

CwC in numbers



1,083,958

SMS texts sent to
151,321 Persons of Concern
▲ 30.8%



6,705

Comments received through Facebook by Persons of Concern
▲ 92.3%



2,382

Persons of Concern counselled through Community-Based Protection Unit
▼ 13.1%



762,288

Reach on Facebook
▲ 32.6%



134,780

Reach on Twitter
▼ 35.9%



22,811

Reach on Instagram
▼ 8.7%

Social Media Posts

24

Facebook
▲ 41.2%

44

Twitter
▼ 15.4%

17

Instagram
▼ 10.5%

9

WhatsApp Messages*
▲ 28.6%

* WhatsApp messages are sent to the Bridges of Community group through Community-Based Protection

Help Site



27,077

Visitors
▼ 3.4%



66.7% / 33.3%

New vs. Returning Users

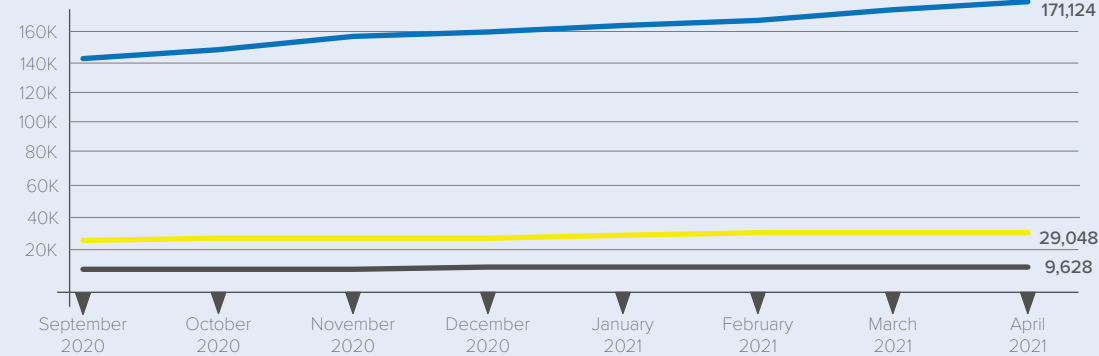


62,704

Pageviews
▼ 6.9%

Social Media Engagement

Followers



100,653

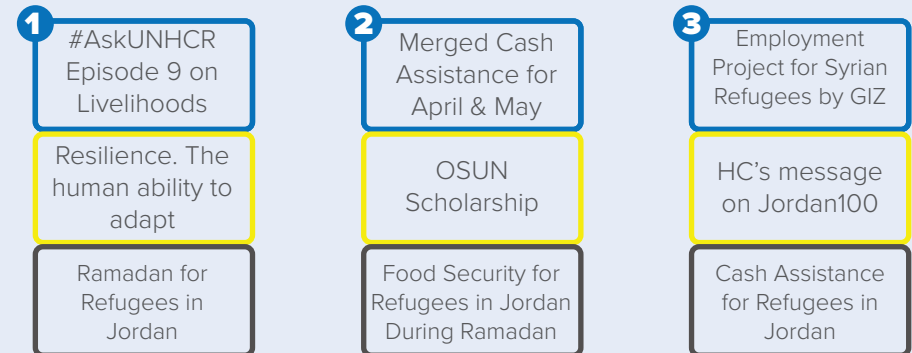
Engagement* on Facebook
▲ 97%

3,357

Engagement* on Twitter
▼ 24.2%

Facebook
Twitter
Instagram

Top Posts by Topic



* Engagement on social media is the measurement of comments, likes, shares, retweets and clicks.

| CwC Content & Activity this Month

UNHCR Jordan on social media:

- #AskUNHCR Series Episode 10: COVID-19 Vaccine
- #AskUNHCR Series Episode 11: Work Permits
- Change in access to Caritas Clinics and MoH facilities
- Regular anti-fraud & COVID-19 content to raise awareness
- 5 new higher education opportunities for refugees in Jordan
- Livelihoods opportunities in coordination with ILO and GIZ

UNHCR Jordan Help site:

- More links added for episodes of #AskUNHCR Facebook Live Q&A sessions
- Updated content of the FAQ pages on COVID-19 vaccine and work permits
- New FAQs on merged assistance for April/May

Miscellaneous:

- Updated FAQs on COVID-19 vaccine and remote services
- Survey on perception of - and intentions to - receiving vaccines

| Main Topics Voiced by Refugees

COVID-19 National Vaccination Programme:

- A more positive reception towards the COVID-19 vaccine among Persons of Concern; more have voiced their registration/receiving the vaccine
- There remains some confusion over safety, side effects and efficacy of the vaccine

UNHCR Financial Assistance:

- Questions revolve around inclusion in the distribution, considering the hardships refugees face in Jordan during the pandemic
- High questioning remains over the UNHCR eligibility criteria for financial assistance and home visits carried out by Mindset

Non-Syrian community:

- Concerns remain about certain opportunities being made available for Syrian refugees only, such as higher education scholarships and labour
- Concerns from the Yemeni community expressed over fears of refoulement/deportation, especially among individuals waiting to be registered

Remote services during the pandemic:

- Accessibility to services such as renewal and new registration remain major concerns for refugees as Asylum Seeker/Refugee Certificates expire

| Upcoming Activities in May

- Additional awareness material on the COVID-19 vaccine
- Additional animated videos on services of UNHCR to be published
- Additional education and livelihoods opportunities
- New episodes of #AskUNHCR series