



PUNJAB HUMAN  
CAPITAL INVESTMENT  
PROJECT



# Social Media Analytics

---

**Facebook & Twitter**

**Monthly Report**

**1<sup>st</sup> February – 28<sup>th</sup> February 2023**

# February Performance Overview - Facebook



## Page Insight

**PUNJAB HUMAN CAPITAL INVESTMENT PROJECT**  
Better Life Better Future

BUNYAD | KHUD MUKHTAR | AAGHOSH

**Punjab Human Capital Investment Project**  
3.1K followers • 0 following

Message Follow Search

8  
POSTS BY PAGE

7  
STATIC POSTS

0  
VIDEO POSTS

0  
LINK POSTS

1  
EVENTS POSTS



1,933  
PAGE VISITS

2.9% Profile visits increases as compare to January.



3,107  
PAGE FOLLOWERS

3,037  
Page followers in January

70  
Net change in followers

2,3%  
Growth Rate



1,509  
ENGAGEMENTS

25.4%  
ENGAGEMENT RATE

346 Like  
211 Photo views  
56 Comment  
12 Shares

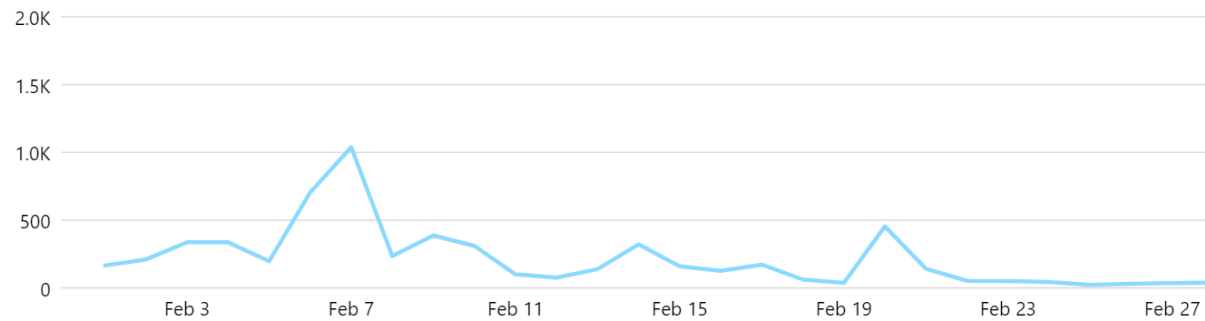
Engagement have increased as compared to the month of January. The engagement rate have improve by 11.3%



## Page Insight

Facebook Page reach ⓘ

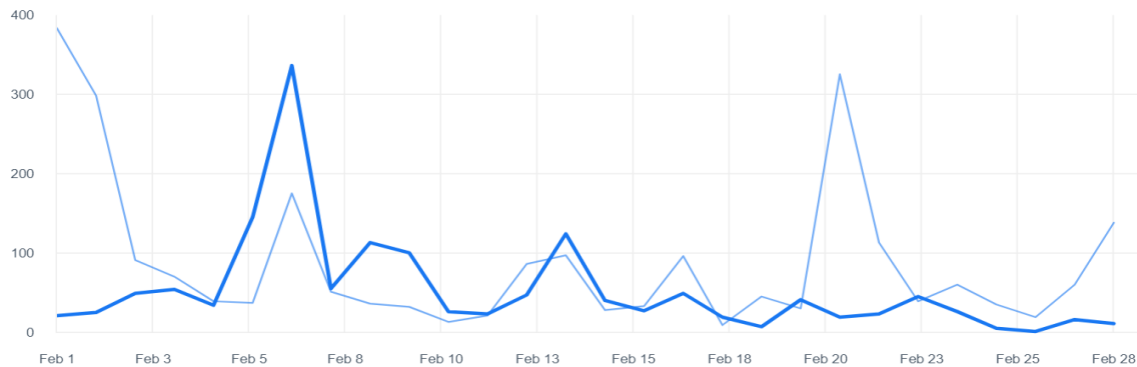
2,730 ↓ 44.6%



Noticeable spikes has observed but Reach has decreased to 50.57% as compared to previous month as no post been posted after 17<sup>th</sup> February and Engagement has decreased to 48.81%.

Feb 1, 2023 - Feb 28, 2023

1,509 Engagement 2,487 Previous period



## Total Number of posts – 08

### Post Insights



**5961**  
Total Impressions



**2009**  
Highest Reach (FB)



**933**  
Clicks



**286**  
Engagements



**4.79%**  
Engagement Rate

### Facebook Top Performing Post



**2009**  
Reach

**2588**  
Impressions

**91**  
Engagements



**540**  
Reach

**605**  
Impressions

**26**  
Engagements

# February 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 92 Followers

8  
POSTS BY  
PAGE

7  
STATIC  
POSTS

0  
VIDEO  
POSTS

0  
LINK  
POSTS

1  
EVENTS  
POSTS



3,372  
PAGE IMPRESSIONS

Impression have grown by 110.6% compared to previous month. Noticeable spikes were observed during the starting of February.



92  
PAGE FOLLOWERS

71  
Page followers in January

21  
Net change in followers

29.5%  
Growth Rate



452  
ENGAGEMENTS

13.4%  
ENGAGEMENT RATE

843  
Profile Visits

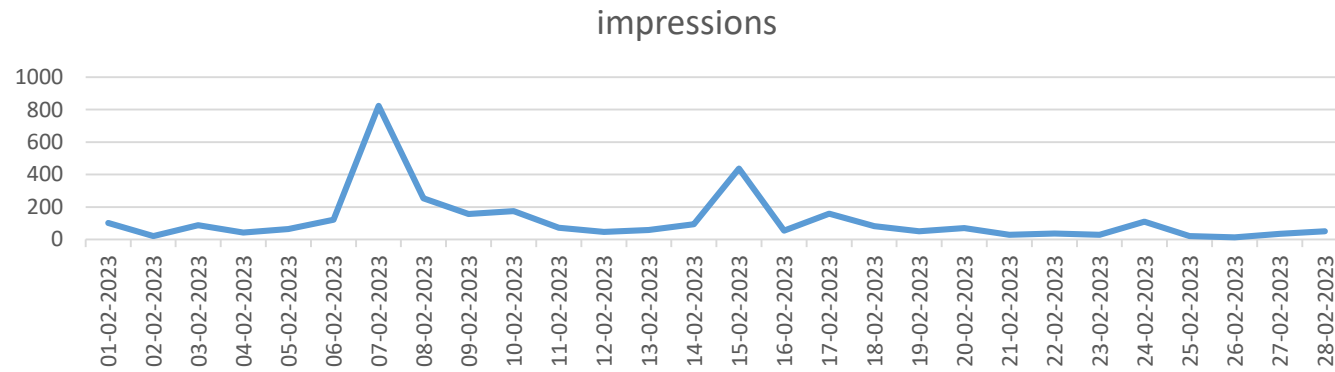
17  
Mentions

Engagement have increased by 2.5% compared to January. This is all achieved organically. However Profile visits was 967 in January and have decreased by 12.8%.

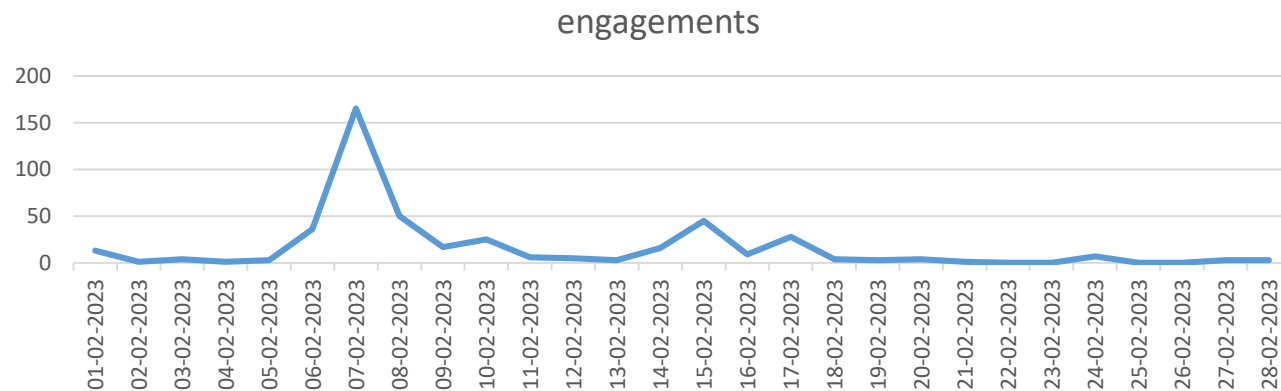
# February Performance Overview - Twitter



## Total Number of posts – 08



Noticeable spikes in Impressions & Engagement observed during the start of February. During this time period most activity were observed.





## Total Number of posts – 08

### Post Insights



**3289**  
Total Impressions



**93**  
Likes



**452**  
Engagements



**13.7%**  
Engagement Rate



**6**  
Retweets

### Twitter Top Performing Post



PHCIP @phcip\_official · Feb 6

پنجاب سوشل پروٹیکشن اتھارٹی کے ڈپٹی چیف ایگزیکٹو آفیسر حیدر عباس نے آج ضلع بہاولپور کا دورہ کیا اور پنجاب بیومن کیپٹل انویسٹمنٹ پراجیکٹ کے پروگرامز آغوش، خودمختار اور بنیاد کی مجموعی کارکردگی کا جائزہ لیا۔

#Bunyard #Khudmukhtar #Aaghosh #PHCIP #PSPA #GovtOfPakistan



**25**  
Profile Visit

**1,473**  
Impressions

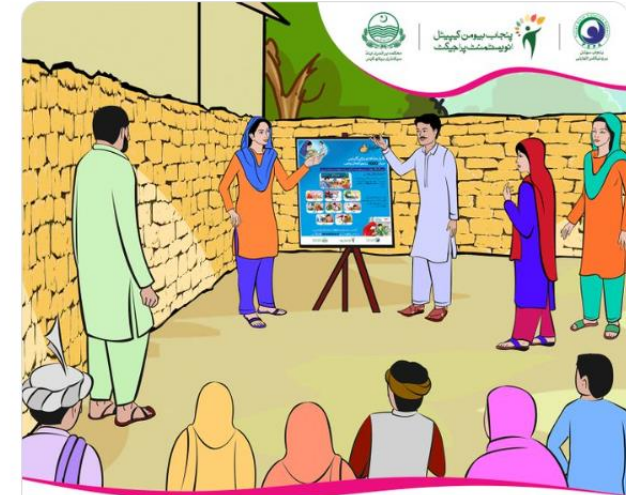
**243**  
Engagements



PHCIP @phcip\_official · Feb 10

پنجاب سوشل پروٹیکشن اتھارٹی کے آغوش پروگرام کی جانب سے گانوں اور یونین کونسل کی سطح پر میٹنگز کا انعقاد کیا جاتا ہے۔ جہاں گھرانوں کو سوشل موبلائزرز، ہیلتھ ورکرز اور متعلقہ نمائندوں کے ذریعے ماں بچے کی بہتر صحت کے لیے معلومات پہنچائی جاتی ہیں۔

#Aaghosh #PHCIP #PSPA #GovtOfPunjab



آغوش کے تحت سوشل موبلائزرز، ماہی اہلیتہ ورکرز اور دیگر نمائندوں کے ذریعے رہائشیوں کے سرپرستوں کی تشکیل

www.phcip.com.pk

PHCIP phcip\_official

**3**  
Profile Visit

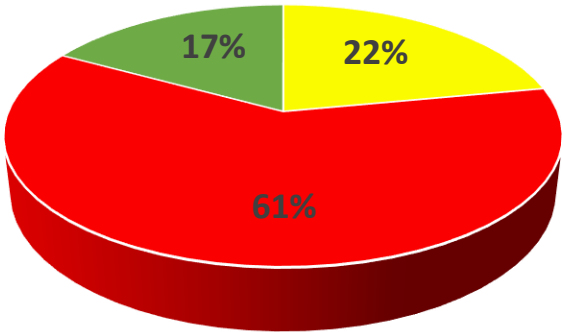
**148**  
Impressions

**21**  
Engagements

# February Sentiment Overview

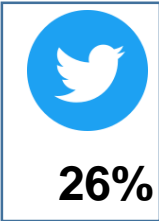
DATA TENURE: 1<sup>ST</sup> February – 28<sup>th</sup> February 2023 – “36 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## SENTIMENT BREAKDOWN



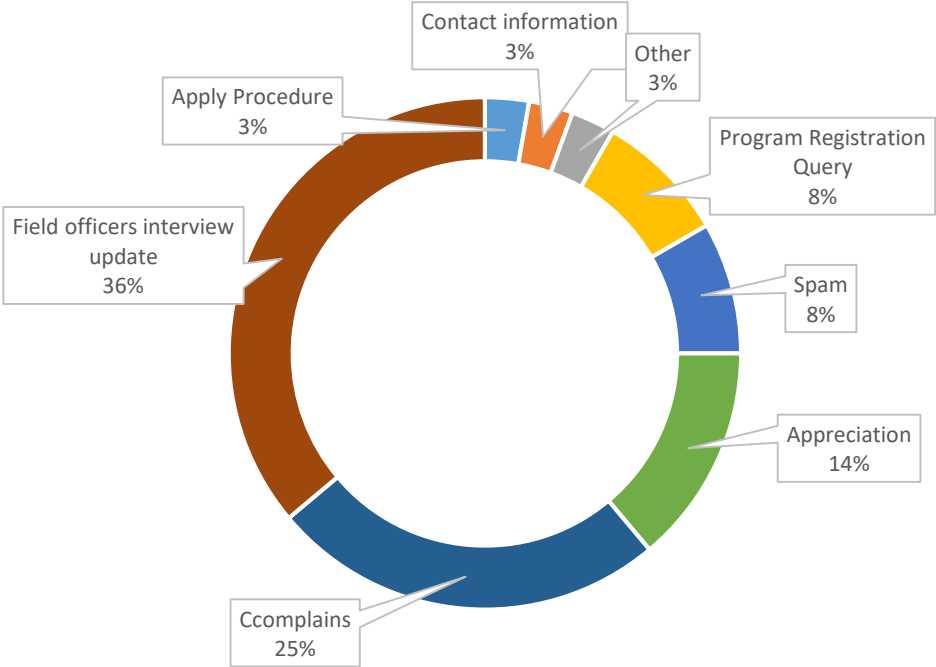
■ Positive ■ Negative ■ Neutral

## PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

## TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by negative sentiment (61%).
- Field officer interview takes up the largest chunk of the conversations at 36%.
- Complain is at 2<sup>nd</sup> biggest conversation driver with 25%.
- 22% are Program Registration Query and Appreciation.
- 17% are the neutral sentiment i.e Apply Procedure and Contact Information.



# February Conversation Snippets

DATA TENURE: 1<sup>ST</sup> FEBRUARY– 28<sup>TH</sup> FEBRUARY 2023 – “36 NEW COMMENTS”

SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## Positive

Like Reply Hide 3w

 Rai Faisal Khan  
Big boss   2

Love Reply Hide 3w

 Sarfraz Khan  
Great sir ji   2

Like Reply Hide 2w

 Ahmed Bilal  
Great bhalli sb   2

Love Reply Hide 3w

## Negative

 Safdar Niazi  
No doubt very good project with SMART objectives, beneficiaries will increase gradually but the potential risk can not ignore like insufficient Human Resource on ground. So hope pending offer letters of Field Officers will be on top priority of New CEO Punjab Social Protection Authority

Punjab Human Capital Investment Project Planning & Development Board, Govt. of the Punjab Chief Secretary Punjab World Bank Pakistan

Like Reply Hide 2w Edited

 Aftab Sharif  
دوسری مرتبہ پیسے نہیں ملے

Like Reply Hide 1w

 Riaz Hussain  
Pasey nhi mal rh hei

Like Reply Hide 3w

Like Reply Hide 2w

 Jaam Wasim Gaanga  
Sb jhot h  
Hr markaz p benificry ka koi indraaaj Tak ni ho raha h batameez duty staff h.  
Hum logon ko training de k indraaaj k liye benificry ko markaz sehat p bhajjte hn  
Age koi indraaaj ni krte

Like Reply Hide 2w



PUNJAB HUMAN  
CAPITAL INVESTMENT  
PROJECT



# Thank You