



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Meta & Twitter

Monthly Report

1st May – 6th June 2024

Page Insight



21
TOTAL
POSTS BY
PAGE

3
STATIC
POSTS

18
VIDEO
POSTS

-
JOB
POSTS

1
EVENTS
POSTS



5.8K
PAGE VISITS

13.2% profile visits
Increased as compared
to previous month.

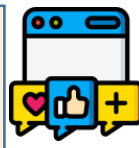


5.8K
PAGE FOLLOWERS

5.1K
Page followers in previous
month

700
Net change in followers

14%
Increase in followers



10.8K
PAGE REACH

897
Reaction

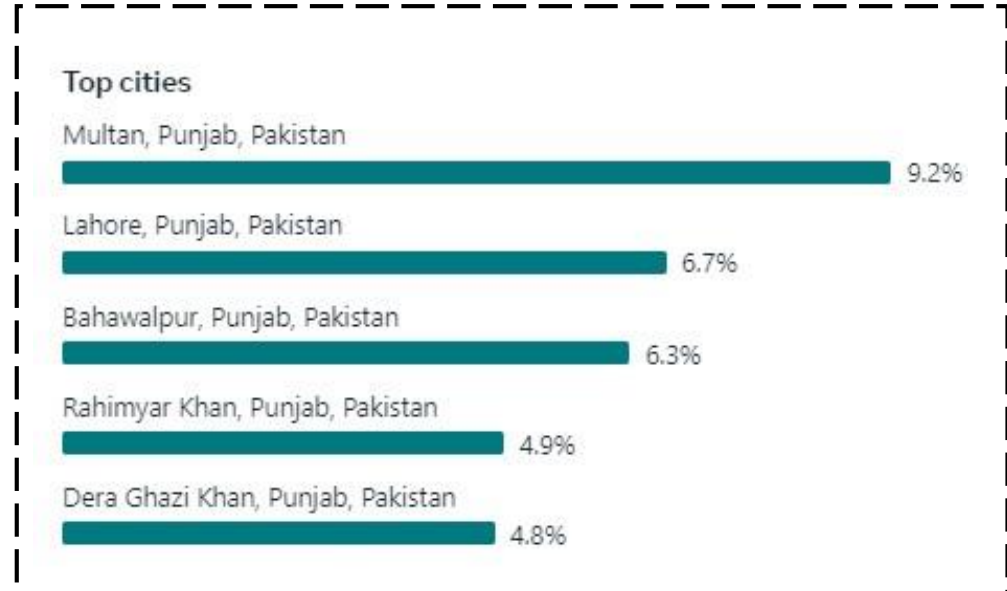
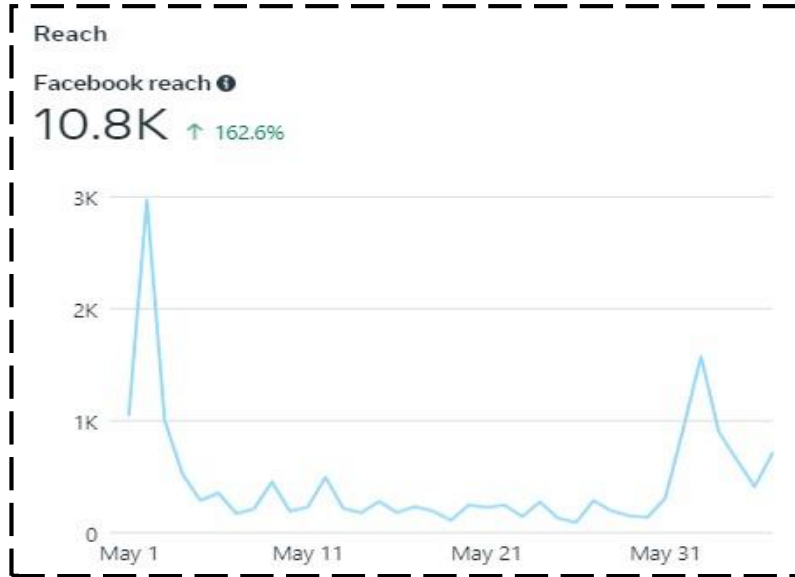
21
Unfollow

123
Comment

89
Shares

Facebook Page Reach has
Increased by 162.6% as
compared to the previous
month

Page Insight



Multan is the top city with 9.2% where people are engaging the most.

Total Number of posts – 21

Post Insights



9.4K
Total Impressions



2.9K
Highest Reach (FB)



709
Clicks



1109
Engagements



11.8%
Engagement Rate

Facebook Top Performing Post



2.9K
Reach

5.1K
Impressions

160
Engagements

1.4K
Reach

2.6K
Impressions

155
Engagements

On the basis of Engagements

Performance Overview - Instagram



Page Insight



phcipofficial

Follow

Message



52 posts

11 followers

0 following

Official Instagram Account of Punjab Human Capital Investment Project (PHCIP)
Facebook: <http://facebook.com/PHCIP>

20
TOTAL
POSTS BY
PAGE

2
STATIC
POSTS

18
VIDEO
POSTS

-
JOB
POSTS

0
EVENTS
POSTS



18
PAGE VISITS

Not enough data to give any insight.



11
Insta Follower's

08
Insta Follower's last month

Not enough data to give any insight.



1.1K
PAGE REACH

08
Like

00
Comment

06
Shares

Not enough data to give any insight.



Total Number of posts – 20

Post Insights



14
Total Impressions



187
Highest Reach
(Insta)



14
Engagements



100%
Engagement Rate

Facebook Top Performing Post



128
Reach

150
Impressions

05
Engagements



05
Reach

05
Impressions

01
Engagements



Page Insight



8
TWEETS
BY
ACCOUNT

2
STATIC
TWEETS

5
VIDEO
TWEETS

0
JOB
TWEETS

1
EVENTS
TWEETS



1.2K
IMPRESSIONS

Impression decreased as compared to previous month.



264
ACCOUNTS
FOLLOWERS

256
Page followers in previous month

8
Net change in followers

3.1%
Growth Rate in Net followers



52
ENGAGEMENTS

-
Profile Visits

-
Mentions

7.4%
ENGAGEMENT RATE

Engagement Rates increased to 4.4%



Total Number of Tweets – 8

Post Insights



641
Total Impressions



7
Likes



82
Engagements



12.8%
Engagement Rate



7
Retweets

Twitter Top Performing Post

PHCIP
@phcip_official

وائس چیئر پرسن @PUNJABPSPA پنجاب سوشل پروٹیکشن اتھارٹی
@JahanAraWattoo جہاں آراء وٹو نے ضلع مظفر گڑھ میں @phcip_official کے
آغوش، خود مختار اور بنیاد پروگرامز کا جائزہ لیا۔ انہوں نے تمام پروگرامز کی مجموعی
کارکردگی کو تسلی بخش قرار دیا

#Bunyard #KhudMukhtar #Aaghosh #PHCIP #PSPA

5
Profile Visit

198
Impressions

27
Engagements

PHCIP
@phcip_official

حکومت پنجاب کا حاملہ خواتین اور دو سال سے کم عمر بچوں کی ماؤں کا آغوش
پروگرام 12 اضلاع میں کامیابی سے جاری۔ خواتین طبی معائنے کروائیں اور بچوں کو
حفاظتی ٹیکے لگوائیں۔ جن خواتین نے معائنے کے بعد تاحال رقم نہیں نکلوائی، ہائیو
میٹرک تصدیق کے بعد قریبی کیش ایجنٹ سے رقم حاصل کریں

Translate post

3:44 PM · Jun 1, 2024 · 83 Views

1 2 1

1
Profile Visit

79
Impressions

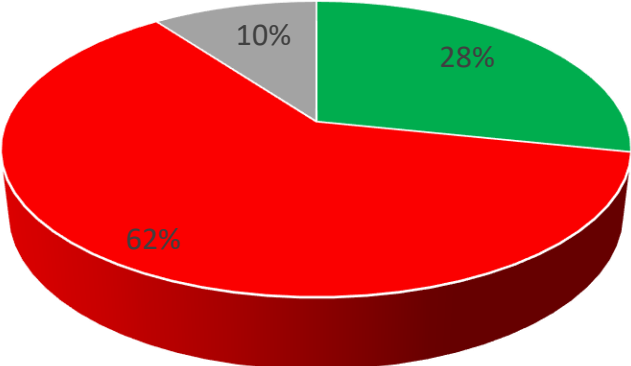
13
Engagements

On the basis
of
Engagement

Sentiment Overview

DATA TENURE: 1st MAY – 6th JUNE 2024 – “47 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL META, TWITTER (X)

SENTIMENT BREAKDOWN



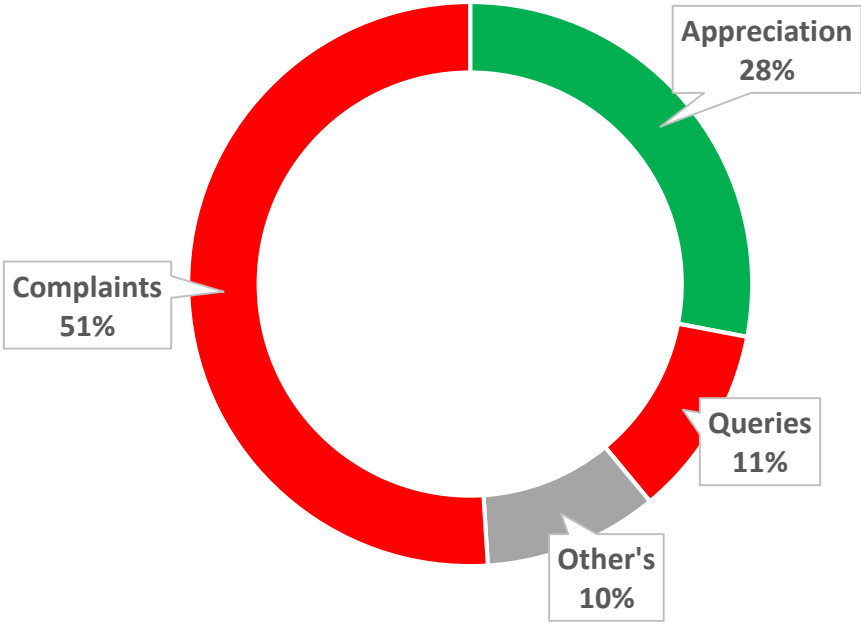
■ Positive ■ Negative ■ Neutral

PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

TOPICS BREAKDOWN



- Overall sentiment for the month has been driven by Negative sentiment (62%).
- Complaints are the biggest conversation driver at 51%
- 28% is Positive Appreciation.
- 11% are queries related to account issues.

No comments on recent posts on Instagram and Twitter.

Conversation Snippets

DATA TENURE: : 1st MAY – 6 JUNE 2024 – “47 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL META

Positive

 Shahbaz Hussain
Good work 🇵🇰 ...
4w Like Reply Hide

 Shahbaz Hussain
Good work ❤️ ...
4w Like Reply Hide

 Ibraheem Sugheer
Good work
5w Like Reply Hide

 Jam Saleem Rehman
Good Working .
2w Like Reply Hide

 Shahbaz Hussain
Good working 👍 ...
5w Like Reply Hide

 Top fan
Muhammad Imtiaz
Acha program hi agosh ...
2w Like Reply Hide

Negative

 Javid Iqbal
میں نے اپنے بیٹے کا اندراج کروائیں ہے اور
میں نے پوچھا تھا کہ اندراج ہوں گیا ہے کے
نہیں
3w Like Reply See translation Hide

 Top fan
Ramzan Khan
بچے کا ب فارم کی رجسٹریشن کرائی ہے لیکن اس کی رقم نہیں ملی
3240338440888
1w Like Reply See translation Hide

 Tariq Mughal
Sir bacha 2saal ka hogaya h pacy
pury nhi mily
3w Like Reply See translation Hide

 Javid Iqbal
میں نے بھی اندراج کروایا ہے لیکن ابھی تک پیسے نہیں ہے
1w Like Reply See translation Hide

 Ikram Farid
Muzaffargarh waly ksi ki bat he nh sunty. jo ghara mai leady helth workar ati hen un ko
to sb pta hota ha phe wo Q recd drg nh krati. Or na thek se bat sunty hen
5w Like Reply See translation Hide

 Haider Ali · [Follow](#)
Punjab Human Capital Investment Project
کاغذوں کی حد تک بہت اچھی کارکردگی ہے
6w See translation Unhide

 احمد سعید سلطانی
Sb bakwas our jhot
1w Like Reply See translation

 Top fan
Sufyan Minhas Pti
Ap ko call karty ho to ap othty kayo nhi
5w Like Reply See translation Hide



PUNJAB HUMAN
CAPITAL INVESTMENT
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Thank You