



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Facebook & Twitter

Monthly Report

1st May – 31st May 2023

Page Insight



14
POSTS BY PAGE

11
STATIC POSTS

0
VIDEO POSTS

0
LINK POSTS

3
EVENTS POSTS



2,183
PAGE VISITS

3.8% Profile visits decreases as compared to April.



3,418
PAGE FOLLOWERS

3,354
Page followers in April

64
Net change in followers

1.98%
Growth Rate



6,217
PAGE REACH

512
Like
122
Photo views
77
Comment
19
Shares

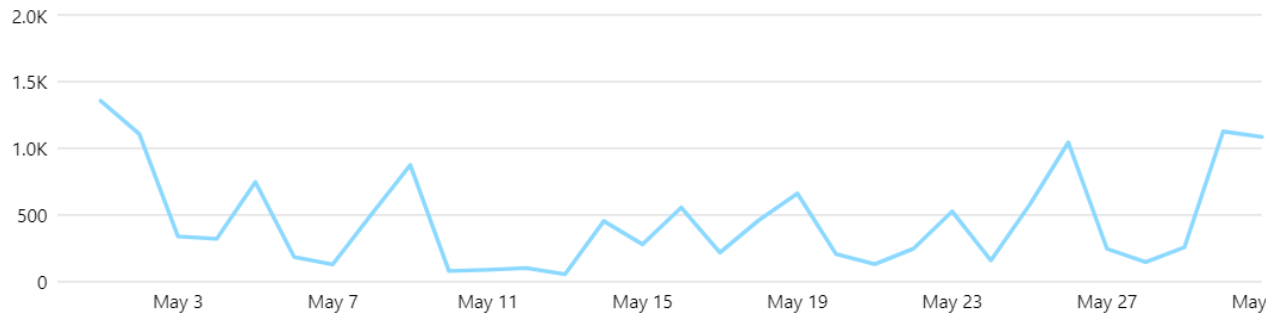
Facebook Page Reach has increased 17.3% as compared to the month of April.



Page Insight

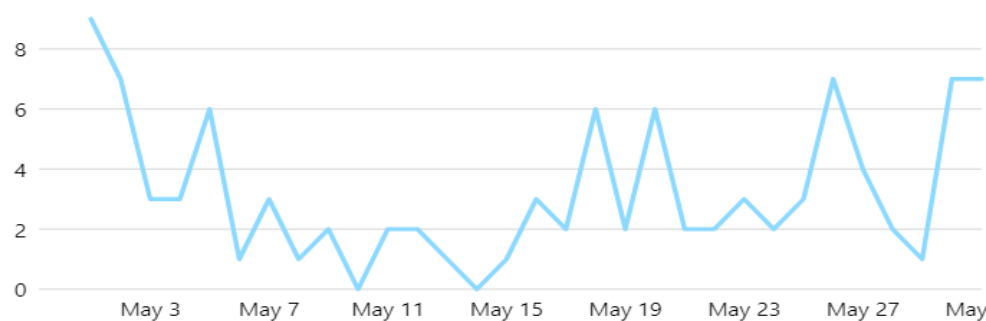
Facebook Page reach ⓘ

6,217 ↑ 17.3%

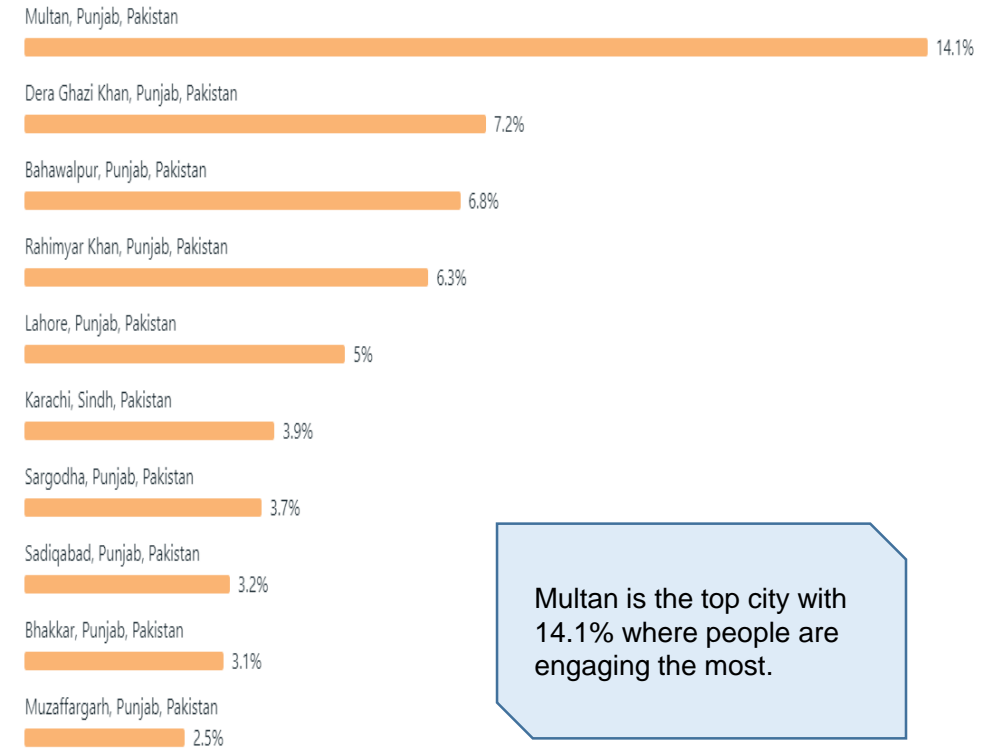


New Facebook Page followers ⓘ

100 ↓ 35.1%



Top cities



Multan is the top city with 14.1% where people are engaging the most.

Total Number of posts – 14

Post Insights



14294
Total Impressions



1803
Highest Reach (FB)



1603
Clicks

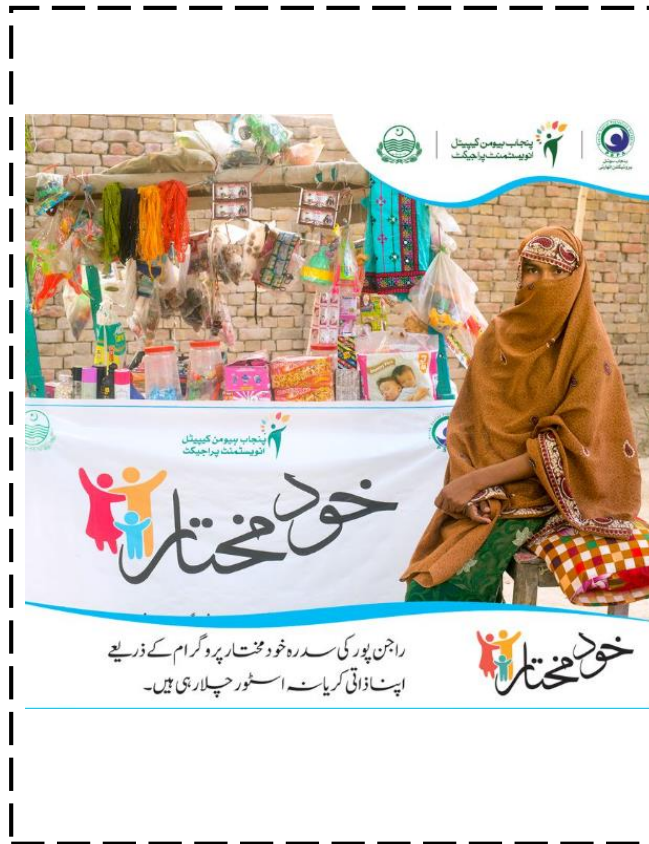


545
Engagements



3.81%
Engagement Rate

Facebook Top Performing Post



1803
Reach

1911
Impressions

66
Engagements



1516
Reach

1616
Impressions

60
Engagements

On the basis of Impressions

May 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

📍 PHCIP, Wahdat Road, Lahore | phcip.com.pk | 📅 Joined March 2022

4 Following 92 Followers

13
POSTS BY PAGE

10
STATIC POSTS

0
VIDEO POSTS

0
LINK POSTS

3
EVENTS POSTS



2315
PAGE IMPRESSIONS

Impression have decreased by 39% as compared to previous month.



139
PAGE FOLLOWERS

130
Page followers in April

09
Net change in followers

6.92%
Growth Rate



356
ENGAGEMENTS

15.3%
ENGAGEMENT RATE

850
Profile Visits

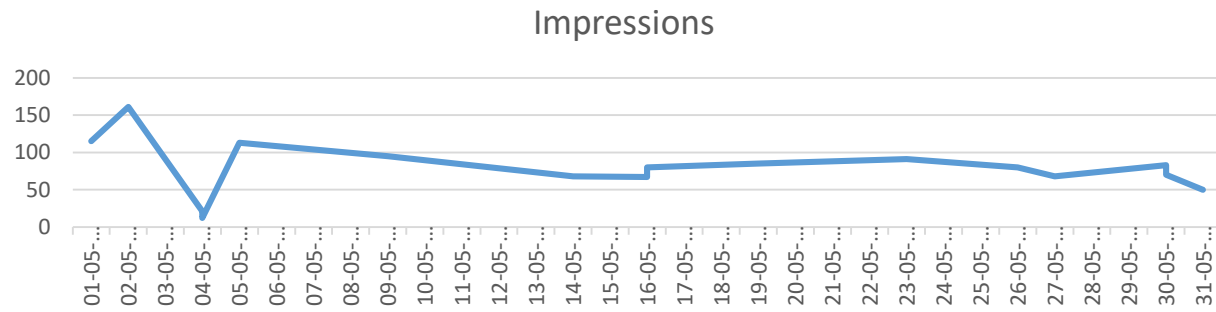
Engagement Rate is increased by 3.95%

4
Mentions

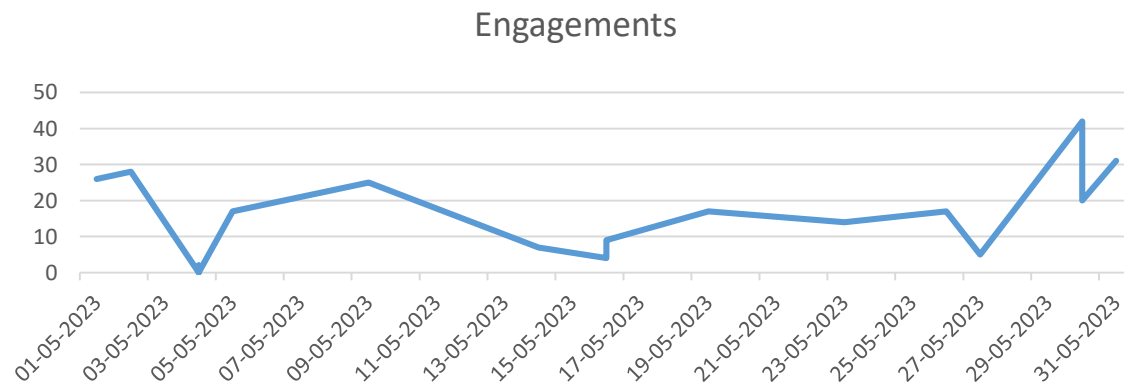
May Performance Overview - Twitter



Total Number of posts – 13



In Impressions it drops but its recover and it remains sane where as for Engagement that its dips down but at the mid of the month it remain same and at the end of the month it dip again because of the posting frequency.



Total Number of posts – 13

Post Insights



1280
Total Impressions



80
Likes



264
Engagements

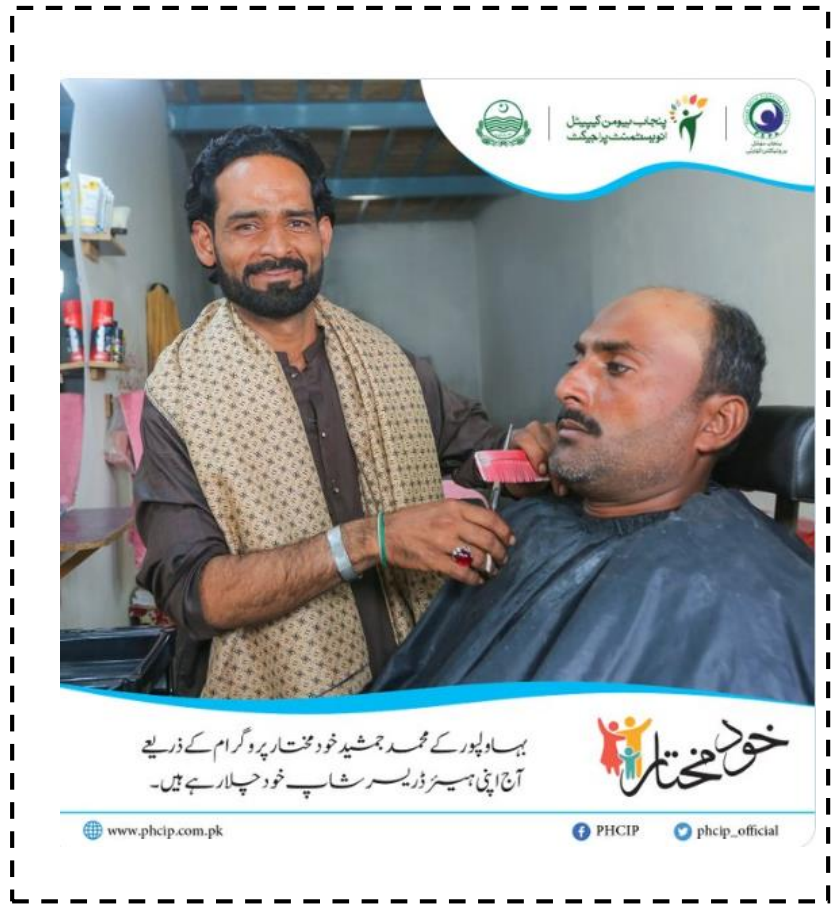


20.62%
Engagement Rate



13
Retweets

Twitter Top Performing Post



2
Profile Visit

161
Impressions

28
Engagements



1
Profile Visit

115
Impressions

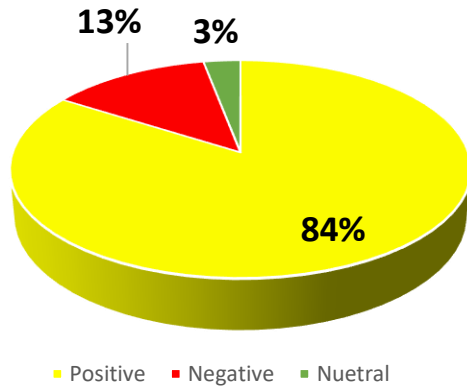
21
Engagements

On the basis of Impressions

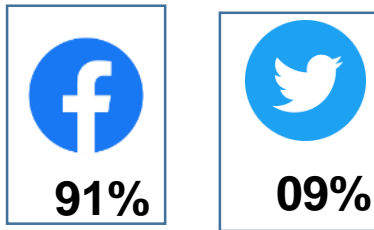
May Sentiment Overview

DATA TENURE: 1ST MAY – 31st MAY 2023 – “32 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

SENTIMENT BREAKDOWN

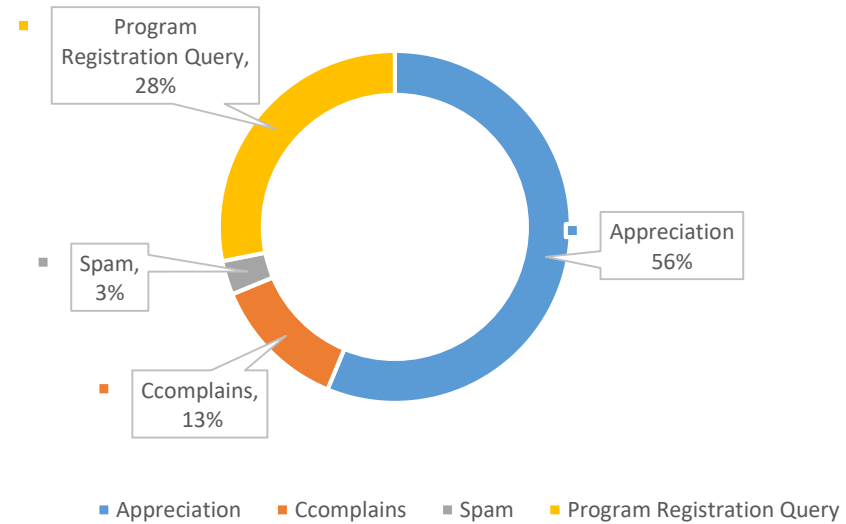


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS
DOMINATING

TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (84%).
- Appreciation is the biggest conversation driver with 56%.
- Program Registration Query is the 2nd biggest conversation driver with 28%.
- Complain is 3rd conversation driver with 13% in which people saying they didn't get the money etc.
- 03% are the Neutral sentiment i.e. Spam and Other conversation.

May Conversation Snippets

DATA TENURE: 1ST MAY– 31ST MAY 2023 – “32 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

Positive



Rizvi S Mushtaq



Like Reply 1w



Jam Shahid Hussain Chachar ...



Like Reply 1w



Jam Saleem Rehman
Very good Performance.

Like Reply 5d



Negative

Like Reply 1w



Muhammad Mushtaq

السلام علیکم سر میں نے آپ کی ہیلپ لائن پر کال کی تھی وہ کہہ رہے ہیں کہ ضلع قصور اس پروگرام میں نہیں آتا تو اس کی کیا وجہ ہے سر یہ پر بہت قریب رہتے ہیں

Like Reply 1w



Shakeel Ahmad

Ksi ko miltay hain ksi ko nhi miltay

Like Reply 4w



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Thank You