


CwC in numbers


1,292,440
SMS texts sent to
169,687 Persons of Concern
▲ 105.3%


2,768
Comments received through Facebook by Persons of Concern
▲ 12.4%


2,435
Persons of Concern counselled through Community-Based Protection Unit
▼ 9.4%


755,820
Reach on Facebook
▲ 2.8%


85,361
Reach on Twitter
▼ 7.6%


17,214
Reach on Instagram
▲ 35.4%

Social Media Posts

14
Facebook
▼ 30%

31
Twitter
▼ 27.9%


11
Instagram
▲ 37.5%


10
WhatsApp Messages*
▼ 47.4%

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

Help Site



31,320
Visitors
▲ 9.5%



60.9% / 39.1%
New vs. Returning Users



96,571
Pageviews
▲ 17.7%

Social Media Engagement

Followers


181,763
▲ 1.8%


29,559
▲ 0.4%


9,981
▲ 1.1%

Engagement

48,990
Engagement* on Facebook
▲ 8.1%

3,534
Engagement* on Twitter
▲ 10.7%

828
Engagement* on Instagram
▲ 28.8%

Top Posts by Topic

1 Joint #AskUNHCR with WFP

2 DAFI Scholarship Announcement

3 Anti-Fraud Reminder Post

1 Video on PRM Funding

2 Tweet on COVID Vaccination of Refugees

3 Tweet on Resettlement Departures

1 COVID Emergency Cash Assistance

2 Story of Syrian Sweets Baker

3 Post on Resettlement Opportunities

 Facebook

 Twitter

 Instagram

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

| CwC Content & Activity this Month

UNHCR Jordan on social media:

- Joint #AskUNHCR Facebook live Q&A session with WFP
- DAFI scholarship announcement, in addition to 5 other educational and livelihoods opportunities
- Regular COVID & anti-fraud reminder to raise awareness
- Announcement of emergency cash assistance to refugees

| 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

WFP Food Assistance:

- Negative reactions and engagement remains over the WFP cuts in assistance towards the end of the month

Health Services:

- Negative reactions and engagement over announcements relating to healthcare services carried out by implementing partners

Other UNHCR services during the pandemic:

- Questions relating to rectification of status remains high, especially for refugees who have left the camp recently
- Requests from refugees to include more options in the Helpline, which are being considered in the IVR relaunch soon

| Upcoming Activities in August

- Additional awareness material on the COVID-19 vaccine
- Second joint #AskUNHCR Facebook live Q&A session with WFP
- Additional education and livelihoods opportunities
- Information on the WFP cuts in assistance
- Information for Afghan Asylum Seekers
- More content on services of UNHCR