

Communication with Communities

UNHCR Jordan November 2021

CwC in numbers



1,353,850

SMS texts sent to **324,150** Persons of Concern **▲** 51.7%



1,069,774

Reach on Facebook **▲** 55.2%



Comments received through Facebook by Persons of Concern **A** 384 3%



117.245

Reach on Twitter **22 16%**



1.157

Persons of Concern counselled through Community-Based Protection Unit **V** 1.61%



18,432

Reach on Instagram **1** 28.9%

■ Social Media Engagement

Followers



191,801 **2.27%**



30,141



10,772

Engagement

216,426

Engagement* on Facebook **1** 74.8%

6,172

Engagement* on Twitter **T** 17.49%

721

Engagement* on Instagram **17%**

Post on a refugee story

which are beneficiaries

of cash assistance

■ | Social Media Posts

26

Facebook

59 Twitter

16.9%

14

Instagram **16.6%**

WhatsApp Messages*

15%

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

Help Site



23,440

Visitors ▼ 39.6%



55.3% / 44.7%

New vs. Returning Users



75,406

Pageviews ▼ 39%

Top Posts by Topic



#ASKUNHCR resettlement

#ASKUNHCR announcement

Facebook

#ASKUNHCR announcement

Tweet about a Refugee health story

Blackmailing awareness video

Post on Noor Ghandour visit to Azraq camp

> #WithRefugees Winter Bazaar Announcement

Instagram

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













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III 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

New scholarship announcements for refugees

Announcement on the document return project

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 namely
- 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









