



Social Media Analytics

Facebook & Twitter

Monthly Report

1st November – 30th November 2023



Page Insight



12
POSTS BY
PAGE

01
STATIC
POSTS

06
VIDEO
POSTS

-
JOB
POSTS

05
EVENTS
POSTS

 **Punjab Human Capital Investment Project**
4K followers • 2 following

[Promote](#) [Manage](#) [Edit](#)



4,614
PAGE VISITS

2% Profile visits decreased as compared to last month.

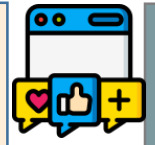


4,190
PAGE FOLLOWERS

4,024
Page followers in October

166
Net change in followers

4.12%
Growth Rate



9,202
PAGE REACH

227
Like

08
Unfollow

32
Comment

15
Shares

Facebook Page Reach has decreased by 29.1% as compared to the month of November.

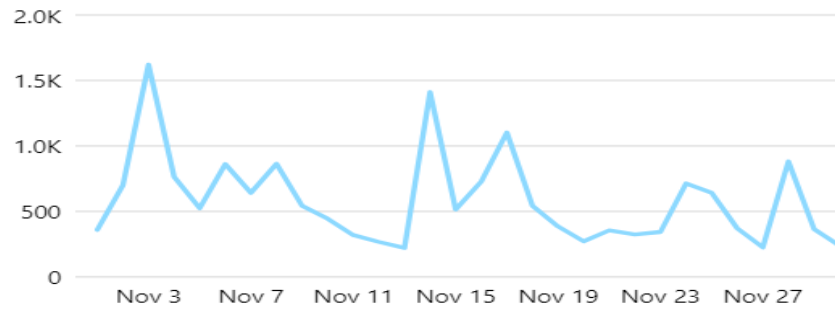


Page Insight

Reach

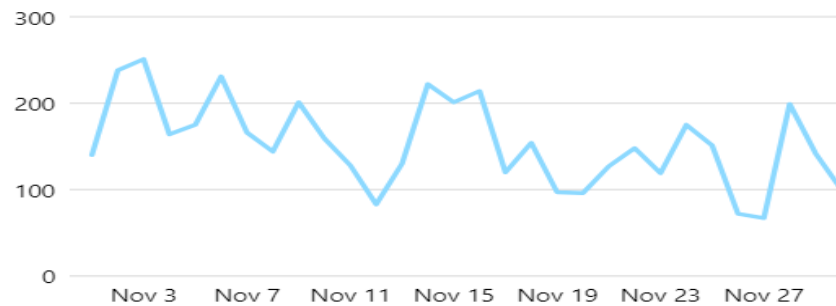
Facebook reach ⓘ

9,202 ↓ 29.1%

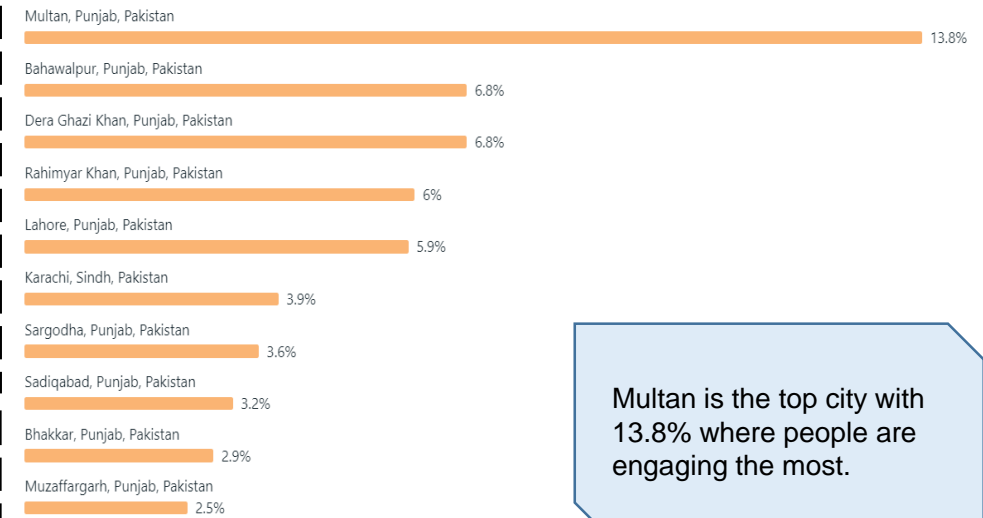


Facebook visits ⓘ

4,614 ↓ 2%



Top cities



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

November Performance Overview - Facebook



Total Number of posts – 12

Post Insights



20,992
Total Impressions



4754
Highest Reach (FB)



1,467
Clicks



858
Engagements



4.08%
Engagement Rate

Facebook Top Performing Post



4754
Reach

6,468
Impressions

274
Engagements



1061
Reach

1814
Impressions

61
Engagements

On the basis of Engagements

November Performance Overview - Twitter



Page Insight



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 207 Followers

Edit profile

08
POSTS BY
PAGE

01
STATIC
POSTS

04
VIDEO
POSTS

0
JOB
POSTS

03
EVENTS
POSTS



2,575
PAGE IMPRESSIONS

Impression have increased by 37.84% as compared to previous month.




226
PAGE FOLLOWERS

207
Page followers in November

19
Net change in followers

9.17%
Growth Rate



310
ENGAGEMENTS

- Profile Visits
- Mentions

12.03%
ENGAGEMENT RATE

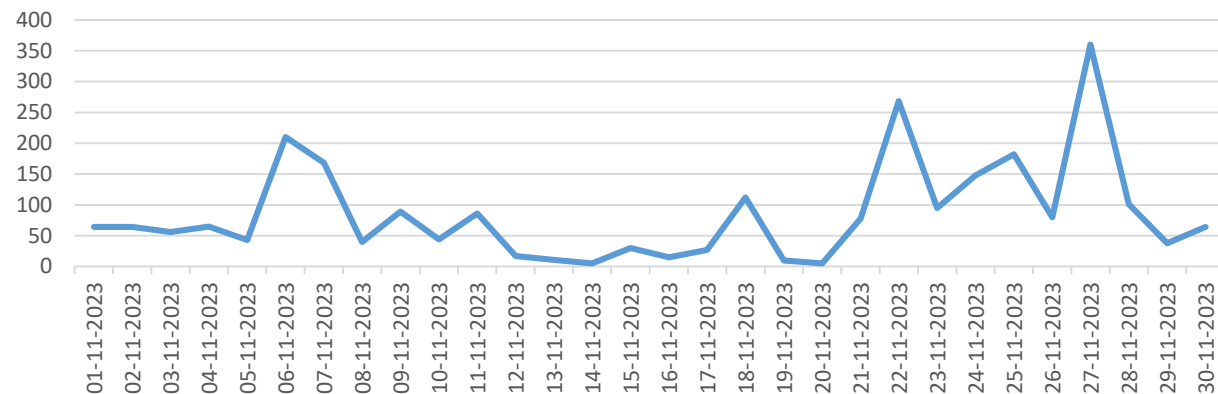
Engagement Rates decreased to 5%

November Performance Overview - Twitter



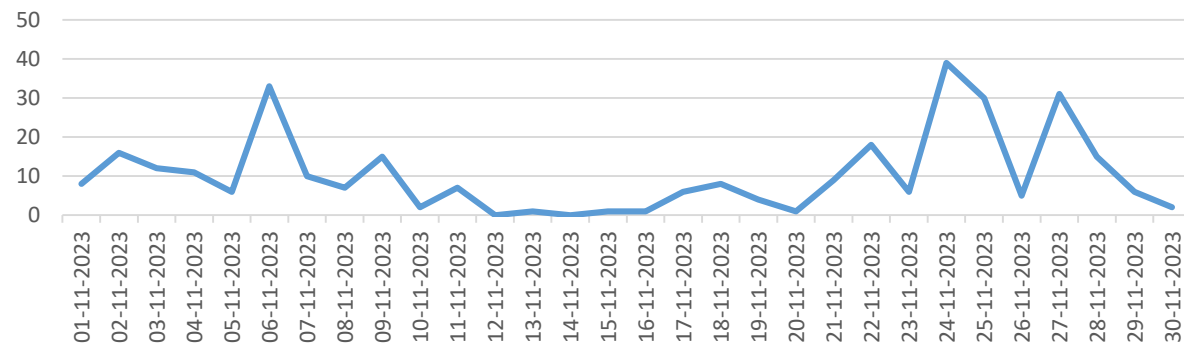
Total Number of posts – 13

Impressions



In Impressions it drops but its recover and gone up in the end of the month, where as for Engagement its dips in the start but it gone up in the end of the month.

Engagements



Total Number of posts – 08

Post Insights



1268
Total Impressions



57
Likes



290
Engagements



22.87%
Engagement Rate



11
Retweets

Twitter Top Performing Post



On the basis
of
Engagement

0
Profile Visit

92
Impressions

32
Engagements

0
Profile Visit

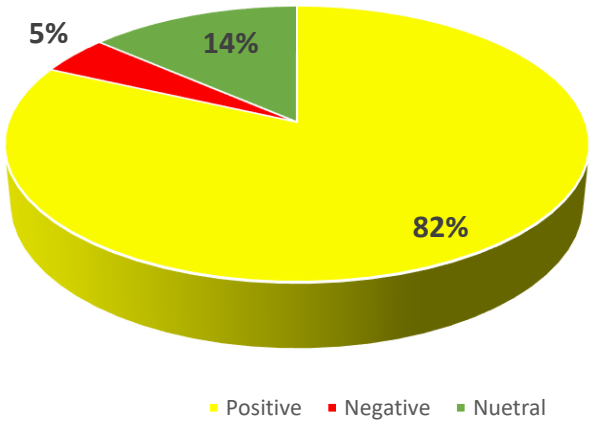
83
Impressions

28
Engagements

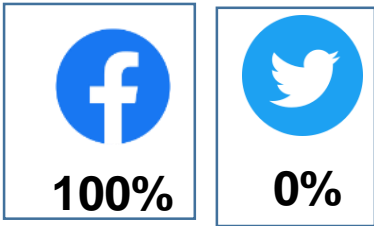
November Sentiment Overview

DATA TENURE: 1ST NOVEMBER – 30TH NOVEMBER 2023 – “22 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

SENTIMENT BREAKDOWN

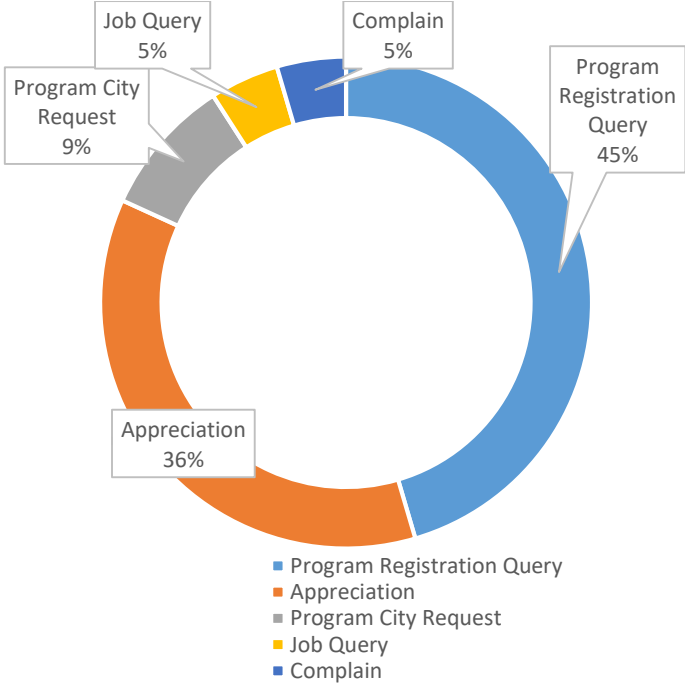


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (82%).
- Program Registration Query is the biggest conversation driver with 45%
- Program City Request is also the neutral conversation with 9%.
- Complain is the negative conversation driver with 5%.

November Conversation Snippets

DATA TENURE: 1st November – 30th November 2023 – “22 NEW COMMENTS”

SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

Positive



Shakeel Ahmad
Good



Top fan
Irfan Yousaf Jhandeer
Awesome Inputs

2w Like Reply Hide



Top fan
Taqqi Shah
Good work

Negative

3w Like Reply



Sajjad Ahmad Qasmi

اسلام وعلیکم سر مذاق بنایا ہوا ہے آپکی پیلب لائن پر رابط کرو تو کہتے ہیں کہ شناختی کارڈ اہل ہے اور جب مرکزی صحت پر جائیں تو ایپ پر نو بینیفیشری لکھا آتا ہے

4w Like Reply Hide



Author

Punjab Human Capital Investment Project

السلام علیکم ، بہت شکریہ آپ نے رابطہ کیا۔ پنجاب حکومت نے Sajjad Ahmad Qasmi نے آغوش پروگرام کیلئے بے نظیر انکم سپورٹ پروگرام کی شرط ختم کر دی گئی ہے۔ جو لوگ



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Thank You