



PUNJAB HUMAN  
CAPITAL INVESTMENT  
PROJECT



# Social Media Analytics

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Facebook & Twitter

**Monthly Report**

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

# March Performance Overview - Facebook



## Page Insight

**9**  
POSTS BY PAGE

**9**  
STATIC POSTS

**0**  
VIDEO POSTS

**0**  
LINK POSTS

**0**  
EVENTS POSTS



**1,647**  
PAGE VISITS

14.8% Profile visits decreases as compare to February.



**3,226**  
PAGE FOLLOWERS

3,107  
Page followers in February

119  
Net change in followers

3.83%  
Growth Rate



**1,252**  
ENGAGEMENTS

**8.88%**  
ENGAGEMENT RATE

- 364 Like
- 122 Photo views
- 24 Comment
- 22 Shares

Engagement have decreased as compared to the month of February. The engagement rate have also decreased by 16.52%



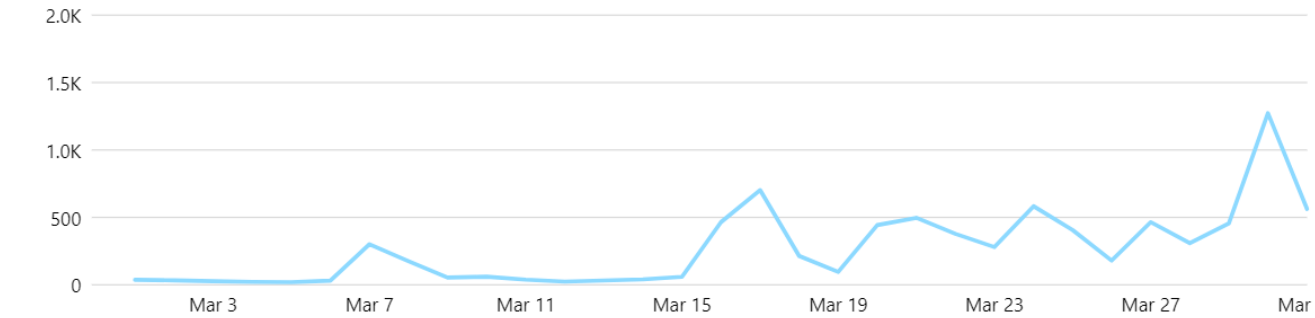
## Page Insight

### Results

Export

Facebook Page reach ⓘ

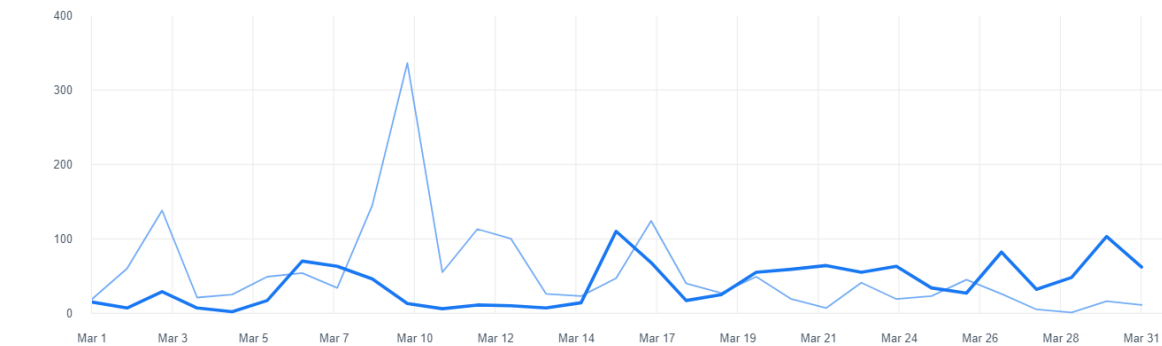
4,235 ↑ 43.1%



Facebook Page visits ⓘ

Mar 1, 2023 - Mar 31, 2023

1,252 Engagement 1,729 Previous period



Noticeable spikes has observed at the end of the march and Reach has increased to 43.1% but Engagement has decreased to 27.5% as compared to previous month.

## Total Number of posts – 09

### Post Insights



**9441**  
Total Impressions



**2325**  
Highest Reach (FB)



**605**  
Clicks

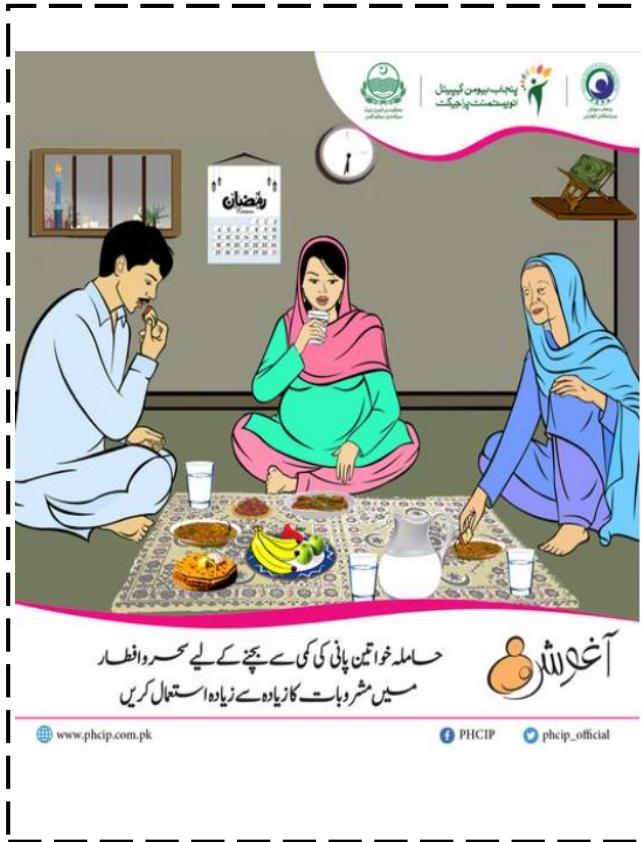


**388**  
Engagements



**4.1%**  
Engagement Rate

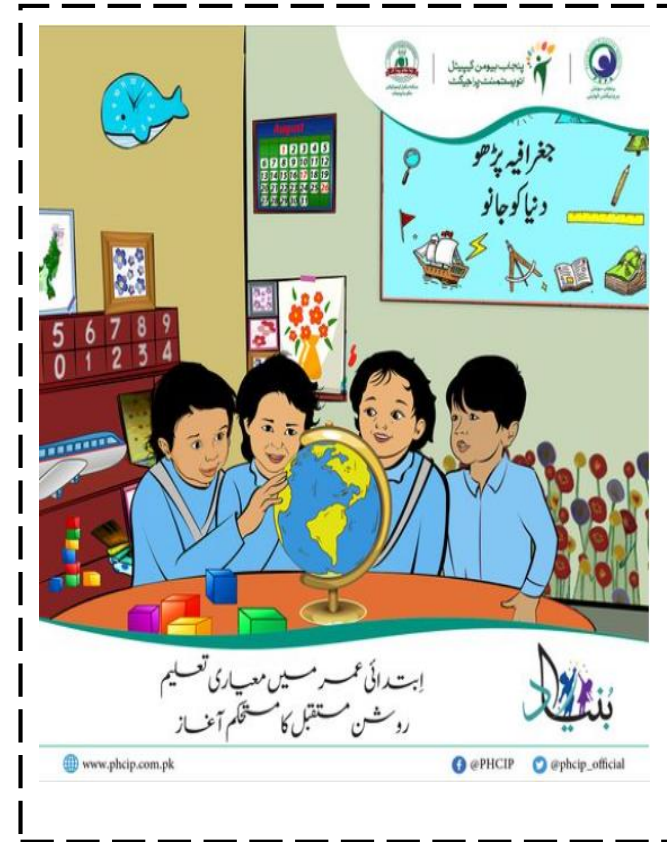
### Facebook Top Performing Post



**2325**  
Reach

**2440**  
Impressions

**68**  
Engagements



**1739**  
Reach

**2031**  
Impressions

**62**  
Engagements

On the basis of Impressions

# March Performance Overview - Twitter



## Page Insight

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

BUNYAD | KHUDD MUKHTAR | AAGHOSHI

[Edit profile](#)

**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

9  
POSTS BY  
PAGE

9  
STATIC  
POSTS

0  
VIDEO  
POSTS

0  
LINK  
POSTS

0  
EVENTS  
POSTS



2,049  
PAGE IMPRESSIONS

Impression have decreased by 39.23% compared to previous month.



103  
PAGE FOLLOWERS

92  
Page followers in February

08  
Net change in followers

11.95%  
Growth Rate



452  
ENGAGEMENTS

5.7%%  
ENGAGEMENT RATE

683  
Profile Visits

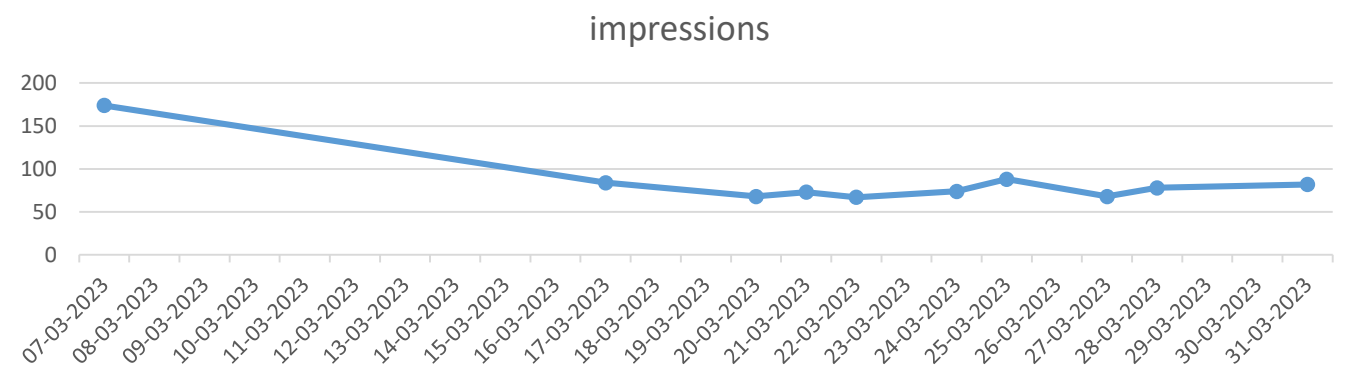
Profile visits was 843 in February and have decreased by 19%.

17  
Mentions

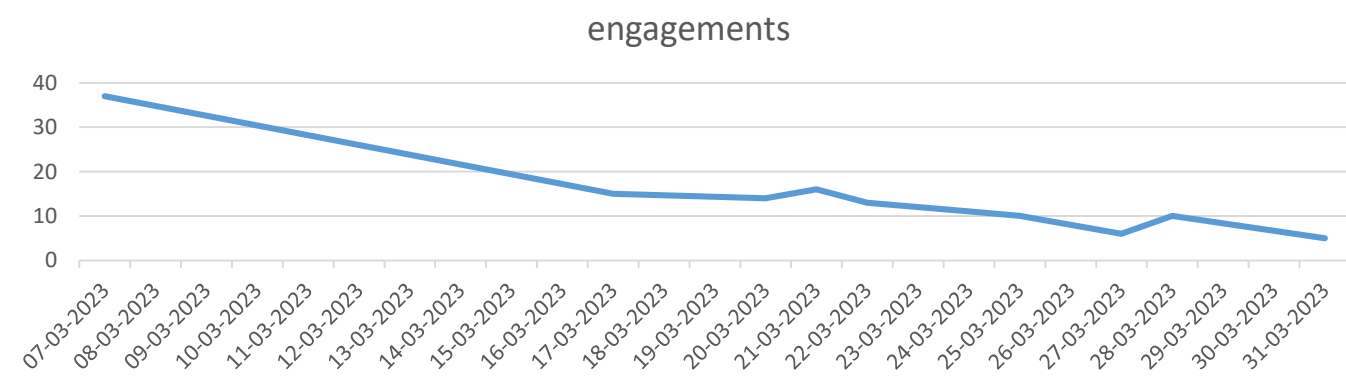
# March Performance Overview - Twitter



## Total Number of posts – 09



In Impressions it drops but its recover and remain stable where as for Engagement, it was observe at the start of March but its dips up and down at the end of the month because of the no paid ads. During this time period most activity were observed.



## Total Number of posts – 09

### Post Insights



**856**  
Total Impressions



**60**  
Likes



**137**  
Engagements



**16.0%**  
Engagement Rate



**7**  
Retweets

### Twitter Top Performing Post



**4**  
Profile Visit

**174**  
Impressions

**37**  
Engagements



**1**  
Profile Visit

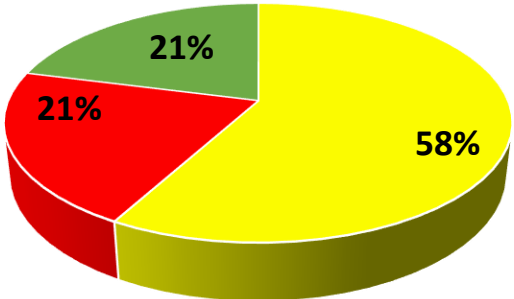
**88**  
Impressions

**10**  
Engagements

# March Sentiment Overview

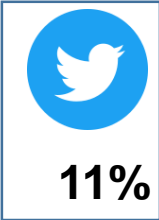
DATA TENURE: 1ST MARCH– 31ST MARCH 2023 – “19 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## SENTIMENT BREAKDOWN



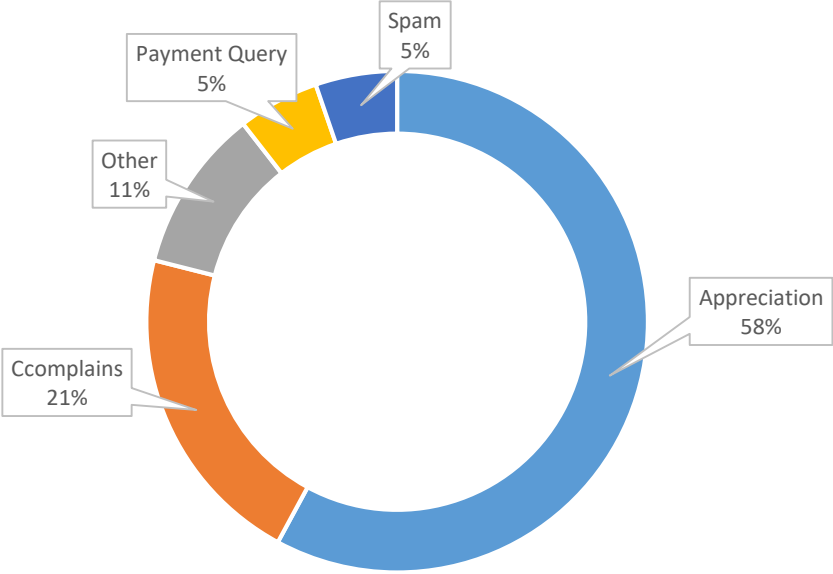
■ Positive ■ Negative ■ Neutral

## PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS  
DOMINATING

## TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (58%).
- Complain is at 2<sup>nd</sup> biggest conversation driver with 21%.
- 21% are the Neutral sentiment i.e. Payment Query, Spam and Other conversation.





# March Conversation Snippets


DATA TENURE: 1<sup>ST</sup> MARCH– 31<sup>ST</sup> MARCH 2023 – “19 NEW COMMENTS”

SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## Positive

  
Aftab Ahmad  
Keep up the good work! ❤️  
Like Reply Hide 4w

  
Write a comment...

  
Aftab Ahmad  
Excellent Initiative ❤️ 👍  
Like Reply Hide 2w


  
Tahir Tareen


**GREAT  
JOB!**



## Negative

MOST RELEVANT

  
M. Sajjad  
6 ماہ ہو گئے ہیں  
Like Reply Hide 1w

  
M. Sajjad  
بھائی خود مختار پروگرام کا سامان کب ملے گا اس ماہ کا کہا تھا لیکن ابھی تک نہیں ملا اس ماہ  
بھی مظفرگڑھ میں



Muhamma... @M... · Mar 21 ...  
Replying to @phcip\_official  
@GovtofPunjabPK and 4 others

یہ پروگرام میانوالی کے ہوسپٹل Health unit Vanjari میں بائیو میٹرک والے  
صرف ایک بار آئے تھے۔ صرف 2 عورتوں  
کے اکاؤنٹ کھلے باقی کسی کے بھی نہیں،  
باقی عورتوں کے کب کھلیں گے



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# Thank You