COMMUNICATING WITH REFUGEE COMMUNITIES IN TÜRKİYE

UNHCR in Türkiye
April 2026

38,588 calls received in 2026.

50 trained counsellors dedicated to supporting the callers in **13** languages.

1,500 to **3,000** calls received by the Counselling Line each day.

Won two Gold Awards by ContactCenterWorld.Com in 2024.

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Context

Prolonged displacement deeply impacts refugees, leading to distress and hopelessness, despite the support received in the host country. The challenge of adapting to a new environment, coupled with the uncertainty of their future, may become overwhelming. Furthermore, refugees often face cultural, linguistic, and social barriers in their new environments. Responding directly to their queries and helping them navigate the laws and regulations in a language they understand reduces their anxiety and reliance on unverified sources of information.

Ms Nasreen, one of the 50 compassionate counsellors.

Communication with Communities (CwC) is a core element of UNHCR's protection response and operational priority in Türkiye. In cooperation with the Government of Türkiye and a wide range of partners, UNHCR's CwC activities aim at ensuring that refugees receive and can access the accurate information in a timely manner, to mitigate protection risks, to facilitate access to services, and to prevent fraud and exploitation risks.

Communication channels

Here, we deal with everything you can imagine about life. Starting from - how to enrol their child in school, how to continue education, and the legal procedures to get married - to how to address gender-based violence situations, medical needs, resettlement, and potential deportation.
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Ayse, CL operator.

Counselling Line

Since 2019, the UNHCR Counselling Line has remained refugees' first point of contact with UNHCR. Under the direct guidance of the UNHCR Protection team, the Counselling Line services are provided in 13 languages, including Arabic, Pashtu, Farsi/Dari, Kurdish, and French. It offers services by the counsellors trained in the UN Code of Conduct and protection-centred interview techniques. They are equipped with all the vital information on refugee protection and available services.

There are three dedicated lines available for refugees: i) for general subject matters, including legal assistance, financial support, and resettlement procedures, ii) gender-based violence, and iii) complaints.

To ensure continuity of the services, calls received beyond working hours are recorded and subsequently transferred to counsellors. The counsellors refer the case to appropriate teams with UNHCR.

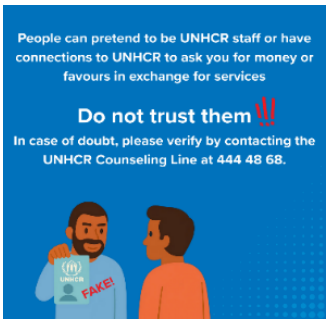
Between January and March 2026, the Counselling Line responded to 38,588 calls from 78 provinces. Among those, 41 per cent of the received calls were from Afghan nationals, followed by Syrian (34 per cent), and Iranian nationals (15 per cent). The main line of inquiry was resettlement, followed by legal assistance.

In addition to being an essential and trustworthy source of information, the Counselling Line also serves as an effective tool for monitoring refugees' overall protection situation, access to services, and other protection gaps.

Social Media - Facebook and WhatsApp

Social media remains an effective and powerful communication tool used by UNHCR Türkiye to disseminate information at no cost and with wide reach. The UNHCR Türkiye Information Board on Facebook features materials for refugees in Türkiye in the two most spoken languages by refugees and asylum-seekers, Arabic and Farsi. Since its launch in 2018, the Facebook Information Board page has

accumulated over **107,000 followers**. In April 2025, UNHCR launched two WhatsApp channels in Arabic and Farsi, which now have **32,000 and 24,000 followers**, respectively. UNHCR provides guidance, messages and resources on multiple issues, such as 16 days of activism, protection from sexual abuse and exploitation, prevention of fraud and protection against gender based violence. Additionally, a variety of messages are sent, such as informative posts with respect to rights and obligations for refugees, educational opportunities, scholarships, PMM announcements related to different issues, health services, etc.



Key Achievements

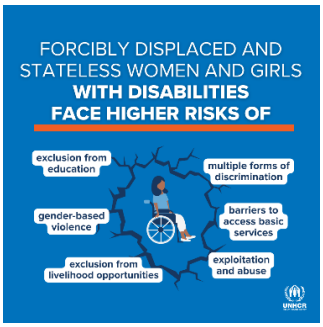
Since its launch in August 2017, the Help Türkiye website received **4,792,679** unique visitors and is the top-visited UNHCR Help site worldwide.

Over **107,000** followers of the UNHCR Türkiye Information Board Facebook page.

Over **20 posts** published on the Facebook page since the start of 2026, reaching 127,683 users, covering various topics.

Total of over **54,000 followers** of the UNHCR Türkiye Arabic and Farsi WhatsApp Channels.

The UNHCR Türkiye Help Website provides refugees with information on a wide range of key themes. This website is available in Arabic, Farsi, English and Turkish to cater for the diverse audience. Since its launch in 2017 until April 2026, Help Türkiye received **4,792,679** visitors. In December 2024, following the regime shift in Syria, an extended section on "Voluntary repatriation to Syria" was added to the UNHCR Türkiye Help website.



The information contained on the Help site is constantly and regularly reviewed and updated, to ensure the delivery of accurate and useful information for refugees in Türkiye, covering all areas of interest such as access to main services (registration, healthcare, education, protection and legal assistance), as well as opportunities (livelihoods and education grants), reporting mechanisms for potential incidents of fraud, abuse, exploitation and corruption, among others. In terms of innovative solutions, the UNHCR Türkiye Help site provides the "**text-to-speech**" option for users to listen to the scripts displayed, to assist **persons with visual impairment** or modest literacy levels in accessing the information.

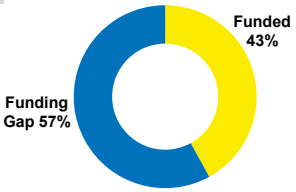
Social media monitoring

The UNHCR Türkiye consistently and regularly monitors Facebook, Telegram, Instagram, YouTube, WhatsApp, and X (Twitter) for interactions on migration and refugee-related issues, focusing on pages with high engagement among Arabic- and Farsi-speaking communities, including those managed by refugees.

For the near future, UNHCR is working to develop an Artificial Intelligence (**AI) assistant tool** that will be integrated into the UNHCR Help website. This tool aims to provide timely and accessible information to users 24/7, improving responsiveness and accessibility of services.

Learn more: Short video | Social Media Video | Web story 1 | Web story 2

Funding Information

UNHCR is grateful for generous contributions from its donors, who have provided both earmarked and flexible funding to support its operations in Türkiye.

US$ 210 million
UNHCR requested for the operation in Türkiye for 2026.