



PUNJAB HUMAN  
CAPITAL INVESTMENT  
PROJECT



# Social Media Analytics

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**Facebook & Twitter**

**Monthly Report**

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

## Page Insight



03  
POSTS BY  
PAGE

01  
STATIC  
POSTS

0  
VIDEO  
POSTS

02  
JOB  
POSTS

0  
EVENTS  
POSTS



1,204  
PAGE VISITS

38.7% Profile visits  
decreases as compared  
to May.



3,579  
PAGE FOLLOWERS

3,540  
Page followers in June  
  
39  
Net change in followers  
  
1.1%  
Growth Rate



2,784  
PAGE REACH

107  
Like  
  
06  
Unfollow  
  
18  
Comment  
  
10  
Shares

Facebook Page Reach has  
decreased by 54.2% as  
compared to the month of  
June, as we only posts 3  
posts in this month.



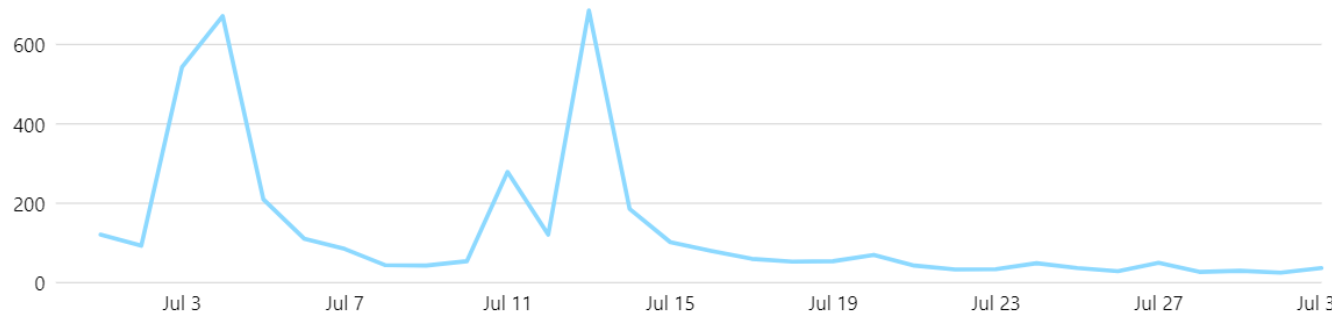
## Page Insight

### Reach

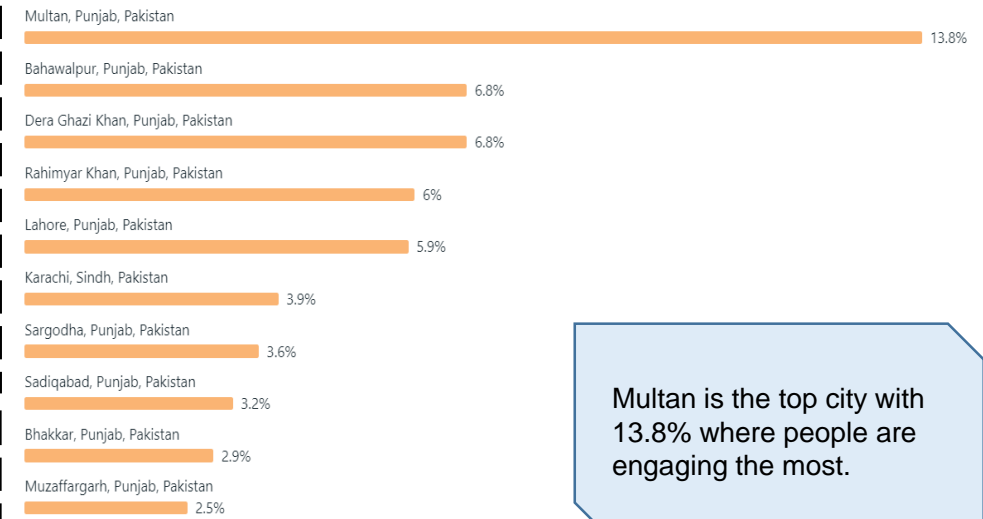
Facebook reach ⓘ

2,784 ↓ 54.2%

Export ▾



### Top cities



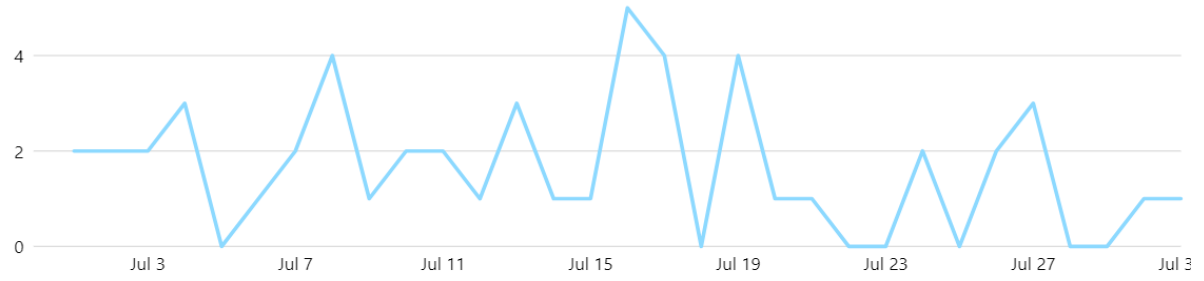
Multan is the top city with 13.8% where people are engaging the most.

### New likes and follows

Facebook Page new likes ⓘ

51 ↓ 5.1%

Export ▾



# July Performance Overview - Facebook



## Total Number of posts – 03

### Post Insights



**3028**  
Total Impressions



**1366**  
Highest Reach (FB)



**488**  
Clicks



**79**  
Engagements



**2.6%**  
Engagement Rate

### Facebook Top Performing Post

**Punjab Human Capital Investment Project**  
Published by Affan Sheikh · July 13 at 2:19 PM ·

Punjab Human Capital Investment Project requires applications for the vacancy of • Deputy Director Audit and Admin Officer.

پنجاب ہیومن کیپٹل انویسٹمنٹ پراجیکٹ کو ڈپٹی ڈائریکٹر آڈٹ اور ایڈمن آفیسر کی اسامیوں کے لیے درخواستیں مطلوب ہیں۔  
ویب سائٹ: <https://phcip.com.pk/careers> | [www.pspa.punjab.gov.pk](http://www.pspa.punjab.gov.pk)

Govt of Punjab Punjab Social Protection Authority Primary & Secondary Healthcare Department  
BISP Pakistan  
#GovtOfPunjab #PSPA #PHCIP #Aaghosh #Khudmukhtar #Bunyad

**GOVERNMENT OF THE PUNJAB  
PUNJAB HUMAN CAPITAL INVESTMENT PROJECT  
PUNJAB SOCIAL PROTECTION AUTHORITY  
VACANCIES ANNOUNCEMENT**

Punjab Human Capital Investment Project (PHCIP) is a World Bank-assisted project which aims to increase access to quality health services, economic and social inclusion programs, among poor and vulnerable households in 11 poorest districts of Punjab. The PHCIP intends to fill the following vacant positions based at Lahore:

Sr. No.	Positions	No. of Post
1.	Deputy Director Audit (Lump sum Package Rs. 298,810/-)	01
2.	Admin Officer (Lump sum Package Rs. 230,885/-)	01

- The detailed job description including experience, qualification and skills may be viewed at [www.pspa.punjab.gov.pk/careers](http://www.pspa.punjab.gov.pk/careers) or [www.phcip.com.pk/careers](http://www.phcip.com.pk/careers) / or [www.jobs.punjab.gov.pk](http://www.jobs.punjab.gov.pk)
- Interested candidates having qualification and experience mentioned at above websites can apply: [www.jobs.punjab.gov.pk](http://www.jobs.punjab.gov.pk) however, they must send their applications along with hard copies of their CVs; one passport size photograph; and attested copies of CNIC, educational certificates, degrees and experience certificates through postal / courier services, addressed to the undersigned latest by 26th July, 2023 (Wednesday).
- The applicants have to mention the job application reference number or attach e-mail received from Punjab Job Portal in response to online application submission, along with hard copy of the application.
- Only complete job applications (applied online and send via postal / courier along with supporting documents) received before the deadline will be considered for further processing.
- Appointment will be made on contractual basis for one year initially, and will be extended subject to satisfactory performance of the incumbent.
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- No TA / DA will be admissible to the shortlisted candidates for test / interview.
- The competent authority reserves the right to increase or decrease the number of positions as per project requirement or cancel the recruitment process at any stage.

**Project Director  
Project Management Unit (PMU)  
Punjab Human Capital Investment Project (PHCIP)  
Punjab Social Protection Authority (PSPA)  
78-79, D Block, Wahat Road, New Muslim Town, Lahore  
Ph. No. 042-99232359-60**

(LHR-G) IPL-5396

**925**  
Reach

**998**  
Impressions

**29**  
Engagements

**Punjab Human Capital Investment Project**  
Published by Affan Sheikh · July 11 at 7:29 PM ·

عالمی یوم آبادی کے موقع پر پنجاب ہیومن کیپٹل انویسٹمنٹ پراجیکٹ، آغوش پروگرام کے تحت محفوظ زندگی، ماں بچہ کی بہتر صحت اور بچوں میں مناسب وقفہ کے ذریعے خوشحال خاندان کی منزل کے حصول کے لیے کوشاں ہے، اس کے ساتھ ساتھ ایک بہتر معاشرے کی تعمیر کے لیے بنیاد پروگرام کے ذریعے بچوں کو جدید ابتدائی تعلیم کی فراہمی اور خودمختار پروگرام کے ذریعے معاشی ترقی کے لیے برعزم ہے۔

#GovtOfPunjab #PSPA #PHCIP #WorldPopulationDay #Aaghosh #Khudmukhtar #Bunyad  
#PopulationWelfareDepartmentPunjab

پنجاب ہیومن کیپٹل انویسٹمنٹ پراجیکٹ

عالمی یوم آبادی پر ہمارا عزم  
ہر بچے کے لیے بہتر صحت، بنیادی تعلیم اور خوشحال زندگی

www.phcip.com.pk | @PHCIP | @phcip\_official

**480**  
Reach

**530**  
Impressions

**26**  
Engagements

On the basis of Impressions

# July 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 153 Followers

02  
POSTS BY  
PAGE

1  
STATIC  
POSTS

0  
VIDEO  
POSTS

1  
JOB  
POSTS

0  
EVENTS  
POSTS



558  
PAGE IMPRESSIONS

Impression have decreased by 62.8% as compared to previous month.



153  
PAGE FOLLOWERS

150  
Page followers in June

03  
Net change in followers

2%  
Growth Rate



64  
ENGAGEMENTS

417  
Profile Visits

4  
Mentions

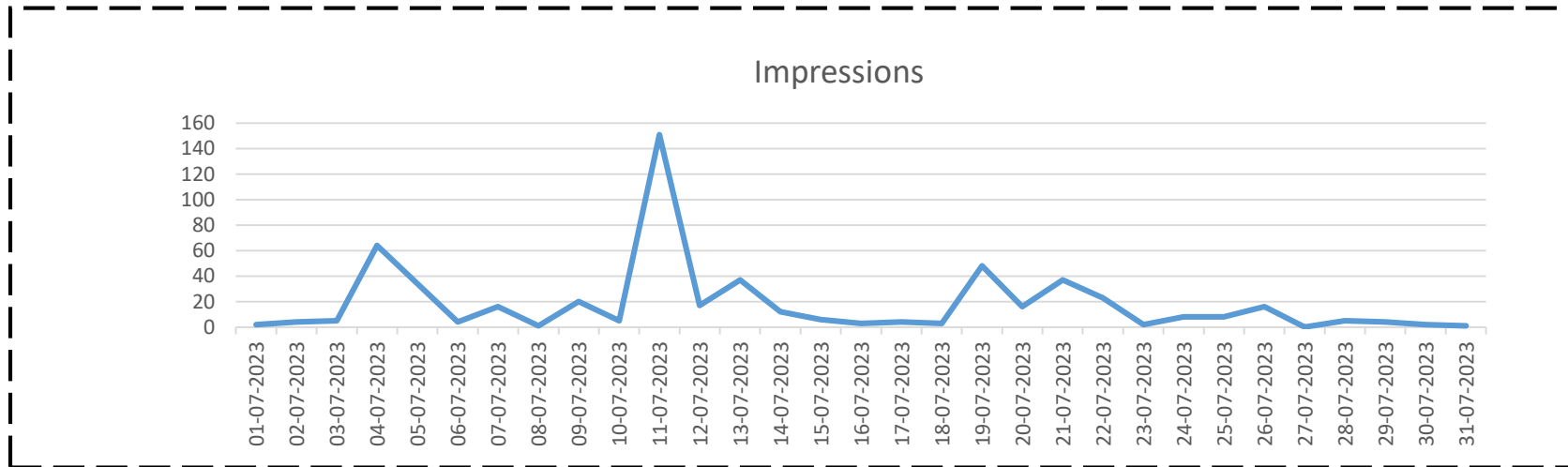
11.46%  
ENGAGEMENT RATE

Engagement Rates increased to 3.68%

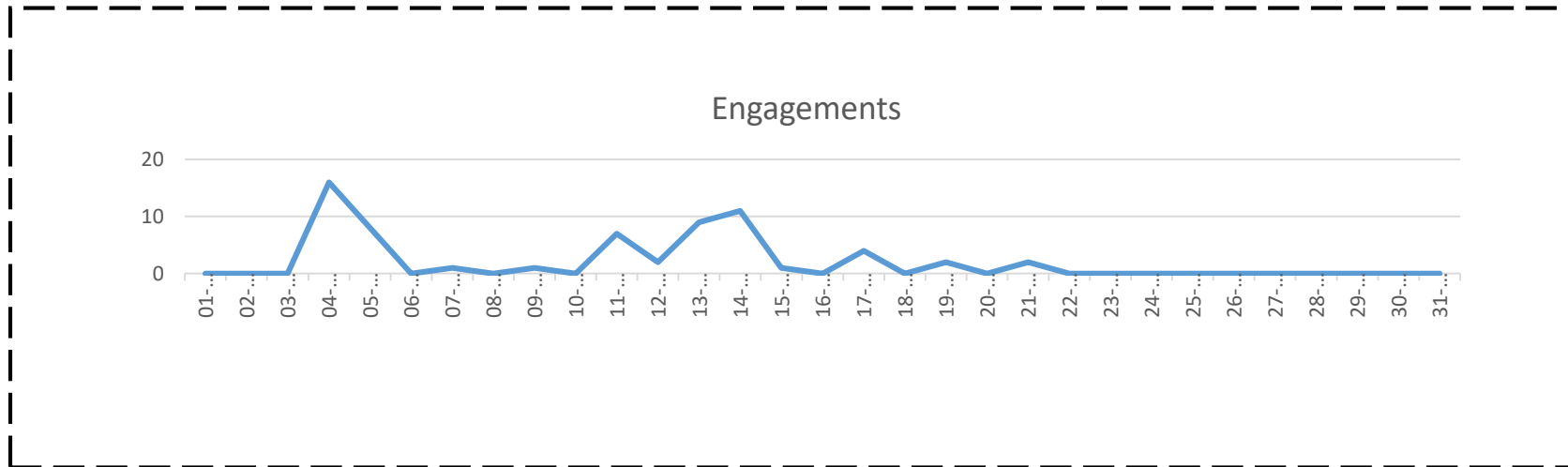
# July Performance Overview - Twitter



## Total Number of posts – 02



In Impressions it drops but its recover and gone up in he mid of the month, where as for Engagement its dips down at the end because of the low posting.



## Total Number of posts – 02

### Post Insights



**125**  
Total Impressions



**7**  
Likes



**23**  
Engagements



**18.4%**  
Engagement Rate



**0**  
Retweets

### Twitter Top Performing Post

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- Interested candidates having qualification and experience mentioned at above websites can apply; [www.jobs.punjab.gov.pk](http://www.jobs.punjab.gov.pk) however; they must send their applications along with hard copies of their CVs; one passport size photograph; and attested copies of CNIC, educational certificates, degrees and experience certificates through postal / courier services, addressed to the undersigned latest by 26th July, 2023 (Wednesday).
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(LHR-G) IPL-5396

پنجاب ہیومن کیپٹل انویسٹمنٹ پراجیکٹ

عالمی یوم آبادی پر ہمارا عزم  
ہر بچے کے لیے بہتر صحت، بنیادی تعلیم اور خوشحال زندگی

www.phcip.com.pk | @PHCIP | @phcip\_official

On the basis of Engagement

**1**  
Profile Visit

**54**  
Impressions

**15**  
Engagements

**0**  
Profile Visit

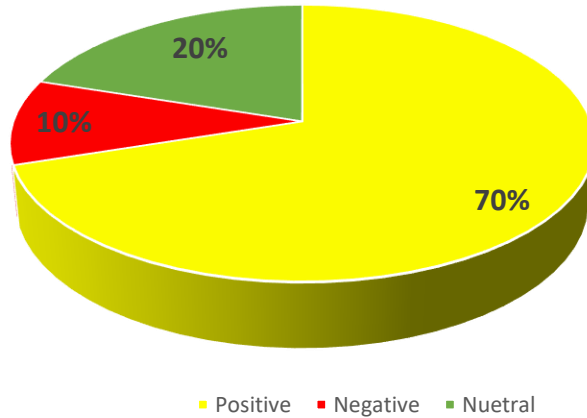
**71**  
Impressions

**08**  
Engagements

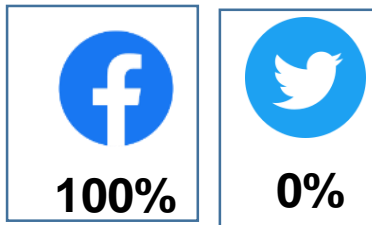
# July Sentiment Overview

DATA TENURE: 1<sup>st</sup> JULY– 31<sup>st</sup> JULY 2023 – “10 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## SENTIMENT BREAKDOWN

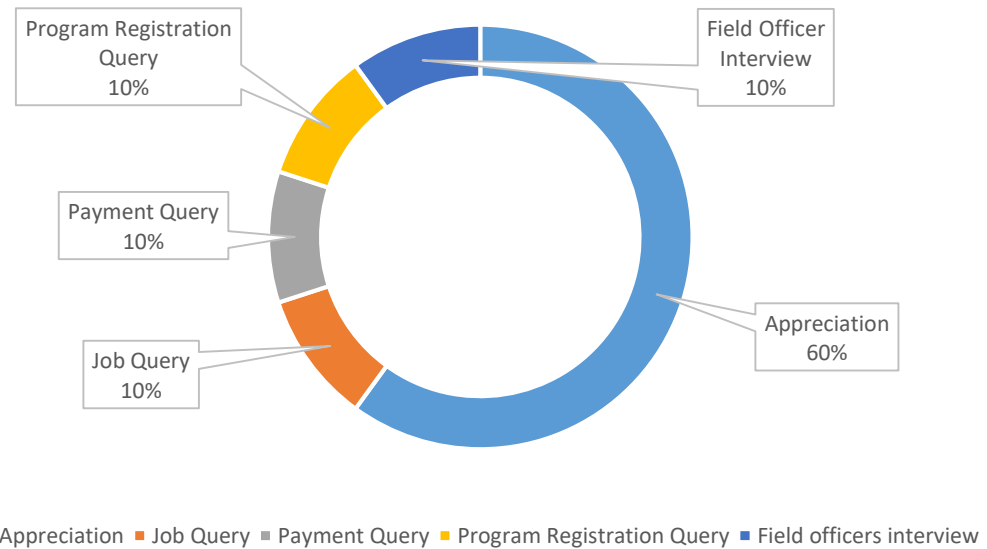


## PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS  
DOMINATING

## TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (70%).
- Appreciation is the biggest conversation driver with 60%
- Program Registration Query, Job Query & Payment Query is the conversation driver with 10%.
- 10% are the Negative sentiment i.e. Field Officer Interview.




# July Conversation Snippets

DATA TENURE: 1<sup>st</sup> JULY– 31<sup>st</sup> JULY 2023 – “10 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT


## Positive

 Taqqi Shah  
Good job 👍👍 ...  
Like Reply 2w

 Taqqi Shah  
Good work 👍👍

Like Reply 3w  
 Sajjad Ahmad Qasmi  
Good job 👍  
Like Reply 3w

## Negative

 Shafiq Khan Abbasi  
Kafi Arsa Pehly aik add aya tha Field officer Wala Uska kia bana.



PUNJAB HUMAN  
CAPITAL INVESTMENT  
PROJECT



# Thank You