

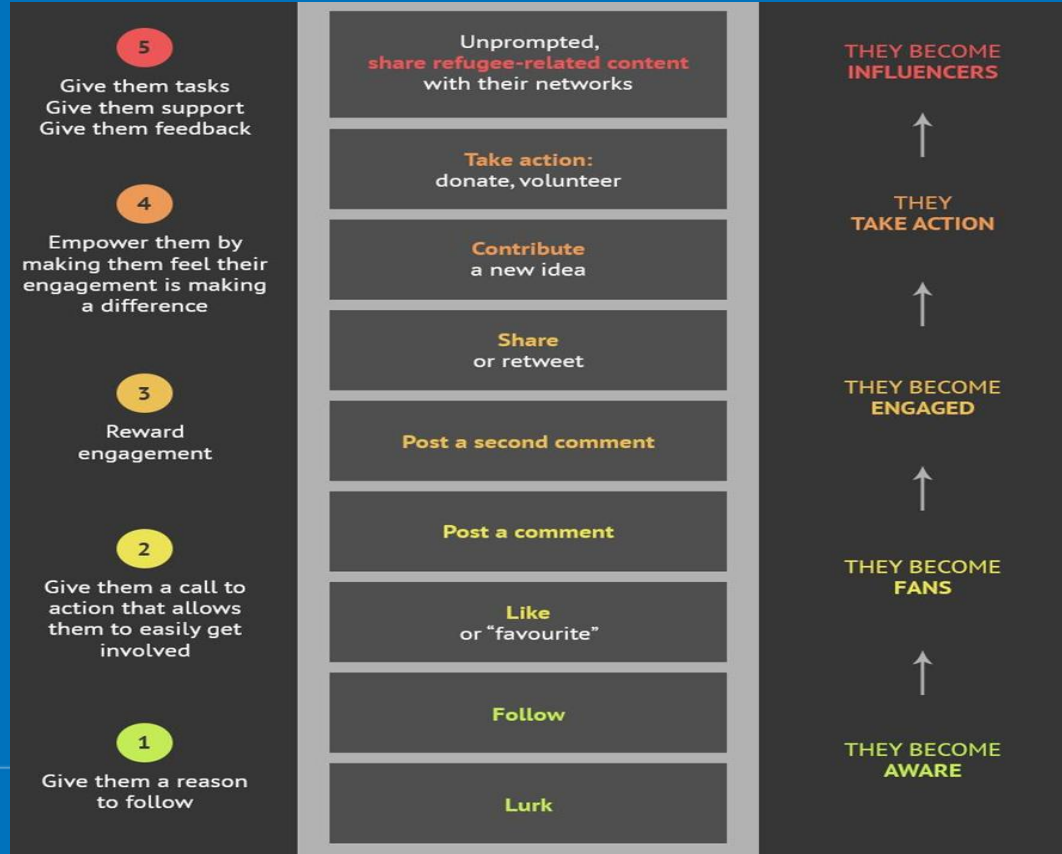
Gisella Lomax

Head, Social Media Unit
UNHCR, the UN Refugee Agency

@Refugees, facebook/UNHCR, instagram/unrefugees, Snap 'Refugees'

@GisellaLomax - Twitter, Instagram, Facebook, Snap, LinkedIn

The Ladder of Participation




1. What works? Stories.

- Facebook **Lives**
- Stories of people making refugees **welcome**
- **Individual** stories of hope - #TeamRefugees
- Personal stories told by celebrity **influencers**
- **Thank you** messages to supporters



She says **refugees** are
her **family** now.

A woman with dark hair, wearing a black swimming cap and yellow-tinted goggles, is floating in clear blue water. She is wearing a bright green tank top with the brand name 'arena' visible. Her arms are extended outwards, and she is looking directly at the camera with a calm expression. The water is a deep blue, and the background is slightly out of focus.

Yusra swam to save her life.
From Turkey to Greece.



**Every Syrian refugee I have spoken to on this visit,
without exception, talked of their desire to return home**



UNHCR, the UN Refugee Agency
(Default)

Published by SocialFlow [?]

Like This Page · 11 February 2016 · Edited · €

"What struck me most about the refugees I met is that they are just trying to move forward in their lives and provide for their families." - Ben Stiller

"It's hard to imagine their situation – being totally displaced by the literal destruction of their homes and livelihoods by war, having to put their children's lives in the hands of illegal traffickers and get on an overcrowded boat to try to r... [See more](#)

Tag photo

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10k

Top comments

1,652 shares

158 comments



Josette Bastouri Nehlawi May be lobby for your government to open the door to some refugees. Specially the one that have families in USA.

Like · Reply · Message · 81 · 11 February 2016 at 21:29

8 Replies



Write a comment...



©UNHCR/Jordi Matias

UNHCR
The UN Refugee Agency



No. I am still the same nice girl.

2. What works? Facts.

- Fake News, Alternative Facts, Misinformation, Disinformation, Imposter Content, Fact Manipulation...

Presented well, facts provide a dignified response;

Compelling Data Viz has never been more important;

Infographics can generate emotions that make people click
share = trust, educational, neutral = like our brand.

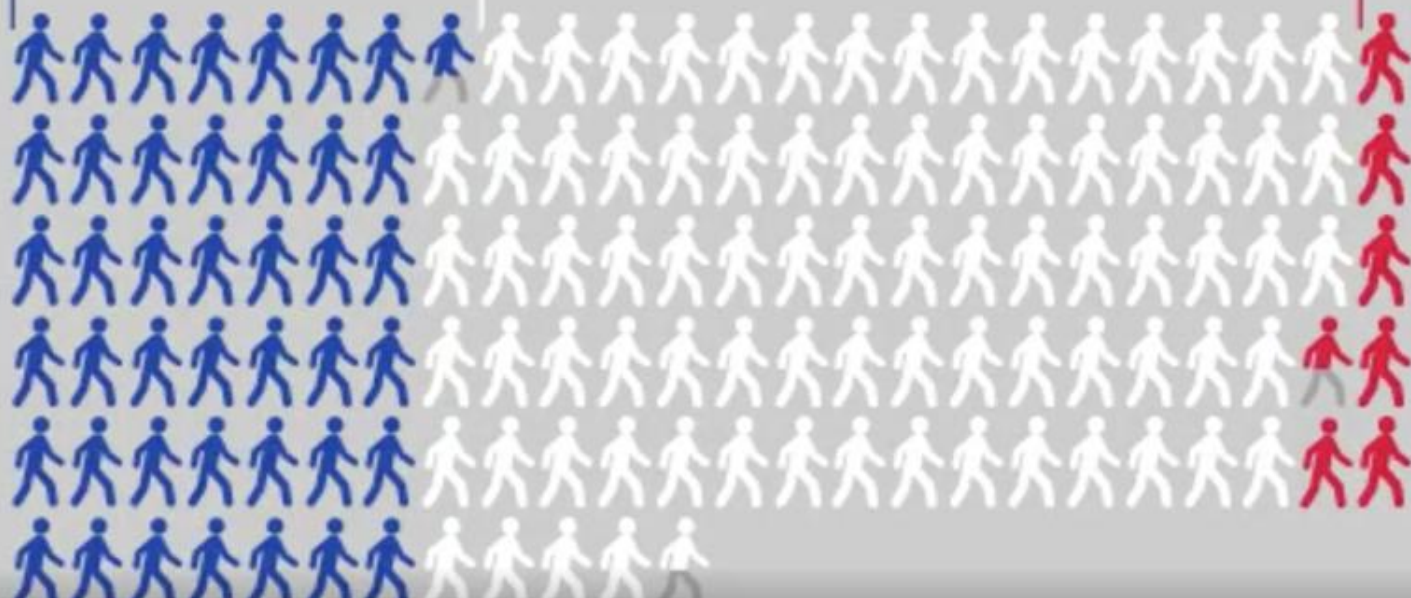
65.3 million

people worldwide are forcibly displaced
— more than the population of France

21.3 million
Refugees

40.8 million
Internally displaced people

3.2 million
Asylum-seekers



Every minute **24 people** are displaced



REFUGEE RESETTLEMENT FACTS

Refugee: A person forced to flee their home country to escape persecution, war, or violence.

Resettlement: The careful selection by governments such as the U.S. – for purposes of lawful admission – of vulnerable refugees who can neither return to their home country nor live in safety in neighboring countries.

HOW DO REFUGEES GET RESETTLED?



During standard registration interviews UNHCR flags vulnerable cases for possible resettlement. **Refugees cannot apply for resettlement.**



UNHCR refers only the most vulnerable cases to host countries for possible resettlement. **Refugees cannot pick their country of resettlement.**



Only recognized refugees whose **life, liberty, safety, health, or other fundamental rights are at risk** in the host country are considered for resettlement.



Persons found to have committed serious crimes or who might pose a threat to others **would not be referred** for resettlement in another country.

Vulnerability categories include:



•WOMEN & GIRLS AT RISK
•SURVIVORS OF VIOLENCE
AND/OR TORTURE



•FAMILY REUNIFICATION
•MEDICAL NEEDS
•CHILDREN AT RISK



GLOBAL RESETTLEMENT BY THE NUMBERS:

Less than
1%

of the world's refugees
are ever resettled.

More than
countries
around
the world currently
accept refugees for
resettlement.

30

140,000

Refugee resettlement
spaces were made
available by those
governments in 2016

8%

of the global refugee
population is in need
of resettlement

RESETTLEMENT TO THE UNITED STATES

The United States has an exceptional history of welcoming refugees and is the top resettlement country in the world. Since 1975, the U.S. government has welcomed **over 3 million refugees** for resettlement from all over the world, and these refugees have built new lives and homes in all 50 states.

UNHCR screens and interviews each resettlement candidate. The United States then conducts its own vetting process and the U.S. alone decides whether to accept a refugee for resettlement. The entire process is conducted abroad, can take up to 2 years, and involves:

8

U.S. Federal
Government
Agencies

6

Different
security
databases

5

Separate
background
checks

4

Biometric
security
checks

3

Separate
in-person
interviews

2

Inter-agency
security
checks

After the U.S. government approves refugees for resettlement, each case is assigned to one of nine NGOs (six of which are faith-based) by the U.S. Department of State. That NGO helps them find work, integrate into their new communities, and adjust to life in the United States.

UNHCR refers a vulnerable refugee for resettlement

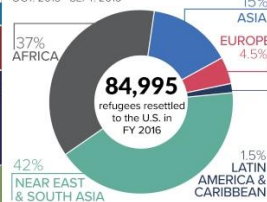
U.S. government screens the refugee and determines whether it would like to admit them for resettlement

The State Department assigns the case to one of 9 agencies



REGION OF ORIGIN FOR REFUGEES RESETTLED TO THE UNITED STATES IN FISCAL YEAR 2016

OCT. 2015 - SEPT. 2016



TOP STATES FOR RESETTLEMENT IN FISCAL YEAR 2016

- CALIFORNIA
- TEXAS
- MICHIGAN
- WASHINGTON
- NEW YORK
- ARIZONA
- ILLINOIS
- VIRGINIA
- NEBRASKA
- TENNESSEE

INSTITUTIONAL TRUST wasn't designed for the digital age.

When it comes to trusting people, **something profound is happening....**

Technology and social media are transforming the social glue of society: **trust between people**

3. What works? Personal Voices.

- In the digital world, our individual voices - staff social media accounts - are more **influential** than ever.
- Institutional messages posted by staff on their personal accounts, **in their own words**, can be seen as more authentic and trustworthy.
- We **empower and support** staff to communicate with their networks.



Charlie Yaxley @yaxle

Following

At the border speaking to newly arrived #refugees from #SouthSudan. All have heartbreaking stories of violence to tell.



RETWEETS 96



Khaled Kabbara @khaled_kabbara

Following

Over half of Syrian @Refugees in Lebanon live in substandard shelters, in extremely challenging conditions. Here's a glimpse..
#WithRefugees



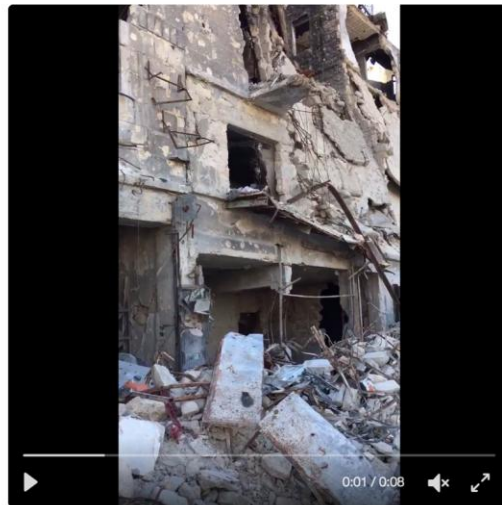
RETWEETS 39

LIKES 24



Filippo Grandi @RefugeesChief · Feb 1

In Aleppo: the devastation refugees fled from. Do not fear them when they seek protection. Do spare a thought for the terror they endured.



RETWEETS 78



2.2K



2.2K



Shabia_M @Shabia_M

Following

This is what a UNHCR aid distribution in #Yemen looks like. Those who have fled their homes receive emergency supplies to help them get by.



RETWEETS 75

LIKES 75



10:46 PM - 10 Mar 2017

Want to learn more about the humanitarian situation in Yemen? Our @Shabia_M answers questions from the public: bit.ly/2mbB0to



Caroline Gluck @carogluck

Following

More buses, trucks 2day carrying families fleeing conflict w # Mosul, arriving Hammam al Alil camp, @UNHCRIraq reception site going up 2day



RETWEETS

LIKES

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