

Communication with Communities

UNHCR Jordan September 2021

CwC in numbers



894,166

SMS texts sent to **191.527** Persons of Concern **V** 30.8%



689,339

Reach on Facebook ▼ 8.8%



9,243

Comments received through Facebook by Persons of Concern **233.9%**



194,391

Reach on Twitter **127.7%**



1,457

Persons of Concern counselled through Community-Based Protection Unit **V** 40.2%



18,555

Reach on Instagram **1** 7.8%

Social Media Engagement

Followers



184,710



29,726 ▲ 0.6%



10,102



86,020

Engagement* on Facebook **1** 75.6%

5,539

Engagement* on Twitter **\$ 56.7%**

863

Engagement* on Instagram

4.2%

Social Media Posts

Facebook **V** 14.3%

42

Twitter **35.5%** 12

Instagram **4** 9.1%

WhatsApp Messages*

* 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



35,493

Visitors **13.3%**



59.6% / 40.4%

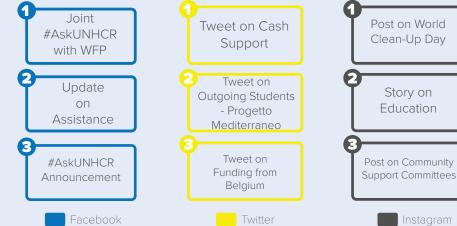
New vs. Returning Users



110,562

Pageviews **1**4.5%

Top Posts by Topic



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





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li | CwC Content & Activity this Month

UNHCR Jordan on social media:

- Second joint #AskUNHCR Facebook live Q&A session with WFP
- 7 educational and livelihoods opportunities announced
- Regular COVID & vaccine reminders to raise awareness
- Information on WFP assistance

UNHCR Jordan Help site:

- FAQs on WFP assistance
- Page dedicated to provide essential guiding information for Afghan asylum seekers

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:

• Requests from individuals to rectify their status with regards to moving from camp to urban residential status

UNHCR Cash Assistance:

• Demands from individuals to consider including additional families on the cash assistance lists

Other Concerns:

- Spike in discussions relating to the movements towards Belarus
- With the relaunch of the new Helpline Interactive Voice Response, questions revolve around the ways to navigate the tree of options

⊞ | Upcoming Activities in October

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

- New anti-fraud material to be published
- Launch of the revamped Helpline Interactive Voice Response
- More content on services of UNHCR

