UNHCR
The UN Refugee Agency

Communication with Communities
UNHCR Jordan
November 2024

Digital communication with communities

Facebook

Number of posts
10

Followers
263,285
▲0.9%

Engagement
61,892
▲1.7%

Page Reach
457,790
▼10%

Posts Reach
443,702

Comments
1,658
▲66.3%

WhatsApp Channel

Number of messages
8

Followers
75,239

Help site

32,000
Visitors
▲10.3%

69.7% / 30.3%
New vs. Returning Users

82,000
Pageviews
▼10.9%

SMS

416,902
SMS texts sent to 44,137 refugees
▼37%

In-person counselling

1,337
Refugees counselled in UNHCR - supported community centres

1,420
Refugees counselled in UNHCR premises

Helpline

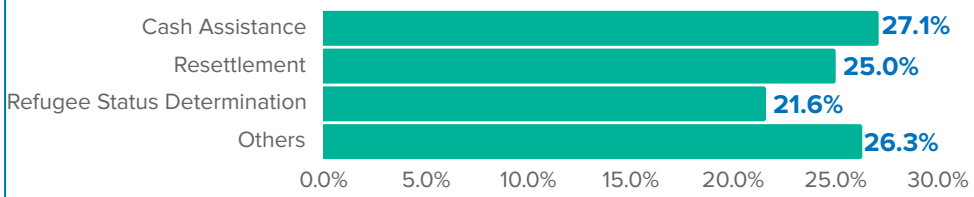
132,161
Responded Calls

98%
Resolved Calls

91.5%
Calls responded by IVR

8.5%
Calls responded by UNHCR staff

Reasons of calls



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