



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Meta & Twitter

Monthly Report

1st June– 30th June 2024

Page Insight



11
TOTAL
POSTS BY
PAGE

3
STATIC
POSTS

7
VIDEO
POSTS

1
EVENTS
POSTS

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

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



11.4 K
PAGE VISITS

144.7 % profile visits increased as compared to last month.

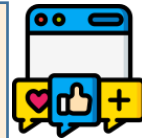


5.9K
PAGE FOLLOWERS

5.1 K
Page followers in previous month

0.8
Net change in followers

71%
Decrease in growth Rate in Net followers



472.1 K
PAGE REACH

242
Like

38
Comment

66
Shares

Facebook Page Reach has increased by 7.2K% as compared to the previous month

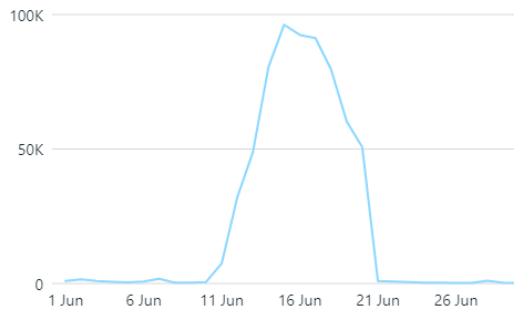


Page Insight

Reach

Facebook reach ⓘ

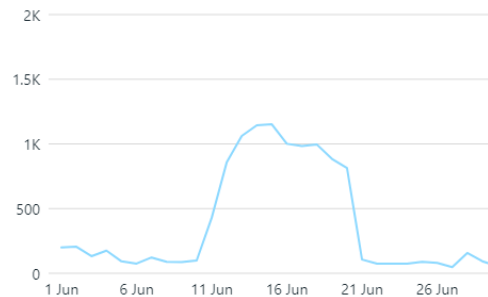
472.1K ↑ 7.2K%



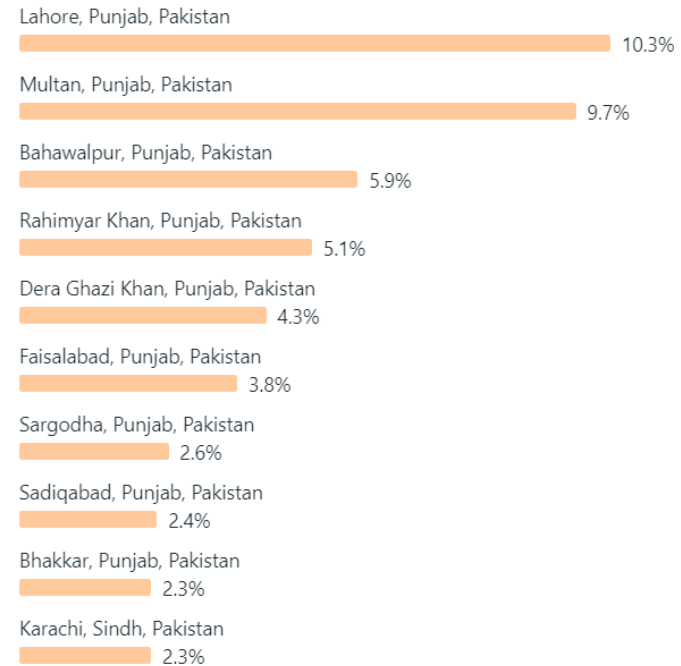
Visits

Facebook visits ⓘ

11.4K ↑ 144.7%



Top towns/cities



Lahore is the top city with 10.3% where people are engaging the most.

Total Number of posts – 11

Post Insights



98.2K
Total Impressions



61.6K
Highest Reach (FB)



3
Clicks



672
Engagements



11.3%
Engagement Rate

Facebook Top 2 Performing Post



31.9 K
Reach

53.7K
Impressions

89
Engagements

16.4K
Reach

29.0K
Impressions

114
Engagements

On the basis of Engagements

Performance Overview - Instagram



Page Insight



66
posts

17
followers

0
following

Official Instagram Account of Punjab Human Capital Investment Project (PHCIP)

Facebook: <http://facebook.com/PHCIP>

10
TOTAL
POSTS BY
PAGE

2
STATIC
POSTS

7
VIDEO
POSTS

1
EVENTS
POSTS



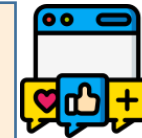
12
PAGE VISITS

Not enough data to give any insight.



14
PAGE FOLLOWERS

Not enough data to give any insight.



390
PAGE REACH

10
Like

4
Comment

0
Shares

Not enough data to give any insight.

Performance Overview - Instagram



Total Number of posts – 10

Post Insights



744
Total Impressions



695
Highest Reach



24
Engagements



3.4%
Engagement Rate

Instagram Top 2 Performing Post



309
Reach

339
Impressions

6
Engagements



166
Reach

167
Impressions

1
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

2
POSTS BY
PAGE

0
STATIC
POSTS

2
VIDEO
POSTS

0
EVENTS
POSTS



616
IMPRESSIONS

Impression have
Remain same as
compared to previous
month.



257
PAGE FOLLOWERS

256
Page followers in May

1
Net change in followers

1%
Growth Rate in Net followers



102
ENGAGEMENTS

16.56%
ENGAGEMENT RATE

14
Profile Visits

-
Mentions



Total Number of posts – 2

Post Insights



545
Total Impressions



4
Likes



58
Engagements



3%
Engagement Rate



2
Retweets

Twitter Top Performing Post



2
Profile Visit

122
Impressions

28
Engagements



4
Profile Visit

103
Impressions

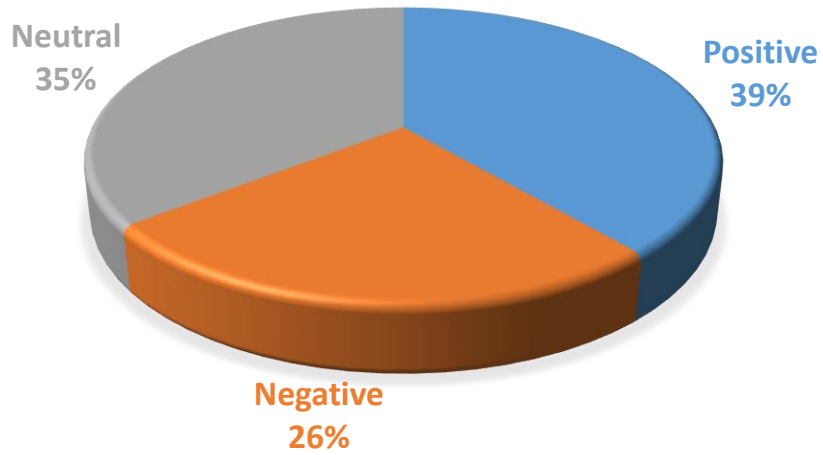
5
Engagements

On the basis of Engagement

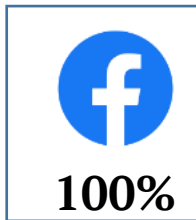
Sentiment Overview

DATA TENURE: 1st JUNE – 30TH JUNE 2024 – “38 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL META & TWITTER ACCOUNT

SENTIMENT BREAKDOWN

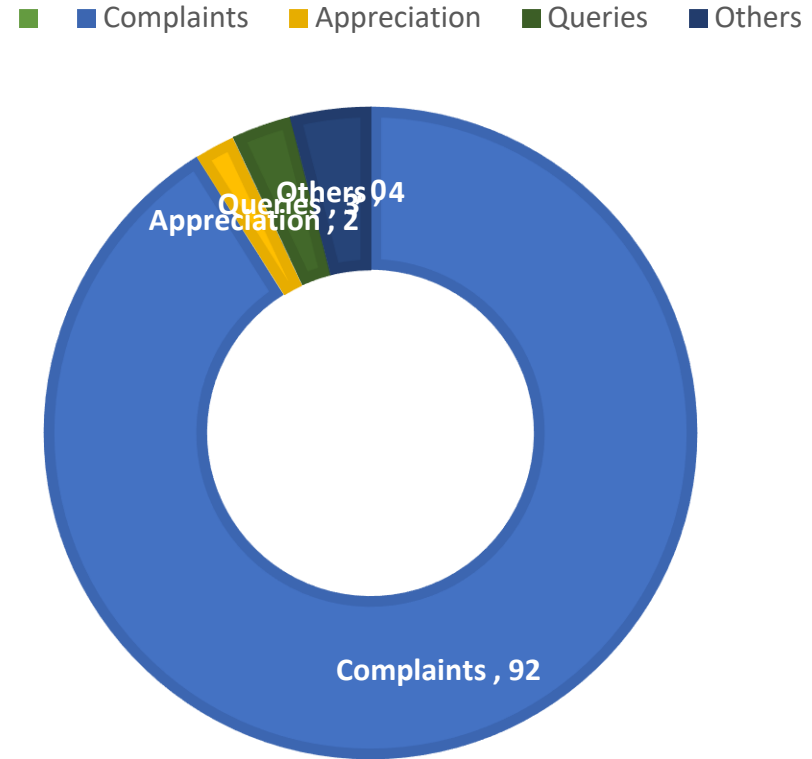


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

TOPICS BREAKDOWN



Conversation Snippets

DATA TENURE: : 1st JUNE – 30TH JUNE 2024 – “38 NEW COMMENTS”

SOURCES: PHCIP OFFICIAL META & TWITTER ACCOUNT

Positive



Punjab Human Capital Investment Project

حکومت پنجاب کی جانب سے حاملہ خواتین اور دو سال سے کم عمر بچوں کی ماؤں کے لیے آغوش پروگرام پنجاب کے 12 اضلاع میں کامیابی سے جاری ہے۔ آغوش پروگرام میں See more ...

Boost reel

Most relevant ▾



اعجاز حسین · Follow

ہم اس پروگرام سے خوش ہیں اور یہ ہمارے لیے خوش آئین پروگرام ہے مگر گزارش ہے گاہ بگاہ ہمیں معلومات میسر کی جاتی رہے تو شکر گزار رہیں گے

16w Like Reply Hide



Malik Suleman Samtia

Aik ka course ab Pura hoia ha aor dosra ko ab 3 lagna ha lakin mila kouch ni vo khata han ka Allah sa mango

14w Like Reply Hide



Punjab Human Capital Inv... · 2 replies

Negative

All comments ▾



Javid Iqbal

میں نے بھی اندراج کروایا ہے لیکن ابھی تک پیسے نہیں بے

17w Like Reply Hide



Author

Punjab Human Capital Investment Project

برائے مہربانی پی ایس پی اے ہیلپ لائن 1221 پر کال کریں۔ شکریہ Javid Iqbal

17w Like Reply



Ramzan Khan

بچے کا ب فارم کی رجسٹریشن کرائی ہے لیکن اس کی رقم نہیں ملی 3240338440888

17w Like Reply Hide



Author

Punjab Human Capital Investment Project

برائے مہربانی پی ایس پی اے ہیلپ لائن 1221 پر کال کریں۔ شکریہ Ramzan Khan

17w Like Reply



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Thank You