases. In total the WhatsApp tree consists of around **85 groups** comprising of **11,154** refugees.

Expected projects to be completed in the coming quarter

- Help.unhcr platform in Jordan (*country site currently under construction*)
- Chatbot on Facebook messenger application
- Possibility of establishing a 2-way SMS tool through Zain, with the support of DAG
- Engage one more independent Facebook group to take content from UNHCR Jordan's Facebook page and share it further (*discussion currently ongoing*)

Annex I

Facebook autoreply in Arabic:

"مرحباً، **NAME**، كي نتمكن من تطبيق أعلى معايير الحماية وسرية المعلومات والشفافية، يؤسفنا إعلامكم بأنه لا يمكننا الإجابة عن أسئلتكم عبر مواقع التواصل الاجتماعي 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 إحتجاز، الرجاء الإتصال بخط المفوضية للطوارئ 0796742200. شاكرين تفهمكم، المفوضية السامية للأمم المتحدة لشؤون اللاجئين في الأردن."

Facebook autoreply 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"

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