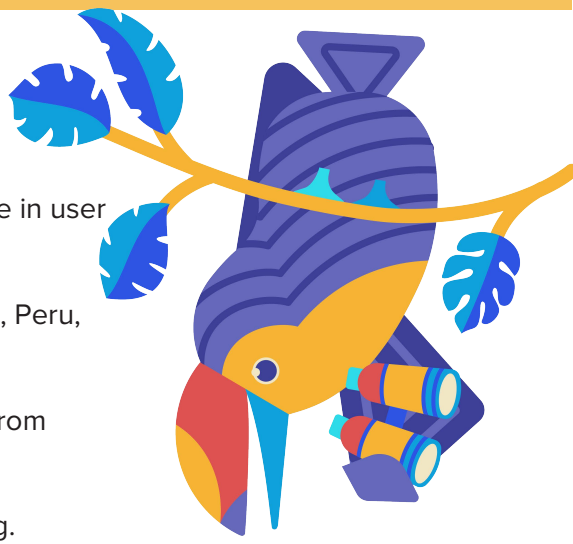
Results Report
Trust in the Toucan
APRIL -JUNE 2024

CONFÍA EN EL TUCÁN

DATA HIGHLIGHTS

19,119,043	635,026	445
VISUALIZATIONS	INTERACTIONS	POSTS



HIGHLIGHTS

In the second quarter of 2024, “Trust in the Toucan” experienced growth. Compared to the previous quarter, the initiative registered a 19.9% increase in user engagement, including comments, likes, and shares.

These interactions originated from countries such as Venezuela, Colombia, Peru, and Ecuador.

On TikTok, the account reached 36% more users, increasing its followers from 44,200 people to 60,000. Facebook followers decreased.

During the same period, a trend aligns with the latest protection monitoring. Findings include a sustained preference for receiving information via TikTok. The increase in views and interactions on the “Trust in the Toucan” platform might be associated with regional human mobility trends and policy shifts.

PERFORMANCE METRICS

3,982,667 Reach of post views

23.108 Number of Facebook followers

3,031,480 Reach of video views

60,000 Number of Tik Tok followers

3,031,480 Reactions to the content

2,200,000 Visits to the Facebook feed

393,700 Likes to the content

7,494 Comments on the content

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

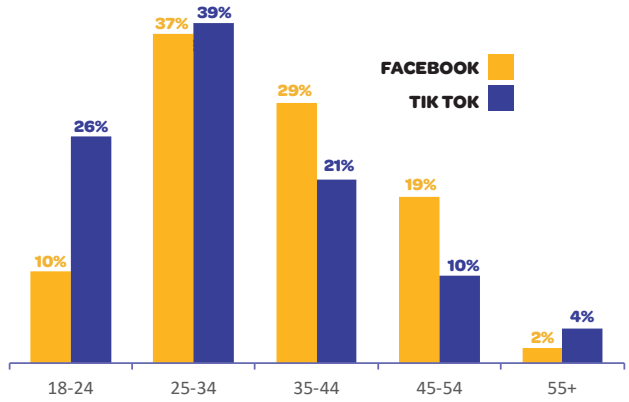
AUDIENCE PROFILE

WOMEN	WOMEN
59%	70%
42%	30%
MEN	MEN

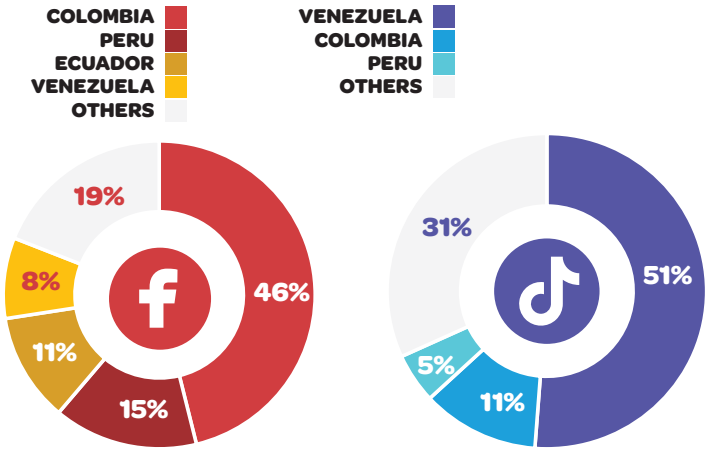
Confía en el Tucán (Trust the Toucan) was launched on social networks Facebook and TikTok by UNHCR, the UN Refugee Agency. The initiative challenges false publications and provides reliable information about the risks of the journey across the jungle connecting Panama and Colombia. To find out more,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

These trends and changes are generating a need for information and resources, assisting individuals in making informed decisions. Interactions indicate a high level of interest in the content, especially among the female audience, while most followers range from 25 to 44 years old on both platforms,TikTok and Facebook.

AGE DISTRIBUTION

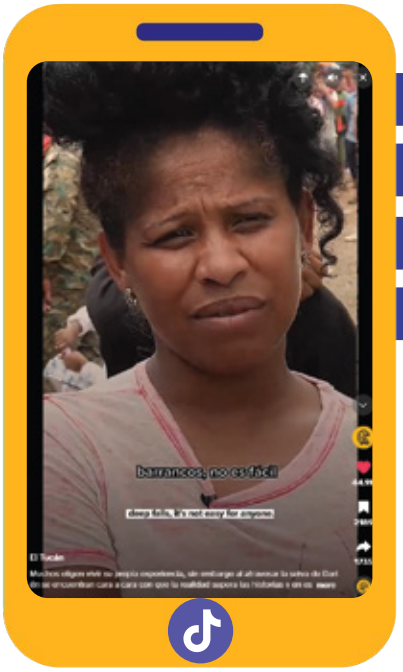


COUNTRY DISTRIBUTION



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.

BEST PERFORMING CONTENT



REACH	1,100,000
REACTIONS	40,700
COMMENTS	209
SHARES	938

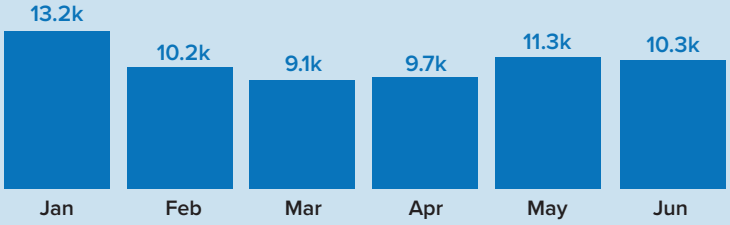
FOLLOW US ON:

TIK TOK

FACEBOOK

Help page UNHCR Panama

Monthly visits



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

Chatbot Panama

1,132 conversations

UNHCR
The UN Refugee Agency

To receive more information about Trust in the Toucan and the work of UNHCR, contact us at panpamedia@unhcr.org