



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Facebook & Twitter

Monthly Report

1st September – 30th September 2023

September Performance Overview - Facebook



Page Insight



07
POSTS BY
PAGE

02
STATIC
POSTS

0
VIDEO
POSTS

03
JOB
POSTS

02
EVENTS
POSTS



2,092
PAGE VISITS

21.4% Profile visits increases as compared to August.



3,757
PAGE FOLLOWERS

3,661
Page followers in July

96
Net change in followers

2.62%
Growth Rate



5,993
PAGE REACH

227
Like
08
Unfollow
32
Comment
15
Shares

Facebook Page Reach has decreased by 129.6% as compared to the month of August.

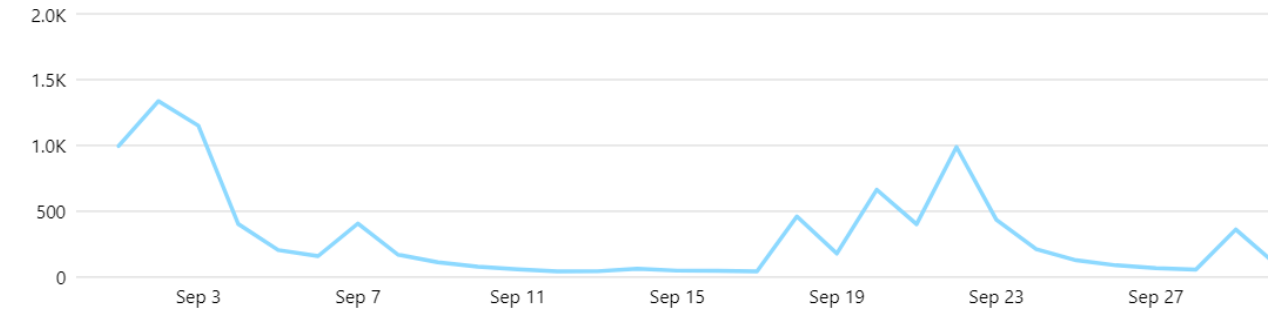


Page Insight

Reach

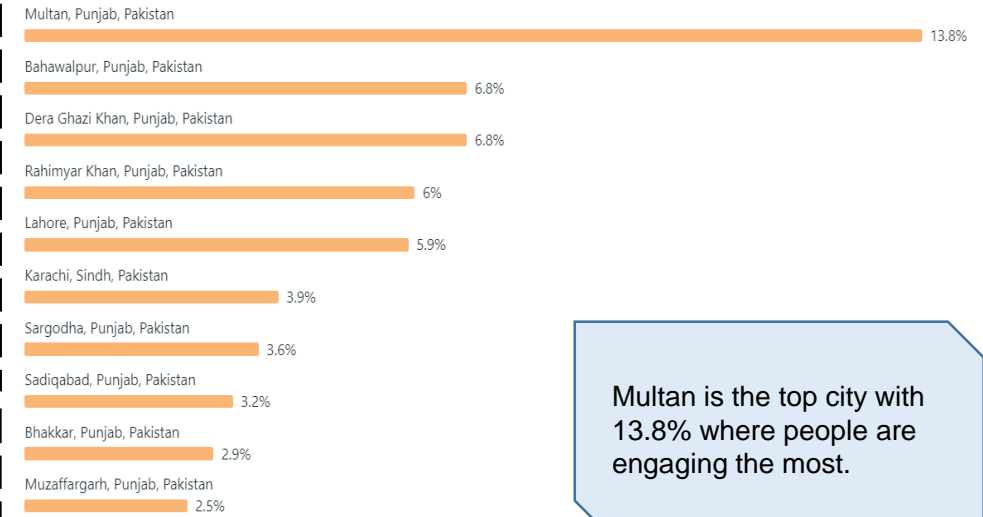
Facebook reach ⓘ

5,933 ↑ 129.6%



Export

Top cities

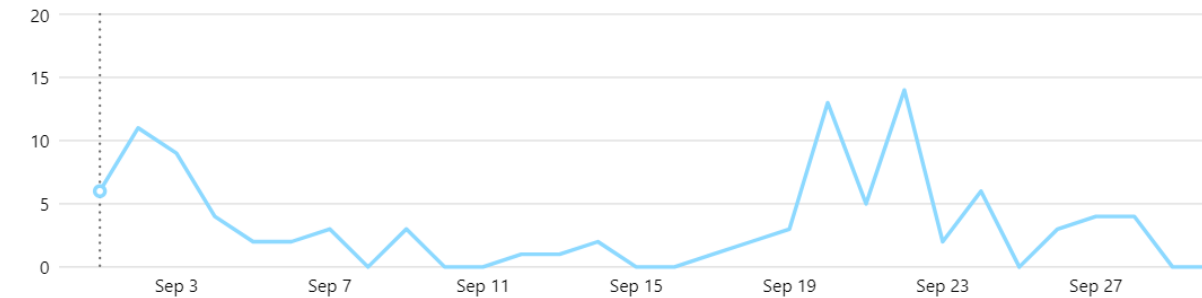


Multan is the top city with 13.8% where people are engaging the most.

New likes and follows

Facebook Page new likes ⓘ

101 ↑ 68.3%



Export

Total Number of posts – 07

Post Insights



10241
Total Impressions



2379
Highest Reach (FB)



1164
Clicks



264
Engagements



2.57%
Engagement Rate

Facebook Top Performing Post



2379
Reach

2562
Impressions

61
Engagements



2175
Reach

2348
Impressions

93
Engagements

On the basis of Impressions

September 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 189 Followers

02
POSTS BY
PAGE

01
STATIC
POSTS

0
VIDEO
POSTS

0
JOB
POSTS

1
EVENTS
POSTS



856
PAGE IMPRESSIONS

Impression have decreased by 50.1% as compared to previous month.



192
PAGE FOLLOWERS

189
Page followers in July

03
Net change in followers

1.58%
Growth Rate



99
ENGAGEMENTS

- Profile Visits
- Mentions

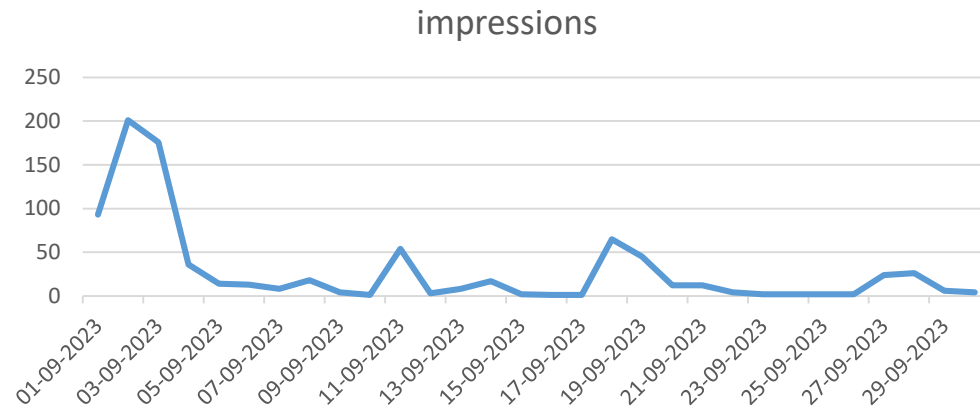
11.56%
ENGAGEMENT RATE

Engagement Rates increased to 4.74%

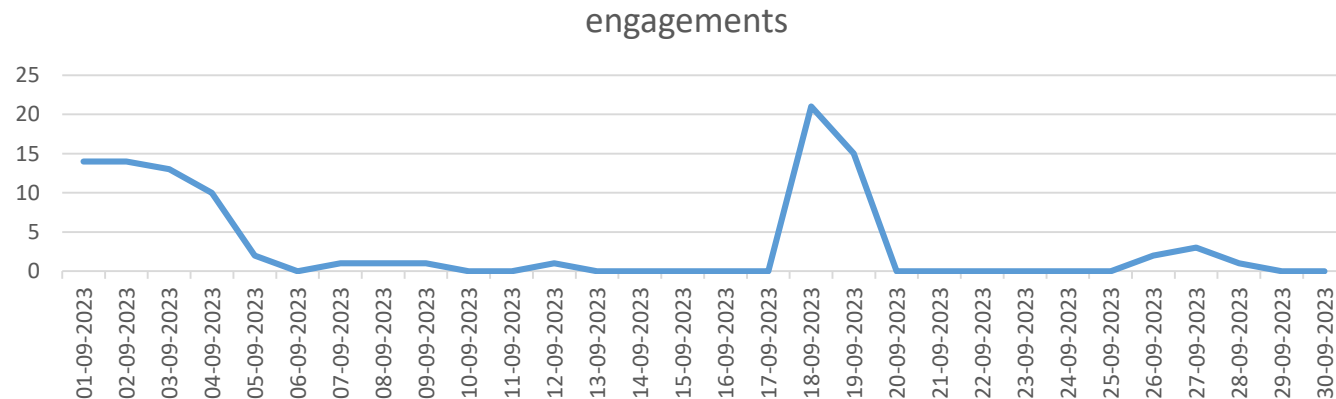
September Performance Overview - Twitter



Total Number of posts – 08



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.



September Performance Overview - Twitter



Total Number of posts – 02

Post Insights



437
Total Impressions



11
Likes



75
Engagements



14.28%
Engagement Rate



8
Retweets

Twitter Top Performing Post



8
Profile Visit

309
Impressions

38
Engagements

**GOVERNMENT OF THE PUNJAB
PUNJAB HUMAN CAPITAL INVESTMENT PROJECT
PUNJAB SOCIAL PROTECTION AUTHORITY**

VACANCIES ANNOUNCEMENT

Punjab Human Capital Investment Project (PHCIP) is a World Bank-assisted project which aims to increase access to quality health services, economic and social inclusion programs, among poor and vulnerable households in 11 poorest districts of Punjab. The PHCIP intends to fill the following vacant positions based at Lahore:-

Sr. No	Positions	No. of Post
01.	Deputy Director Human Resource (HR)	01.
02.	Deputy Director Audit	01.
03.	Deputy Director Database Administrator	01.
04.	Program Officer	01.
05.	Content Developer	01.

- The detailed job description including experience, qualification and skills may be viewed at www.pspa.punjab.gov.pk/careers or www.phcip.com.pk/careers/ or www.jobs.punjab.gov.pk.
- Interested candidates having qualification and experience mentioned at above websites must apply at www.jobs.punjab.gov.pk however they must send their applications along with hard copies of their CV, one passport size photograph, attested copies of CNIC, educational certificates, degrees and experience certificates through postal/courier services, addressed to the undersigned latest by **2nd Oct, 2023 (Monday) till 4:00 P.M**
- The applicants have to mention the job application reference number or attach e-mail received from Punjab Job Portal in response to online application submission, along with hard copy of the application.
- Only complete job applications (applied online and sent via postal/courier along with supporting documents) received before the deadline will be considered for further processing.**
- Appointment will be made on contractual basis for one year initially, and will be extended subject to satisfactory performance of the incumbent.
- Applications received after the closing date will not be entertained and the applicants possessing relevant qualification and experience supported by documentary evidence will be shortlisted and called for interview.
- No TA/DA will be admissible to the shortlisted candidates for test/interview.
- The competent authority reserves the right to increase or decrease the number of positions as per project requirement or cancel the recruitment process at any stage.

**Project Director
Project Management Unit (PMU)
Punjab Human Capital Investment Project (PHCIP)
Punjab Social Protection Authority (PSPA)
78-79, D Block, Wahdat Road, New Muslim Town, Lahore
Phone No. 042-99232359-60**

IPL-7654

On the basis of Engagement

3
Profile Visit

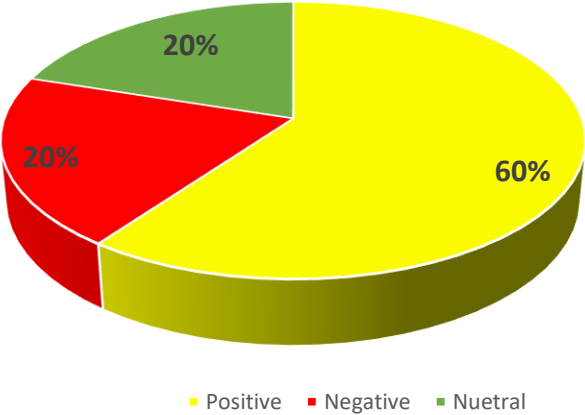
128
Impressions

37
Engagements

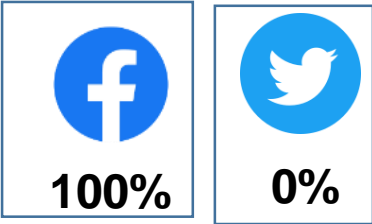
September Sentiment Overview

DATA TENURE: 1ST SEPTEMBER – 30TH SEPTEMBER 2023 – “5 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

SENTIMENT BREAKDOWN

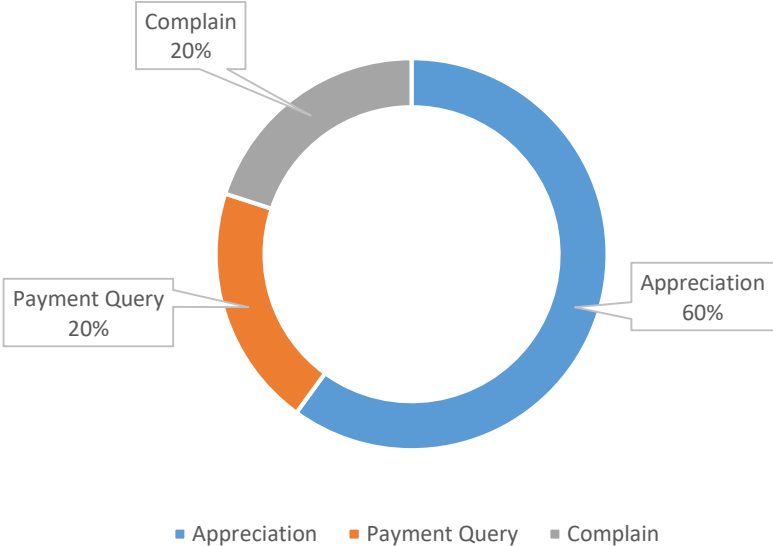


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (60%).
- Appreciation is the biggest conversation driver with 60%
- Complain is the negative conversation driver with 20%.

August Conversation Snippets

DATA TENURE: 1ST SEPTEMBER– 30TH SEPTEMBER 2023 – “05 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

Positive



Aurang Zia
Great coverage

Like Reply Hide 3w



Khairu Nisa
It was wonderful to be part of this great initiative 😊

Like Reply Hide 1w



Negative



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Thank You