



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Facebook & Twitter

Monthly Report

1st April – 30th April 2023

April Performance Overview - Facebook



Page Insight



12
POSTS BY
PAGE

11
STATIC
POSTS

0
VIDEO
POSTS

0
LINK
POSTS

1
EVENTS
POSTS



2,198
PAGE VISITS

33.45% Profile visits increases as compare to March.



3,354
PAGE FOLLOWERS

3.226
Page followers in April

128
Net change in followers

3.96%
Growth Rate



1,706
ENGAGEMENTS

8.23%
ENGAGEMENT RATE

598
Like
122
Photo views
59
Comment
19
Shares

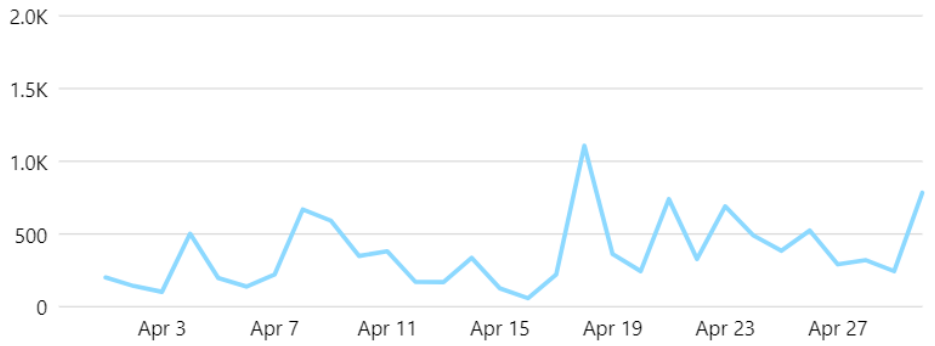
Engagement have increased as compared to the month of March but the engagement rate have decreased by 0.65%



Page Insight

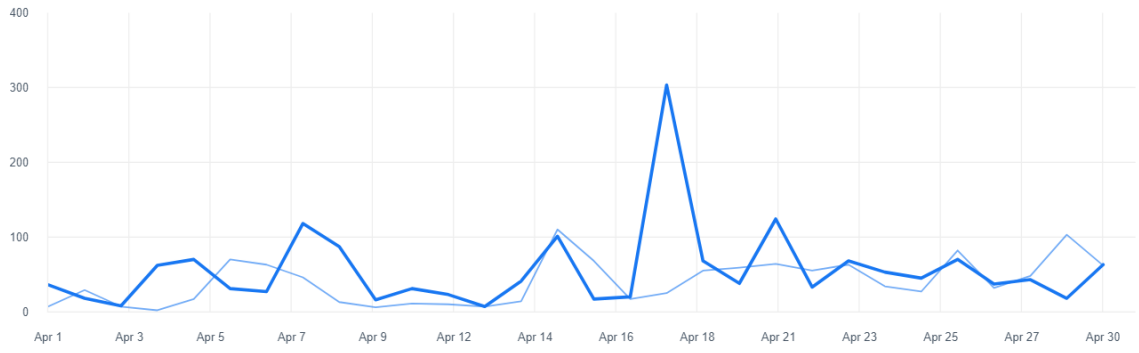
Facebook Page reach ⓘ

4,775 ↑ .12.8%



Noticeable spikes has observed at the mid of the April and Reach has increased to 10.1% and Engagement has decreased to 38% as compared to previous month.

Apr 1, 2023 - Apr 30, 2023
1,706 Engagement 1,236 Previous period



Total Number of posts – 12

Post Insights



13288
Total Impressions



2113
Highest Reach (FB)



1023
Clicks



478
Engagements



4%
Engagement Rate

Facebook Top Performing Post



www.phcip.com.pk PHCIP phcip_official

2113
Reach

2666
Impressions

82
Engagements



www.phcip.com.pk PHCIP phcip_official

1721
Reach

1732
Impressions

29
Engagements

On the basis of Impressions

April Performance Overview - Twitter



Page Insight

PHCIP
@phcip_official
Official Twitter Account of Punjab Human Capital Investment Project (PHCIP)
Facebook : facebook.com/PHCIP
PHCIP, Wahdat Road, Lahore | phcip.com.pk | Joined March 2022
4 Following 92 Followers

13
POSTS BY
PAGE

11
STATIC
POSTS

0
VIDEO
POSTS

0
LINK
POSTS

2
EVENTS
POSTS



3,795
PAGE IMPRESSIONS

Impression have increased by 85.21% compared to previous month.



130
PAGE FOLLOWERS

103
Page followers in February

27
Net change in followers

26.21%
Growth Rate



431
ENGAGEMENTS

11.35%
ENGAGEMENT RATE

1,466
Profile Visits

Profile visits was 683 in March and have increased by 114.61%.

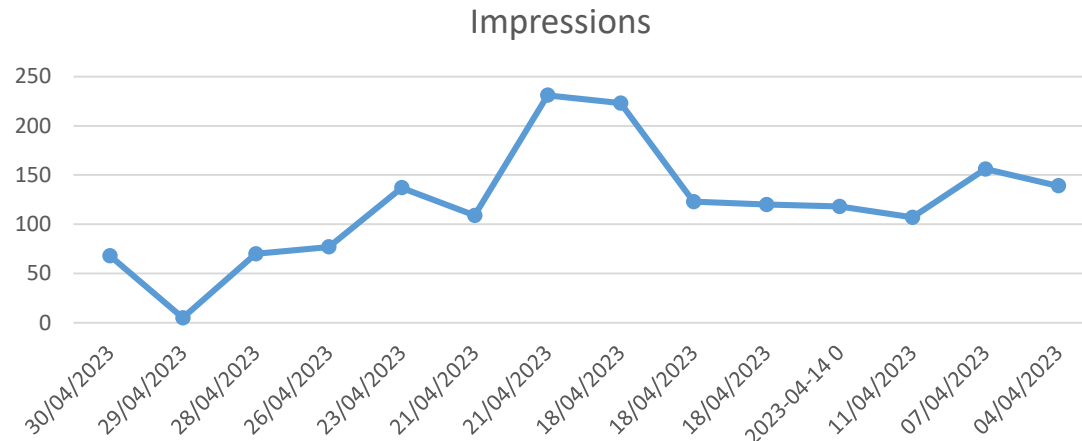
7
Mentions

Engagement Rate is also increased by 5.65%

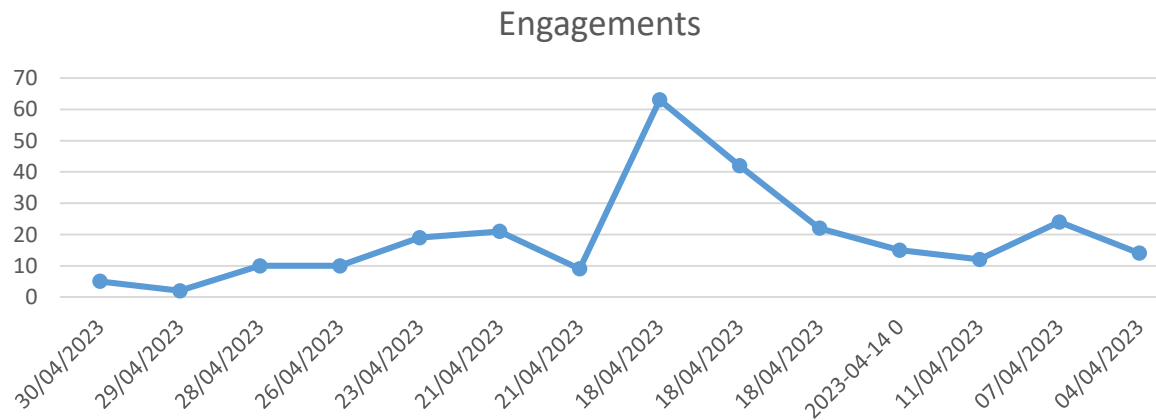
April Performance Overview - Twitter



Total Number of posts – 13



In Impressions it drops but its recover and it shows the growth where as for April that its dips down but at the mid of the month it dip up and goes down at the end of the month because of the no paid ads.



Total Number of posts – 13

Post Insights



1683
Total Impressions



80
Likes



268
Engagements



15.9%
Engagement Rate



9
Retweets

Twitter Top Performing Post

The health component of PHCIP, an initiative of PSPA, in collaboration with IRMNCH & Nutrition Program, held a 3-day Aagoshh Registration Drive from 17 - 19 April 2023 to register BISP beneficiary pregnant & lactating women with children under 2 years.
#GovtOfPunjab #PSPA #PHCIP



Component of Punjab and District Development

5
Profile Visit

223
Impressions

63
Engagements



On the basis of Impressions

1
Profile Visit

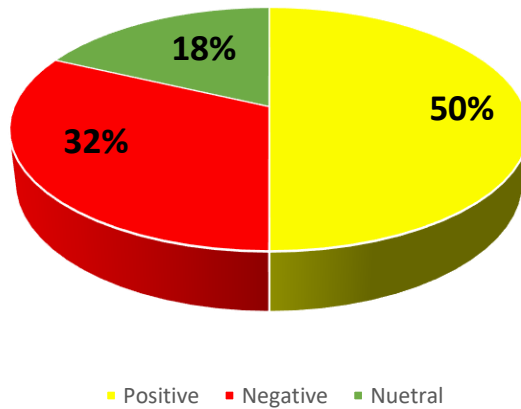
231
Impressions

9
Engagements

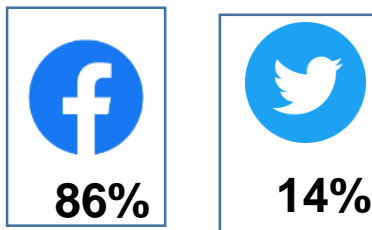
April Sentiment Overview

DATA TENURE: 1ST APRIL– 30TH APRIL 2023 – “28 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

SENTIMENT BREAKDOWN

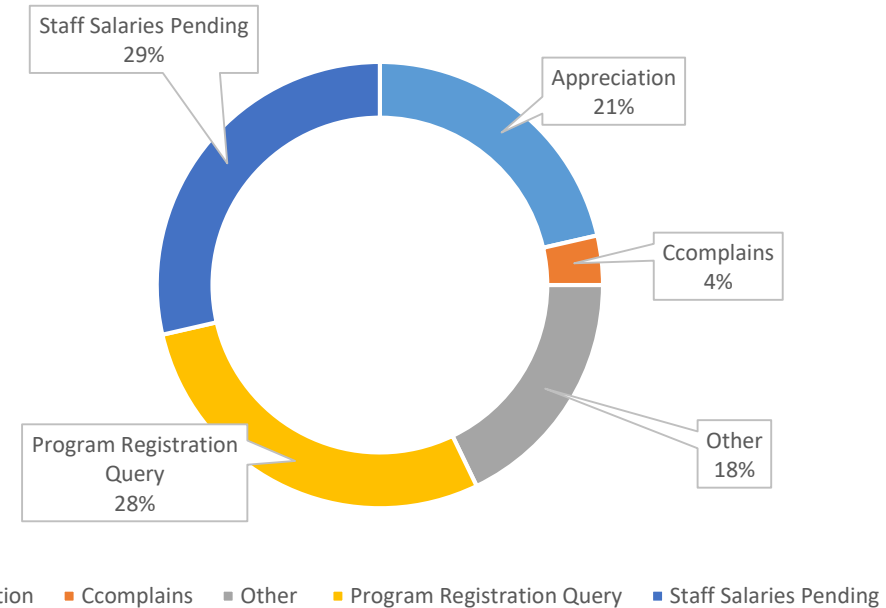


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS
DOMINATING

TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (50%).
- Staff Salaries Pending is the biggest conversation driver with 29%.
- Program Registration Query is the 2nd biggest conversation driver with 28%.
- 18% are the Neutral sentiment i.e. Spam and Other conversation.

April Conversation Snippets

DATA TENURE: 1ST APRIL– 30TH APRIL 2023 – “28 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

Positive



Safdar Hussain Azad ·



Like Reply Hide



Fiazi Fiaz

BRAVO!



Sehrish Sharf
Good job 👍

Negative



Ramzan Khan

پیسے نہی ملے ٹیکے کے

Unhide Send Message



Asmat Khan

Dear VTT management,

as per last meeting you had committed to release staff salaries before Eid ul fittar. Sir as you know last week of ramzan is moving on and eid holidays will start this week. kindly update us the final timeline for for the release of salaries, so that we would be able to plan our Eid preparations accordingly.

Like Reply Hide 2w



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Thank You