



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Facebook & Twitter

Monthly Report

1st August – 31st August 2023

Page Insight



11
POSTS BY
PAGE

08
STATIC
POSTS

0
VIDEO
POSTS

01
JOB
POSTS

02
EVENTS
POSTS



1,740
PAGE VISITS

44.5% Profile visits increases as compared to July.



3,661
PAGE FOLLOWERS

3,579
Page followers in July

82
Net change in followers

3.17%
Growth Rate



2,637
PAGE REACH

296
Like

07
Unfollow

22
Comment

10
Shares

Facebook Page Reach has decreased by 5.3% as compared to the month of July.



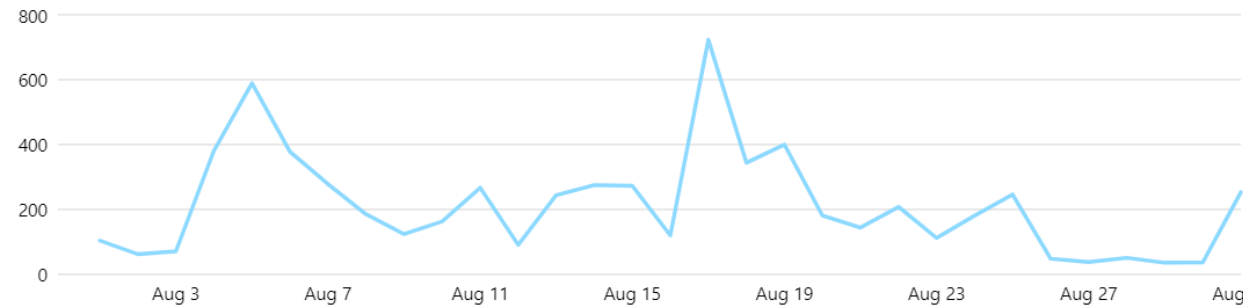
Page Insight

Reach

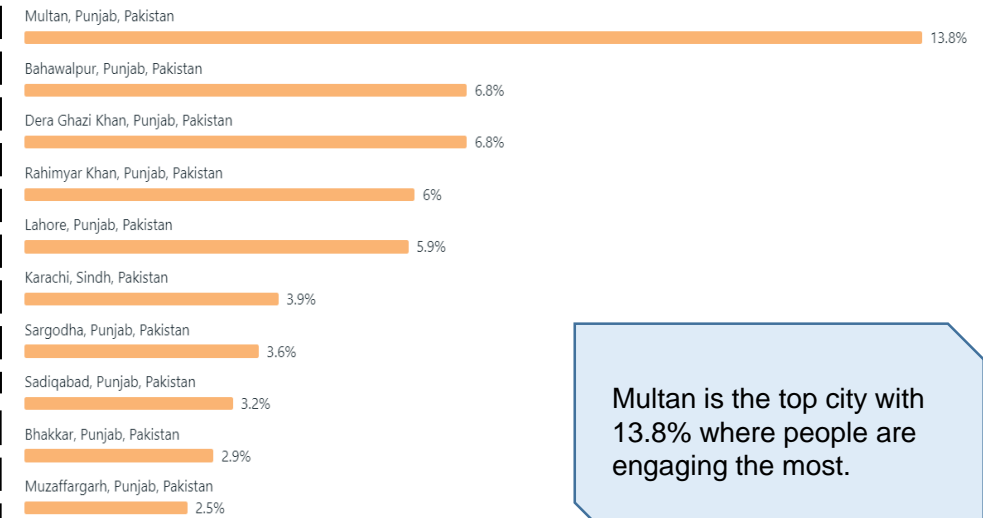
Export

Facebook reach ⓘ

2,637 ↓ 5.3%



Top cities



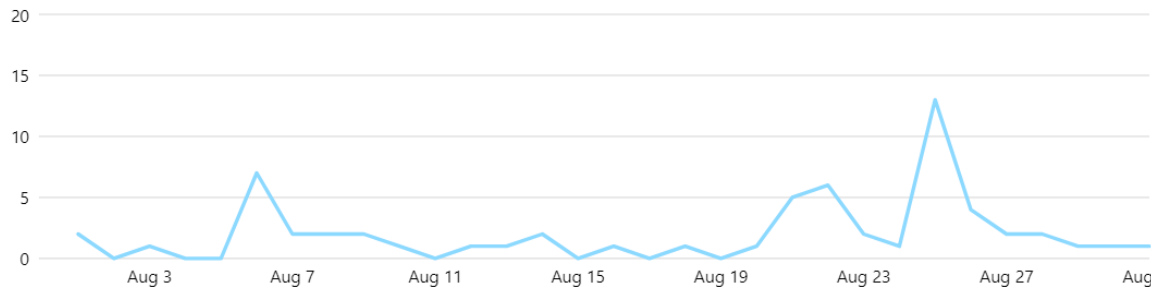
Multan is the top city with 13.8% where people are engaging the most.

New likes and follows

Export

Facebook Page new likes ⓘ

62 ↑ 21.6%



August Performance Overview - Facebook



Total Number of posts – 11

Post Insights



6871
Total Impressions



1049
Highest Reach (FB)



394
Clicks



238
Engagements



3.46%
Engagement Rate

Facebook Top Performing Post

Punjab Human Capital Investment Project
August 5 at 8:00 AM · 🌐

عالمی ادارہ صحت کے مطابق بچے کو پیدائش سے لیکر 6 ماہ تک صرف اور صرف ماں کا دودھ پلانا ضروری ہے۔ 6 ماہ بعد ماں کے دودھ کے ساتھ ساتھ اضافی غذا بھی شروع کرانے سے بچے کی جسمانی اور ذہنی نشوونما بہتر ہوتی ہے۔ آغوش پروگرام پر سال کی طرح اس سال بھی ماں کے دودھ کی اہمیت کے عالمی ہفتہ 2023 کے موقع پر ماں کے دودھ کی اہمیت کو اجاگر کرنے کے لیے کوشاں ہے۔

Govt of Punjab Punjab Social Protection Authority Planning & Development Board, Govt. of the Punjab Primary & Secondary Healthcare Department BISP Pakistan
#GovtOfPunjab #PSPA #PHCIP #Aaghosh #BISP #Health #Nutrition #Antenatal #MaternityCare #InternationalBreastfeedingweek

www.phcip.com.pk PHCIP phcip_official

1049 Reach
1154 Impressions
37 Engagements

Punjab Human Capital Investment Project
August 17 at 12:11 PM · 🌐

Punjab Human Capital Investment Project (PHCIP) is looking for an ERP Expert, who will oversee the work of the ERP development firm. The task is:

- Provide overall project oversight, ensuring that the ERP development progresses as per the defined timeline and meets the desired objectives.
- Effectively manage the relationship with the ERP firm and ensure compliance with the agreed-upon standards and deliverables.
- Establish quality control measures, lead prototyping & user-testing, and ensure that the ERP solution is developed with high-quality, reliability, and security.
- Ensure the smooth transfer of the technology/software code and necessary documentation from the ERP firm to PSPA.

The ERP Expert will engage with the firm along the lifecycle of the ERP including requirement analysis, business re-engineering and change management, product development, product deployment, testing and training, documentation, and support.

For detailed TCRs click the below link:
<https://phcip.com.pk/wp-content/uploads/2023/08/Advt-TCRs-Advt.pdf>

Hiring of MIS/ERP Expert

Government of the Punjab has received financing from the World Bank towards the cost of the Punjab Human Capital Investment Project (PHCIP) (P144780) and intends to apply part of the proceeds for individual consulting services. The Project aims to increase the access to quality health services and economic and social inclusion programs, among poor and vulnerable households in selected districts of Punjab. For the said purpose the project intends to hire the services of MIS/ERP Expert. The detail is given below:

Activity Ref. No.	Assignment Title	Qualification & Experience	Duration / Estimated Budget
PH/PSPA/2023/04/INDV	MIS/ERP Expert	<p>Qualifications: At least, Master's degree or equivalent (16 years of education), in Software Engineering, Computer Science, Information Technology or a related field, from a foreign or local university, duly recognized by the Higher Education Commission (HEC) of Pakistan.</p> <p>Experience: 1. At least, 08 years of documentary verifiable experience, after acquiring stipulated qualification in software development. 2. As part of the above-mentioned experience or separately the ERP expert should have: a. Minimum 3 years of work experience with ERP development and deployment including requirement specifications, product development and testing, data integration, business process re-engineering, analysis, data security, user training, and documentation, etc. b. Minimum 3 years of work experience with the ERP tools and BI tools such as SAP, Oracle Solutions, Microsoft Dynamics, MS Power BI, etc. 3. Experience of working in the public sector and social protection will be given additional weighting.</p> <p>Skills: • For ERP system development, customization, writing, installation and developing extensions or integrations knowledge in Java, Angular, PHP, Linux server programming, PostgreSQL, ORACLE, Python, C#, .NET, ASP.NET, Android based mobile application, Web API, SQL, database, Entity Framework, .Net Platform. • Strong project management skills and exposure to tasks like Microsoft Project or Jira. • Reliable experience in Angular or React JS for front-end development along with HTML, CSS3. • Strong understanding of ERP development, modules and functionalities. • Strong understanding of code reviewing tools. • Excellent problem-solving, teamwork and communication skills. • Strong business process re-engineering experience.</p>	03 Months Estimated Budget per day PKR 40,000/line PKR 120,000.

👉 Know this post to reach up to 2500 more people if you spend PKR 100. **Boost post**

900 Reach
959 Impressions
13 Engagements

On the basis of Impressions

August 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 189 Followers

08
POSTS BY
PAGE

08
STATIC
POSTS

0
VIDEO
POSTS

0
JOB
POSTS

0
EVENTS
POSTS



1,717
PAGE IMPRESSIONS

Impression have increased by 207.7% as compared to previous month.



189
PAGE FOLLOWERS

153
Page followers in July

36
Net change in followers

23.5%
Growth Rate



280
ENGAGEMENTS

-
Profile Visits

-
Mentions

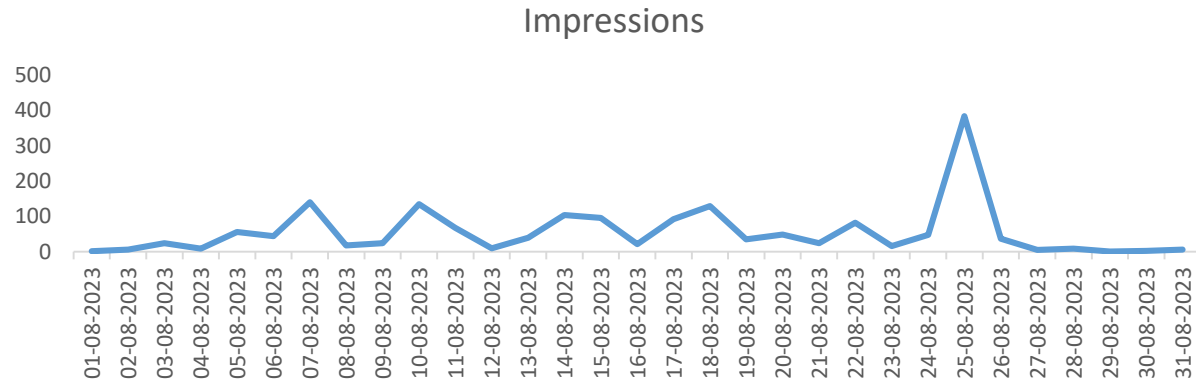
16.3%
ENGAGEMENT RATE

Engagement Rates increased to 5%

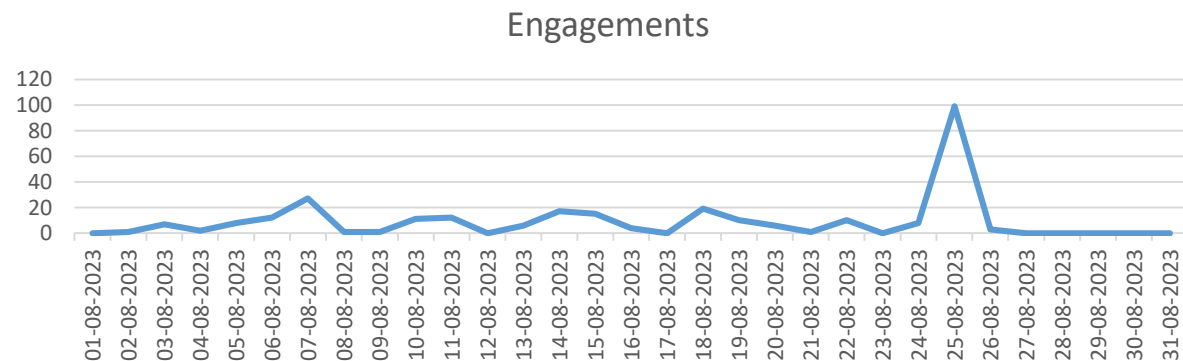
August Performance Overview - Twitter



Total Number of posts – 08



In Impressions it drops but its recover and gone up in the end of the month, where as for Engagement its dips in the start but it gone up in the end of the month.



Total Number of posts – 08

Post Insights



1015
Total Impressions



70
Likes



145
Engagements



14.28%
Engagement Rate



20
Retweets

Twitter Top Performing Post



2
Profile Visit

130
Impressions

22
Engagements



5
Profile Visit

152
Impressions

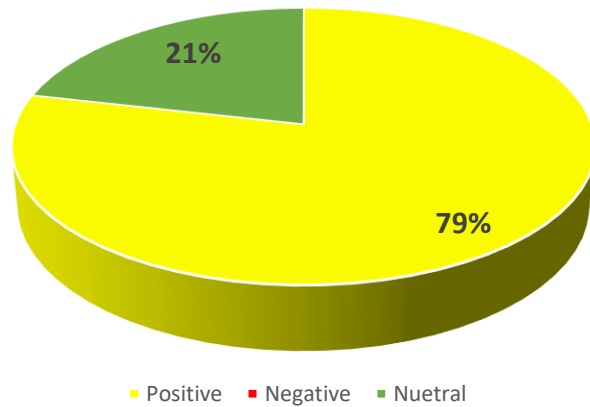
30
Engagements

On the basis
of
Engagement

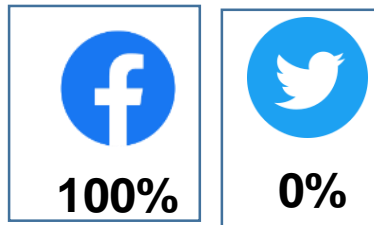
August Sentiment Overview

DATA TENURE: 1st AUGUST – 31st AUGUST 2023 – “14 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

SENTIMENT BREAKDOWN

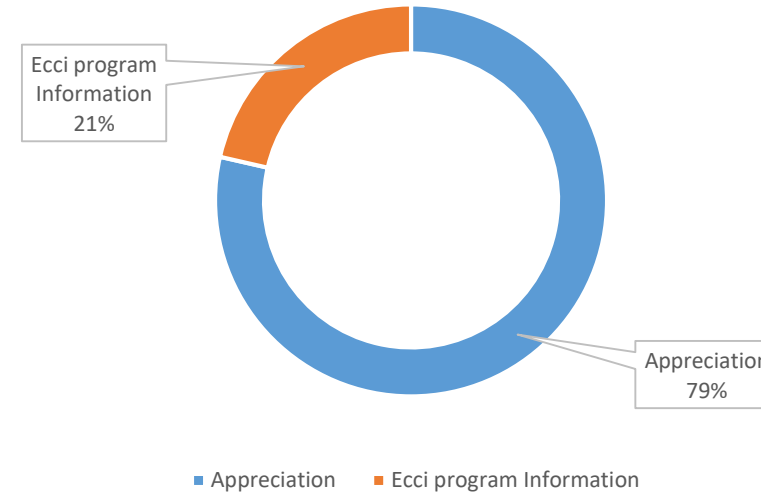


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS
DOMINATING

TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (79%).
- Appreciation is the biggest conversation driver with 79%
- ECCI Program Registration Query is the conversation driver with 21%.

August Conversation Snippets

DATA TENURE: 1st AUGUST– 31st AUGUST 2023 – “14 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

Positive

Negative



Rashid Ali

Happy family, Aghosh beneficiary from Bhakkar.

Like Reply 4w



Mohammad Jamshed Gohar

Excellent

Like Reply 4w



Jam Saleem Rehman

Very good .

Like Reply 4w



NaXik Gopang

Good





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Thank You