



PUNJAB HUMAN  
CAPITAL INVESTMENT  
PROJECT



# Social Media Analytics

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Facebook & Twitter

Monthly Report

1<sup>st</sup> October – 31<sup>st</sup> October 2023

# October Performance Overview - Facebook



## Page Insight



24  
POSTS BY  
PAGE

04  
STATIC  
POSTS

12  
VIDEO  
POSTS

02  
JOB  
POSTS

06  
EVENTS  
POSTS

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

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



4,779  
PAGE VISITS

121.4% Profile visits increased as compared to last month.

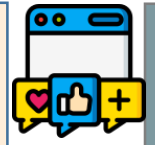


4,024  
PAGE FOLLOWERS

3,757  
Page followers in September

269  
Net change in followers

7.16%  
Growth Rate



12,982  
PAGE REACH

227 Like  
08 Unfollow  
32 Comment  
15 Shares

Facebook Page Reach has increased by 118.4% as compared to the month of September.



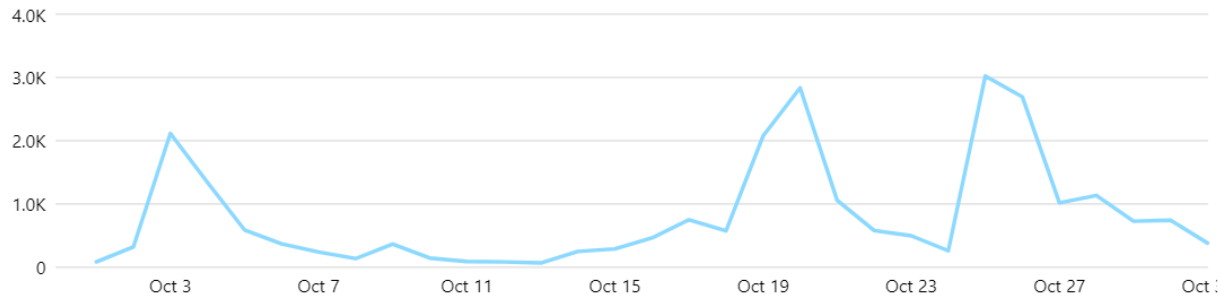
## Page Insight

### Reach

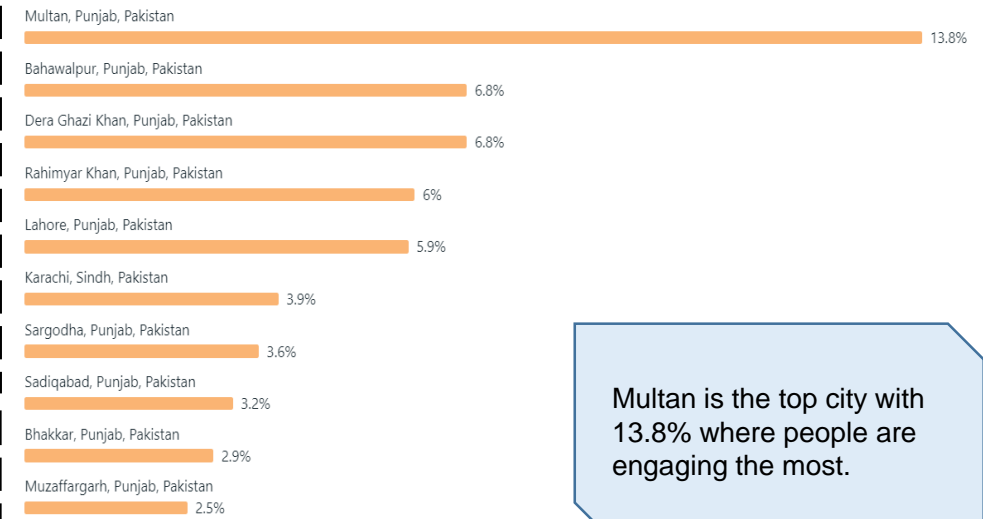
Export

Facebook reach ⓘ

12,982 ↑ .118.4%



### Top cities



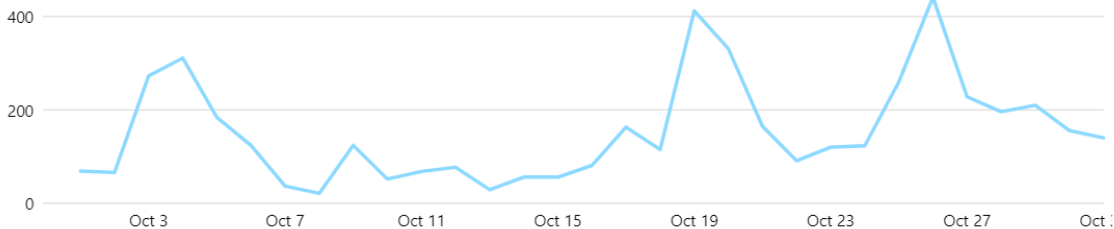
Multan is the top city with 13.8% where people are engaging the most.

### Visits

Export

Facebook visits ⓘ

4,779 ↑ .121.4%



# September Performance Overview - Facebook



## Total Number of posts – 24

### Post Insights



**35,761**  
Total Impressions



**3612**  
Highest Reach (FB)



**3,740**  
Clicks



**1281**  
Engagements



**3.58%**  
Engagement Rate

### Facebook Top Performing Post



**3612** Reach  
**3900** Impressions  
**246** Engagements

No.	Post	Qualifications and Experience Required	No. of Post
1	Procurement Officer	<p>Qualifications:</p> <ul style="list-style-type: none"> <li>At least a Bachelor's Degree or equivalent, Eastern (10) or Western (12) Standard, preferably a Bachelor's Degree in Business Administration, Economics, Social Sciences, Management or other related fields of study from a recognized and approved by the Higher Education Commission (HEC) University in Punjab, China, Management / Procurement Management shall be accorded due weightage.</li> <li>At least one (01) year of documentary verifiable relevant experience after acquiring the stipulated qualifications, including such as: Buyer, Procurement Officer, International Organization, or Buyer (10) years of experience in Procurement Management or related Management in the Procurement Sector of the Public Sector, International and International Organization or various International / National / International Public Procurement Sector shall be accorded due weightage.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>Written and oral fluency in the English Language.</li> <li>Proficiency in using MS Office (Word, Excel &amp; PowerPoint).</li> </ul>	01
2	Pub. or Compliance Officer	<p>Qualifications:</p> <ul style="list-style-type: none"> <li>Graduation in Commerce/Accounting/Finance/Arts/Sociology/Social Sciences/equivalent qualifications.</li> <li>Minimum 20 years Public Sector experience in Budget, Accounts, Accounting, Compliance, Internal Audit, or other related functions. Candidates with skills in ACP and GMP and International Standards for relevant Accounting experience will be given to those who possess relevant experience with Government or their organizations and Government.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>Proficiency in MS Office.</li> <li>Excellent written and spoken communication skills in English, including proficiency in the Punjabi region will be considered favorably.</li> </ul> <p>Experience &amp; Qualifications:</p> <ul style="list-style-type: none"> <li>At least 10 years relevant working experience.</li> <li>All India 20 years experience in Public Sector Management Program / Public Sector Management Program.</li> <li>Experience of working with a minimum 5 International Organizations in the field of public sector and one or more bodies having the ability of delivery of knowledge will be considered favorably.</li> </ul> <p>Fluent in written and spoken Urdu and English. </p>	01
3	Project Engineer	<p>Qualifications:</p> <ul style="list-style-type: none"> <li>At least a Bachelor's Degree or equivalent from a recognized university in Pakistan, Training and Learning / Technology and Management / Health Care / Social Policy / Social / Economic Development or related discipline, degree or diploma of Bachelor's / Master's / Ph.D. from a recognized university in Pakistan, China, Management / Procurement Management, International (HEC) or any other International Organization shall be accorded due weightage.</li> <li>At least one (01) year of documentary verifiable relevant experience after acquiring the stipulated qualifications, including such as: Buyer, Procurement Officer, International Organization, or Buyer (10) years of experience in Procurement Management or related Management in the Procurement Sector of the Public Sector, International and International Organization or various International / National / International Public Procurement Sector shall be accorded due weightage.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>Written and oral fluency in the English Language.</li> <li>Proficiency in using MS Office (Word, Excel &amp; PowerPoint).</li> </ul>	01
4	Project/ Research/ Analyst	<p>Qualifications:</p> <ul style="list-style-type: none"> <li>At least a Bachelor's Degree or equivalent from a recognized university in Pakistan, Training and Learning / Technology and Management / Health Care / Social Policy / Social / Economic Development or related discipline, degree or diploma of Bachelor's / Master's / Ph.D. from a recognized university in Pakistan, China, Management / Procurement Management, International (HEC) or any other International Organization shall be accorded due weightage.</li> <li>At least one (01) year of documentary verifiable relevant experience after acquiring the stipulated qualifications, including such as: Buyer, Procurement Officer, International Organization, or Buyer (10) years of experience in Procurement Management or related Management in the Procurement Sector of the Public Sector, International and International Organization or various International / National / International Public Procurement Sector shall be accorded due weightage.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>Written and oral fluency in the English Language.</li> <li>Proficiency in using MS Office (Word, Excel &amp; PowerPoint).</li> </ul>	01

**3274** Reach  
**3574** Impressions  
**365** Engagements

On the basis of Impressions

# October 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 207 Followers

[Edit profile](#)

13  
POSTS BY  
PAGE

02  
STATIC  
POSTS

08  
VIDEO  
POSTS

0  
JOB  
POSTS

03  
EVENTS  
POSTS



1868  
PAGE IMPRESSIONS

Impression have increased by 118.2% as compared to previous month.



207  
PAGE FOLLOWERS

192  
Page followers in September

15  
Net change in followers

7.81%  
Growth Rate



367  
ENGAGEMENTS

-  
Profile Visits

-  
Mentions

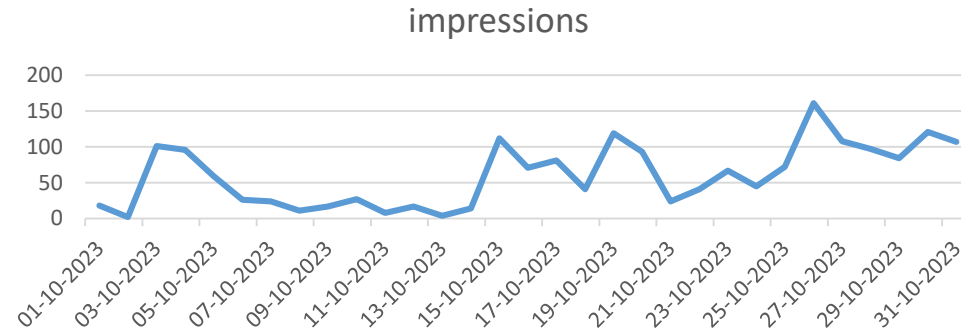
19.64%  
ENGAGEMENT RATE

Engagement Rates increased to 8.08%

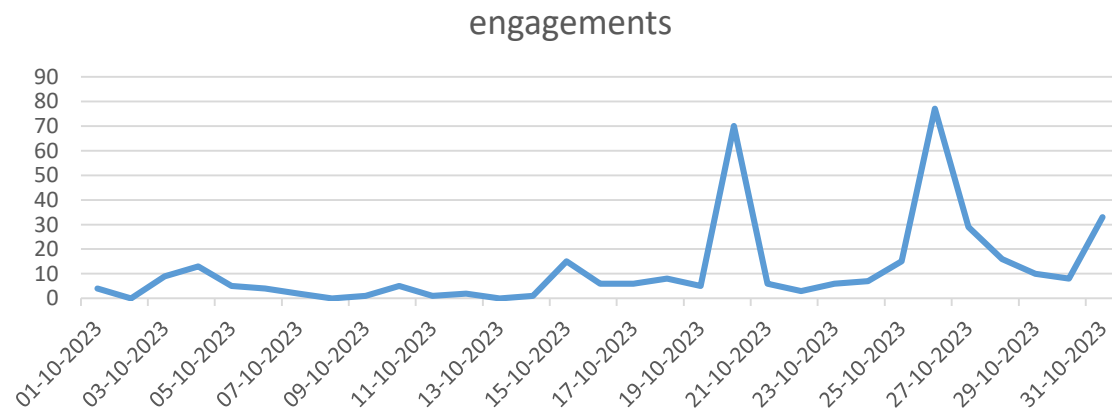
# October Performance Overview - Twitter



## Total Number of posts – 13



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.



## Total Number of posts – 13

### Post Insights



**1268**  
Total Impressions



**57**  
Likes



**290**  
Engagements



**22.87%**  
Engagement Rate



**11**  
Retweets

### Twitter Top Performing Post

پی ایس پی اے کے پنجاب ہیومن کیپٹل انویسٹمنٹ پراجیکٹ کی ٹیم کا بہاولپور میں آغوش اور خود مختار پروگرام کی کارکردگی اور پیش رفت کے جائزے کے لیے تفصیلی دورہ۔ ایڈیشنل ڈائریکٹر فیلڈ آپریشنز ظہیر خان، ایڈیشنل ڈائریکٹر کمیونیکیشن علی مظہر چوہدری اور دیگر متعلقہ افراد بھی ہمراہ تھے۔

Translate post



On the basis of Engagement

**0**  
Profile Visit

**113**  
Impressions

**74**  
Engagements

**0**  
Profile Visit

**72**  
Impressions

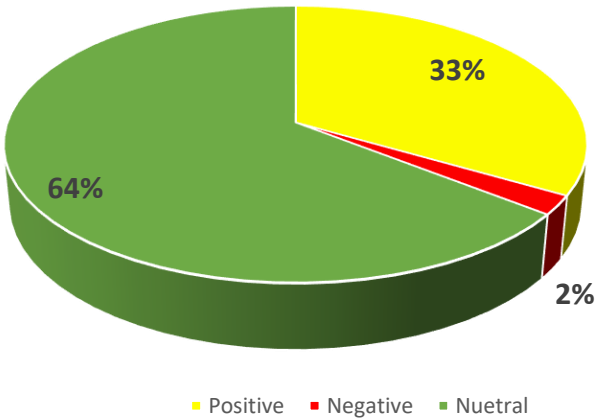
**37**  
Engagements



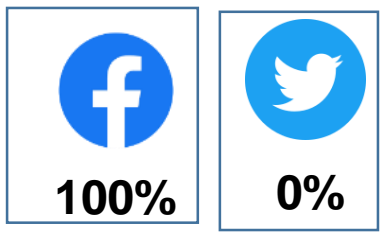
# October Sentiment Overview

DATA TENURE: 1<sup>ST</sup> OCTOBER – 31<sup>ST</sup> OCTOBER 2023 – “45 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## SENTIMENT BREAKDOWN

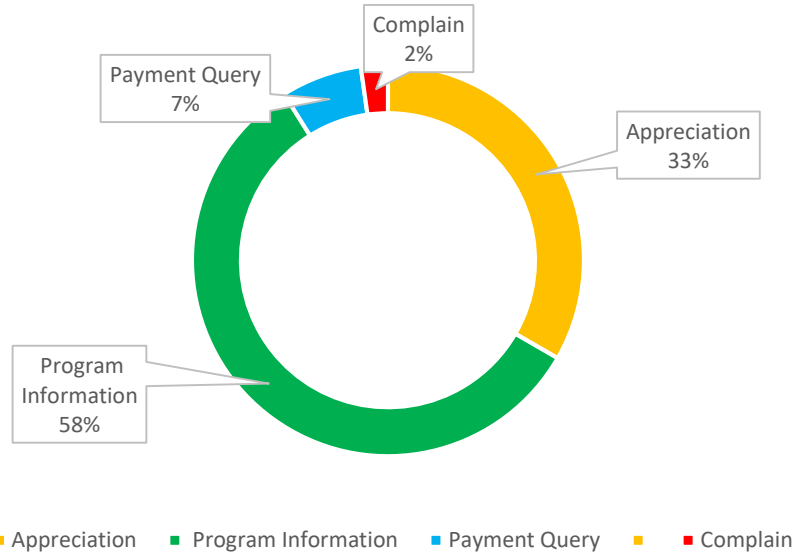


## PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

## TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Neutral sentiment (64%).
- Program Information is the biggest conversation driver with 58%
- Payment Query is also the neutral conversation with 7%.
- Complain is the negative conversation driver with 2%.



# October Conversation Snippets

DATA TENURE: 1<sup>ST</sup> OCTOBER – 31<sup>ST</sup> OCTOBER 2023 – “45 NEW COMMENTS”

SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

## Positive



Ehsaas program · [Follow](#)

اسلام علیکم ماشا اللہ بہت اچھا ورک کر رہے ہو آپ ایک مہربانی کرے اس پہ کیسے رجسٹریشن ہوتی ہے یہ سہولت کن کن لوگو کو میسر ہے مکمل وڈیو دے تاکہ ہم عوام کی رہنمائی کر سکے شکریہ

[Like](#) [Reply](#) [Hide](#) 2w



Muhammad Bilal

Sadiqabaad tehsil ma Peer Muhamamd ko b asset joki machine mila ha wo b isi tra BHT acha Kam KR RHA ha

[Like](#) [Reply](#) [Hide](#) 2w



## Neutral



Abdul Qayyum Khan  
BISP condition?????

[Like](#) [Reply](#) [Hide](#) 2w



Author

Punjab Human Capital Investment Project

السلام علیکم رابطہ کرنے کا شکریہ۔ آغوش۔ Abdul Qayyum Khan پروگرام سے مستفید ہونے کیلئے بے نظیر انکم سپورٹ پروگرام میں رجسٹریشن کی شرط ختم کر دی گئی ہے۔ رجسٹریشن کیلئے ضروری ہے کہ حاملہ خواتین اور دو سال سے کم عمر کی بچوں کی مائیں کسی بھی مرحلے پر بنیا... [See more](#)



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# Thank You