



PUNJAB HUMAN  
CAPITAL INVESTMENT  
PROJECT



# Social Media Analytics

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**Facebook & Twitter**

**Monthly Report**

**1<sup>st</sup> December – 31<sup>st</sup> December 2023**



## Page Insight



09  
POSTS BY  
PAGE

02  
STATIC  
POSTS

-  
VIDEO  
POSTS

-  
JOB  
POSTS

07  
EVENTS  
POSTS



**Punjab Human Capital Investment Project**

4K followers • 2 following

Promote

Manage

Edit



3,140  
PAGE VISITS

34% Profile visits decreased as compared to last month.



4,265  
PAGE FOLLOWERS

4,190  
Page followers in November

75  
Net change in followers

1.78%  
Growth Rate



8,727  
PAGE REACH

484  
Like  
08  
Unfollow  
48  
Comment  
22  
Shares

Facebook Page Reach has decreased by 8.3% as compared to the month of November.

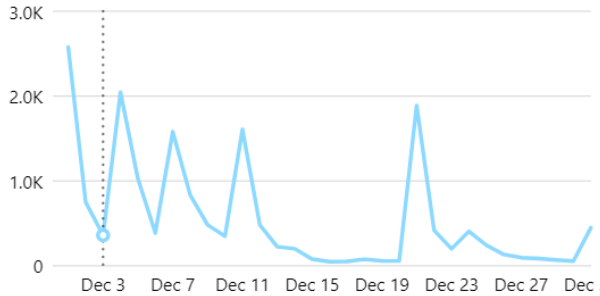


## Page Insight

### Reach

Facebook reach ⓘ

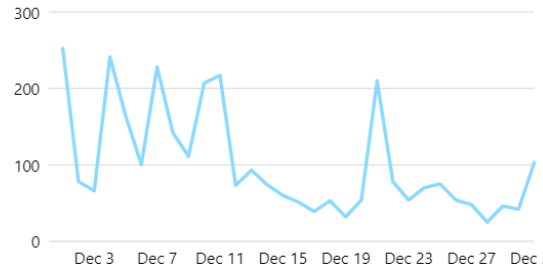
8,727 ↓ 8.3%



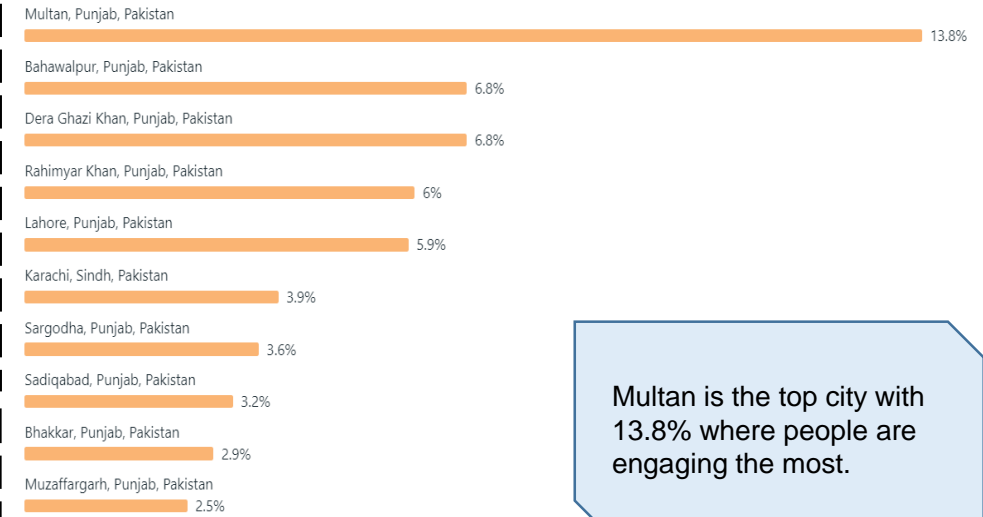
### Visits

Facebook visits ⓘ

3,140 ↓ 3.4%



### Top cities



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

## Total Number of posts – 09

### Post Insights



**19,207**  
Total Impressions



**3,808**  
Highest Reach (FB)



**2,558**  
Clicks



**554**  
Engagements



**2.88%**  
Engagement Rate

### Facebook Top Performing Post



**2,967**  
Reach

**3,337**  
Impressions

**113**  
Engagements



**2,719**  
Reach

**3,055**  
Impressions

**103**  
Engagements

*On the basis of Engagements*

# December Performance Overview - Twitter



## Page Insight



**PHCIP**  
@phcip\_official

Official Twitter Account of Punjab Human Capital Investment Project (PHCIP)  
Facebook : [facebook.com/PHCIP](https://facebook.com/PHCIP)

📍 PHCIP, Wahdat Road, Lahore | [phcip.com.pk](https://phcip.com.pk) | 📅 Joined March 2022

4 Following | 207 Followers

[Edit profile](#)

06  
POSTS BY  
PAGE

01  
STATIC  
POSTS

-  
VIDEO  
POSTS

0  
JOB  
POSTS

05  
EVENTS  
POSTS



1,451  
PAGE IMPRESSIONS

Impression have increased by 20.4% as compared to previous month.



225  
PAGE FOLLOWERS

226  
Page followers in November

-01  
Net change in followers

-  
Growth Rate



164  
ENGAGEMENTS

-  
Profile Visits

-  
Mentions

11.30%  
ENGAGEMENT RATE

Engagement Rates decreased to 0.5%



## Total Number of posts – 06

### Post Insights



**808**  
Total Impressions



**22**  
Likes



**164**  
Engagements



**20.29%**  
Engagement Rate



**05**  
Retweets

### Twitter Top Performing Post



Promote ...

World Bank Delegation Visits PSPA Head Office to Debrief on Field Visit to District Bahawalpur & Muzaffargarh,  
#GovtOfPunjab #PSPA #PHCIP #Aaghosh #Khudmukhtar #Bunyard



**0**  
Profile Visit

**353**  
Impressions

**57**  
Engagements



Promote ...

ورلڈ بینک اور پی ایچ سی آئی پی ٹیمز کا بہاولپور اور مظفر گڑھ میں آغوش، خودمختار اور بنیاد پروگرامز کی پیشرفت کا جائزہ.

Translate post



On the basis of Engagement

**0**  
Profile Visit

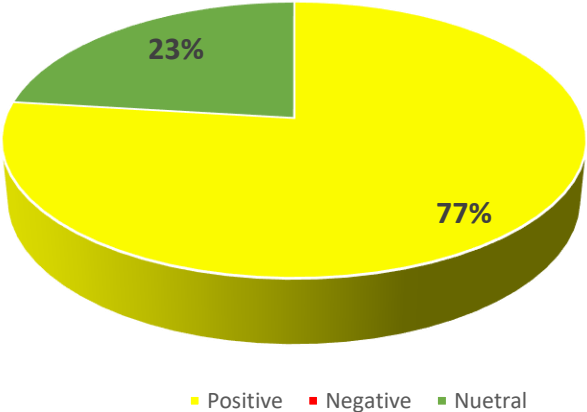
**152**  
Impressions

**47**  
Engagements

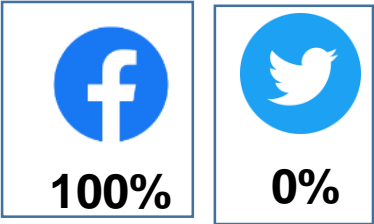
# December Sentiment Overview

DATA TENURE: 1<sup>ST</sup> DECEMBER – 31<sup>ST</sup> DECEMBER 2023 – “13 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## SENTIMENT BREAKDOWN

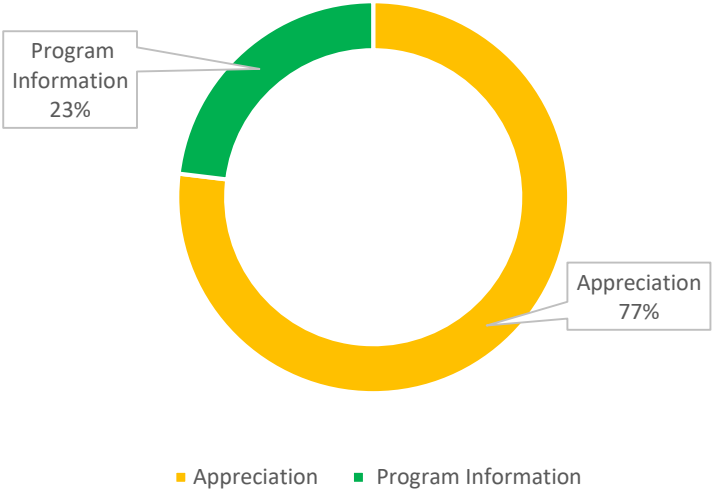


## PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

## TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (77%).
- Program Information Query is the 2<sup>nd</sup> biggest conversation driver with 23%

# December Conversation Snippets

DATA TENURE: 1<sup>st</sup> DECEMBER – 31<sup>st</sup> DECEMBER 2023 – “13 NEW COMMENTS”

SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## Positive



Zainab Saleem  
Very good 👍.

2w Like Reply Hide



Irfan Basheer

Alhamdulillah, I am glad that we are part of the team that strives for human services.

## Neutral

2w Like Reply Hide



Top fan

Shoukat Hussain Solangi

اسلام علیکم جناب عالی میں نے Bisp اپنی معذوری کا اندارج کرایا لیکن ابھی تک مجھے بمقدم پروگرام میں شامل نہیں کیا گیا اس کی کیا وجہ ہے

2w Like Reply Hide



Author

Punjab Human Capital Investment Project

وعلیکم السلام! آپ کی اطلاع کے لیے عرض ہے کہ پنجاب ہیومن کپٹل انویسٹمنٹ پراجیکٹ میں بمقدم پروگرام شامل نہیں ہے۔ براہ مہربانی مزید معلومات کے لیے ہماری سوشل پروٹیکشن ہیلپ لائن 1221 پر رابطہ کریں۔





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# Thank You