



PUNJAB HUMAN  
CAPITAL INVESTMENT  
PROJECT



# Social Media Analytics

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Meta & Twitter

**Monthly Report**

**1<sup>st</sup> September – 30<sup>th</sup> September 2024**

## Page Insight



6  
TOTAL  
POSTS BY  
PAGE

5  
STATIC  
POSTS

1  
VIDEO  
POSTS

6  
EVENTS  
POSTS

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

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



2.8 K  
PAGE VISITS

36.1 % profile visits increased as compared to last month.



11.4K  
PAGE FOLLOWERS

105  
Net follows

19  
Unfollows

18%  
Increase in growth Rate in  
Net followers



6.6K  
PAGE REACH

119  
Like

8  
Comment

19  
Shares

Facebook Page Reach has increased by 44.7% as compared to the previous month



## Page Insight

### Facebook reach

6.6K ↑ 44.7%

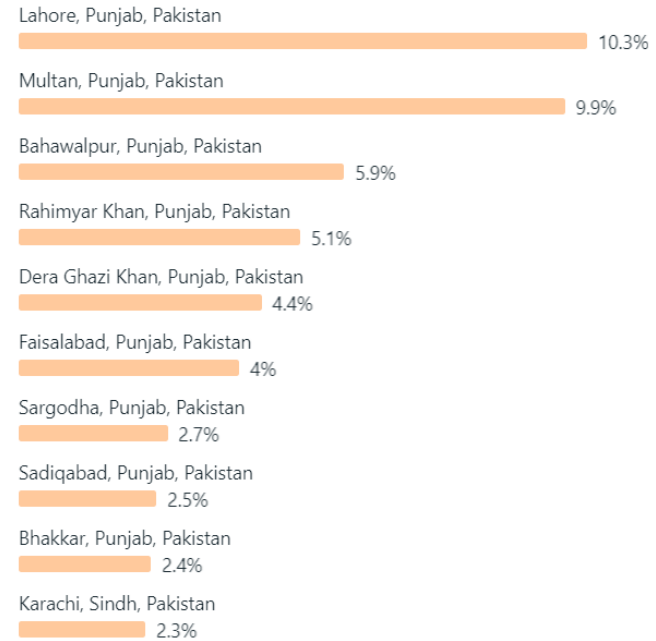


### Facebook visits

2.8K ↑ 36.1%



### Top towns/cities



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

## Total Number of posts – 6

### Post Insights



**8.1K**  
Total Impressions



**7.9K**  
Highest Reach (FB)



**3**  
Clicks



**147**  
Engagements



**1.84%**  
Engagement Rate

### Facebook Top 2 Performing Post



Punjab Human Capital Investment Project

· 23 September at 19:43 · 🌐

The World Bank Implementation Support Mission for Punjab Human Capital Investment Project (PHCIP) kicked off today at Punjab Social Protection Authority (PSPA) office. Mr. Ali Shehzad, CEO PSPA/PD PHCIP welcomed the Mission led by Mr. Sohail S. Abbasi (Senior Social Protection Specialist/ Task Team Leader) along with Mr. Amer Hasan (Senior Education Specialist), Mr. James Gresham (Senior Education Specialist) and Ms. Amna Khan (Social Protection Specialist).

On the first d... [See more](#)



**3.1 K**  
Reach

**3.5K**  
Impressions

**50**  
Engagements



Punjab Human Capital Investment Project

· 24 September at 22:14 · 🌐

The second day of the World Bank Implementation Support Mission for the Punjab Human Capital Investment Project (PHCIP) highlighted notable advancements in both financial and physical spheres. A comprehensive presentation showcased PHCIP's overall progress, encompassing a thorough examination of the financial allocation, disbursement, and utilization of funds by implementing agencies.

The Health Component team delivered an in-depth progress report, emphasizing upgrades in health facilities and increased utilization by pregnant and lactating women (PLWs). The H&N CCT incentive aim to enhance the utility of these health facilities.

The World Bank Mission commended the PSPA and Health Component teams, expressing satisfaction with the progress and underscoring the importance of these activities in enhancing human capital indicators in Punjab.

[Govt of Punjab Planning & Development Board, Govt. of the Punjab Punjab Social Protection Authority Primary & Secondary Healthcare Department School Education Department, Government of the Punjab Punjab Education Sector Reforms Program](#)  
[#GovtOfPunjab](#) [#PSPA](#) [#PHCIP](#) [#Aaghosh](#) [#Khudmukhtar](#) [#Bunyard](#) [#WorldBank](#) [#ProjectReview](#)



**1.8K**  
Reach

**2.0K**  
Impressions

**36**  
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>

4

TOTAL  
POSTS BY  
PAGE

4

STATIC  
POSTS

0

VIDEO  
POSTS

4

EVENTS  
POSTS



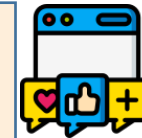
45  
PAGE VISITS

Not enough data to give any insight.



18  
PAGE FOLLOWERS

Not enough data to give any insight.



328  
PAGE REACH

2  
Like

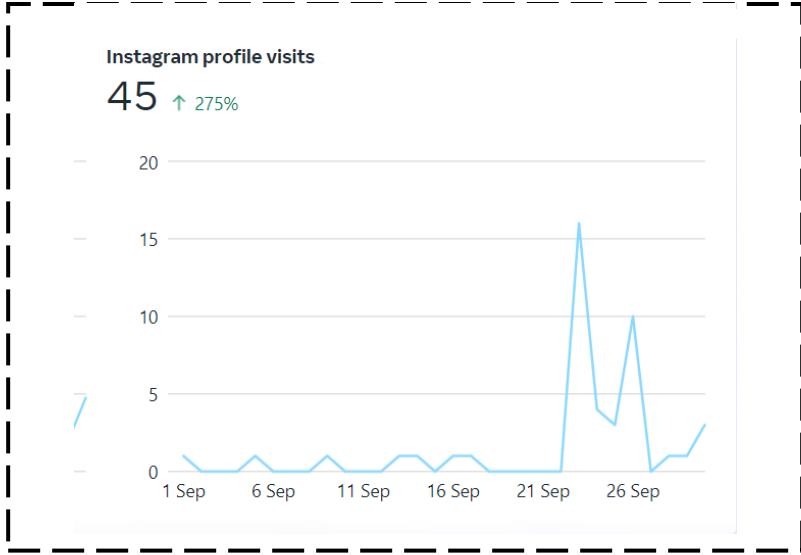
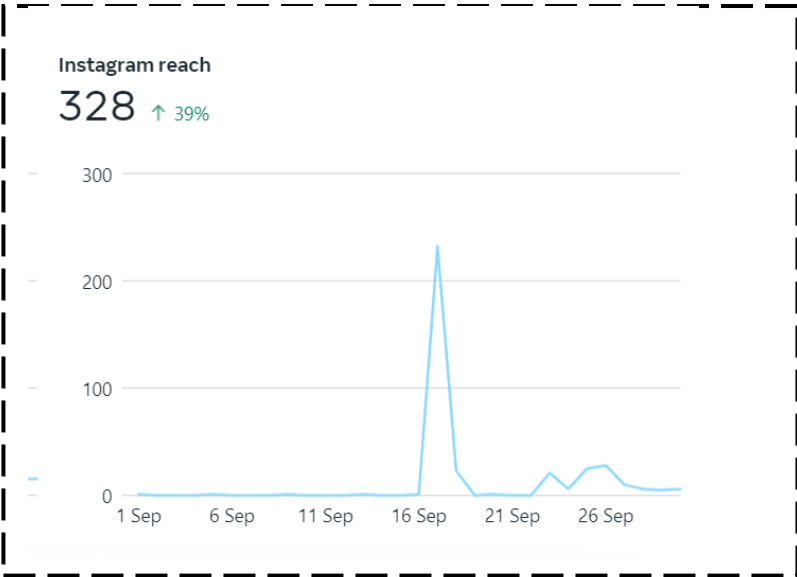
0  
Comment

2  
Shares

Not enough data to give any insight.



## Page Insight





## Total Number of posts – 4

### Post Insights



**467**  
Total Impressions



**418**  
Highest Reach



**8**  
Engagements



**0.03%**  
Engagement Rate

### Instagram Top 2 Performing Post



**271**  
Reach

**282**  
Impressions

**1**  
Engagements

**67**  
Reach

**82**  
Impressions

**5**  
Engagements



## Page Insight



**PHCIP**  
@phcip\_official

Official Twitter Account of Punjab Human Capital Investment Project (PHCIP)  
Facebook : [facebook.com/PHCIP](https://facebook.com/PHCIP)

📍 PHCIP, Wahdat Road, Lahore 🌐 [phcip.com.pk](https://phcip.com.pk) 📅 Joined March 2022

4 Following 207 Followers

Edit profile

3  
POSTS BY  
PAGE

3  
STATIC  
POSTS

VIDEO  
POSTS

3  
EVENTS  
POSTS



203  
IMPRESSIONS

Impression have decreased as compared to previous month.



255  
PAGE FOLLOWERS

256  
Page followers in August 2024

1  
Net change in followers

-0.39%  
Growth Rate in Net followers





## Total Number of posts – 3

### Post Insights



203  
Total Impressions



1  
Likes



37  
Engagements



18.23%  
Engagement Rate



1  
Retweets

### Twitter Top Performing Post



0  
Profile Visit

90  
Impressions

18  
Engagements



0  
Profile Visit

87  
Impressions

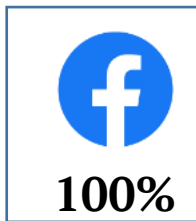
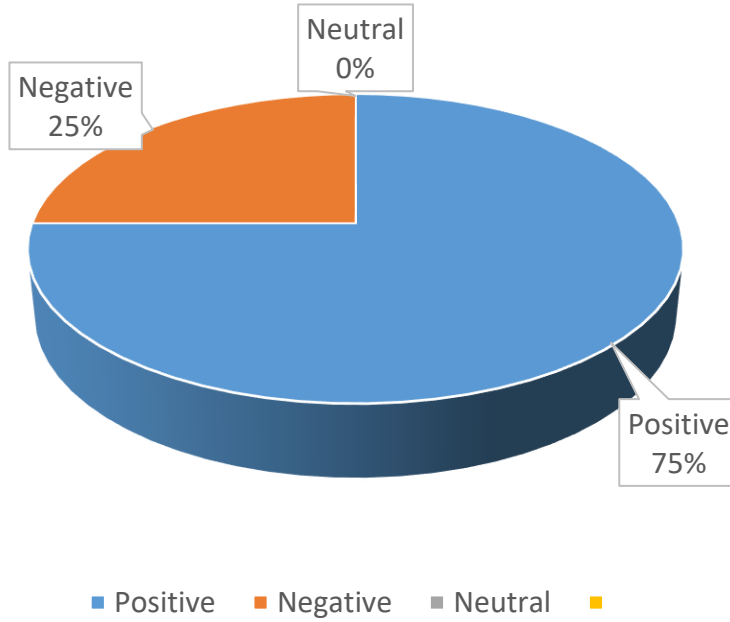
23  
Engagements

On the basis of Engagement

# Sentiment Overview

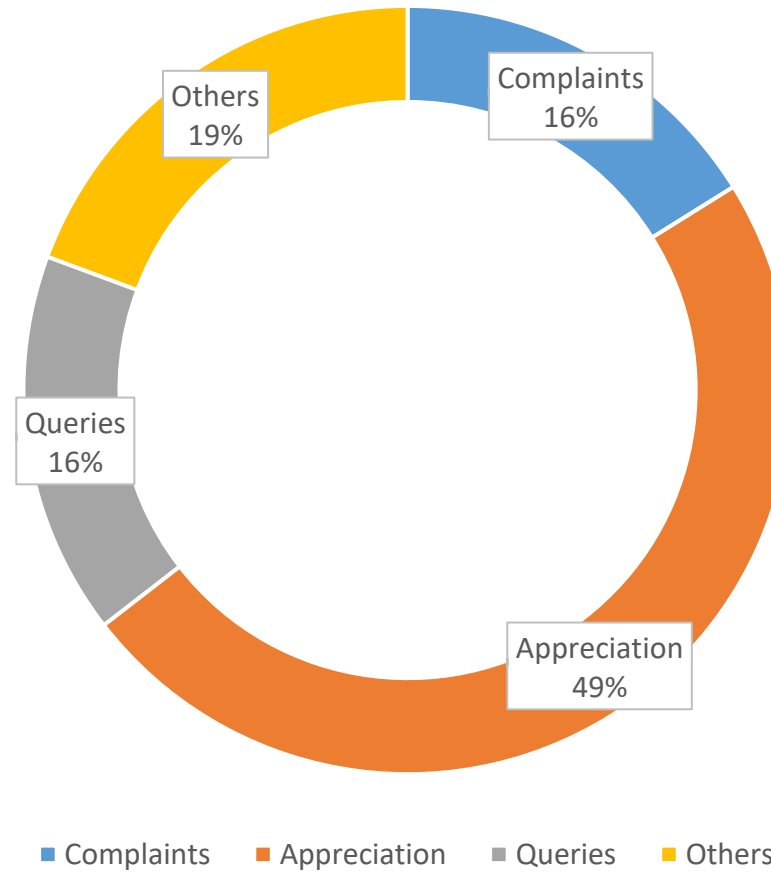
DATA TENURE: 1<sup>ST</sup> SEPTEMBER – 30<sup>TH</sup> SEPTEMBER 2024 – “8 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL META ACCOUNT

## SENTIMENT BREAKDOWN



FACEBOOK IS DOMINATING

## TOPICS BREAKDOWN



# Conversation Snippets

DATA TENURE: : 1<sup>st</sup> SEPTEMBER – 30<sup>TH</sup> SEOTEMBER 2024 – “8 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL META ACCOUNT”

Positive



Jam Saleem Rehman

Very good performance. ...

2w Like Reply Hide

Negative



سرفراز ارشاد جکھڑ  
Dear sir

I belong to Tehsil Taunsa Sharif of District Dera Ghazi Khan  
I am a beneficiary of Punjab Human Capital Investment Program  
, Punjab Human Capital Investment Program has approved 150,000  
worth of assessments to NRSP in April 2024, but even after seven  
months, NRSP has not given my Approved assets  
I have made numerous visit of NRSP office

2w Like Reply Hide



PUNJAB HUMAN  
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# Thank You