



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Facebook & Twitter

Monthly Report

1st February – 29th February 2024



Page Insight



03
POSTS BY
PAGE

01
STATIC
POSTS

-
VIDEO
POSTS

-
JOB
POSTS

02
EVENTS
POSTS

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

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



3,800
PAGE VISITS

17.3% profile visits increased as compared to previous month.

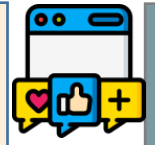


4,588
PAGE FOLLOWERS

4,375
Page followers in previous month

209
Net change in followers

4.8%
Growth Rate



3,678
PAGE REACH

279
Like

08
Unfollow

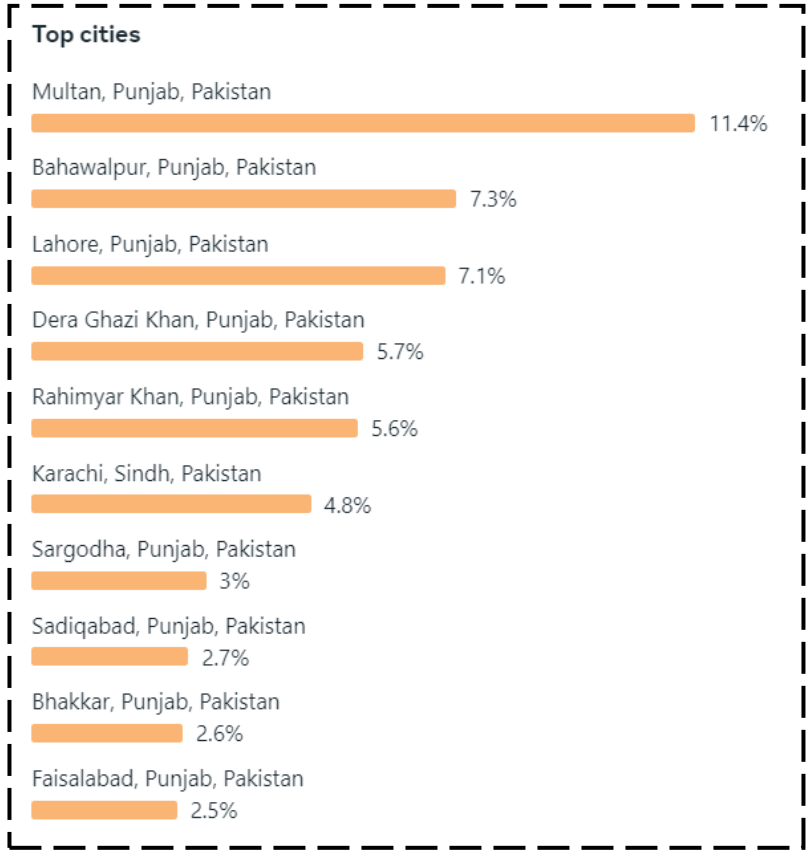
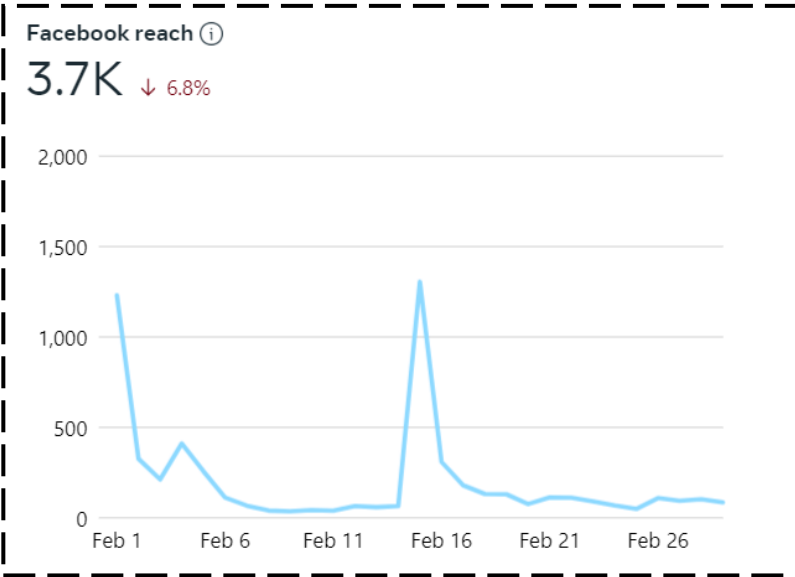
19
Comment

15
Shares

Facebook Page Reach has decreased by 6.8% as compared to the previous month.



Page Insight



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

February Performance Overview - Facebook



Total Number of posts – 03

Post Insights



5,907
Total Impressions



2,231
Highest Reach (FB)



0
Clicks



208
Engagements



3.5%
Engagement Rate

Facebook Top Performing Post



2,231
Reach

2,666
Impressions

83
Engagements



1,867
Reach

2,154
Impressions

92
Engagements

On the basis of Engagements

February Performance Overview - Instagram



Page Insight



04
POSTS BY
PAGE

01
STATIC
POSTS

-
VIDEO
POSTS

-
JOB
POSTS

03
EVENTS
POSTS



4
PAGE VISITS

100% profile visits increased as compared to previous month.



3
PAGE FOLLOWERS

Not enough data to give any insight.



11
PAGE REACH

5
Like
0
Comment
0
Shares

Facebook Page Reach has increased by 450% as compared to the previous month.

February Performance Overview - Instagram



Total Number of posts – 04

Post Insights



17
Total Impressions



9
Highest Reach (FB)

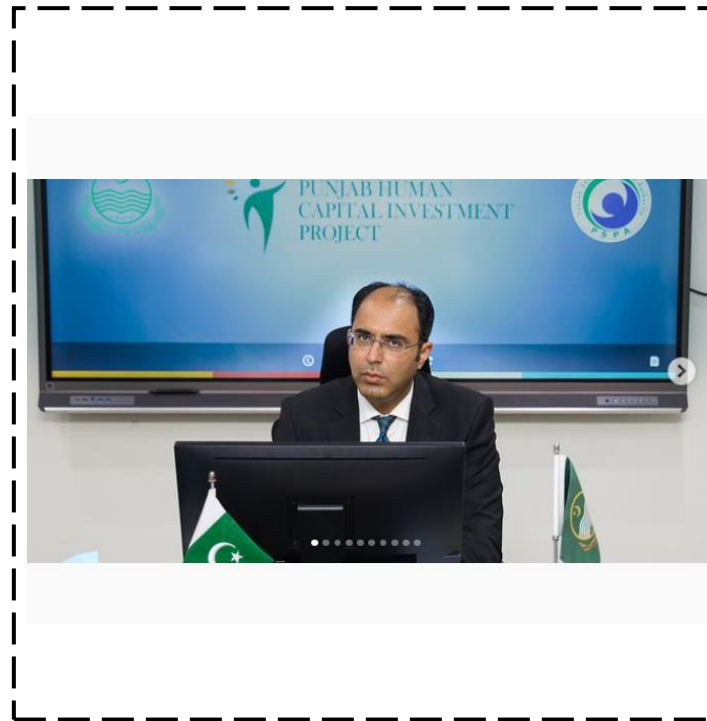


5
Engagements



29%
Engagement Rate

Facebook Top Performing Post



3
Reach

4
Impressions

2
Engagements



9
Reach

10
Impressions

1
Engagements

On the basis of Engagements

February 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

03
POSTS BY
PAGE

01
STATIC
POSTS

-
VIDEO
POSTS

0
JOB
POSTS

02
EVENTS
POSTS



1,017
PAGE IMPRESSIONS

Impression have decreased by 40.8% as compared to previous month. This decline is due to partial access to 'X' during month of Feb 2024.



245
PAGE FOLLOWERS

240
Page followers in previous month

5
Net change in followers

7%
Growth Rate



132
ENGAGEMENTS

4.8%
ENGAGEMENT RATE

-
Profile Visits

-
Mentions

Engagement Rates decreased to 1.7%

February Performance Overview - Twitter



Total Number of posts – 03

Post Insights



1,017
Total Impressions



22
Likes



132
Engagements



13%
Engagement Rate



03
Retweets

Twitter Top Performing Post

PHCIP @phcip_official · Feb 15 Promote

CEO #PSPA & PD #PHCIP @itsalishehzad chaired #KhudMukhtar progress review meeting with @irm_islamabad team. Labor Market Readiness Training, Livelihood Investment Plan & timely distribution of productive assets were discussed in detail.
#GovtOfPunjab #PSPA

2 8 306

12
Profile Visit

306
Impressions

46
Engagements

PHCIP @phcip_official · Feb 1 Promote

Project Director #PHCIP @itsalishehzad has been honored with the Excellence Award by @CS_Punjab & Chairman @PnD_Punjab for #PHCIP's excellent performance in FY 2022-23. They appreciated his dedication & commitment to the project
@PUNJABPSPA @WorldBankSAsia
#GovtOfPunjab #PSPA

1 100

2
Profile Visit

100
Impressions

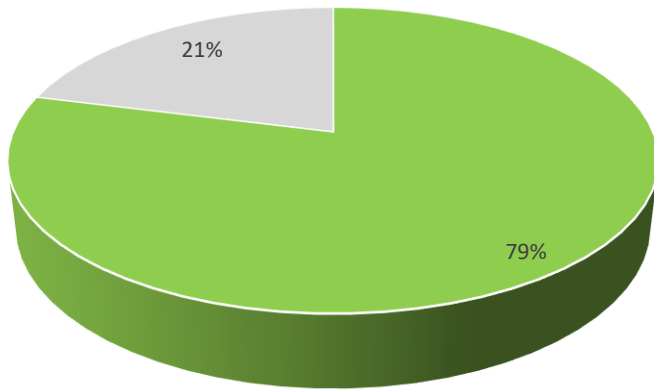
14
Engagements

On the basis of Engagement

February Sentiment Overview

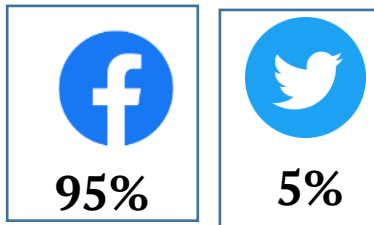
DATA TENURE: 1st FEB – 29TH FEB 2024 – “17 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

SENTIMENT BREAKDOWN



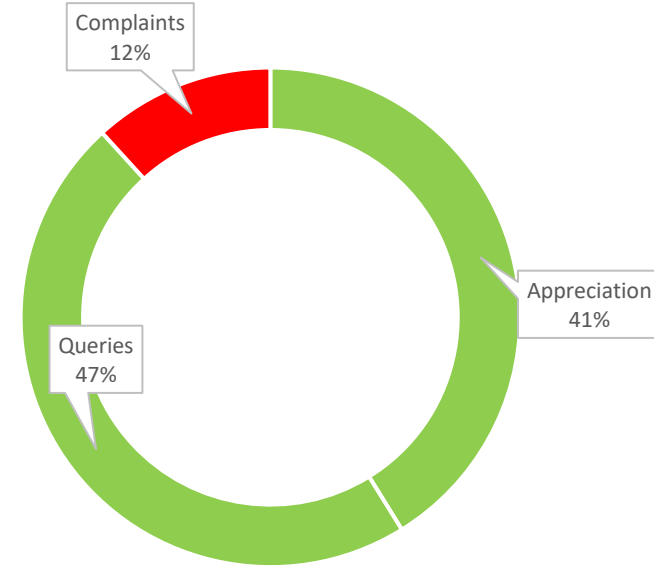
■ Positive ■ Negative ■ Neutral

PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

TOPICS BREAKDOWN



■ Appreciation ■ Queries ■ Complaints

- Overall sentiment for the month has been driven by Positive sentiment (88%).
- Program queries are the biggest conversation driver at 47%
- Brand Appreciation is the 2nd biggest positive conversation driver at 41%
- 12% is complaint about not receiving increment in month of December 2023.

February Conversation Snippets

DATA TENURE: 1ST FEF – 29TH FEF 2024 – “17 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK & TWITTER ACCOUNT

Positive



Mazhar Hussain

Khud mukhtar program k tehit jo 75000 families ko karobari asaajaat mil rhy hain uska kiya process hai???????

3d Like Reply [Send message](#) [See translation](#) Hide



Atique Ur Rehman

Kudos to the Project Director for the well-deserved Certificate of Appreciation in recognition of exemplary leadership and successful implementation of PHCIP. Your commitment has played a pivotal role in achieving this commendable milestone.

5w Like Reply Hide



Muhammad Noman Nazir

Masha Allah

5w Like Reply Hide



Zunaira Shafaq

Well deserved indeed..👍👍

5w Like Reply Hide



Mahboob Yazdani

Ma sha ALLAH ❤️ Congratulations to CEO PSPA Ali Shehzad sb

5w Like Reply Hide



Irfan Basheer

Ma Sha Allah. Heartiest congratulations Sii Shehzad sb CEO/PD. الحمد لله نہ صرف کشتی بہنور رواں دواں کر دی۔ باہر نکال لائے بلکہ صحیح سمت کی طرف کامیابی سے

5w Like Reply [See translation](#) Hide



Sumaira Shoukat

Masha Allah

Heartiest congratulations to respected CEO Ali Shehzad sb

5w Like Reply Hide

Negative



Zoya Akmal

Sir increment lagna tha December ma lga ni plz bta dy ku ni lga

2w Like Reply Hide



Atta Jani Esakhalvi

Aoa sir please ayk request hy ke Jo agush Wala program hy is main gareeb bndy ko haq ni mil Raha apna num snd kren

3w Like Reply [See translation](#) Hide



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Thank You