

# **Communication with Communities**

UNHCR Jordan May 2021

# CwC in numbers



381,740

SMS texts sent to
29,437 Persons of
Concern

• 64.8%



1,017,370

Reach on Facebook

33.5%



4,460

Comments received through Facebook by Persons of Concern
▼ 33.5%



144,335

Reach on Twitter



1,227

Persons of Concern counselled through Community-Based Protection Unit ▼ 48.5%



17,287

Reach on Instagram

▼ 24.2%

## Social Media Engagement

#### Followers



173,282



29,246



9,737

Engagement

88,699

4,117

Engagement\* on Twitter

\$\blue{1} 22.6\%\$

683

Engagement\* on Instagram

▼ 28.2%

# **■** | Social Media Posts

20 Facebook 44 Twitter 15

Instagram

11.8%

9

WhatsApp Messages\*

▲ 0%

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

# Top Posts by Topic



Facebook Live Q&A Session on Anti-Fraud

Announcement on Extension of Certificates Validity

Facebook

Video from Zaatari Camp on Ramadan

Video on Humanitarian Corridors Project

Video - How Much Do You Know About Zaatari Camp Dima Hajjawi Cooking Iftar With Syrian Refugee

Zaatari Camp in Ramadan

Tamarind Juice Vendor in Zaatari Camp

Instagram

# Help Site



30,621 Visitors

**13.1%** 



68.7% / 31.3%

New vs. Returning Users



70,146
Pageviews
11.9%

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



# **Communication with Communities**

UNHCR Jordan May 2021

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

#### UNHCR Jordan on social media:

- #AskUNHCR Series Episode 12: Anti-Fraud
- Announcement on extension of asylum seeker/refugee certificates validity till end of 2021
- 4 new animated videos on anti-fraud were published
- Regular anti-fraud and COVID-19 content to raise awareness
- 4 new higher education and livelihoods opportunities for refugees in Jordan

#### **UNHCR** Jordan Help site:

- 1 more link added for episode 13 of #AskUNHCR Facebook Live Q&A
- 4 animated videos added

# 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
- Confusion over safety, side effects and efficacy of the vaccine is very minimal

#### **UNHCR Financial Assistance:**

- Questions remain high around inclusion in the distribution, considering the hardships refugees face in Jordan during the pandemic
- High questioning remains over the UNHCR eligibility criteria for financial assistance and home visits carried out by Mindset

#### Non-Syrian community:

- Concerns remain about certain opportunities being made available for Syrian refugees only, such as higher education scholarships and labour
- Concerns from the Yemeni community expressed over fears of refoulement/deportation, especially among individuals waiting to be registered

#### Remote services during the pandemic:

• Generally positive reception over announcement of the Government to extend validity of all certificates until the end of 2021

### **⊞** | Upcoming Activities in June

- Additional awareness material on the COVID-19 vaccine
- Information and FAQs on WFP re-targeting exercise
- Additional education and livelihoods opportunities

- New episodes of #AskUNHCR series
- Announcement on beginning of next round of VAF surveys
- Text-to-speech tool to launch on Help

