

# SOCIAL MEDIA

Supporting humanitarian aid for Syrian refugees  
Jordan case

# • ***Crises facts :***

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- ❑ Over 2 million refugees left Syria to neighborhood countries during the last 20 months.
- ❑ More than 800 thousands of them came to Jordan
- ❑ 600 thousands refugee registered by UNHCR.
- ❑ 10% of Jordan Population.
- ❑ More than 250 thousands located in one camp (Zaatary).

# ***Are Social media present at the scene of the crises?***

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- ❑ Facebook
- ❑ More than 200 related pages with tens of thousands of virtual members involved.

## ❑ YouTube

Unlimited related YouTube posts Seen by hundred of thousands.

## ❑ Twitter

Unlimited tweets related to Syrian refugees.

# Who is???

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- ❑ **Present**
- ❖ NGOs staff
- ❖ Governments
- ❖ Organizations
- ❖ Conflict parties
- ❖ Refugees
- ❑ **Missing**
- ❖ Weakest
- ❖ Poor education
- ❑ **Controlling**
- ❖ information output not input

# *How Social media affect ?*

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- Analyzing Social Media dealing with the crises and Collecting information from field
- Each site affects the crises in a different way due to the structure mechanism of the site
- **Facebook**
  - ❖ long time line
  - ❖ organizations > groups
  - ❖ relief > donations > refugees news > Propaganda
  - ❖ official pages promoting relief efforts

- ❑ **Twitter** ( short time)
- ❖ individuals ( representatives key personnel policy & decision makers )
- ❖ Focusing on strategic and operational issues related to the crises
- ❖ Create Act  $\longleftrightarrow$  React process
- ❖ Officially recognized ( De facto)

## ❑ YouTube

- ❖ random users
- ❖ organized or by accident
- ❖ Incidents
- ❖ Overcome language obstacles
- ❖ affect crises

# ***Obstacles :***

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- ❖ Technical
- ❖ Fund
- ❖ Cultural
- ❖ Political
- ❖ Operational

# Conclusion :

- ❖ Social media not only redefine the crises but also relocate the role of the players.
- ❖ Social media become an official tool used and recognized by governments and NGOs.
- ❖ Social media create new players at crises scene.
- ❖ Social media is not just a major factor in crises management but also affect crises progress.