

# **Communication with Communities**

**UNHCR** Jordan June 2021

# CwC in numbers



909,144

SMS texts sent to **106,995** Persons of Concern **138.2%** 



1,130,942

Reach on Facebook **▲** 11.2%



Comments received through Facebook by Persons of Concern **283.4%** 



238,924

Reach on Twitter **▲** 65.6%



1,851

Persons of Concern counselled through Community-Based Protection Unit ▲ 50.9%



10.247

Reach on Instagram **V** 40.7%

## Social Media Engagement

### Followers



176,736



29,352



9,870



100,670

Engagement\* on Facebook **13.5%** 

6,977

Engagement\* on Twitter **6**9.5%

552

Engagement\* on Instagram **V** 19.2%

### Social Media Posts

23

60

Twitter ▲ 36.4%

Instagram **V** 53.3%

WhatsApp Messages\*

**88.9%** 

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

# Facebook

# Help Site



50,327

Visitors **6**4.4%



69.7% / 30.3%

New vs. Returning Users



120,536

Pageviews **1** 71.8%

### Top Posts by Topic



Announcement of Upcoming **VAF Surveys** 

WRD Post: Link to Article on Inclusion

Facebook

Post on Azrag Camp Shelters

Video on Tegball in Zaatari Camp

**DRC** Training Opportunity for Refugees

Post on Access to Healthcare services

WRD Post

Post on Female Headed Households

Instagram

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



# **Communication with Communities**

UNHCR Jordan
June 2021

# **li** | CwC Content & Activity this Month

#### UNHCR Jordan on social media:

- #AskUNHCR Series Episode 13: Biometrics and Data Protection
- #AskUNHCR Series Episode 14: WRD Special
- #AskUNHCR Series Episode 15: Registration Services
- Regular anti-fraud and COVID-19 content to raise awareness
- 7 new higher education and livelihoods opportunities for refugees in Jordan
  - Announcement on WFP re-targeting exercise

- Announcement on gradual re-opening of UNHCR registration centres
- Announcement of upcoming VAF surveys round

#### UNHCR Jordan Help site:

- 3 more links added for episodes 13, 14 and 15 of #AskUNHCR
- New FAQs page launched on the WFP re-targeting exercise Introduction of the text-to-speech option on the main elements of the website, making it more accessible to PwD and illiterate individuals

### Main Topics Voiced by Refugees

#### COVID-19 National Vaccination Programme:

• A maintained positive perception of the COVID-19 vaccine among Persons of Concern; more have voiced their registration/receiving the vaccine

### WFP Food Assistance:

- Increased negative engagement over the re-targeting exercise; several hashtags trending, requesting WFP to reconsider this exercise
- High questioning over the eligibility criteria and assessment of cases
   Some confusion was noticed between UNHCR financial assistance and WFP food assistance

### Non-Syrian community:

• Concerns remain about certain opportunities being made available for Syrian refugees only, such as higher education scholarships and labour

### Other UNHCR services during the pandemic:

- Mixed reactions towards the announcement of the gradual re-opening of UNHCR registration centres
- Requests from persons of concern to include more options in the Helpline, which are being considered in the IVR relaunch soon

### **⊞** | Upcoming Activities in July

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

- New episodes of #AskUNHCR series
- More content on the gradual re-opening of UNHCR registration centres

