Communication with Communities
UNHCR Jordan
January 2021

CwC in numbers

- 1,144,023 SMS texts sent to 323,709 Persons of Concern ▲ 24.9%
- 282,614 Calls made from Persons of Concern to UNHCR Helpline ▼ 51.3%
- 2,140 Persons of Concern counselled through Community-Based Protection Unit ▲ 19.5%
- 623,329 Reach on Facebook ▼ 43.3%
- 316,152 Reach on Twitter ▲ 401.6%
- 25,529 Reach on Instagram ▲ 0.3%

Social Media Engagement

- Followers:
  - Facebook: 162,061 (Jan 2021)
  - Twitter: 28,075 (Jan 2021)
  - Instagram: 8,756 (Jan 2021)

Social Media Posts

- Facebook: 22 ▲ 15.8%
- Twitter: 40 ▼ 16.7%
- Instagram: 14 ▲ 100%
- WhatsApp Messages*: 14 ▲ 0%

Help Site

- Visitors: 25,115 ▲ 8.5%
- New vs. Returning Users: 52.9% / 47.1%
- Pageviews: 70,974 ▼ 19.2%

Top Posts by Topic

1. Remote Registration Services
2. New Work Permit Regulations
3. Anti-Fraud Awareness Message

* WhatsApp messages are sent to the Bridges of Community group through Community-Based Protection

* Engagement on social media is the measurement of comments, likes, shares, retweets and clicks.
UNHCR Jordan on social media:
- Launch of new series of animated videos on services of UNHCR
- Information on COVID-19 vaccine and guidance for Persons of Concern on registration
- New regulations from Ministry of Labour concerning work permits
- Anti-fraud content to raise awareness and counter rumours
- Education opportunities for refugees in Jordan

UNHCR Jordan Help site:
- New page was added, providing links to all episodes of #AskUNHCR Facebook Live Q&A sessions (http://bit.ly/3d1DHqJ)

Other:
- Q&A document on COVID-19 vaccine and the National Vaccination Programme for front line colleagues

COVID-19 National Vaccination Programme:
- Registration process, namely the foreigner number to use upon signing up for the vaccine as an asylum seeker/refugee
- Fears over safety and efficacy of the vaccine

UNHCR Financial Assistance:
- Questions revolve around any upcoming distribution phases for the Winter Cash Programme
- Increase in requests to include additional families in the assistance programme (Winter and COVID-19 emergency assistance)

Non-Syrian community:
- Concerns about certain opportunities being made available for Syrian refugees only, such as education scholarships
- Questions on “de-registering” as asylum seekers in order to issue work permits in Jordan

Remote services during the pandemic:
- Accessibility to services, backlog and appointments remain major concerns for refugees as their Asylum Seeker/Refugee Certificates expire

Other:
- Q&A document on COVID-19 vaccine and the National Vaccination Programme for front line colleagues

Upcoming Activities in February
- Additional awareness material on the COVID-19 vaccine
- Additional animated videos on services of UNHCR to be published
- Additional content on UNHCR remote services on social media
- New episodes of #AskUNHCR series
- Updated Q&A documents on services and COVID-19 vaccine
- Restructuring the Helpline’s Interactive Voice Response tree

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