



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Meta & Twitter

Monthly Report

1st July – 31st July 2024

Page Insight



03
TOTAL
POSTS BY
PAGE

03
STATIC
POSTS

0
VIDEO
POSTS

0
EVENTS
POSTS

Punjab Human Capital Investment Project
4K followers • 2 following

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



2.2K
PAGE VISITS

80.9% profile visits decreased as compared to previous month.



11.4K
PAGE FOLLOWERS

5.9K
Page followers in previous month

140
Net change in followers

193%%
Increase in Growth Rate of Net followers



4.8K
PAGE REACH

1.4K
Likes from followers

3.4K
Likes from Non-followers

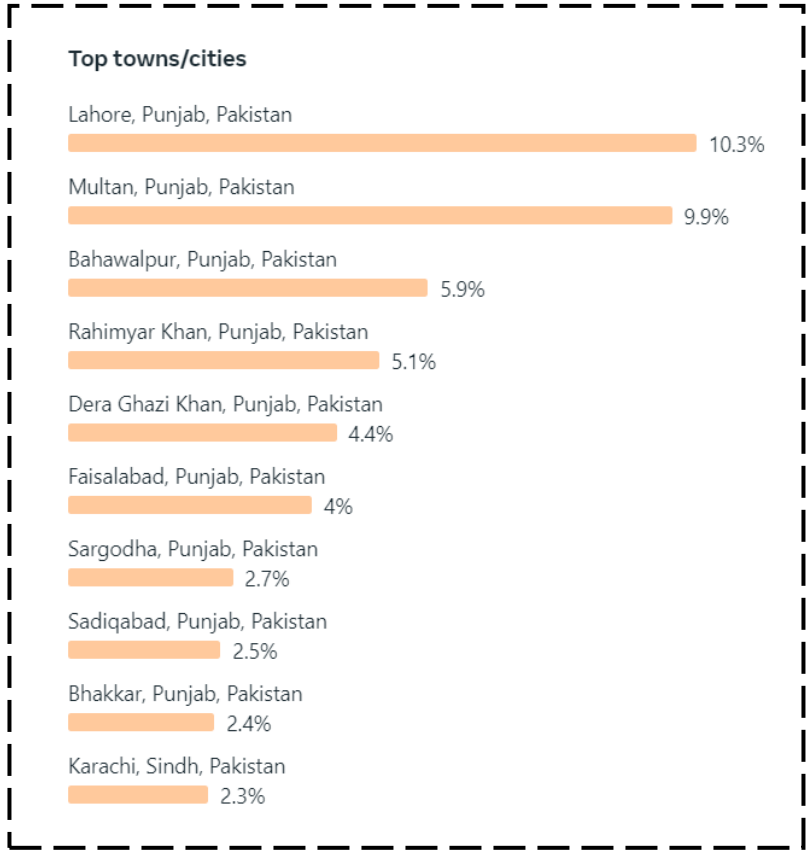
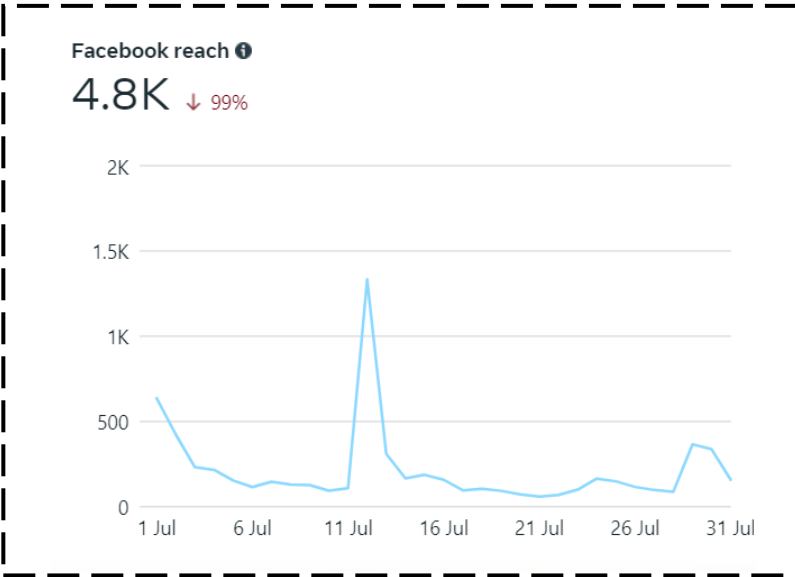
16
Comment

17
Shares

Facebook Page Reach has decreased by 99% as compared to the previous month



Page Insight



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

Total Number of posts – 03

Posts Insights



6.4K
Total Impressions



5.4K
Highest Reach (FB)



0
Clicks



118
Engagements



39.3%
Engagement Rate

Facebook Top 2 Performing Posts



2.8K
Reach

3.4K
Impressions

35
Engagements



1.5K
Reach

1.6K
Impressions

25
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>

02
TOTAL
POSTS BY
PAGE

02
STATIC
POSTS

0
VIDEO
POSTS

0
EVENTS
POSTS



15
PAGE VISITS

Not enough data to give any insight.



17
PAGE FOLLOWERS

Not enough data to give any insight.



255
PAGE REACH

02
Like

0
Comment

0
Shares

Not enough data to give any insight.



Total Number of posts – 02

Posts Insights



188
Total Impressions



178
Highest Reach



3
Engagements



1.6%
Engagement Rate

Instagram Top 2 Performing Posts



169
Reach

179
Impressions

3
Engagements



9
Reach

9
Impressions

0
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

0
POSTS BY
PAGE

0
STATIC
POSTS

0
VIDEO
POSTS

0
JOB
POSTS

0
EVENTS
POSTS



0
IMPRESSIONS

No post was published in the Month of July 2024



257
PAGE FOLLOWERS

256
Page followers in previous month

1
Net change in followers

60%
Growth Rate in Net followers



ENGAGEMENTS

-
Profile Visits

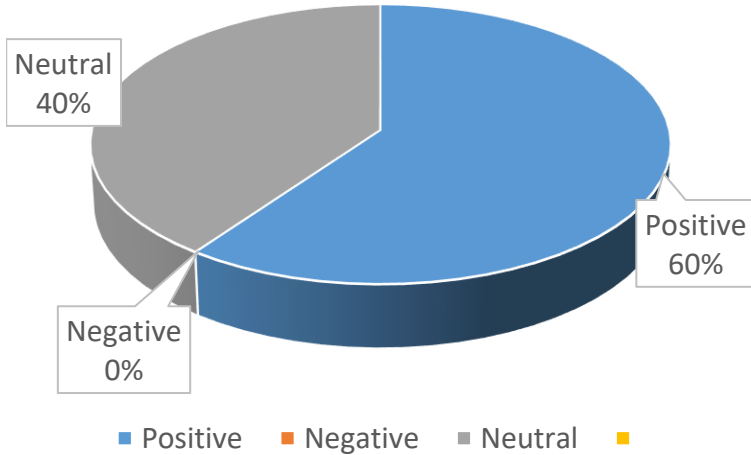
-
Mentions

ENGAGEMENT RATE

Sentiment Overview

DATA TENURE: 1ST JULY – 31ST JULY 2024 – “10 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL META

SENTIMENTS BREAKDOWN

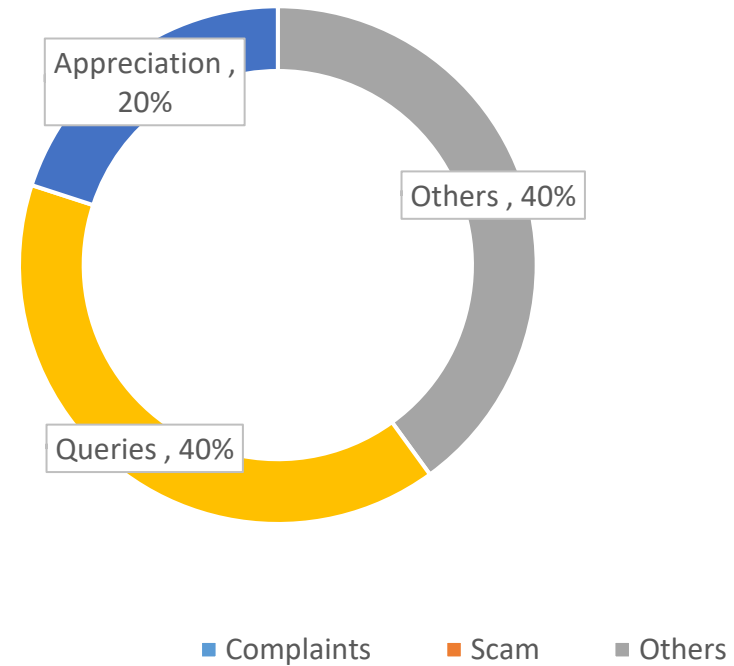


PLATFORM WISE COMMENTS BREAKDOWN



FACEBOOK IS DOMINATING

TOPICS BREAKDOWN





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Thank You