

Communication with Communities (CwC)

May 2020

Over **330,000** SMS sent to **more than 55,000** persons of concern, covering different topics.

70 posts made through social media with a combined reach of over **545,000** individuals, covering different topics.

381,605 phone calls handled by UNHCR Helpline (IVR), with financial assistance (53.4% of calls) being the top reason for calling.

7 messages sent through WhatsApp to CSCs and community members.

0 Mobile Helpdesks held during this month due to the lockdown in response to COVID-19.

Increase in followers by **2,073** on Facebook and **366** 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 **120,582** followers, a significant majority of whom are refugees. In May, **15** posts were published on UNHCR Jordan's page related to CWC and other content, reaching a combined total of **282,549** individuals, and covering topics such as information and news for refugees, general news, donor highlights, among other. Our most successful social media post in May was an announcement of office closure during Eid break (24-25 May), which garnered about **30,000** views alone. In May, engagement dropped back to average levels after a spike in March/April – in terms of likes, shares and comments, mainly due to the high volume of activity during the first period of the COVID-19 pandemic.

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 **120,000** 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 **25,533** followers, but with the help of the "retweet" tool, certain Tweets reach a larger audience. In May, **55** Tweets were created to disseminate information of interest to refugees and general public, reaching a combined total of **263,233** 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.

COVID-19 remains the major highlight of mass communication during the month of May, with different messages and content disseminated through the varied channels. Content covered social media posts (**8** posts on Facebook and Twitter combined), WhatsApp messages (**5** messages), SMS and e-posters.

Rumours, especially in the current circumstances, take place more than usual. During the month of May, UNHCR and other UN Agencies were alerted by field colleagues, POCs and community representatives

about a number of rumours, most of which amount to attempts of fraud and exploitation. To counter rumours, UNHCR Jordan developed messages in a timely manner and circulated these announcements to wide audiences through all necessary channels (social media, WhatsApp, Info-Sharing Group, CSCs, JOHUD's online magazine, etc.)

2 tutorial videos were created to support POCs in withdrawing their cash assistance on ATMs – whether through IRIS scan, or card. These videos were uploaded to UNHCR Jordan's YouTube video as hidden links, visible to the ones who receive the links only – included in the notification SMS.

Help Site Jordan was launched on 8 April 2020. It is a [website](#) addressing POCs in Jordan and displaying detailed information on services provided by UNHCR and partners, in addition to links to other platforms, phone numbers, and media galleries. The information is available in Arabic and English to ensure accessibility to all POCs in Jordan. During the month of May, the Help Site Jordan received **6,077** users on **7,832** sessions and **22,988** pageviews. **89.49%** of users are in Jordan, while the remaining **10.06%** are in USA, Iraq, Finland, Netherlands and 66 other countries. Attached is a paper on the Help site (*What it is, where it's headed and a quick guide to its optimal use*).

As of this month, an additional tab displaying **Frequently Asked Questions** was included on the site to provide POCs in Jordan with more details and information on certain services. Furthermore, a '**How To**' template was introduced to the site, connecting Google search engines with the site to redirect users, based on pre-identified keywords. How To's serve as step-by-step guides on certain procedures. **12 FAQs** and **4 How To's** are marked up, with an expected expansion in the coming weeks to include more services.

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. This group was heavily relied on for colleagues to disseminate CwC material among counterparts, refugee groups and partners.

During the month of May, **7** announcements were shared through this group, echoing posts published on social media, in addition to other pieces, mostly on COVID-19. 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 May, over **330,000** messages were sent to more than **55,000** recipients to communicate information on different topics, related to education, assistance, registration, 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 May, 0 Helpdesks were held countrywide. The suspension of activities this month is due to the interruption of working hours and suspension of certain services as of 15 March – in addition to the precautionary measures in place since March to limit movement and interactions *en masse*.

UNHCR Helpline (064008000) answered **381,605** phone calls from persons of concern through the Interactive Voice Response (IVR) system in May on all services provided by UNHCR (assistance, resettlement, protection, education, health). In response to the changes in working modalities due to COVID-19, pre-recorded messages were put in place to inform callers of the temporary changes, and the

possibility to leave a message for particular enquiries; these messages are referred to the concerned unit for potential follow up purposes.

Bridges of Communities 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 over **11,000** refugees.

The main needs expressed by refugees captured through the different channels are as follows:

- **Food and assistance to cover rent and essential basic needs** remain the most urgently expressed by refugees, with more refugees running out of the little savings and going into debt;
- **Refugees with work permits and in the labour market**, which were interrupted from reporting to their duties and whose incomes were affected or interrupted have voiced their need for further financial support – especially “daily labourers” who depended on a modest daily income;
- Refugees heavily expressed their **need to renew their Asylum Seeker/Refugee Certificates** and their uncertainty of the consequences of the delay on a legal level and relating to access to services;
- A **mixed reaction** was noticed among the community with regards to the limited accessibility to UNHCR services, such as interviews, face-to-face counselling, and Helpline capacity, all remain affected by the COVID-19 situation;
- Less awareness messages on COVID-19 were published, due to the mostly negative reactions expressed in the previous month, as refugees have voiced the need to provide urgent assistance, instead of awareness, which is covered by all media outlets in Jordan.
- **Rumours** still spread faster and wider than usual within the community. **Rumours ranged into different topics:** resettlement opportunities, surveys and returns/repatriation;
- The feeling of anxiety, stress and emotional distress remains high due to lack of food and income, fear of eviction and fear of COVID-19 infection.

Expected projects to be completed in the coming quarter

- *More FAQ tabs and How To templates on the Help.unhcr platform*
- *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

Message was temporarily changed to reflect the changes in working modalities in Jordan due to COVID-19.

Facebook autoreply in Arabic and English:

“مرحباً،
كي نتمكن من تطبيق أعلى معايير الحماية وسرية المعلومات والشفافية، يؤسفنا إعلامكم بأنه لا يمكننا الإجابة عن أسئلتكم عبر مواقع التواصل الاجتماعي.
نعذر عن عدم قدرتنا للاستجابة لأي اتصالات من خلال خط المساعدة التابع للمفوضية (064008000) في الوقت الحالي، حيث أن المجيب الآلي فقط هو المتاح في الظروف الحالية.
لطلب المساعدة بأية مسائل قانونية أو بما يخص الاحتجاز، يرجى الاتصال بقسم الاحتجاز التابع للمفوضية (0796742200)، أو أرض – العون القانوني (0777387221) والمتاحين على مدار الساعة طيلة أيام الأسبوع.
إذا كان لديكم أسئلة حول فيروس كورونا أو الوصول إلى الخدمات المتعلقة بهذا الفيروس، يمكنكم الاتصال بالخط الساخن التابع لوزارة الصحة من خلال الرقم 111 والمتاح على مدار الساعة طيلة أيام الأسبوع.
إذا كانت لديكم أية حالة طوارئ صحية تهدد بالحياة وكنتم بحاجة إلى الحصول على خدمة أو رعاية طبية، يرجى الاتصال بخط الطوارئ الموحد 911 والمتاح على مدار الساعة طيلة أيام الأسبوع.
شاكرين تفهمكم،
المفوضية السامية للأمم المتحدة لشؤون اللاجئين في الأردن”.

“Dear Sender,

To maintain the highest standards of protection, confidentiality and anti-fraud measures we cannot answer your questions through our Facebook portal.

In the time being, the UNHCR Helpline (064008000) will only be operating through its interactive voice response system. We apologize for not being able to answer any calls.

For assistance in legal issues or detention, please call the UNHCR Detention Line (0796742200) or ARDD Legal Aid Emergency Line (0777387221). Both lines' working hours are 24/7.

If you have questions about corona virus or access to related services, you may get in touch with the Ministry of Health through the hotline number 111. Working hours are 24/7.

For emergency medical cases, you must call the Civil Defense through their unified emergency hotline number 911, who will provide the best advice.

Thank you.

UNHCR Jordan”

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