## Communication with Communities
### UNHCR Jordan
November 2021

### CwC in numbers

| SMS texts sent to Persons of Concern | 1,353,850 | 324,150 |
| Comments received through Facebook by Persons of Concern | 21,120 | 384.3% |
| Persons of Concern counselled through Community-Based Protection Unit | 1,157 | 1.61% |

| Reach on Facebook | 1,069,774 | 55.2% |
| Reach on Twitter | 117,245 | 22.16% |
| Reach on Instagram | 18,432 | 28.9% |

### Social Media Engagement

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
<th>Engagement</th>
<th>Top Posts by Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>191,801</td>
<td>216,426</td>
<td>1. AskUNHCR on winter cash assistance</td>
</tr>
<tr>
<td></td>
<td>▲ 2.27%</td>
<td>▲ 74.8%</td>
<td>2. AskUNHCR resettlement</td>
</tr>
<tr>
<td>Twitter</td>
<td>30,141</td>
<td>6,172</td>
<td>3. AskUNHCR announcement</td>
</tr>
<tr>
<td></td>
<td>▲ 0.7%</td>
<td>▼ 17.49%</td>
<td>4. Tweet about a Refugee health story</td>
</tr>
<tr>
<td>Instagram</td>
<td>10,772</td>
<td>721</td>
<td>5. Blackmailing awareness video</td>
</tr>
<tr>
<td></td>
<td>▲ 4.6%</td>
<td>▲ 17%</td>
<td>6. Post on Noor Ghandour visit to Azraq camp</td>
</tr>
</tbody>
</table>

### Help Site

| Visitors | 23,440 | 55.3% / 44.7% |
| New vs. Returning Users | 39.6% |
| Pageviews | 75,406 | ▼ 39% |

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* 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.

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

### UNHCR Jordan on social media:
- New anti-fraud material published (video set)
- #AskUNHCR Facebook live Q&A session with Helpline
- #AskUNHCR Facebook live Q&A session on Onward Movements
- #AskUNHCR Facebook live Q&A session on Labour Law & Social Security
- #AskUNHCR Facebook live Q&A session on Resettlement
- Vaccine incentive announcement
- Video set on Cybercrimes

### UNHCR Jordan Help site:
- Onward movement pages
- FAQ on electricity tariffs subsidy for Syrians

## Main Topics Voiced by Refugees

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

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

### UNHCR Resettlement:
- Many demands from individuals to be considered for resettlement.

### Other Concerns:
- Spike in discussions relating to the onward movements

## Upcoming Activities in December

- Awareness material on the COVID-19 vaccine and the new defence orders
- Additional material on Anti-Fraud
- New FAQ on resettlement
- Additional set of animated videos
- Additional educational and livelihoods opportunities

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