

| Type of communication | Communication channel | Examples | When to use |
|--|---|---|--|
| General announcement | Mass/bulk mailing | <ul style="list-style-type: none"> Bulk email, SMS or smartphone application such as WhatsApp⁸ for general information messages addressed to many individuals. Mailing or other distribution of flyers in areas of high concentration of target community including, schools, health centers, market places, community centers | <i>In all settings where a certain proportion of the target population has affordable access to a mobile phone or smart phone, there is a good phone signal and UNHCR has capacity to negotiate agreements with mobile phone provider.</i> |
| | Mass media | <ul style="list-style-type: none"> Newspaper messages Radio announcements Television advertisements | <i>In all settings where a certain proportion of the target population has affordable access to mass media</i> |
| | UNHCR website, platform or social media | <ul style="list-style-type: none"> UNHCR-hosted website for refugees with regularly updated information and evolving FAQ. Official UNHCR social media page. | <i>In all settings where a certain proportion of the target population has affordable access to a smart phone or computer.</i> |
| | Local public announcement | <ul style="list-style-type: none"> Roving car speaker Town hall-style public meeting, including Q & A | <i>Roving car speaker is appropriate for many refugee camp settings, whereas townhall meetings may be more suitable for urban contexts. Especially useful where refugees prefer oral communication channels. Audio methods should be combined with printed material.</i> |
| | Visual/audio methods | <ul style="list-style-type: none"> Animation videos Theatre or sketch performances at events or gatherings | <i>Videos can be useful in community or reception centres in urban contexts, especially where refugees prefer oral communication channels (including those unable to read and understand written materials).</i> |
| Detailed or specific information exchange | Written/ pictorial methods | <ul style="list-style-type: none"> Leaflets, flyers and large format posters posted in areas of high frequentation by target population. Posters must use strong contrast colors, dark print, simple typeface and be complemented by pictorial explanations. | <i>In all settings. Print methods should be combined with audio methods.</i> |
| | Refugee focal points | <ul style="list-style-type: none"> Trusted community interlocutors including known volunteers, outreach workers and community leaders | <i>In all settings; especially useful for quick and accurate dissemination of information in both directions, including to communicate last minute changes or problems.</i> |
| | Meetings with smaller groups | <ul style="list-style-type: none"> Focus group discussions (FGD) (especially with women) Meetings with refugee committees, refugee leaders Meetings with local religious figures Meetings with trained refugee liaison workers and volunteers | <i>In all settings; meetings with community members are best conducted in multi-functional teams.</i> |
| One-to-one communication | Face to face or other forms of individual contact | <ul style="list-style-type: none"> Individual counseling Information desks Telephone helpline Confidential complaints mechanism. Use of individual email address for specific queries or feedback Refugee focal points/ interlocutors | <i>In all settings; be careful to limit individual communication channels according to the Office's capacity to respond.</i> |