



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Facebook & Twitter

Monthly Report

1st June – 30th June 2023

June Performance Overview - Facebook



Page Insight



08
POSTS BY
PAGE

08
STATIC
POSTS

0
VIDEO
POSTS

0
LINK
POSTS

0
EVENTS
POSTS



1,861
PAGE VISITS

14.7% Profile visits
decreases as compared
to May.



3,540
PAGE FOLLOWERS

3,418
Page followers in May

122
Net change in followers

3.56%
Growth Rate



5,900
PAGE REACH

495
Like
184
Photo views
99
Comment
22
Shares

Facebook Page likes has
increased 10.2% as
compared to the month of
May.



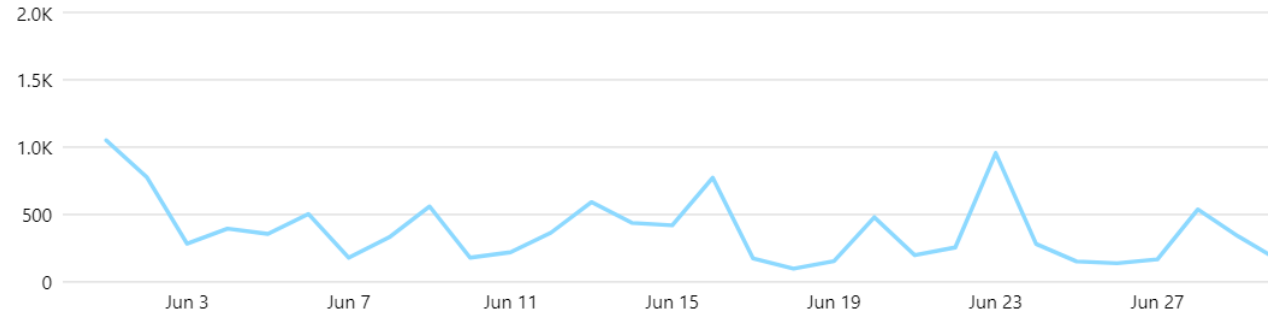
Page Insight

Results

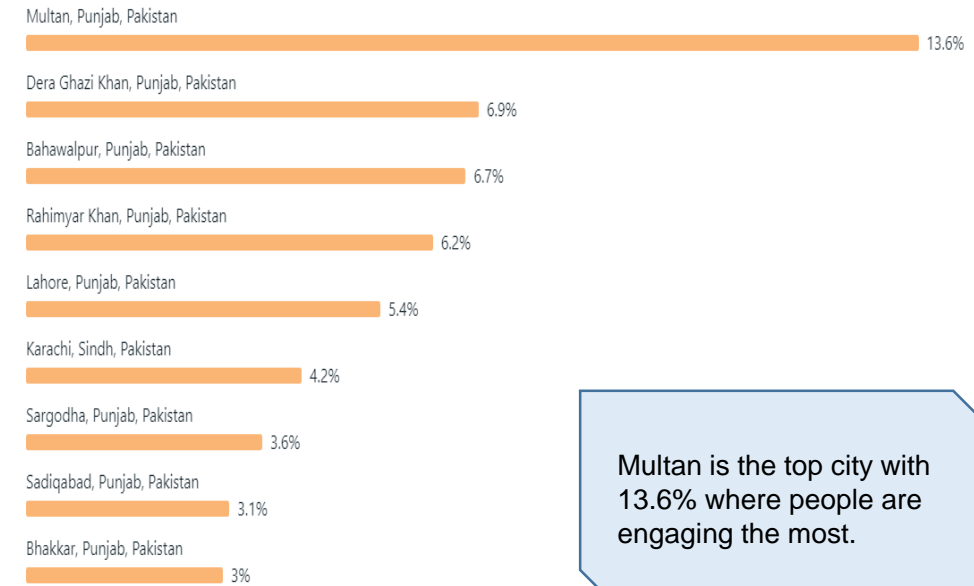
Export

Facebook reach

5,900 ↑ 8.4%



Top cities



Multan is the top city with 13.6% where people are engaging the most.

Facebook Page new likes

97 ↑ 10.2%



Total Number of posts – 08

Post Insights



10290
Total Impressions



1787
Highest Reach (FB)



849
Clicks



385
Engagements



3.74%
Engagement Rate

Facebook Top Performing Post



ضلع راہن پور کے محمد رمضان، خود مختار پروگرام سے ملنے والے
چنگ چم رکش سے اپنی آمدنی میں انصاف کر رہے ہیں

خوشخبر تل

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1787
Reach

1872
Impressions

74
Engagements



ضلع مظفر گڑھ کے محمد واجد کے لیے
خود مختار پروگرام بن گیا ہے خوشخبری کا پیغام

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1714
Reach

1840
Impressions

57
Engagements

On the basis of Impressions

June Performance Overview - Twitter



Page Insight

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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 150 Followers

08
POSTS BY
PAGE

0
STATIC
POSTS

0
VIDEO
POSTS

0
LINK
POSTS

0
EVENTS
POSTS



1,503
PAGE IMPRESSIONS

Impression have decreased by 35% as compared to previous month.



150
PAGE FOLLOWERS

139
Page followers in June

11
Net change in followers

7.91%
Growth Rate



117
ENGAGEMENTS

7.78%
ENGAGEMENT RATE

320
Profile Visits

Followers is increased by 1%

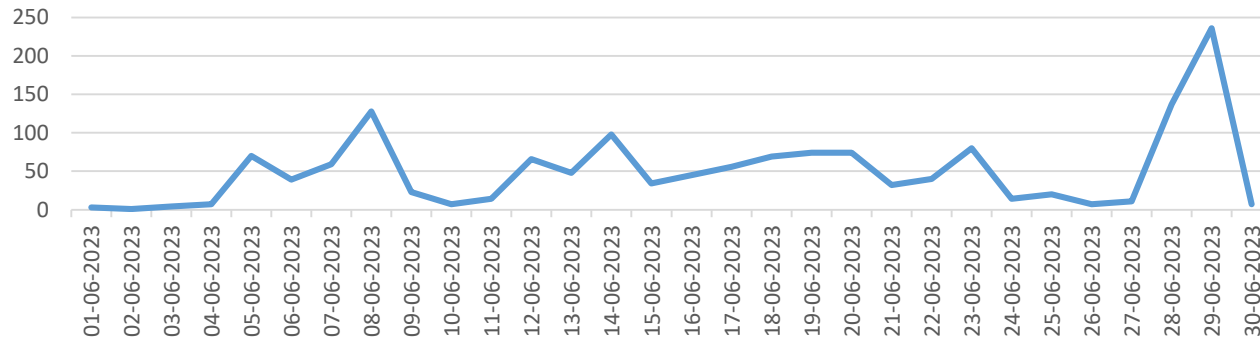
4
Mentions

June Performance Overview - Twitter



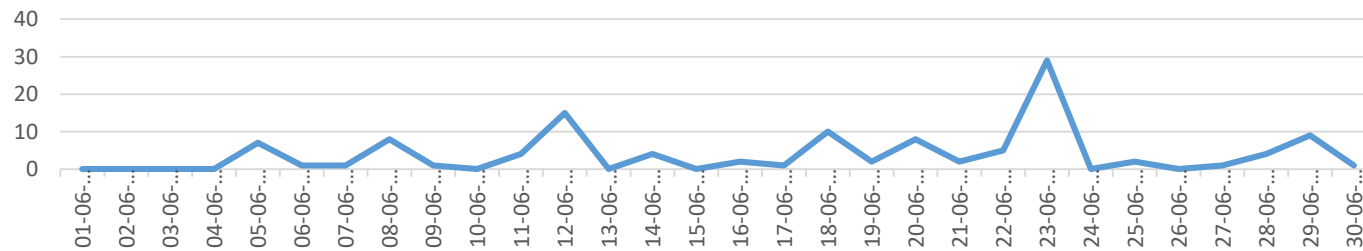
Total Number of posts – 08

Impressions



In Impressions it drops but its recover and it remains same and its goes up in the end where as for Engagement its dips down at the end because of the low posting at the end of the month.

Engagements



Total Number of posts – 08

Post Insights



1146
Total Impressions



56
Likes



192
Engagements



16.75%
Engagement Rate



6
Retweets

Twitter Top Performing Post



ضلع راجن پور کے محمد رمضان، خود مختار پروگرام سے ملنے والے
چنگ پج رکشہ سے اپنی آمدنی میں اضافہ کر رہے ہیں

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ضلع مظفر گڑھ کے محمد راشد کی موبائل ریچارجنگ
شاپ ان کی معقول آمدنی کا ذریعہ بن گئی ہے

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On the basis
of
Impressions

3
Profile Visit

240
Impressions

39
Engagements

6
Profile Visit

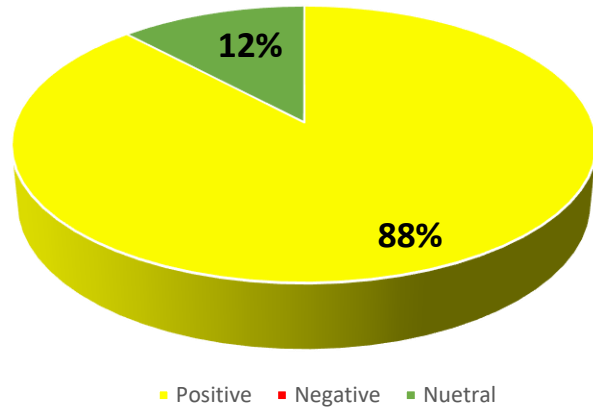
177
Impressions

34
Engagements

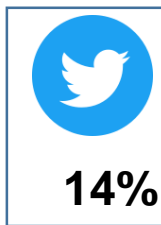
June Sentiment Overview

DATA TENURE: 1ST JUNE– 30TH JUNE 2023 – “43 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

SENTIMENT BREAKDOWN

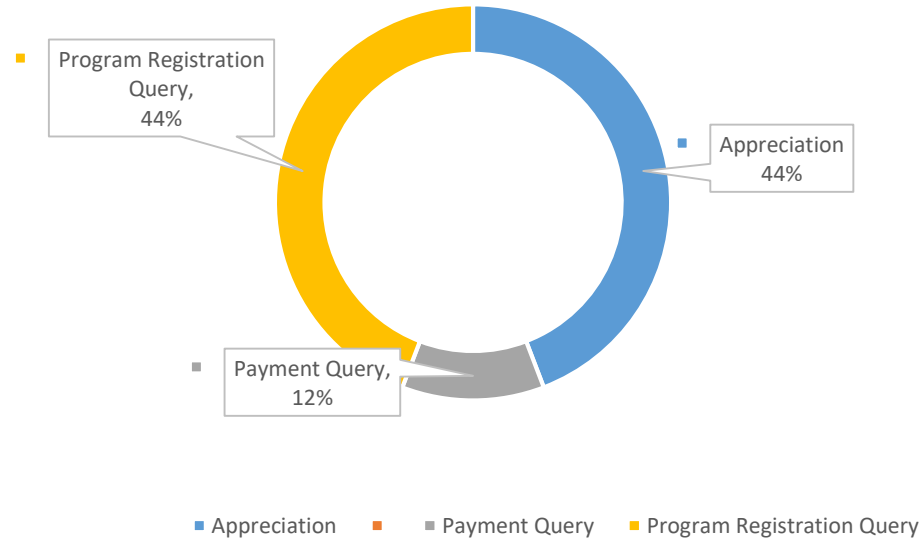


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS
DOMINATING

TOPICS BREAKDOWN

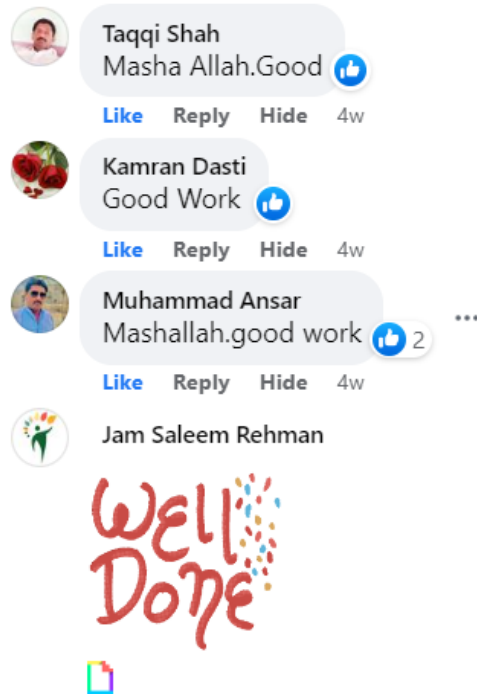


- Overall sentiment for the month has been driven by Positive sentiment (88%).
- Appreciation and Program Registration Query is the biggest conversation driver with 44%.
- Payment Query is the 3rd biggest conversation driver with 12%.
- 12% are the Neutral sentiment i.e. Payment Query.

June Conversation Snippets

DATA TENURE: 1ST JUNE– 30TH JUNE 2023 – “43 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

Positive



Negative



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Thank You