



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Meta & Twitter

Monthly Report

1st April – 30th April 2024

Page Insight



7
TOTAL
POSTS BY
PAGE

2
STATIC
POSTS

3
VIDEO
POSTS

-
JOB
POSTS

2
EVENTS
POSTS



4K
PAGE VISITS

46% profile visits decreased as compared to previous month.

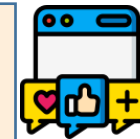


5.1K
PAGE FOLLOWERS

4.9K
Page followers in previous month

109
Net change in followers

71%
Decrease in growth Rate in Net followers



3.6K
PAGE REACH

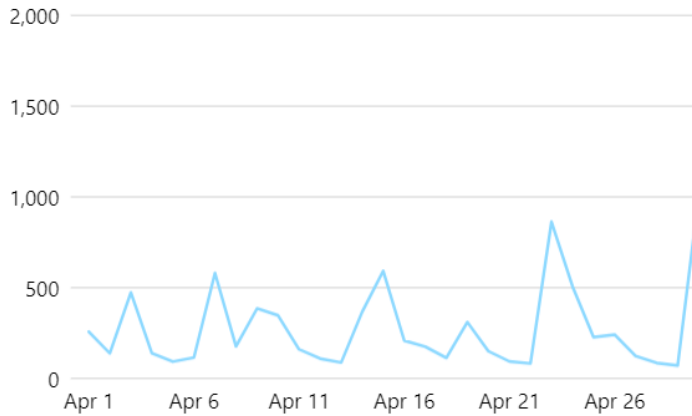
308
Like
15
Unfollow
27
Comment
12
Shares

Facebook Page Reach has decreased by 63% as compared to the previous month

Page Insight

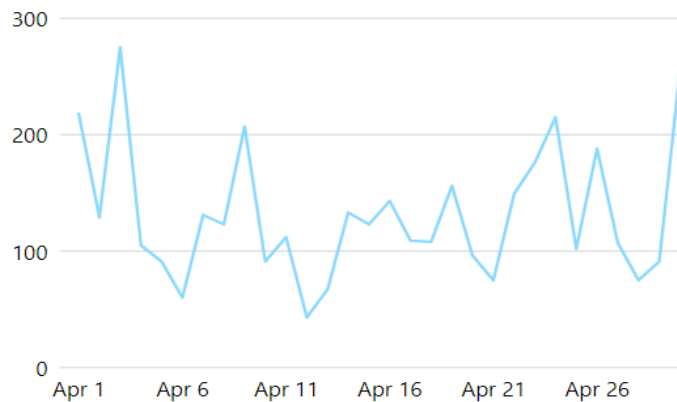
Facebook reach ⓘ

3.6K ↓ 63.5%

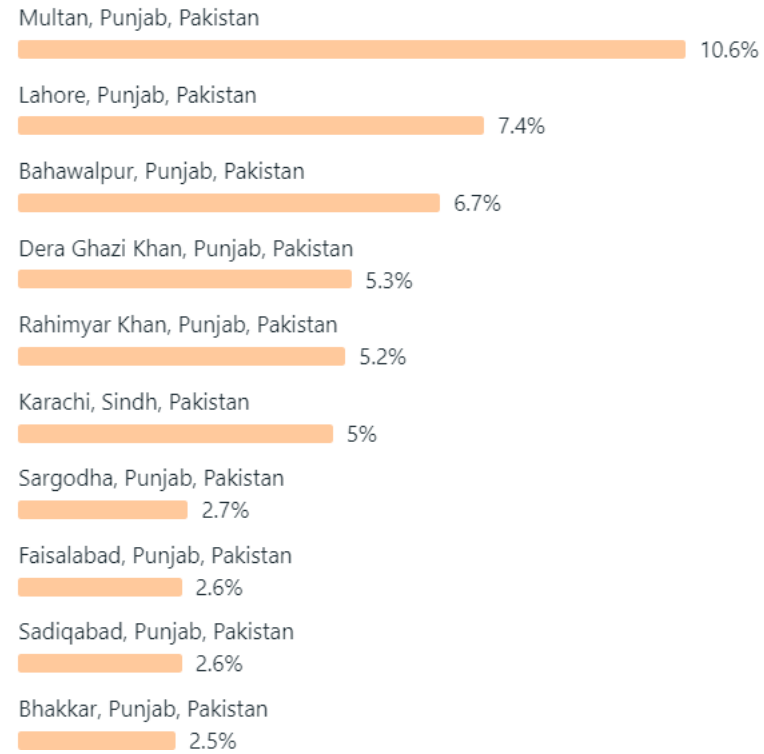


Facebook visits ⓘ

4K ↓ 46%



Top cities



Multan is the top city with 10.6% where people are engaging the most.

Total Number of posts – 7

Post Insights



7.7K
Total Impressions



1.6K
Highest Reach (FB)



517
Clicks



825
Engagements



11%
Engagement Rate

Facebook Top Performing Post



1.3K
Reach

1.4K
Impressions

178
Engagements



1.6K
Reach

1.7K
Impressions

319
Engagements

Performance Overview - Instagram



Page Insight



7
TOTAL
POSTS BY
PAGE

2
STATIC
POSTS

3
VIDEO
POSTS

-
JOB
POSTS

2
EVENTS
POSTS



6
PAGE VISITS

Not enough data to give any insight.



8
PAGE FOLLOWERS

Not enough data to give any insight.



9
PAGE REACH

14
Like

0
Comment

0
Shares

Not enough data to give any insight.



Total Number of posts – 7

Post Insights



37
Total Impressions



6
Highest Reach (FB)

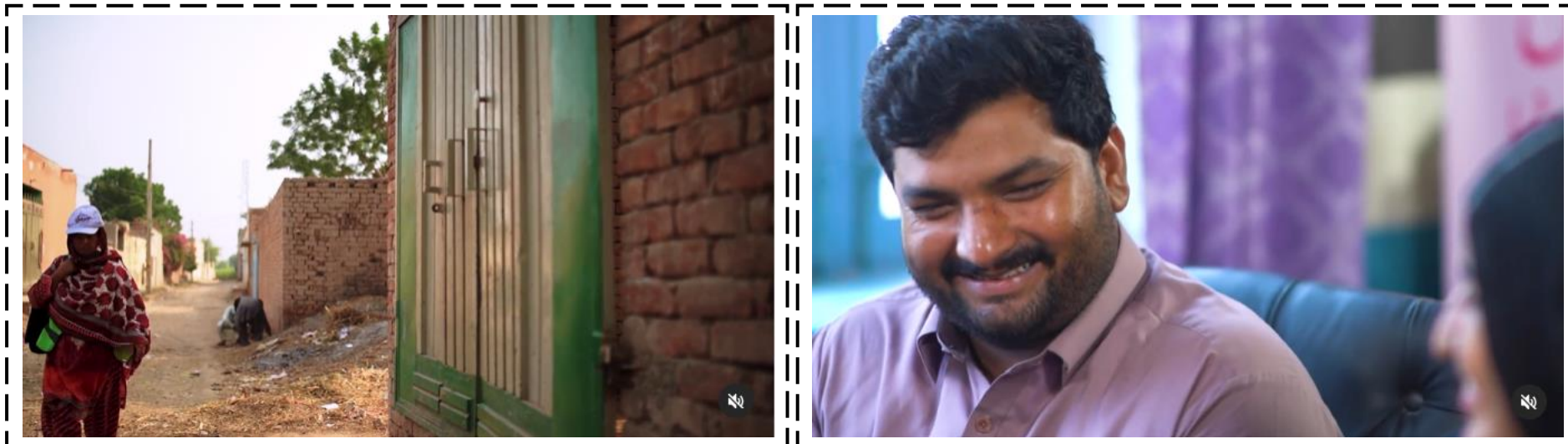


31
Engagements



84%
Engagement Rate

Facebook Top Performing Post



3
Reach

4
Impressions

10
Engagements

4
Reach

4
Impressions

12
Engagements

*On the basis of
Engagements*

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](#)

5
POSTS BY
PAGE

1
STATIC
POSTS

3
VIDEO
POSTS

0
JOB
POSTS

1
EVENTS
POSTS



1.8K
IMPRESSIONS

Impression have
Remain same as
compared to previous
month.



256
PAGE FOLLOWERS

253
Page followers in previous
month

3
Net change in followers

1%
Growth Rate in Net followers



52
ENGAGEMENTS

-
Profile Visits

-
Mentions

3%
ENGAGEMENT RATE

Engagement Rates
decreased to 2.4%



Total Number of posts – 5

Post Insights



1.8K
Total Impressions



9
Likes



52
Engagements



3%
Engagement Rate



6
Retweets

Twitter Top Performing Post

PHCIP
@phcip_official

Promote ...

آغوش پروگرام کے تحت محکمہ صحت کی لیڈی ہیلتھ ورکرز خواتین سے گھروں پر ذاتی صحت، گھر کی صفائی اور دوران حمل احتیاطوں کے حوالے سے انکی رہنمائی کرتی ہیں۔ ساتھ ہی آغوش پروگرام کے فوائد سے بھی آگاہ کرتی ہیں۔

@PSHDept @PnD_Punjab @PUNJABPSPA @GovtofPunjabPK

#Health #Aaghosh

Translate post

1:42

2:57 PM · Apr 1, 2024 · 77 Views

-
Profile Visit

76
Impressions

15
Engagements

PHCIP
@phcip_official

Promote ...

عالمی یوم صحت کے موقع پر پنجاب ہیومن کیئرل انویسٹمنٹ پراجیکٹ اپنے آغوش پروگرام کے ذریعے ماں بچے کی اچھی صحت کے لیے بہتر سہولیات مہیا کرنے کے عزم کو دہراتا ہے۔

#Aaghosh @PSHDept @PnD_Punjab @PUNJABPSPA @GovtofPunjabPK
#worldhealthday2024 #worldhealthday #Health

Translate post

www.phcip.com.pk

12:10 PM · Apr 7, 2024 · 494 Views

-
Profile Visit

494
Impressions

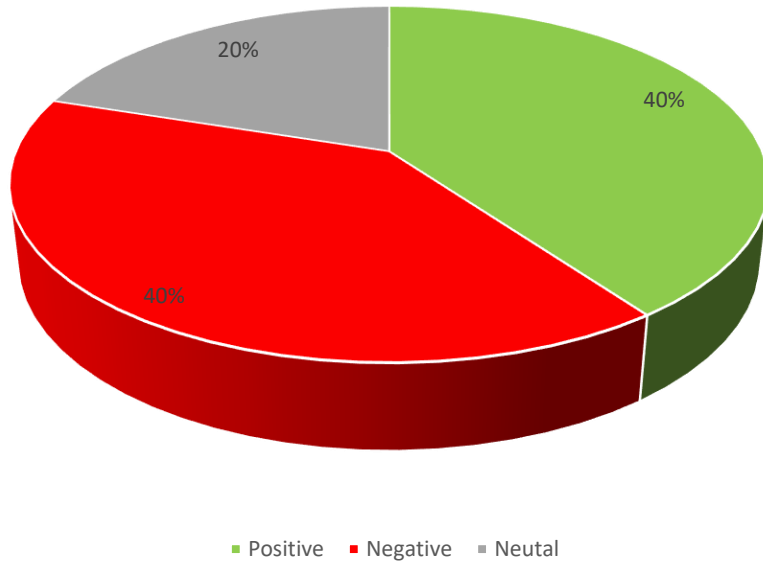
17
Engagements

On the basis of Engagement

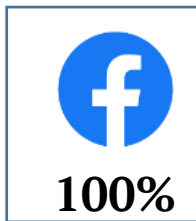
Sentiment Overview

DATA TENURE: 1ST APRIL – 30TH APRIL 2024 – “20 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL META & TWITTER ACCOUNT

SENTIMENT BREAKDOWN

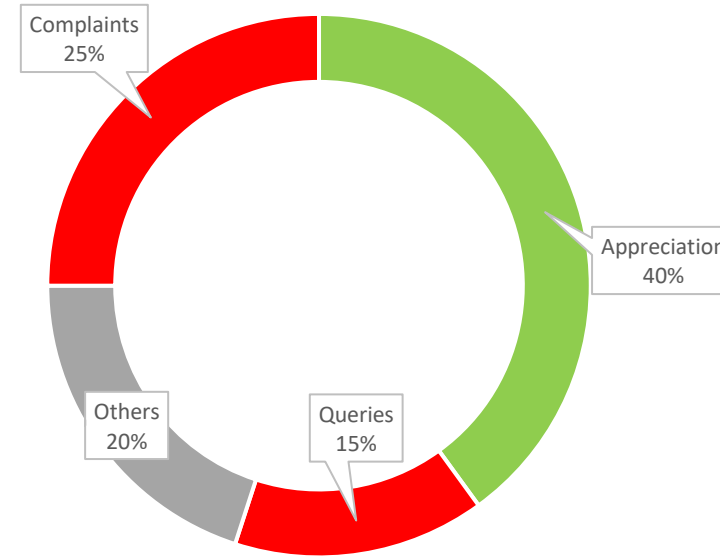


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Positive sentiment (40%).
- Positive appreciation is the biggest conversation driver at 40%
- 25% is complaint about not receiving the monetary benefits of the program.
- 15% are queries related to account issues.

Conversation Snippets

DATA TENURE: : 1st APRIL – 30TH APRIL 2024 – “20 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL META & TWITTER ACCOUNT

Positive

A screenshot of a social media post showing several positive comments. The comments are displayed in a vertical list, each with a user profile picture, name, and text. The comments are:

- Taqqi Shah** (Top fan): Good. 2w. Like Reply Hide.
- M Noman Sarfraz** (Top fan): Good job. 1w. Like Reply Hide.
- Ibraheem Sugheer**: good work. 6d. Like Reply Send message Hide.
- Zuhaib Raan** (Top fan): Great work. 2w. Like Reply Hide.
- Taqqi Shah** (Top fan): Good work from paspa... 2w. Like Reply Hide.
- Shahbaz Hussain**: [Thumbs up icon]. 2w. Like Reply Hide.
- Nade Ali Nade Ali** (Top fan): Aghoosh program patients ko govt hospitals mn attract krny ka behtareen zareya hy. 2w. Like Reply See translation Hide.

Negative

A screenshot of a social media post showing several negative comments. The comments are displayed in a vertical list, each with a user profile picture, name, and text. The comments are:

- Javid Iqbal**: ميئے بھی کروایا تھا اندراج بجے کا لیکن ابی تک sms نہیں آیا. 1w. Like Reply See translation Hide.
- Umair Saeed**: Bahawalnagar main LHV ki seats kb ani hain???. 2w. Like Reply Hide.
- Zeeshan Sabir** (Follow): 3830161896652 eska check Karen paisy nai arahy esko. 1w. Like Reply See translation Hide.
- Azhar Iqbal**: Ksi ki hospital mn registration k bad b msg na aye or helpline wale b kahen k entry ka record nhi a rha hamary pas to kia reason ho g.. Hospital waly khty hain humne registration kr d. 6d. Like Reply Send message See translation Hide.
- Ikram Farid**: Muzaffargarh main koi bat bhe nh sunta. 3w. Like Reply See translation Hide.



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Thank You