## Communication with Communities

**UNHCR Jordan**  
**July 2021**

### CwC in numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS texts sent to Persons of Concern</td>
<td>629,403</td>
<td>▼ 30.8%</td>
</tr>
<tr>
<td>Comments received through Facebook by Persons of Concern</td>
<td>2,463</td>
<td>▼ 85.6%</td>
</tr>
<tr>
<td>Persons of Concern counselled through Community-Based Protection Unit</td>
<td>2,688</td>
<td>▲ 45.2%</td>
</tr>
<tr>
<td>Reach on Facebook</td>
<td>735,475</td>
<td>▼ 34.9%</td>
</tr>
<tr>
<td>Reach on Twitter</td>
<td>92,343</td>
<td>▼ 61.4%</td>
</tr>
<tr>
<td>Reach on Instagram</td>
<td>12,712</td>
<td>▲ 24.1%</td>
</tr>
</tbody>
</table>

### Social Media Engagement

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>178,630</td>
<td>▲ 1%</td>
</tr>
<tr>
<td>Twitter</td>
<td>29,428</td>
<td>▲ 0.3%</td>
</tr>
<tr>
<td>Instagram</td>
<td>9,870</td>
<td>▲ 1.4%</td>
</tr>
</tbody>
</table>

### Social Media Posts

- **Facebook**
  - 20 posts
  - 13% decrease
- **Twitter**
  - 43 tweets
  - 28.3% decrease
- **Instagram**
  - 8 posts
  - 14.3% increase
- **WhatsApp Messages**
  - 19 messages
  - 11.8% increase

### Help Site

- **Visitors**
  - 28,598
  - 43.2% decrease
- **New vs. Returning Users**
  - 64.6% / 35.4%
- **Pageviews**
  - 82,022
  - 31.9% decrease

### Top Posts by Topic

1. **Twitter**
   - Tweet on Honey Makers
2. **Instagram**
   - Post on Maamoul (Pastries) & Coffee
3. **Facebook**
   - Tweet on the Occasion of World Youth Skills Day
4. **Twitter**
   - Tweet on the Occasion of World Youth Skills Day
5. **Facebook**
   - Post on Education for Refugees in Jordan
6. **Twitter**
   - Post on Refugee Artist/Craftsman in Zaatari Camp
7. **Instagram**
   - Post on Refugee Artist/Craftsman in Zaatari Camp

*WhatsApp messages are sent to the Bridges of Community group through Community-Based Protection and among all frontline staff through the Info Sharing Group.

*Engagement on social media is the measurement of comments, likes, shares, retweets and clicks.*
Communication with Communities
UNHCR Jordan
July 2021

CwC Content & Activity this Month

UNHCR Jordan on social media:
- Survey conducted on #AskUNHCR Facebook live Q&A sessions
- Details on the gradual reopening of Registration Centres
- Regular vaccine awareness-raising content
- Regular anti-fraud content to raise awareness
- 5 new higher education, training and livelihoods opportunities for refugees in Jordan
- New COVID regulations in Jordan & curfew hours

Video on COVID preventive measures at the workplace, prepared by media partner CFI
- Launch of the weekly recap stories for Facebook and Instagram, summarizing the main announcements made throughout the week

Main Topics Voiced by Refugees

Non-Syrian Community
- Concerns over the unavailability of new registration services for refugees from different nationalities, Yemen namely
- Concerns remain about certain opportunities being made available for Syrian refugees only, such as higher education scholarships and labour

WFP Food Assistance:
- Negative reactions and engagement remains over the re-targeting exercise

Health Services:
- Negative reactions and engagement over announcements relating to healthcare services carried out by implementing partners

Other UNHCR services during the pandemic:
- Engagement on the announcement of the gradual re-opening of UNHCR registration centres remains high, mixed reactions
- Requests from refugees to include more options in the Helpline, which are being considered in the IVR relaunch soon

Upcoming Activities in August

- Additional awareness material on the COVID-19 vaccine
- Joint #AskUNHCR Facebook live Q&A session with WFP
- Additional education and livelihoods opportunities
- More content on services of UNHCR

Source: UNHCR | www.unhcr.org/jo | help.unhcr.org/jordan | Facebook, Twitter & Instagram: @UNHCRJordan | Thank you for the generous donations from: