



Using social media in CBP - Chapter 1

Social Media Situation Analysis

Introduction

This guide is intended for UNHCR staff and partners implementing a **Community-Based Approach** using **Social Media**. It should be read and applied by protection staff interested in how **Social Media** can enhance protection outcomes, including improving participation, engagement, transparency, outreach and advocacy.

This chapter looks at how to analyze a situation to understand if **Social Media** is right for your project goals and how it can be used. It covers the stages of the **Community-Based Approach** as it applies to **Social Media**, beginning with **Situation Analysis** and progressing to **Stakeholder Analysis** and **Participatory Assessments**.

Generally speaking, **Situation Analysis** enables humanitarian workers and the community to understand the context of a displacement or crisis in order to determine the best course of action, prioritize work and plan operations to deliver protection effectively. It is a crucial step in **Results-Based Management**, as it informs project design and the formulation of objectives and anticipated results.¹ Here we explain how to apply **Situation Analysis** specifically for **Social Media** in the context of **Community Based-Protection**.

Analysis of the **Social Media** context can be undertaken through:

- **A Desk Review** of existing information, including data gathered about the population's communication channels in general and digital preferences in particular, and existing actors/systems;²
- **A Stakeholders' Analysis**, which involves identifying the different stakeholders to learn about their interests and priorities, and mapping their activities, resources and expertise;³
- **A Participatory Assessment** with different members of the population to understand their **Social Media** habits, trust, digital protection risks and protection risks when accessing digital channels as well as their capacities and proposals; also to test the validity of the existing information and analysis;⁴
- **A Participatory Planning Process**. Working together, all actors should compile and analyze the information to identify the protection risks and discuss proposed solutions and resource implications. They can then determine priorities, programs and budgets and prepare action plans.⁵

1 [UNHCR, A Community-based Approach in UNHCR Operations, 2008](#)

2 Section 3.1.1 of the [UNHCR, Community-based Approach in UNHCR Operations Manual, 2008](#)

3 Section 3.1.2 of the [UNHCR, Community-based Approach in UNHCR Operations Manual, 2008](#)

4 Section 3.1.4 of the [UNHCR, Community-based Approach in UNHCR Operations Manual, 2008](#)

5 Section 3.1.4 of the [UNHCR, Community-based Approach in UNHCR Operations Manual, 2008](#)

1. Desk Review



Important

The use of Social Media for any issue, be it protection, education or advocacy, requires UNHCR to work across different units, such as CBP, Public Information, ICT, Information Management, Innovation, Digital Engagement, Data Protection and where necessary, LAS. Make sure you contact these units, including at the regional level, to find out what capacities UNHCR already has to support you and what skills, models or existing projects you can pick up from the organization.

This first step of the Situation Analysis⁶ helps determine what is already known about how Persons of Concern access and use Social Media. The Desk Review, also known as the Secondary Data Review (SDR), aims to gather information about, for example, the actors present in the social media landscape, the legal framework for data protection and privacy in the country, data being collected by Social Media and mobile operators in the communication process and any risks to users' rights and safety.

A Social Media Desk Review should be based on the following:

- **External resources from credible sources.**⁷ Often there is not much information on PoCs' access to Social Media or communication channels in general. So take a look at any public information on the internet that could give you a sense of the level of access to Social Media, risks and government regulations that might affect the use of Social Media for protection.



Factsheet

See [Factsheet 1](#) for a list of possible reliable online sources that can help you understand the technology and internet ecosystem in a given country, and use it to find additional credible sources locally, e.g. think tanks, research centers, government and donors.

- **Internal UNHCR and partners' resources.** UNHCR has a number of resources that can be used to support broader research on internet usage, connectivity and Social Media, such as External

⁶ Section 3.1 of the [UNHCR, A Community-based Approach in UNHCR Operations Manual, 2008](#)

⁷ For more information and templates on how to conduct a SDR and assess the credibility of data and sources, see [ACAPS Technical Brief on Secondary Data, 2014](#) and [UNHCR's, Needs Assessment Handbook, 2017](#).

Relations, Public Information, ICT, Information Management, UNHCR Innovation, Digital Engagement and Data Protection. In addition, UNHCR partners are increasingly using Social Media to implement their protection activities and can provide data and lessons learned on the subject.

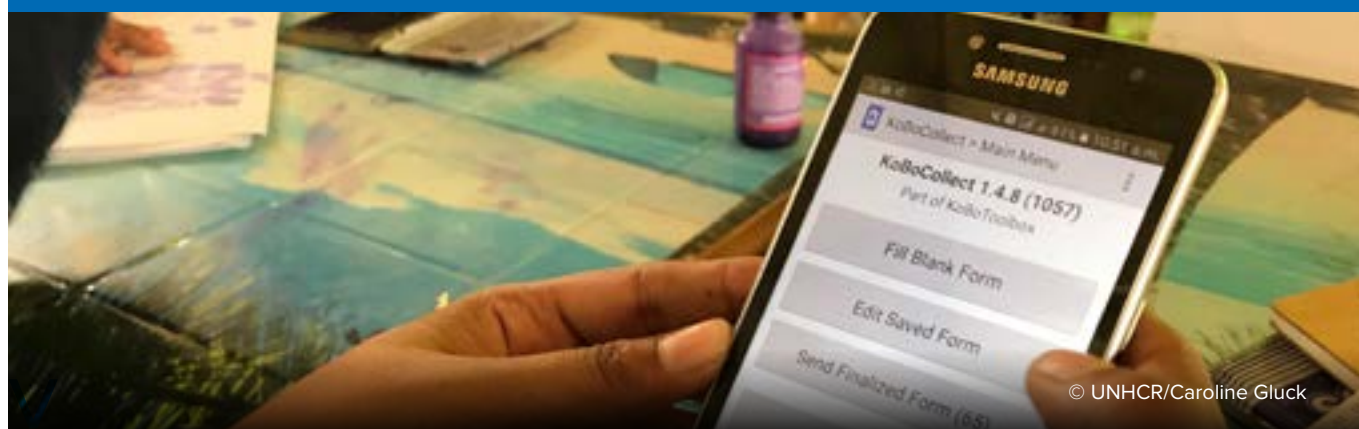
- **Qualitative and quantitative observation of Social Media behavior.**⁸ The best way to understand what is happening on Social Media and where specific groups may look and/or find the information they need, is simply to start navigating Social Media. Begin with the official UNHCR account of a country office and understand who goes there and who does not. What do people post and what questions do they ask? Partners' Social Media accounts are also a good starting point.⁹ This exercise can help in understanding the challenges that Persons of Concern may encounter, which UNHCR can help with.¹⁰



Resources

[UNHCR, Needs Assessment Handbook, 2017](#)

Consult pages 73–78 of the UNHCR Needs Assessment Handbook for guidance on Secondary Data Reviews, including validation criteria to assess the level of trust in secondary data. The Handbook also includes a full guidance note on Secondary Data Reviews, as well as checklists and reporting templates (see the [SDR section of the Guidance and Resource Documents Tab](#)).



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⁸ [UNHCR, Understanding Information Ecosystems: Making it happen, 2020](#)

⁹ Remember, this exercise is not done to “spy” on what PoCs are saying online but to understand how they are already using Social Media.

¹⁰ This search will only show you public information channels or accounts, not closed groups.

2. Stakeholder Analysis

Stakeholder Analysis¹¹ involves identifying all individuals or groups active on Social Media who might be affected by a particular issue or action. The subject can influence the online narrative with consequences in the real world, so they have an interest in discussing it and being part of future planning.



Factsheet

See [Factsheet 8](#) to learn more about influencers.

Protection workers may want to consider the following stakeholders for a Social Media Stakeholder Analysis:

UNHCR	UNHCR online products, such as UNHCR country websites and Social Media accounts, as well as help.unhcr.org can show what issues people want to discuss, what impact online conversations have on the UNHCR mandate and what protection issues UNHCR can influence on Social Media.
UNHCR partners	Operational and implementing partners, as well as other UN agencies that may use Social Media for protection, outreach or advocacy.
National civil society organizations	These include: <ol style="list-style-type: none"> 1. Civil society (local NGOs, women's groups, human rights groups) may use Social Media to advance their mission. 2. Host communities may use Social Media to discuss their challenges and needs.

¹¹ Find more on Situation Analysis and how to conduct it in Section 3.1.2 of [UNHCR's, A Community-Based Approach in UNHCR Operations, 2008](#) and on UNHCR's Learning and Connect on Protection in Mixed Movements of Refugees and Migrants, Module 5: Situation Analysis of Mixed Movements of Refugees and Migrants, section 5.3.

National Government	Ministries, such as the Ministry of Information, may have data, reports and statistics to help you understand the information ecosystem in the country.
Online communities	<p>These include:</p> <ol style="list-style-type: none"> 1. Communities that only exist online and have no representatives on the ground (This may be a group of refugees from the same country but hosted in different countries, who create their own Facebook page to share information about their country of origin). 2. Online communities that reflect actual communities (e.g. a Facebook page for refugees living in a specific settlement).
Diaspora	Diaspora groups may use Social Media to connect with family back in the country of origin. Often the Diaspora influences narratives and conversations outside the country of origin and can influence conflict dynamics on the ground.
Influencers	Influencers may be celebrities, national influencers or “YouTubers” with a big following. These may or may not be trustworthy.
National and Local media	National and local media often have Social Media pages and can become public platforms to discuss topics of the day, including migrants and human rights.
Persons of Concern	POCs may create and manage their own Social Media accounts (e.g. a Facebook group) to share information about their situation, services available, resources, etc. They may also be engaged through other stakeholder groups (i.e. influencers, civil society organizations).
Social Media Platforms	Platforms themselves have been increasingly under pressure to develop governance mechanisms that deal with inter alia issues of hate speech, misinformation, and privacy protection. The effectiveness/extent of these mechanisms varies significantly between platforms.

The Stakeholder Analysis should identify stakeholders and map their activities online. It should assess the reliability of the information they share and their level of influence. Then you can decide with whom to work in future.¹²

¹² See Chapter 8 of the [OHCHR, Manual of Human Rights Monitoring, 2011](#) for guidance about actor mapping (pp. 24–30).



Resources

UNHCR, Stakeholder Mapping and Assessment Tool, 2018

The main UNHCR tool for stakeholder mapping is the Stakeholder Mapping and Assessment Tool (Attachment 1, pages 10–12) that forms part of the supporting notes for operations developing a multi-year multi-partner strategy.

UNHCR, Multi-Year Multi-Partner Protection and Solutions Strategy, 2018

The UNHCR template for multi-year multi-partner protection and solutions strategy, which is crucial when applying the Comprehensive Refugee Response Framework (CRRF), includes a section on the stakeholder mapping tool. It also provides guidance on definitions and process, practical tips, reference materials and a template for undertaking a Stakeholder Analysis.



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3. Participatory Assessments

A participatory assessment is a process of building partnerships with community members of all ages and backgrounds through meaningful dialogue. It allows protection workers to gather information to grasp protection issues and risks, and decide priorities for action. At the same time, community capacities and resources to prevent protection risks and find solutions can be jointly identified and the responsibilities of external stakeholders clarified. Consult with communities prior to undertaking any assessment exercise, offline or online.



Tips

Before conducting your participatory assessment, do a desk review to ensure you do not collect information already available. Think through how your findings can be safely shared to support action by the wider response community, particularly with key decision makers. Every UNHCR operation works in contexts with different actors and sensitivities, so it is important to think about the most appropriate approach. Regardless of what is decided, it is important to analyze the information carefully to avoid anecdotal or sensationalist claims. To facilitate data collection (assuming mobile data collection is appropriate), UNHCR encourages the use of tools such as [Kobo Toolbox](#), which can run off even the most basic smart phones and tablets. See [here](#) for more information about using Kobo Toolbox for data collection and [here](#) for technical guidance and tips.

On page twenty nine, you have three types of assessments and accompanying tools. The tools are used not only to conduct surveys but also for observation, focus group discussions, semi-structured discussions and Key Informants' Interviews (KIs). These assessments will form the basis for structured discussions with PoCs of all ages and backgrounds, giving them a chance to explain the protection risks they face on Social Media and to participate in designing programmatic responses to issues affecting them.



Resource

UNHCR, Tool for Participatory Assessment in Operations, 2006 - currently being reviewed (as of Nov 2020).

This Tool is the product of collaborative efforts by UNHCR staff and partners in the field and at headquarters in Geneva. The Tool consists of ten steps to help multifunctional teams in preparing, conducting and following up on a participatory assessment. This in turn gets us ready for participatory planning workshops with persons of concern, implementing partners and other key actors.



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The choice between these three assessment types depends on the time and resources available and the scenario (context and crisis stage).

Types	Scenario	Duration	Resources	Components
Rapid Information Needs Assessment¹³	<ul style="list-style-type: none"> • Sudden emergency; • The demographic of a place changes considerably due to sudden events; • Little time available and urgent need of assessment results. 	<ul style="list-style-type: none"> • Quickest way to find out the basic information (15 days); • Can be incorporated into the Multi Sector/ Cluster Initial Rapid assessment (MIRA) assessment, if one is being carried out. 	<ul style="list-style-type: none"> • Assessment manager; • Focus group moderators; • Enumerators; • Data analyst. 	<ul style="list-style-type: none"> • Participatory design (rapid) • Pre-designed survey; • Focus group discussions; • KIIs.
Information Needs Assessment (INA)	<ul style="list-style-type: none"> • Protracted situation or long-term emergency setting; • Non-emergency setting. 	<ul style="list-style-type: none"> • Full assessment conducted in around one to two months; • Can be conducted in collaboration with other partners. 	<ul style="list-style-type: none"> • Assessment manager; • Enumerators • Focus groups moderators; • Data analyst and design. 	<ul style="list-style-type: none"> • Participatory design; • Surveys; • KIIs; • Observation; • Focus group discussions; • Semi-structured discussions.
Information Ecosystem Assessment (IEA)	<ul style="list-style-type: none"> • Protracted emergency or long-term emergency setting; • Non-emergency setting; • Long-term development settings. 	<ul style="list-style-type: none"> • Full assessment conducted in around six to twelve months; • Should be conducted with the support of knowledge experts. 	<ul style="list-style-type: none"> • Human-centered design technical support; • Assessment manager; • Enumerators • Focus groups moderators; • Data analyst 	<ul style="list-style-type: none"> • Participatory design; • Surveys; • KIIs; • Observation; • Focus group discussions; • Semi-structured discussions; • Ethnographic methods, e.g shadowing and mirroring.

¹³ Find more information on Needs Assessments on the [UNHCR, Needs Assessment Handbook, 2017](#)

I. Rapid Information Needs Assessment

A rapid information needs assessment will help you determine if the community you want to engage is using digital tools. If so, which of these tools they are using? Who is using them and how? What concerns do they have? Within the constraints of resources and time, direct consultations with the community should be conducted to determine what information people are accessing when using Social Media.

Relevant questions to ask include:

- How are they accessing information (in closed or open groups?) and in what format?
- Whom do they contact and whom do they trust?
- Is there scope for UNHCR and partners to provide added value? ¹⁴



Resources

[Rapid Information and Communication Needs Assessment Tool, developed by the CDAC network](#)

Members of the CDAC Network have cooperated to develop common tools to assess information and the communication needs of communities affected by disasters. This guide is aimed at staff working in humanitarian response. It suggests steps they can take to enhance communication with and among communities at different stages of an emergency. Five key questions are put forward, with reasons why these questions should be asked. Agencies are guided on how they could act on data to improve communication in humanitarian responses.



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¹⁴ Rapid Assessments can also be incorporated or embedded into CBP Assessments, MIRA Assessments or any other Rapid Assessments done.

II. Information and Communication Needs Assessment (INA)

An INA helps you determine which Social Media the community is using and how, and what concerns they have.¹⁵

An INA normally looks at:

- Information sources and habits;
- Means of communication used or preferred;
- Trusted sources;
- Access to sources of information and information channels.

By conducting the assessment with different methods from surveys to community meetings, KII and focus group discussions, the INA can help you understand:

- How people are accessing information (in closed or open groups);
- The level of people's understanding about the possible risks of using Social Media, and their concerns about these risks (if any);
- The existence of online groups/communities that are not necessarily connected to specific or homogenous groups on the ground.



Resources

UNHCR, Information and Communication Needs Assessment Tool

In order to help UNHCR field operations and other humanitarian response organizations to undertake information and communication needs assessments, the UNHCR Innovation Service has developed a 'question bank' that can be downloaded, adapted and used by operations across a number of mobile data collection tools. This tool is built on information and communication needs assessments by actors such as the [CDAC Network](#), [ACAPS](#) and [Internews](#), as detailed in this blog.

¹⁵ Media development agencies coined the term 'Information and Communication Needs'. They highlighted the importance of understanding information gaps, the prevalence or absence of different communication channels, levels of literacy, trust in different channels and more. By getting a grasp of this, humanitarian responders can ensure people are receiving the timely, accurate and applicable information they need. Determining the appropriate channels of communication for various demographic groups and investing in them can help communities communicate safely and securely with whomever they need, be it Diaspora, separated family members or humanitarian agencies. Dialogue with the latter helps understand feedback and complaints that can steer a humanitarian response.

III. Information Ecosystem Assessments

An information ecosystem assessment¹⁶ encompasses both a review of the media and telecommunication infrastructures and people's information and communication needs, alongside an analysis of the producers of information. Multiple aspects must be considered to provide an all-round analysis of an information ecosystem, including possible weaknesses in the physical infrastructure and the power dynamics behind the media discourse and its effects on communities.

The term “ecosystem” encapsulates the link between PoCs' different information sources and needs, and how information can flow within and amongst communities. Any impact on the ecosystem can have broader ramifications – from changes in the telecoms regulatory frameworks to how a specific community group communicates remotely with humanitarian agencies.¹⁷



Resources

Internews, Mapping Information Ecosystem to Support Resilience Tool, 2015

In 2015 Internews produced this Tool to support decision makers in understanding how information contributes to a more connected and resilient community. Whether the community is defined by place, population, issue or a mix of these, a good understanding of a community's information needs and use is essential to design effective, responsive systems and programs.



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¹⁶ Note that an 'Information Ecosystem' is different from what information management refers to as 'information landscape', which includes a review of the data actors in a given context and the data/information they generate. This type of secondary data review aims to avoid duplicating primary data collection when establishing evidence for action.

¹⁷ In May 2015, Internews released '[Why information matters?](#)', which aims to synthesize an understanding of information and communication ecosystems in one document – summarized in [this infographic](#). Before undertaking an assessment, it is recommended to read this publication and look at a number of the different guides – like the aforementioned CDAC Network resources – and assessments produced by different media development agencies and other humanitarian actors.

4. Participatory Analysis and Planning

a) Participatory Analysis

Once you have collected information through your desk review, stakeholder analysis and/or participatory assessment, you need to compile, organize and analyze the information together with stakeholders to identify the most urgent protection risks and discuss possible solutions, and get a consensus on priorities.

This element of your social media situation analysis is jointly taken by all protection workers and stakeholders, including communities, in order to generate more comprehensive and accurate findings. It is supported by triangulation methods that involve comparing and complementing your situation analysis data with additional sources of information.



Factsheet

See [Factsheet 2](#) for examples of information and context analysis that will inform your decision on whether or not to set up Social Media protection projects.

The participatory analysis must enable the identification of PoCs' issues and priorities, disaggregated by age, gender, and other diversity characteristics. It is important to recognize the 'digital divide' in any community to understand who is using Social Media and who may be excluded from interventions.

This element of the social media situation analysis will also help identify vulnerabilities and any unintended consequences of using Social Media for protection.



Resource

OHCHR, Manual of Human Rights Monitoring, 2011 - Chapter 8: ANALYSIS

This chapter explains the importance of carefully analyzing various aspects of problems related to civil, cultural, economic, social and political rights. It highlights the need to understand the actors that can have an impact on solutions, in the short, medium and long term. The chapter proposes a step-by-step model for approaching complex human rights problems, which will guide both the field presence in its development of strategies, as well as individual HROs.

b) Participatory Planning

Participatory planning brings together the relevant stakeholders, including persons of concern and affected populations to determine how the findings of the situation analysis can be used to inform planning, notably planning for a Social Media component in a CBP programme. Based on the findings of the social media situation analysis, stakeholders now identify common goals and CBP actions, as well as stakeholders with rights or obligations in the online sphere.

The capacities and contributions of the community and other stakeholders on Social Media can be assessed jointly to determine what areas are adequately covered and what gaps exist. The final outcome should include any budgetary requirements and agreements on what will be done to meet these and by whom. Also, mitigating measures to address any identified gaps and risks¹⁸ should be agreed, and who will be involved in implementing them.



Factsheet

See [Factsheet 3](#) for examples of information that can help you in your Participatory Planning.

Participatory planning concludes the situation analysis and links the findings of the assessments to the design of the program or project. These outcomes will vary in format, depending on the type of Social Media tool(s) used and the goals of the project.

To improve your project design, you can use the [UNHCR, Rights-Based Results Framework](#) that facilitates a systematic approach to planning, budgeting, monitoring and reporting. The framework has a hierarchy of pre-defined goals, rights groups, objectives and outputs – as well as standardized indicators to measure achievements against objectives. UNHCR's budget structure strictly ties resource allocation to expected results.

¹⁸ See more in [Chapter 2: Risk Assessment](#)



Resources

[UNHCR, A Community-Based Approach in UNHCR Operations Manual, 2008](#)

More information about participatory planning and how to conduct it can be found in Section 3.1.5 of the [UNHCR, Community-Based Approach in UNHCR Operations Manual, 2008.](#)



Messaging Apps ¹⁹

During your situation analysis you will also find information about the use of Mobile Apps by PoCs. Often this data is only available by doing a dedicated assessment. But some information on ownership of mobile phones and use of Mobile Apps can be gathered by adding questions to MIRA's Assessments or by adding questions to the annual participatory planning process.

When looking at the use of Messaging Apps to inform project design, some important factors must be kept in mind:

- Apps often require people to be added to a channel or invited. This means people use these Apps in a personal way and expect personal interactions. Try to avoid using Messaging Apps to send bulk messages but rather focus on dedicated and personalized systems;
- Messaging Apps are often used in closed networks and closed groups. This means that while people may say they use them, they may not be willing to use them to communicate with people they don't know. Make sure you find out how people are using Messaging Apps and whom or what they trust;
- Different cultures use Messaging Apps in different ways, and this is relevant when it comes to deciding the format of your content. Don't assume people consume content in the same way you do. For example, some people use WhatsApp or WeChat for audio messages while others use it mostly for written texts.
- As with Social Media generally, literacy, security, availability of electricity and possession of a smart phone are all factors determining whether a refugee is likely to use Messaging Apps.
- UNHCR has no control over the collection of personal data and metadata by the service providers of Messaging Apps, or their terms and conditions. When considering using Messaging Apps, UNHCR must make sure PoCs are aware of the risks associated with each platform and that they make an informed decision to use the App.²⁰

¹⁹ See more on this topic in the [next Chapter](#).

²⁰ See more on this topic in the [next Chapter](#).



Resourcing

Before you decide to set up community-based protection projects using Social Media, or to use Social Media for engagement with communities, you should have a clear idea of what resources you will need to establish, manage and continue these activities. The situation analysis in itself takes resources, time and skills. It will be the foundation of your entire protection strategy using Social Media.

Below are some considerations for understanding the resources you will need to conduct an in-depth situation analysis:



Invest in technical knowledge

Even if you rely on existing resources for your situation analysis, make sure you invest in supporting skills and knowledge from across UNHCR and partners. Avoid outdated assessments and do not apply general statistics about the overall population to persons of concern. Rather, use your stakeholders' mapping to consider what specialized skills/capacities your staff and partners might have, making sure they match your vision.



Work across the organization

Make sure you involve all relevant UNHCR staff and units:

1. IMOs in the field and regional bureaux will be able to advise on issues related to processes, methods and tools for data collection; likewise on processing, ensuring anonymity, curation, analysis, visualization, storage, sharing, as well as data protection and security;
2. The Digital Engagement section in HQ can provide support on the existing challenges and status of UNHCR engagement with PoCs online;
3. The Innovation Service can provide knowledge and training both on how to conduct information needs assessments for Social Media and examples of other UNHCR projects involving Social Media;
4. Data Controllers, Data Protection Focal Points, DPO in Regional DIMA and DPO in HQ can give advice and support on data protection and guidance on conducting a Data Protection Impact Assessment (DPIA).



Avoid duplication and waste of resources

Avoid duplication with solutions available locally. Use your desk review and stakeholders' mapping results to identify not only gaps but also resources that could be tapped into, e.g, via a joint initiative. Avoid developing something from scratch if it has already been developed by UNHCR (or others) somewhere else and could simply be adapted for local use.



Listen first

While you can and should use third party information, if you decide to implement a project it is strongly suggested that you conduct some sort of assessment, even if only remotely. If a communication or CBP project is set up according to the preoccupations of humanitarian organizations rather than the preferences of the communities we work with, it is doomed to fail.



Aim at community ownership

Use your situation analysis to establish from the outset how persons of concern, partners and volunteers could own the project and eventually manage it for themselves. If you know your funding will not sustain the project/activity long-term, have an exit plan. Often digital systems can be “handed over” to existing networks or organizations but this requires forward planning.



Strengthen national capacity

Rely on persons of concern, national staff and volunteers and partners to help you understand the Social Media ecosystem and to identify the best actors to carry out protection activities on Social Media. When you work with PoCs to design Social Media activities, you provide ownership and build capacity to use these tools.²¹

²¹ So far Social Media projects that PoCs have been managing themselves with the support of UNHCR ([as in Lebanon](#)) have not been UNHCR-branded. For UNHCR branding, additional factors must be considered on a case by case basis.



Do's

DO check in with your public information/external relations team in-country to coordinate with them and get an understanding of the Social Media presence UNHCR already has in the country (nationally or sub-nationally) and/or in the region.

DO take time to understand how the community uses Social Media through AGD-sensitive consultations and assessments.

DO use online resources to gather as much information as you can about the digital landscape in the country, including existing legal frameworks and safeguards.

DO rely on local partner staff, volunteers, community groups and refugee leaders to get an idea of who is using Social Media and the opportunities and risks.

DO actively look for groups that may be under-represented and make sure you have other two-way channels of communication to reach these people.



Don'ts

DO NOT create Social Media channels if you mean to publish information for Persons of Concern without allowing them to respond or interact with you. There are already plenty of other tools for that.

DO NOT assume you know who you will be reaching on Social Media and who will be willing to talk to you.

DO NOT use information from third parties (and secondary data more generally) as a stepping stone for your project without assessing and verifying them.

DO NOT assume that even if people have access to Social Media, they use it the same way you do, or have the same perspective of the risks involved.

DO NOT assume that just because there is low digital penetration in a given place, Social Media will not work for you. Weigh your decision on the balance between the "Do No Harm" principle and our mandate to protect.

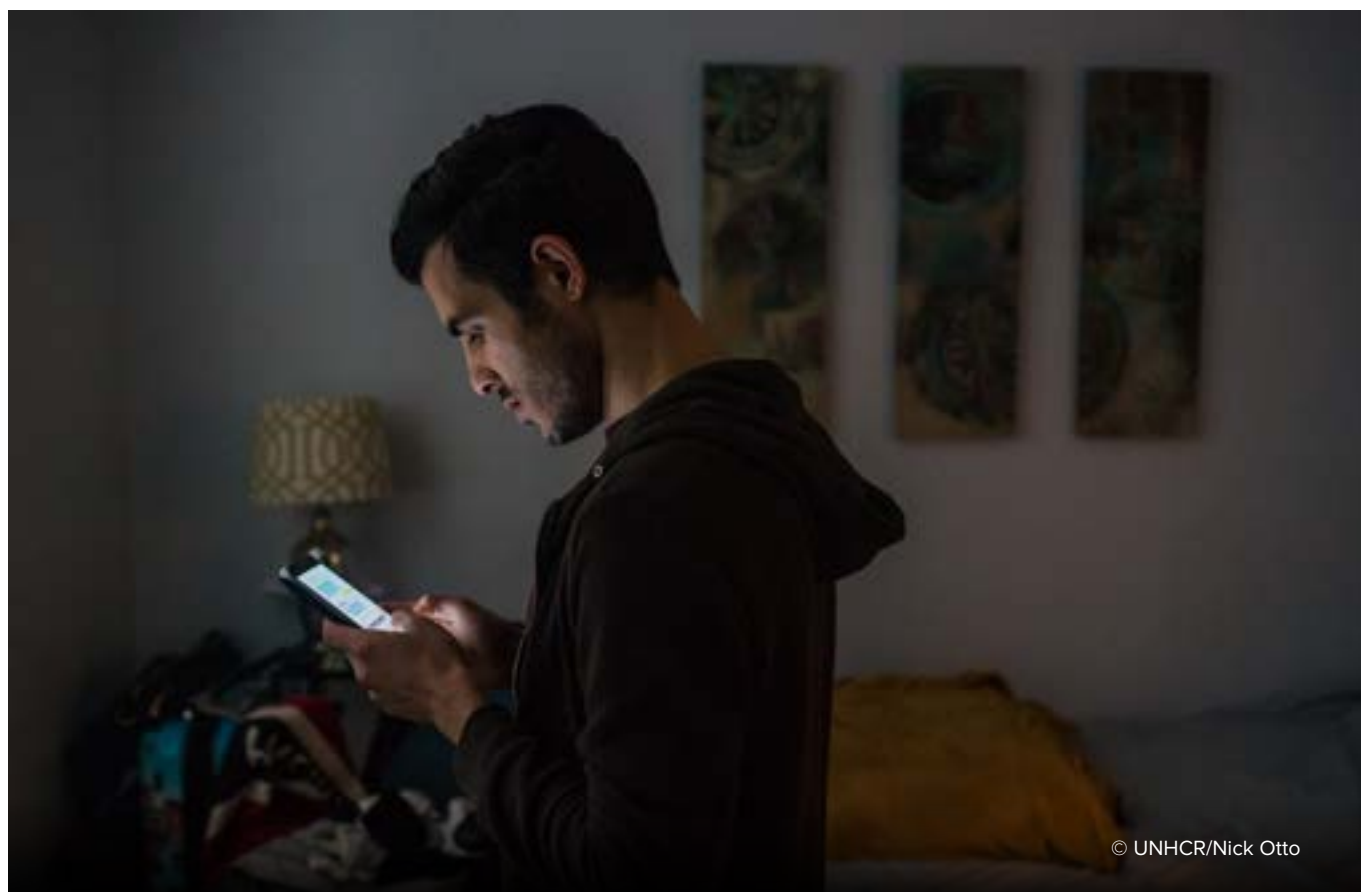


Check List

- Do you know what you want to achieve by engaging with communities on Social Media?
[If not, go no further!] ☐
- Have you identified and involved all the different UNHCR units you can work with, in the country, regional bureaux and at HQ? ☐
- Do you know who is using which digital tools in your targeted population? Can you access AGD-disaggregated data about this usage? ☐
- Do you have a clear idea of the risks and weaknesses of the technical infrastructure and legal framework/safeguards in the country?²² ☐
- Do you have a grasp of privacy, data protection and other protection risks to PoCs that use of Social Media would entail (e.g. risk of profiling or trolling)?²³ ☐
- Have you identified with all stakeholders the main protection needs on Social Media? Who are the main actors and what role can UNHCR play? ☐
- Do you have the minimum resources required to create and sustain engagement on your Social Media platforms? ☐

²² See more in [Chapter 2: Risk Assessment](#)

²³ See more in [Chapter 2: Risk Assessment](#)



Related Case Studies

- [UNHCR assessment from FYR of Macedonia during the Mediterranean refugee crisis, April 2016](#)
- [UNHCR Inter-agency assessments Understanding the Information and Communication Needs among IDPs in Northern Iraq, August 2014](#)
- [UNHCR and IFRC, Regional Information and Communication Needs Assessment; Understanding the information and communication needs of refugees and migrants in the Venezuela Situation, November 2019](#)
- [UNHCR, Survey on the information needs and communication channels used by refugees and asylum-seekers in Turkey, 2018/2019](#)