



Social Media Analytics

Facebook & Twitter

Monthly Report

1st January – 31st January 2024

Page Insight



07
POSTS BY
PAGE

02
STATIC
POSTS

-
VIDEO
POSTS

-
JOB
POSTS

05
EVENTS
POSTS

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

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



3,269
PAGE VISITS

4.1% profile visits increased as compared to last month.

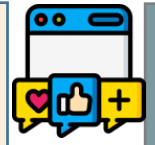


4,375
PAGE FOLLOWERS

4,265
Page followers in December

110
Net change in followers

2.6%
Growth Rate



3,948
PAGE REACH

279
Like

08
Unfollow

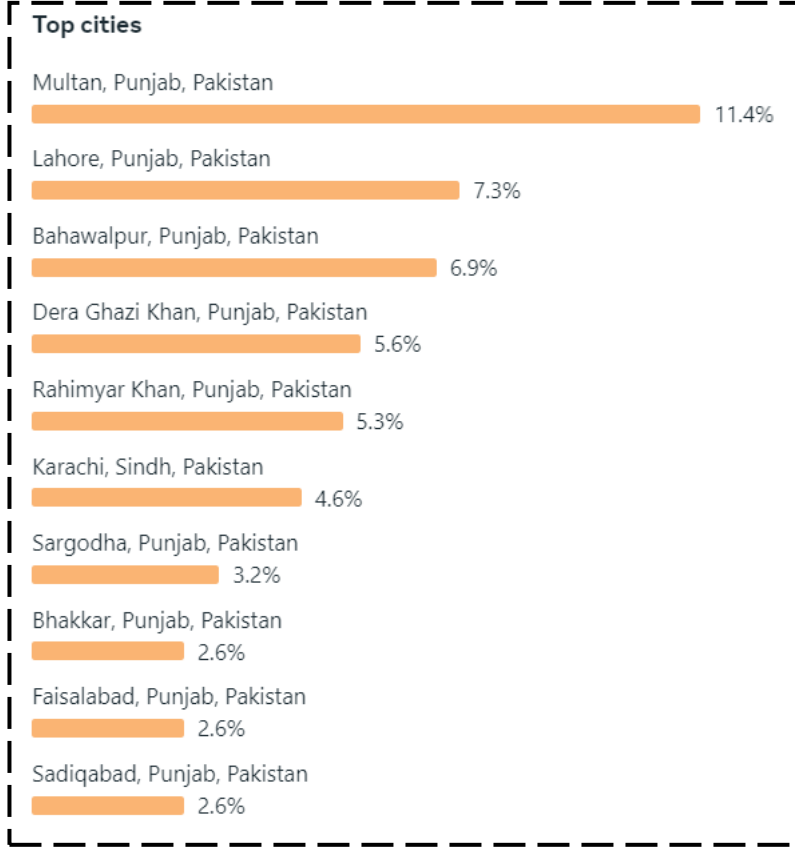
19
Comment

15
Shares

Facebook Page Reach has decreased by 8.3% as compared to the month of December 2023.



Page Insight



Multan is the top city with 11.4% where people are engaging the most.

Total Number of posts – 07

Post Insights



8,744
Total Impressions



1,777
Highest Reach (FB)



0
Clicks



316
Engagements



3.6%
Engagement Rate

Facebook Top Performing Post



1,777
Reach

1,822
Impressions

75
Engagements



1,695
Reach

1,840
Impressions

62
Engagements

On the basis of Engagements

January 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

06
POSTS BY
PAGE

02
STATIC
POSTS

-
VIDEO
POSTS

0
JOB
POSTS

04
EVENTS
POSTS



1,718
PAGE IMPRESSIONS

Impression have increased by 18.4% as compared to previous month.



240
PAGE FOLLOWERS

225
Page followers in December

15
Net change in followers

7%
Growth Rate



143
ENGAGEMENTS

-
Profile Visits

-
Mentions

6.5%
ENGAGEMENT RATE

Engagement Rates decreased to 4.8%

January Performance Overview - Twitter



Total Number of posts – 06

Post Insights



1,174
Total Impressions



34
Likes



143
Engagements



12%
Engagement Rate



06
Retweets

Twitter Top Performing Post



PHCIP
@phcip_official

Promote

The 12th Project Coordination Committee (PCC) meeting of the Punjab Human Capital Investment Project recently took place at the @PSPA under the chairmanship of @itsalishehzad

#GovtOfPunjab #PSPA #PHCIP #Aaghosh #Khudmukhtar #Bunyard



Planning&Development Punjab and 2 others

10:18 AM · Jan 17, 2024 · 137 Views

0
Profile Visit

137
Impressions

26
Engagements



PHCIP
@phcip_official

CEO #PSPA and PD #PHCIP @itsalishehzad explained in detail about the #Aaghosh #KhudMukhtar & #Bunyard program to the PAS/Probationer officers of 50th common.



On the basis of Engagement

0
Profile Visit

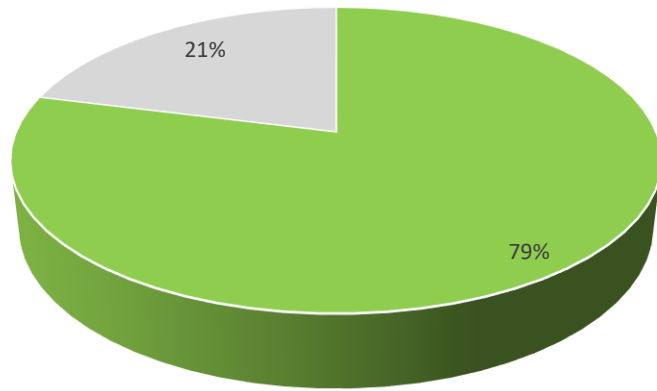
147
Impressions

30
Engagements

January Sentiment Overview

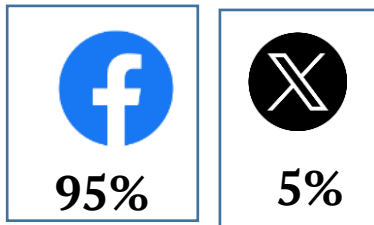
DATA TENURE: 1ST JANUARY – 31ST JANUARY 2024 – “19 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

SENTIMENT BREAKDOWN



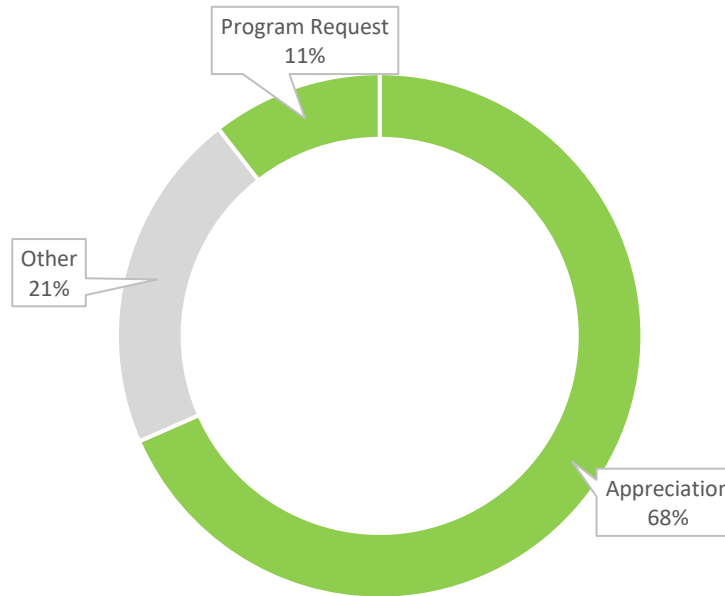
■ Positive ■ Negative ■ Neutal

PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

TOPICS BREAKDOWN



■ Appreciation ■ Other ■ Program Request

- Overall sentiment for the month has been driven by Positive sentiment (79%).
- Brand Appreciation biggest conversation driver with 68%
- New Program Request is the 2nd biggest positive conversation driver with 11%


January Conversation Snippets

DATA TENURE: 1ST JANUARY – 31ST JANUARY 2024 – “19 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

Positive

-  **Baba Rahi**
Good job 
1w Like Reply Hide
-  **Muhammad Hashim**
Inn sha Allah. 
5w Like Reply Hide
-  **Umar Mehmood** Top fan
Beautiful work 🥳🥳 
5w Like Reply Hide
-  **Ibrahim Maljk**
احساس رہے اللہ کرے آمین 
5w Like Reply See translation Hide
-  **Maqsood Ahmad**
Great! 
5w Like Reply Hide

Neutral

-  **سعید احمد منٹھار**
سر باہمت بزرگ پروگرام بحال کریں اور بزرگوں کا خیال کریں 
5w Like Reply See translation Hide
-  **KhanKarmani** @KhanKarmani315 · Feb 1
Kindly must include the @PEFPUNJAB too.
The students there are also in need of ECE rooms especially the NSP schools of south Punjab can give the best results to bring new students and OOSC back to schools.
🗨️ ↺️ ❤️ 8 📌 📤
-  **Shoukat Hussain Solangi** Top fan
31303111691110
Pliz chk
1w Like Reply Hide
-  **Shah Nawaz**
Hi
1w Like Reply Hide



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Thank You