



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Social Media Analytics

Meta & Twitter

Monthly Report

1st August – 31st August 2024

Page Insight



6
TOTAL
POSTS BY
PAGE

6
STATIC
POSTS

0
VIDEO
POSTS

0
EVENTS
POSTS

Punjab Human Capital Investment Project
4K followers • 2 following

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



2.2K
PAGE VISITS

0.4% profile visits decreased as compared to last month.



11.4K
PAGE FOLLOWERS

112
Page followers in previous month

90
New followers in this month

19.6%
Increase in growth Rate in Net followers



4.7K
PAGE REACH

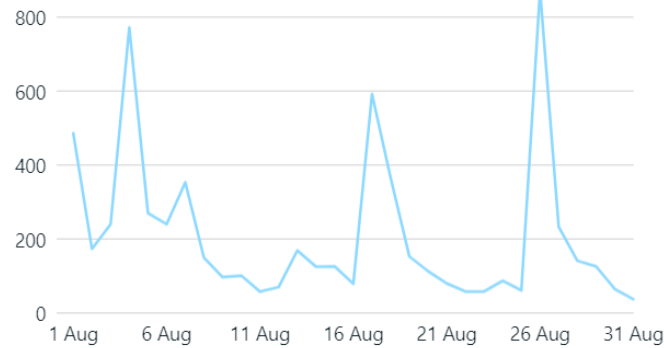
127
Like
37
Unfollow
9
Comment
8
Shares

Facebook Page Reach has decreased by 2.1% as compared to the previous month

Page Insight

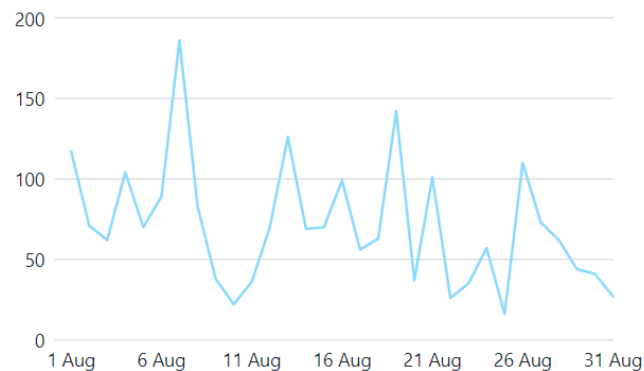
Facebook reach

4.7K ↓ 2.1%

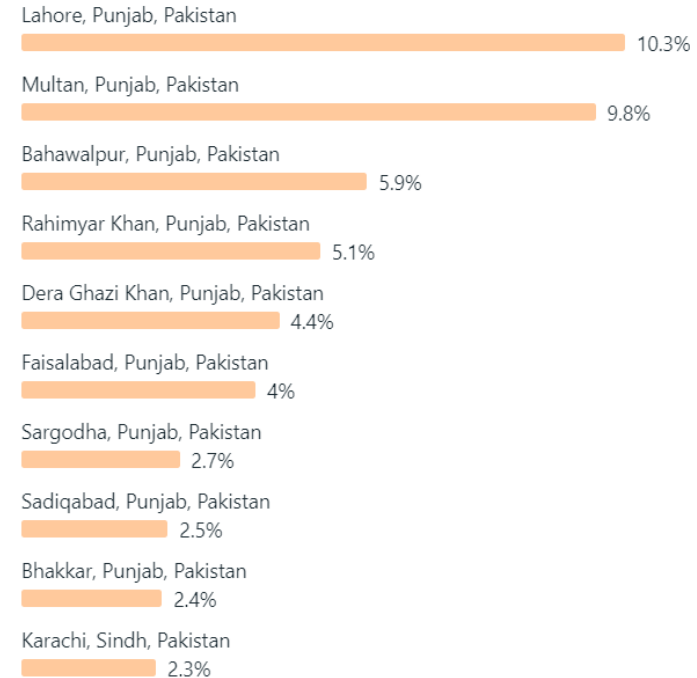


Facebook visits

2.2K ↓ 0.4%



Top towns/cities



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

Total Number of posts – 6

Posts Insights



9.3K
Total Impressions



8.4K
Highest Reach (FB)



0
Clicks



152
Engagements



1.3%
Engagement Rate

Facebook Top 2 Performing Posts



2.2K
Reach

2.3K
Impressions

38
Engagements



1.9xK
Reach

2.9K
Impressions

26
Engagements



Page Insight



66
posts

17
followers

0
following

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

4
TOTAL
POSTS BY
PAGE

4
STATIC
POSTS

0
VIDEO
POSTS

0
EVENTS
POSTS



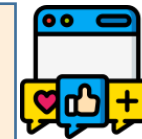
13
PAGE VISITS

Not enough data to give any insight.



17
PAGE FOLLOWERS

Not enough data to give any insight.



239
PAGE REACH

0
Like

0
Comment

0
Shares

Not enough data to give any insight.

Performance Overview - Instagram



Total Number of posts – 4

Post Insights



341
Total Impressions



338
Highest Reach



2
Engagements



0%
Engagement Rate

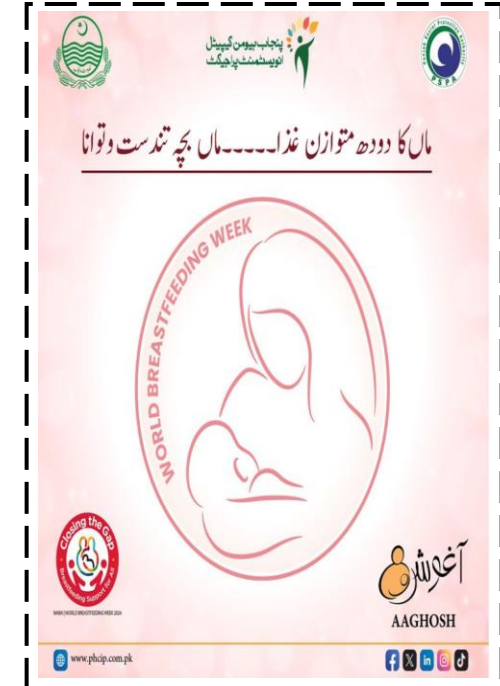
Instagram Top 2 Performing Post



173
Reach

179
Impressions

1
Engagements



138
Reach

144
Impressions

1
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

4
POSTS BY
PAGE

4
STATIC
POSTS

0
VIDEO
POSTS

0
EVENTS
POSTS



1.2K
IMPRESSIONS

Impression have
Remain same as
compared to previous
month.



256
PAGE FOLLOWERS

256
Page followers in July 2024

0
Net change in followers

0%
Growth Rate in Net followers



46
ENGAGEMENTS

5
Profile Visits

-
Mentions

3.7%
ENGAGEMENT RATE

Engagement Rates
increased to 3.7%



Total Number of posts – 4

Post Insights



1.2K
Total Impressions



9
Likes



46
Engagements



3.7%
Engagement Rate



7
Retweets

Twitter Top Performing Post



1
Profile Visit

553
Impressions

21
Engagements



2
Profile Visit

237
Impressions

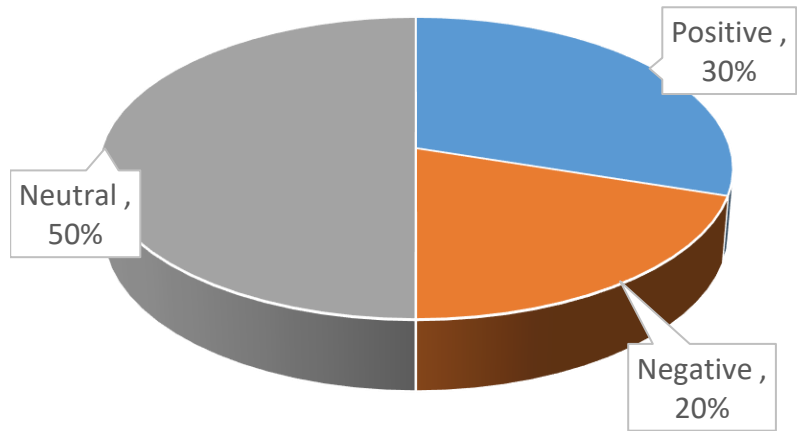
11
Engagements

On the basis
of
Engagement

Sentiment Overview

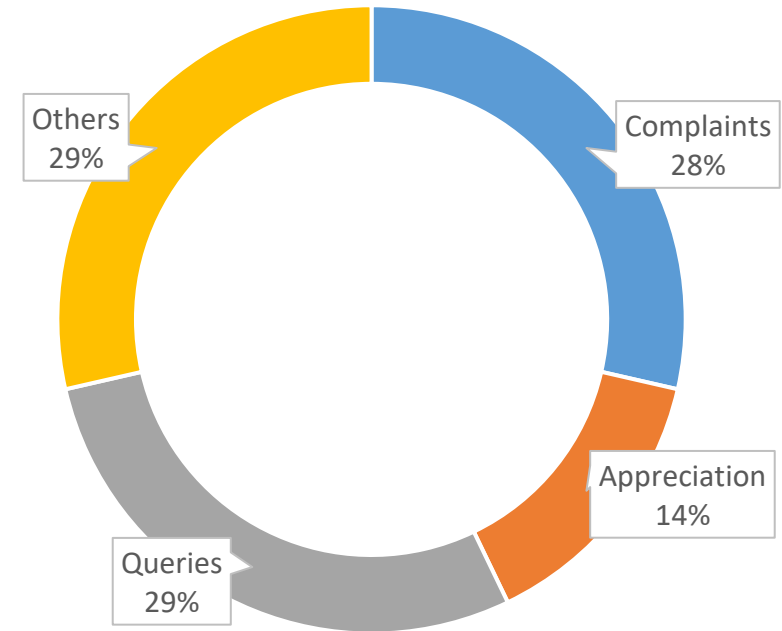
DATA TENURE: 1ST AUGUST – 31ST AUGUST 2024 – “8 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK ACCOUNT

SENTIMENTS BREAKDOWN



■ Positive ■ Negative ■ Neutral

TOPICS BREAKDOWN



■ Complaints ■ Appreciation ■ Queries ■ Others



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Thank You