



Communications and Visibility Coverage of the United Nations Peacebuilding Fund



Date & Link	Facebook Caption
1 July 2021	<p>IOM, with support from the United Nations Peacebuilding Fund, began a series of Community-Based Safeguarding Workshops for Barangay Peacekeeping Action Teams (BPAT). The training-workshops started in June 2021 and will cover 15 conflict-affected barangays across Maguindanao and the Special Geographic Areas in #BARMM by July 2021. With the active support of the local government units, the Armed Forces of the Philippines, the Philippine National Police, the Bureau of Fire Protection and the Integrated Provincial Health Office, the intervention will strengthen BPAT's capacity to promote peace and safety in conflict-affected communities amid the COVID-19 pandemic. This community-based intervention is a key component of the Supporting Conflict Transformation Toward Effective Peacebuilding in the Bangsamoro Region (STEP BARMM) project jointly conducted with UNFPA Philippines and UN Women. </p>
3 July 2021	<p>On #InternationalDayofCooperatives, IOM sheds light on the Bangsamoro Islamic Women Auxiliary Brigade (BIWAB) cooperatives and community-based associations. With generous support from the United Nations Peacebuilding Fund, IOM has mapped and profiled 15 #BIWAB member cooperatives and associations across Maguindanao, Lanao del Sur, and the Special Geographic Areas of #BARMM to inform relevant and appropriate socio-economic support and livelihood interventions. The #BIWAB women, as former combatants, are in a unique position to drive peace and security within their communities. IOM aims to harness their potential by giving the #BIWAB sustainable opportunities to meaningfully participate in socio-economic affairs and expand their role in community protection and peace advocacy, allowing them to be more committed, stronger and more engaged in inclusive and transformative peacebuilding in their communities. This initiative is part of the Supporting Conflict Transformation toward Effective Peacebuilding in BARMM (STEP BARMM) program, jointly implemented with UNFPA Philippines and UN Women. </p>
26 August 2021	<p>Women mediators in Maguindanao province and Special Geographic Area (SGA) in the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) are participating in the Local Conflict Analysis and Peacebuilding Modelling and Capacity Development for Local Women Mediators, a training workshop organized by the UN Women under the United Nations Peacebuilding Fund (PBF) in collaboration with the Bangsamoro Women Commission (BWC) and the Ministry of Public Order and Safety (MPOS). The activity is being held in Lake Sebu, South Cotabato for five (5) days from August 24 to 28, 2021. In photo, UN Women Program Analyst Nery Nuyda Ronatay facilitates the gender-sensitive local conflict analysis and reflexive peacebuilding modelling session.</p>
26 August 2021	<p>Nasrodeyn D. Matapid, Development Management Officer at the Ministry of Public Order and Safety of the Bangsamoro Autonomous Region in Muslim Mindanao (MPOS- BARMM) leads women mediators in the Digital Rido Profiling Simulation. Using KoboCollect, the MPOS is piloting the paperless and handy online reporting application for the reporting of "rido" anywhere within BARMM. It requires Internet for submission but can still be used offline.</p> <p>The application is being piloted in several areas and will be launched soon for use by government and non-government peace actors, including women local conflict mediators.</p> <p>The training workshop is being held from August 24 -28, 2021. It is organized by the UN Women under the UN Peacebuilding Fund (PBF) in cooperation with the MPOS and the Bangsamoro Women Commission (BWC). #DigitalRidoProfiling #MPOS #BARMM #Bangsamoro #BangsamoroGovernment</p>

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Date & Link	Facebook Caption
<p>26 August 2021</p>	<p>Happening now: Women Local Mediators in Maguindanao province and Special Geographic Area (SGA) in the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) are participating in the Local Conflict Analysis and Peacebuilding Modelling and Capacity Development for Local Women Mediators, a training workshop organized by the UN Women under the United Nations Peacebuilding Fund (PBF) in collaboration with the Bangsamoro Women Commission (BWC) and the Ministry of Public Order and Safety (MPOS). The activity is being held in Lake Sebu, South Cotabato for five (5) days from August 24 to 28, 2021.</p> <p>In photo, UN Women Program Analyst Nery Nuyda Ronatay facilitates the gender-sensitive local conflict analysis and reflexive peacebuilding modeling session. #CapDevWomenLocalMediators #MPOS #BWC #BARMM #UNWomen #Bangsamoro #BangsamoroGovernment</p>
<p>31 August 2021</p>	<p>Dismantling Gender Myths The Bangsamoro Women Commission in partnership with UN Women conducted the Local Conflict Analysis and Peacebuilding Modelling Training Workshop from August 24-28 in Lake Sebu, South Cotabato. Member of the Parliament and Concurrent Chairperson of BWC represented by her Chief of Staff, Ms. Helen Rojas, spoke on the first day of the activity.</p> <p>“There are many gender myths in our region that we should scrutinize and dismantle. The beliefs that women cannot be leaders, cannot occupy political positions, cannot divorce their husbands, and that child, early or forced marriage (CFEM) is part of the culture are not true at all,” Ms. Rojas told participants. “We should talk about gender issues so we can correct misconceptions about women and men and break away from myths that have been preventing us from attaining progress for both women and men. We also stand confident that women can be very good mediators.”</p> <p>The training workshop is attended by experienced local women mediators in Maguindanao province and the Special Geographic Area (SGA) of 63 barangays in North Cotabato that have become part of the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM). It is supported by the UN Peacebuilding Fund (PBF) and jointly organized by the Bangsamoro Women Commission, Ministry of Public Order and Safety (MPOS) and UN Women.</p>
<p>31 August 2021</p>	<p>#Mediation #BWC #MPOS #UNWomen</p> <p>The training for women local mediators is also co-organized with the Bangsamoro Women Commission. It is being held in Lake Sebu, South Cotabato from August 24 to 28, 2021.</p> <p>MPOS and UN Women facilitated the "Scenario-building and Dramatization of Rido Cases Mediation" session as part of the five-day "Local Conflict Analysis and Peacebuilding Modelling Training" supported by the UN Peacebuilding Fund (PBF).</p>

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Date & Link	Facebook Caption
14 September 2021	<p>IOM, with generous support from United Nations Peacebuilding and active participation of the Local Government Unit of Datu Saudi Ampatuan (DSA), distributed BPAT tool kits to five barangays (Kabengi, Salbu, Madia, Dapiawan, and Elian) in DSA. "On behalf of the Municipality of Datu Saudi Ampatuan, we are very thankful for the continued support of IOM. These BPAT tools would be a big help to our BPATs in their daily duty to promote peace, order and safety in our communities," said Vice Mayor Hadji Zaiton Dimaukom. The joint #STEPBARM project is being implemented by IOM, UN Women Philippines and UNFPA Philippines, with funding support from the United Nations Peacebuilding Fund. ❤️</p>
28 September 2021	<p>To strengthen the participation of sectoral leaders – including women, the youth and indigenous peoples – on community-based safety and security mechanisms in conflict-affected areas in Maguindanao, IOM trained representatives from the municipalities of Datu Saudi Ampatuan, Datu Hofer Ampatuan and South Upi on Community Safeguarding. This activity is part of the joint- United Nations Philippines #STEPBARM project implemented by IOM, UN Women, and UNFPA Philippines, with funding support from the United Nations Peacebuilding Fund. ❤️</p>
7 October 2021	<p>Local Conflict Analysis and Peacebuilding Modeling and Capacity Development for Local Women Mediators (Batch 2) Deepening the understanding of provisions pertaining to women's rights in Presidential Decree (PD) 1083 led by Ms. Helen Rojas, Chief of Staff of Member of Parliament Bainon G. Karon, concurrent Chairperson of the Bangsamoro Women Commission: Women have the right to choose their spouse, to divorce their husband, to own property, to refuse consent to husband's desire to contract subsequent marriage, to inherit property and many other rights.</p> <p>The session is part of the ongoing five-day training for local women mediators from Marawi and Lanao del Sur areas, organized by the Ministry of Public Order and Safety, Bangsamoro Women Commission and UN Women made possible through the UN Peacebuilding Fund (PBF). – Carol Dawonlay (UN Women)</p>
7 October 2021	<p>Happening Now: CONFLICT MAPPING EXERCISE Participants take on the challenge to deepen analysis of causes and effects to identify entry points for conflict resolution and really find the central key to peacebuilding. The session forms second day of the five-day training in General Santos City for local women mediators in Marawi and Lanao del Sur organized by the Ministry of Public Order and Safety, Bangsamoro Women Commission and UN Women through the UN Peacebuilding Fund (PBF).</p>
7 October 2021	<p>Local Conflict Analysis and Peacebuilding Modeling and Capacity Development for Local Women Mediators (Batch 2), Greenleaf Hotel, General Santos City from October 5-10, 2021</p> <p>Concluding the first day of the training for local conflict women mediators from Marawi and Lanao del Sur, organized by the Ministry of Public Order and Safety, Bangsamoro Women Commission and UN Women through the UN Peacebuilding Fund (PBF): Atty. Hannah Mangondato of the Office of Member of Parliament Bainon G. Karon of Bangsamoro Transition Authority as Resource Person for Documenting Conflict Cases Involving Women provided rich information on sensitive documentation of cases putting the safety and protection of victim-survivors first.</p>

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Date & Link	Facebook Caption
9 October 2021	<p>RIDO SETTLEMENT SIMULATION</p> <p>Simulation of Rido settlements by the participants of the Local Conflict Analysis and Peacebuilding Modeling and Capacity Development for Local Women Mediators (Batch 2) in Greenleaf Hotel, General Santos City from October 5-10, 2021.</p> <p>The session is part of the five-day training for local women mediators in Marawi and Lanao del Sur organized by the Ministry of Public Order and Safety, Bangsamoro Women Commission and UN Women through the UN Peacebuilding Fund (PBF).</p>
9 October 2021	<p>TRAINING FOR LOCAL WOMEN MEDIATORS IN MARAWI AND LANAO DEL SUR: HANDLING CONFLICT CASES INVOLVING WOMEN</p> <p>Concluding the first day of the training for local conflict women mediators from Marawi and Lanao del Sur, organized by the Ministry of Public Order and Safety, Bangsamoro Women Commission and UN Women through the UN Peacebuilding Fund (PBF): Atty. Hannah Mangondato of the Office of Member of Parliament Bainon G. Karon of Bangsamoro Transition Authority as Resource Person for Documenting Conflict Cases Involving Women provided rich information on sensitive documentation of cases putting the safety and protection of victim-survivors.</p> <p>CONFLICT MAPPING EXERCISE</p> <p>Participants take on the challenge to deepen analysis of causes and effects to identify entry points for conflict resolution and really find the central key to peacebuilding. The session forms second day of the five-day training in General Santos City for local women mediators in Marawi and Lanao del Sur organized by the Ministry of Public Order and Safety, Bangsamoro Women Commission and UN Women through the UN Peacebuilding Fund (PBF).</p> <p>#MPOS #UNwomen #WOMENmediatorsLDS #YOINGCARESnGovernance</p>
10 October 2021	<p>LOCAL CONFLICT ANALYSIS and CAPACITY DEVELOPMENT for WOMEN LOCAL MEDIATORS Batch 2 (Lanao del Sur & Marawi)</p> <p>MPOS BWC STEP UN Giving certificate of participation for active involvement in the workshop on Local Conflict Analysis and Peacebuilding Modeling and Capacity Development for Local Women Mediators BATCH 2. This October 6-10, 2021 at Greenleaf Hotel, General Santos City.</p> <p>"Promoting conflict prevention, social cohesion and community resilience in BARMM in the time of COVID-19." Mediation is a voluntary, self-determined process, in which the mediator works with all the parties to assist them in arriving at their own decisions about how best they might discuss/resolve the issues. The mediator does not give advice, does not take sides and does not judge who is right or wrong. Discussion are confidential and held in a private, safe setting. Any agreement reached must be acceptable to all participants. (Medford, 2004)</p> <p>#MPOS #UNwomen #WOMENmediatorsLDS #YOINGCARESnGovernance</p>

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Date & Link	Facebook Caption
12 November 2021	<p>Recognizing the important role the youth plays in preventing and resolving conflicts, driving positive change and promoting peace and resilience in the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM), IOM, with support from the United Nations Peacebuilding Fund, and through the joint project, “Supporting Conflict Transformation Towards Effective Peacebuilding in Bangsamoro Region” or #STEPBARMM, conducted a series of capacity-building workshops on Youth, Peace and Security on November 2-8, 2021 in Paraiso Verde, Koronadal City.</p> <p>34 youth leaders from 14 Bangsamoro Youth Commission (BYC)-accredited organizations in Maguindanao, Lanao del Sur and Special Geographic Area in the province of North Cotabato, participated in the workshops. It served as a safe space for youth leaders to express their ideas and opinions on pressing issues affecting peace, order and development in their communities.</p> <p>Youth participants were also given the opportunity to draft policy agenda and design community-based peace initiatives in line with the Youth, Peace and Security Regional Action Plan and the United Nations Security Council Resolution 2250.</p> <p>IOM, together with BYC and the Ministry of Public Order and Safety, will continue to support youth organizations in their locally led initiatives which promote a culture of peace in their communities through needs assessment and gaps analysis, lobbying of the peace agenda and influencing of regional policy for youth development and participation.</p> <p>#STEPBARMM is a joint project of IOM, UNFPA Philippines and UN Women, which aims to strengthen the participation of sectoral leaders – including women, the youth and indigenous peoples – on community-based safety and security mechanisms in conflict-affected areas in BARMM. ❤️</p>

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Date & Link	Twitter Caption
1 July 2021	IOM, through the joint #STEPBARM project supported by @UNPeacebuilding, began workshops for #BPATs to strengthen their capacity to promote peace and safety in conflict-affected communities amid the #COVID19 pandemic. ❤️
3 July 2021	On #InternationalDayofCooperatives, IOM sheds light on the #BIWAB cooperatives and community-based associations. The @UNPeacebuilding-funded joint #STEPBARM project continues to capacitate and provide them with relevant socio-economic support and livelihood interventions. ❤️
14 September 2021	IOM, through the joint #STEPBARM project and with funding from @UNPeacebuilding, distributed BPAT tool kits to five barangays in Datu Saudi Ampatuan, supporting BPATs in their duty to promote peace, order and safety in their communities. ❤️
28 September 2021	On #InternationalDayofCooperatives, IOM sheds light on the #BIWAB cooperatives and community-based associations. The @UNPeacebuilding-funded joint #STEPBARM project continues to capacitate and provide them with relevant socio-economic support and livelihood interventions. ❤️
12 November 2021	Recognizing the critical role of the LCAT-VAWC in preventing and responding to #TiP, IOM, with @_GFEMS support, trained multi-sectoral representatives, including Marawi and Balabagan, and equip them with skills to combat #TiP in #BARM. ❤️

Date & Link	Press Release
17 June 2021	Security forces attend workshop to boost women's role in building lasting peace in the Bangsamoro Autonomous Region in Muslim Mindanao

Date	Human Interest Story	Facebook Link	Twitter Link
31 July 2021	(See below)	https://www.facebook.com/IOMPhilippines/posts/2048195065334955	https://twitter.com/iom_philippines/status/1421277145490358278?s=21
21 September 2021	(See below)	https://www.facebook.com/IOMPhilippines/posts/2087413514746443	https://twitter.com/IOM_Philippines/status/1440153700417237005?s=20
02 October 2021	(See below)	https://www.facebook.com/IOMPhilippines/posts/2095539990600462	https://twitter.com/IOM_Philippines/status/1444120774097334277?s=20
15 October 2021	(See below)	https://www.facebook.com/IOMPhilippines/posts/2105436032944191	https://twitter.com/IOM_Philippines/status/1448926456168337409?s=20
18 October 2021	(See below)	https://www.facebook.com/IOMPhilippines/posts/2107753959379065	https://twitter.com/IOM_Philippines/status/1449998801427591168?s=20



Meet Aqliah.

“When I was a kid, my mother was already a member of the Bangsamoro Islamic Women Auxiliary Brigade (BIWAB). As a woman former combatant, she struggled to find a job outside our camp. Now that I am older, I decided to join the BIWAB because this is the best way to help myself and my community.”

Meet Aqliah, 22, one of the youngest BIWAB members of the National Base Command in Butig, Lanao Del Sur. She, along with other women former combatants of community-based organizations such as the BIWAB Sajaratuddor Association, are supported by the United Nations Peacebuilding-funded project, Supporting Conflict Transformation Toward Effective Peacebuilding in the Bangsamoro Region (STEP BARMM).

In the past, Moro women former combatants were often deprived to engage in socio-economic activities. This motivated her to join the BIWAB—community based associations or cooperatives that support the reintegration of women former combatants through sustainable economic activities.

The Butig siege in 2016 forced Aqliah and her family to move to Marawi. “I could still remember when we evacuated to Marawi City. It was unexpected. Most of us were crying. I saw how terrified the kids were. I said to myself that I don’t want this to happen again,” she recalled.

Her parents were members of the Moro Islamic Liberation Front (MILF). Armed conflict and forced migration were a part of their lives. She was raised by her parents to be a peace-loving and true Islam. They encouraged her to invest in education and not in hatred and violence, and inspired her to be a strong peace advocate and leader. Now, Aqliah is taking up Bachelor of Science in Secondary Education and actively participating in the BIWAB Sajaratuddor Association.

Through the #STEPBARMM project, Aqliah and her fellow BIWAB members were able to participate in capacity development training workshops where important topics on conflict, typology of violence, conflict management styles, leadership and organizational management, business orientation as well as tips on saving money were taught. She hopes that through their efforts and the support of #STEPBARMM, they will be able to fully participate in society without fear; only hope and lasting peace.

The joint #STEPBARMM project is being implemented by IOM, UN Women and UNFPA Philippines, with funding support from the United Nations Peacebuilding Fund.



Meet Myrna.

“Naalala ko nung araw na iyon, nakita ko ang aking mga kapit-bahay na nagmamadaling lumikas. Buntis ako noon sa una naming anak,” (I could still remember that day. We were all in a hurry to flee our homes, and I was still pregnant with my first child) she vividly recalls her experience during the 1980 declaration of all-out war in Mindanao.

Myrna, 59, is a mother of four, a peace advocate and a community sectoral leader. She has lived in Pikit, North Cotabato for more than 40 years now, and has witnessed firsthand how violence and conflict tore communities apart. Lagunde, the barangay where she lives, was identified as one of the communities that hosted rebel groups then.

Fast-forward to today, Barangay Lagunde, Pikit, North Cotabato is one of the communities supported by the joint United Nations Philippines programme, “Promoting Conflict Prevention, Social Cohesion and Community Resilience in BARMM in the Time of COVID-19” or #STEPBARMM, funded by United Nations Peacebuilding Fund. The project aims to build the resilience of vulnerable communities to the internal and external drivers of violent conflict. Together with UNFPA Philippines and UN Women, IOM creates opportunities for women and the youth to collaborate on and increase their influence in socio-economic activities and conflict prevention.

As an active member of the Social Welfare Committee of Ligawasan, Myrna leads the women in advocating for the prevention of Violence Against Women and Children (VAWC). She also mediates VAWC-related cases as barangay VAWC focal, together with the barangay lupon. Aside from her community involvements, she is currently enrolled in “Omahat” in their Madrasah, where all Muslim mothers gather every Friday to learn about how to care for their families better. Omahat is a Muslim word which means “nanay” (Tagalog) or “mother” (English).

Honed by her struggles and experiences in the past and motivated by her commitment to learn and understand how to serve her community better, Myrna actively participates in #STEPBARMM’s community-based training workshops for sectoral leaders on topics such as conflict sensitivity, and safeguarding communities. She also believes that these important lessons should be shared with other sectors, especially with women—as they play a vital role in keeping the peace not only within their families but also in their communities.

On #InternationalDayofPeace, we celebrate women community leaders like Myrna, and all empowered women in conflict-affected communities who have made it their lives’ work to advocate for and achieve lasting peace.



Meet Norodin.

“Malaking tulong sa akin ang training na ibinigay ng IOM lalung-lalo na sa conflict sensitivity and peace promotion dahil mas nagkaroon ako ng kaalaman para mag-settle ng mga problema sa aming barangay.” (IOM’s community safeguarding trainings, especially on conflict sensitivity and peace promotion, helped me a lot in my work as a peace committee member in our barangay)

Meet Norodin. He was once internally displaced (IDP) during the all-out war in Mindanao. The situation was too dire that it reached a point when there wasn’t enough food at the evacuation centre he stayed in. He was forced to move to Manila with the hope of a better life and more work opportunities, but decided to move back home after four years of doing hard labour as a construction worker.

His experience of being an IDP and having to live through the horror of conflict and violence taunts him until today. It has been mostly peaceful since, but he still fears that the day might come when he will be displaced again.

While he may have fears and uncertainties, he strives to overcome them. As a member of the “Lupong Tagapamayapa” (Peace Committee) in his barangay, he works as a mediator and helps settle local disputes among community members. He also participated in IOM’s “Community-Based Safeguarding for Community Sectoral Leaders Training,” under the United Nations Philippines joint project, “Promoting Conflict Prevention, Social Cohesion and Community Resilience in BARMM in the Time of COVID-19” or #STEPBARMM.

With support from the United Nations Peacebuilding Fund, and through the implementation of IOM, UNFPA Philippines and UN Women, the #STEPBARMM project aims to mitigate the immediate challenges of building and sustaining peace during the COVID-19 pandemic and the crucial stages of BARMM’s transition period. So far, IOM has conducted regular community safeguarding activities and trained 253 community leaders in 15 target areas in Maguindanao and the Special Geographic Areas.

On International Day of Non-Violence, we share Norodin’s uplifting story of hope amid adversity, and how people affected by conflict overcome trauma by becoming agents of peace in their communities.



Meet Mending.

“We have come to the stage where we need to possess skills so that we won’t be left out.”

Meet Mending, a 50-year-old resident of Barangay Poblacion, Buluan, Maguindanao who has been working as an administrative officer with the Bangsamoro Islamic Women Auxiliary Brigade (BIWAB) for more than 22 years.

An Islamic symposium she attended in her mid-20s marked the biggest turning point in her life. This spurred Mending to join BIWAB, giving her the privilege to pursue her passion of serving the community. Her story is no different from other women whose strong Islamic faith has always been the guiding principle that motivates them.

Mending, along with other women former combatants of the community-based organization, BIWAB Jumiyatunnisa Multipurpose Association, are supported by United Nations Peacebuilding, through the Supporting Conflict Transformation Toward Effective Peacebuilding in the Bangsamoro Region (STEP BARMM) project that is being jointly implemented by IOM, UN Women Philippines and UNFPA Philippines.

Through the STEP BARMM project, Mending and her fellow BIWAB members were able to participate in a capacity development training workshop where important topics on business orientation and skills development were taught. She hopes that through STEP BARMM, they will be equipped with the right knowledge and skills that will make them job- and future-ready.

As a woman former combatant, her experience has allowed her to learn skills, develop discipline, and see places that she may not have known otherwise. But the most rewarding part of this journey is having the ultimate purpose of serving others.

On the International Day of Rural Women, we celebrate women former combatants like Mending who choose to be part of something bigger than themselves by becoming role models to fellow women and selflessly serving their communities.



Meet Herman.

“A sense of volunteerism and being part of the development of the community builds great honor and dignity to yourself when you are allowed to help other people.”

Meet Herman. Community service and volunteering have always been the ideals of the 43-year-old Barangay Peacekeeping Action Team (BPAT) Chief. He takes servitude as his way of life.

He started volunteering at the age of 18, when he first became a member of the “Barangay at Pulisya Laban sa Krimen (Community and Police Against Crime),” a crime prevention program that emphasizes the partnership of barangay, community and the Philippine National Police.

In 1997, Herman was chosen to be a member of the Civilian Volunteer Organizations where he served as a civilian volunteer for 20 years and assisted barangay officials in law enforcement for the maintenance of peace and the promotion of public safety.

With motivation and passion to serve, Herman also became a member of Barangay Tanod brigade of Barangay Kuya, South Upi at the age of 26. At the same time, he was also working as a farmer to provide for the needs of his family.

For Herman, volunteering and engaging in community service has no time limit, especially when he embraced yet another significant role in the community — this time, as the BPAT Chief.

Herman’s eagerness and passion in volunteering and peacekeeping initiatives were influenced by past unpleasant experiences with social injustice and inequality in his community. For him, a fair and inclusive system must be established to allow the community to flourish.

IOM, through the support of United Nations Peacebuilding, provides trainings to capacitate the BPAT members, leaders and wider community members in the promotion of peace, security and safety in the community of Maguindanao.

As the BPAT Chief, Herman not only considers community service fun and highly rewarding, but also a good way of imparting his knowledge and wisdom to the people in his community.

Social Media Metrics for IOM Posts (Organic)

The number of people who saw your content at least once

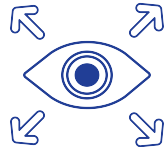
The aggregate number of reactions, comments, and shares on your posts.

Percent of audience engaged among total audience reached



Facebook

46,320
Followers **10**
Posts



30,817
People Reached



2,533
Engagements

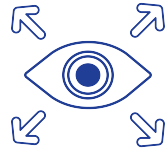


8.2%
Engagement Rate



Twitter

2,533
Followers **10**
Tweets



10,478
People Reached



396
Engagements



3.7%
Engagement Rate