**Communication with Communities**

**UNHCR Jordan**

**September 2021**

### CwC in numbers

- **894,166** SMS texts sent to 191,527 Persons of Concern (▼30.8%)
- **9,243** Comments received through Facebook by Persons of Concern (▲233.9%)
- **1,457** Persons of Concern counselled through Community-Based Protection Unit (▼40.2%)
- **689,339** Reach on Facebook (▼8.8%)
- **194,391** Reach on Twitter (▲127.7%)
- **18,555** Reach on Instagram (▲7.8%)

### Social Media Engagement

#### Followers

- **Facebook**: 184,710 (▲17%)
- **Twitter**: 29,726 (▲0.6%)
- **Instagram**: 10,102 (▲12%)

#### Engagement

- **Facebook**: 86,020 (Engagement* on Facebook: ▲75.6%)
- **Twitter**: 5,539 (Engagement* on Twitter: ▲56.7%)
- **Instagram**: 863 (Engagement* on Instagram: ▲4.2%)

### Social Media Posts

- **Facebook**: 12 (▲14.3%)
- **Twitter**: 42 (▲35.5%)
- **Instagram**: 12 (▲9.1%)
- **WhatsApp Messages***: 9 (▼10%)

### Help Site

- **35,493** Visitors (▲13.3%)
- **59.6% / 40.4%** New vs. Returning Users
- **110,562** Pageviews (▲14.5%)

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

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*Engagement on social media is the measurement of comments, likes, shares, retweets and clicks.*

Source: UNHCR | [www.unhcr.org/jo](http://www.unhcr.org/jo) | [help.unhcr.org/jordan](http://help.unhcr.org/jordan) | Facebook, Twitter & Instagram: @UNHCRJordan | Thank you for the generous donations from:
## Communication with Communities

**UNHCR Jordan**  
**September 2021**

### CwC Content & Activity this Month

<table>
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<th><strong>UNHCR Jordan on social media:</strong></th>
<th><strong>UNHCR Jordan Help site:</strong></th>
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| • Second joint #AskUNHCR Facebook live Q&A session with WFP  
• 7 educational and livelihoods opportunities announced  
• Regular COVID & vaccine reminders to raise awareness  
• Information on WFP assistance | • FAQs on WFP assistance  
• Page dedicated to provide essential guiding information for Afghan asylum seekers |

### 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

#### Legal Issues:
- Requests from individuals to rectify their status with regards to moving from camp to urban residential status

#### UNHCR Cash Assistance:
- Demands from individuals to consider including additional families on the cash assistance lists

#### Other Concerns:
- Spike in discussions relating to the movements towards Belarus
- With the relaunch of the new Helpline Interactive Voice Response, questions revolve around the ways to navigate the tree of options

### Upcoming Activities in October

- Additional awareness material on the COVID-19 vaccine  
- #AskUNHCR Facebook live Q&A sessions on various topics  
- Additional education and livelihoods opportunities

- New anti-fraud material to be published  
- Launch of the revamped Helpline Interactive Voice Response  
- 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: