## Communication with Communities

### UNHCR Jordan

August 2021

### CwC in numbers

- **1,292,440** SMS texts sent to **169,687** Persons of Concern  
  - **105.3%**

- **2,768** Comments received through Facebook by Persons of Concern  
  - **12.4%**

- **2,435** Persons of Concern counselled through Community-Based Protection Unit  
  - **9.4%**

- **755,820** Reach on Facebook  
  - **2.8%**

- **85,361** Reach on Twitter  
  - **7.6%**

- **17,214** Reach on Instagram  
  - **35.4%**

### Social Media Engagement

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>181,763</td>
<td>48,990</td>
</tr>
<tr>
<td>Twitter</td>
<td>29,559</td>
<td>3,534</td>
</tr>
<tr>
<td>Instagram</td>
<td>9,981</td>
<td>828</td>
</tr>
</tbody>
</table>

- **Facebook**:  
  - **181,763** followers, **8.1%** engagement
  - **48,990** engaged, **10.7%** engagement

- **Twitter**:  
  - **29,559** followers, **10.7%** engagement
  - **3,534** engaged, **3.5%** engagement

- **Instagram**:  
  - **9,981** followers, **11%** engagement
  - **828** engaged, **3.5%** engagement

### Social Media Posts

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>14</td>
</tr>
<tr>
<td>Twitter</td>
<td>31</td>
</tr>
<tr>
<td>Instagram</td>
<td>11</td>
</tr>
</tbody>
</table>

#### Top Posts by Topic

1. **Joint #AskUNHCR with WFP**  
   - **1** post on Facebook, **27.9%** engagement
   - **1** post on Twitter, **37.5%** engagement
   - **1** post on Instagram, **47.4%** engagement

2. **DAFI Scholarship Announcement**  
   - **1** post on Facebook, **30%** engagement
   - **1** post on Twitter, **37.5%** engagement
   - **1** post on Instagram, **47.4%** engagement

3. **Anti-Fraud Reminder Post**  
   - **1** post on Facebook, **17.7%** engagement
   - **1** post on Twitter, **27.9%** engagement
   - **1** post on Instagram, **37.5%** engagement

4. **Video on PRM Funding**  
   - **1** post on Facebook, **1.1%** engagement
   - **1** post on Twitter, **1.8%** engagement
   - **1** post on Instagram, **28.8%** engagement

5. **Tweet on COVID Vaccination of Refugees**  
   - **1** post on Facebook, **1.8%** engagement
   - **1** post on Twitter, **3.5%** engagement
   - **1** post on Instagram, **47.4%** engagement

6. **Tweet on Resettlement Departures**  
   - **1** post on Facebook, **1.8%** engagement
   - **1** post on Twitter, **3.5%** engagement
   - **1** post on Instagram, **47.4%** engagement

7. **Post on Resettlement Opportunities**  
   - **1** post on Facebook, **1.8%** engagement
   - **1** post on Twitter, **3.5%** engagement
   - **1** post on Instagram, **47.4%** engagement

### Help Site

- **31,320** Visitors  
  - **9.5%** new vs. returning users

- **96,571** Pageviews  
  - **177%** increase

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

Source: UNHCR | www.unhchr.org/jo | help.unhchr.org/jordan | Facebook, Twitter & Instagram: @UNHCRJordan | Thank you for the generous donations from:
| CwC Content & Activity this Month |

UNHCR Jordan on social media:
- Joint #AskUNHCR Facebook live Q&A session with WFP
- DAFI scholarship announcement, in addition to 5 other educational and livelihoods opportunities
- Regular COVID & anti-fraud reminder to raise awareness
- Announcement of emergency cash assistance to refugees

| Main Topics Voiced by Refugees |

Non-Syrian Community
- Concerns remain over the unavailability of new registration services for refugees from different nationalities, Yemen namely
- Negative reactions regarding 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 WFP cuts in assistance towards the end of the month

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

Other UNHCR services during the pandemic:
- Questions relating to rectification of status remains high, especially for refugees who have left the camp recently
- 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
- Second joint #AskUNHCR Facebook live Q&A session with WFP
- Additional education and livelihoods opportunities
- Information on the WFP cuts in assistance
- Information for Afghan Asylum Seekers
- 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: [List of donor logos]