



Social Media Analytics

Meta & Twitter

Monthly Report

1st October – 31st October 2024

Page Insight



1
TOTAL
POSTS BY
PAGE

1
STATIC
POSTS

0
VIDEO
POSTS

1
EVENTS
POSTS

Punjab Human Capital Investment Project
4K followers • 2 following

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



1.9 K
PAGE VISITS

33.6 % profile visits decreased as compared to last month.



11.6K
PAGE FOLLOWERS

178
Net follows
19
Unfollows

56.3%
Increase in growth Rate in
Net followers

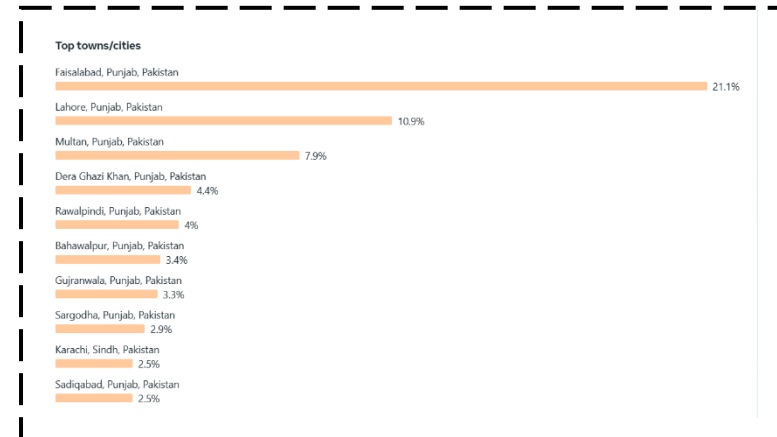
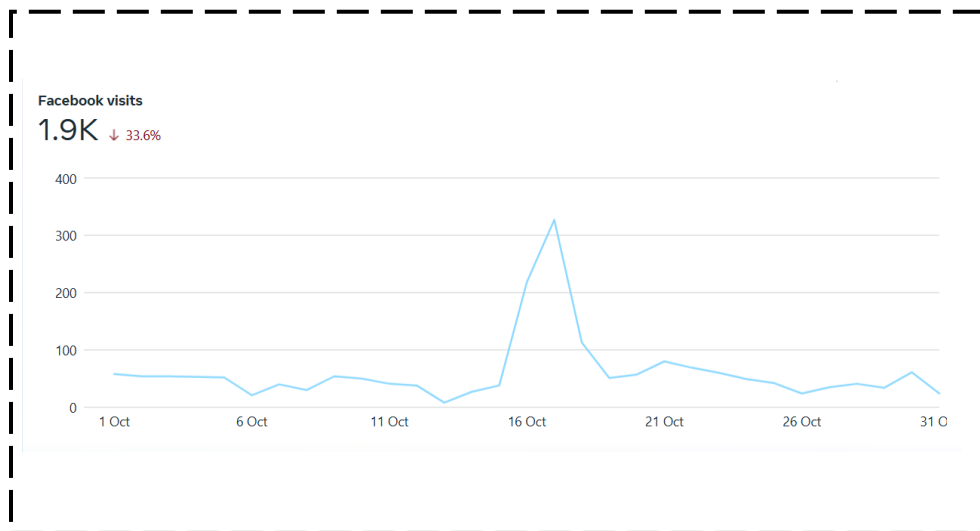
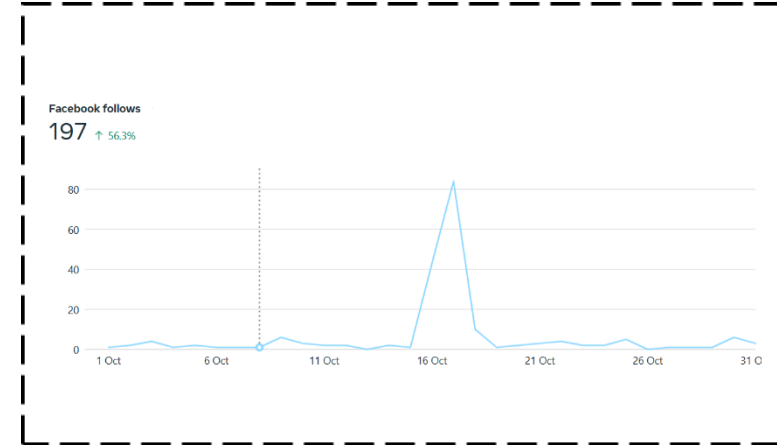
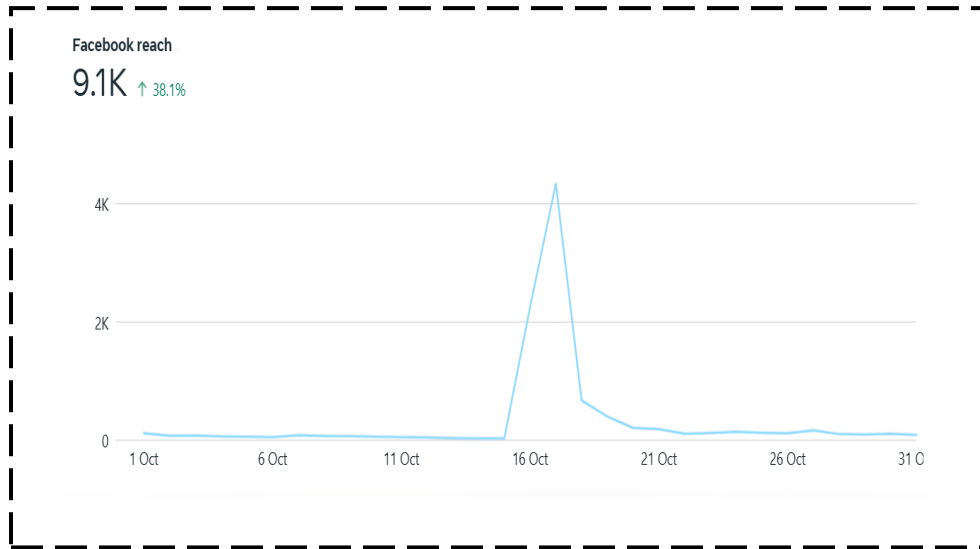


9.1K
PAGE REACH

57
Like
8
Comment
16
Shares

Facebook Page Reach has increased by 38.1% as compared to the previous month

Page Insight



Lahore is the top city with 21.1% where people are engaging the most.

Total Number of posts – 1

Post Insights



9.2K
Total Impressions



8.3K
Highest Reach (FB)



17
Clicks



79
Engagements



0.95%
Engagement Rate

Facebook Post Insights

 Punjab Human Capital Investment Project
and Punjab Social Protection Authority

· 16 October at 23:16 · 🌐

The 16th Project Coordination Committee (PCC) meeting of the Punjab Human Capital Investment Project (PHCIP) was convened today under the chairmanship of Mr. Syed Asif Hussain Shah, Deputy Chief Executive Officer, Punjab Social Protection Authority (PSPA).

The meeting extensively discussed the progress of the Aaghosh, Khud Mukhtar, and Bunyad components in addition to deliberations on the Annual Work Plan (AWP), Internal Audit Plan, Environment and Social Safeguard Plan, an... [See more](#)



57
Reactions

8
Comments

16
Shares

0
Saves

On the basis of Engagements

Performance Overview - Instagram



Page Insight

phcipofficial ▾ •

Drop a thought

68 posts 19 followers 1 following

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

1
TOTAL
POSTS BY
PAGE

1
STATIC
POSTS

0
VIDEO
POSTS

1
EVENTS
POSTS



18
PAGE VISITS

60% less than the previous month



19
PAGE FOLLOWERS

Not enough data to give any insight.



72
PAGE REACH

1
Like

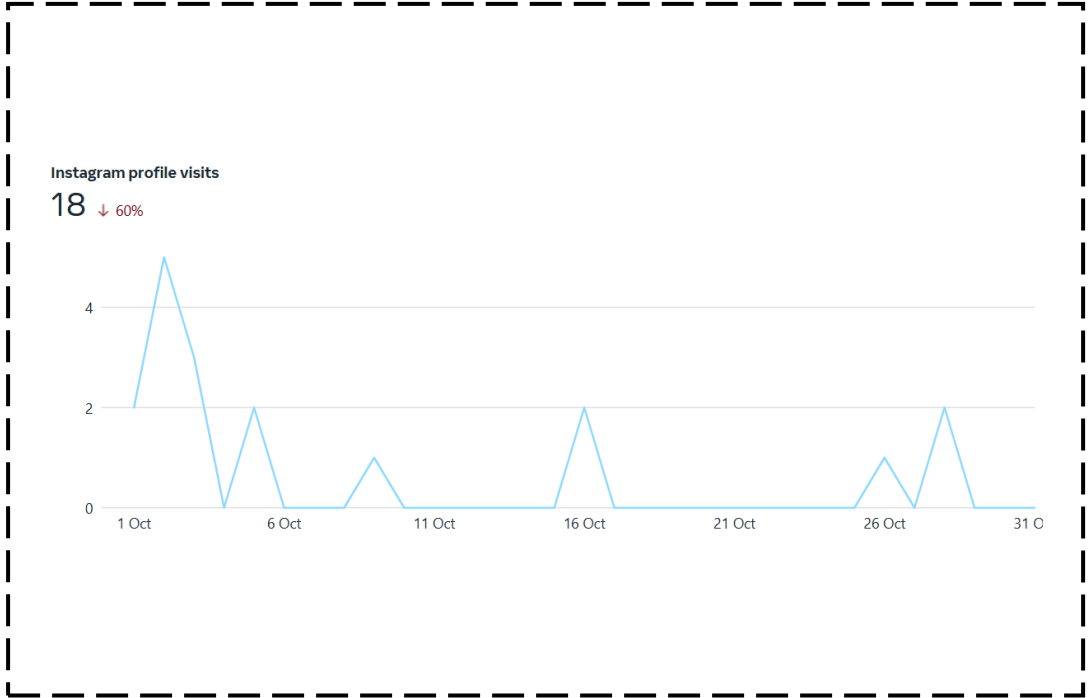
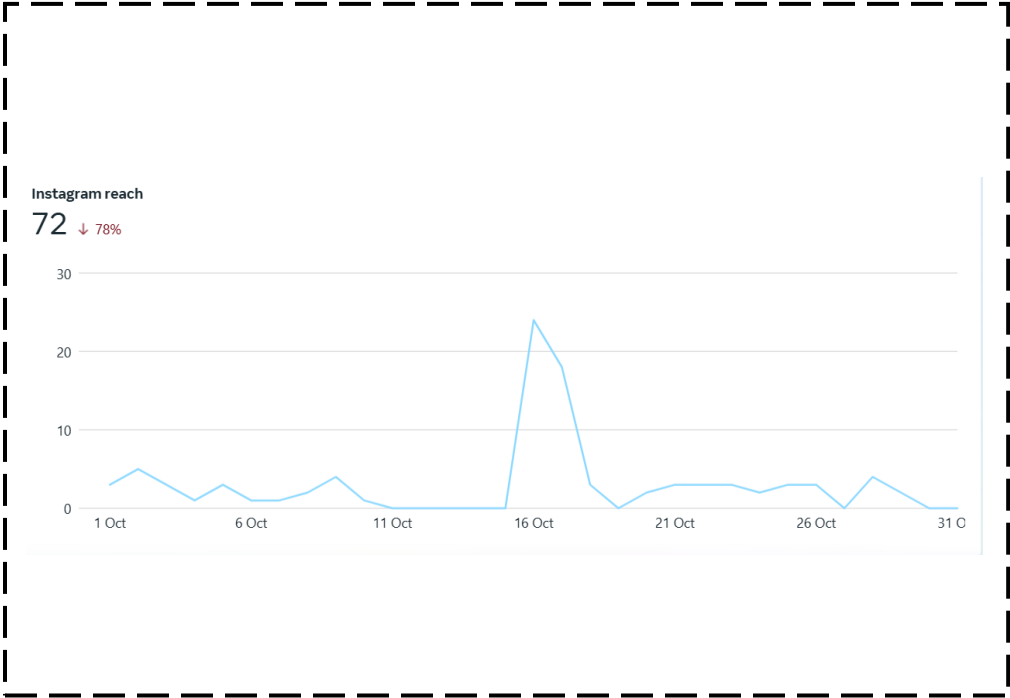
0
Comment

0
Shares

Not enough data to give any insight.



Page Insight





Total Number of posts – 1

Post Insights



80
Total Impressions



63
Highest Reach



6
Engagements



9.52%
Engagement Rate

Instagram Post Insights



phcipofficial and pspa.punjab

phcipofficial 3w
The 16th Project Coordination Committee (PCC) meeting of the Punjab Human Capital Investment Project (PHCIP) was convened today under the chairmanship of Mr. Syed Asif Hussain Shah, Deputy Chief Executive Officer, Punjab Social Protection Authority (PSPA).

[View insights](#)

[Boost post](#)



6 likes
October 16

Add a comment...

6
Likes

0
Comments

0
Shares

0
Saves



Page Insight



PHCIP Get verified
@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
5 Following 255 Followers

1
POSTS BY
PAGE

1
STATIC
POSTS

VIDEO
POSTS

1
EVENTS
POSTS



82
IMPRESSIONS

Impression have decreased as compared to previous month.



255
PAGE FOLLOWERS

255
Page followers in September 2024

0
Net change in followers

0%
Growth Rate in Net followers



Total Number of posts – 1

Post Insights



82
Total Impressions



1
Likes



19
Engagements



23.17%
Engagement Rate



0
Retweets

Twitter Post



3
Profile Visit

82
Impressions

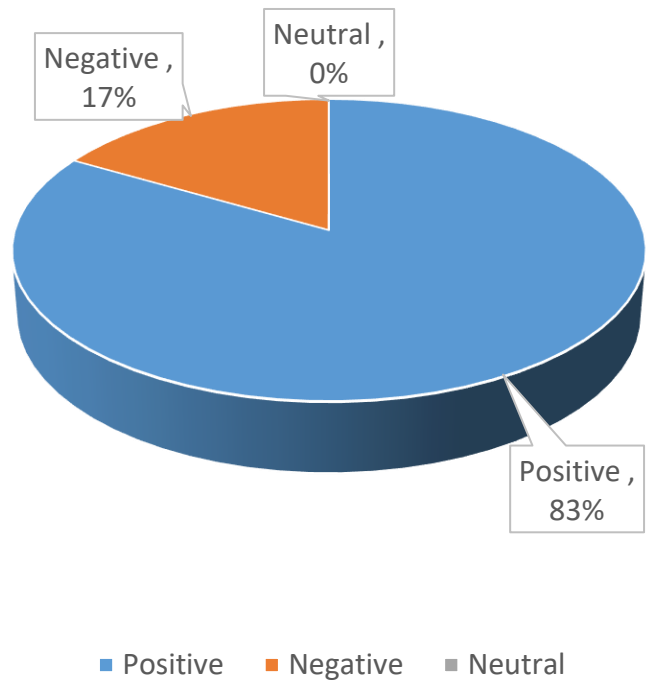
19
Engagements

On the basis
of
Engagement

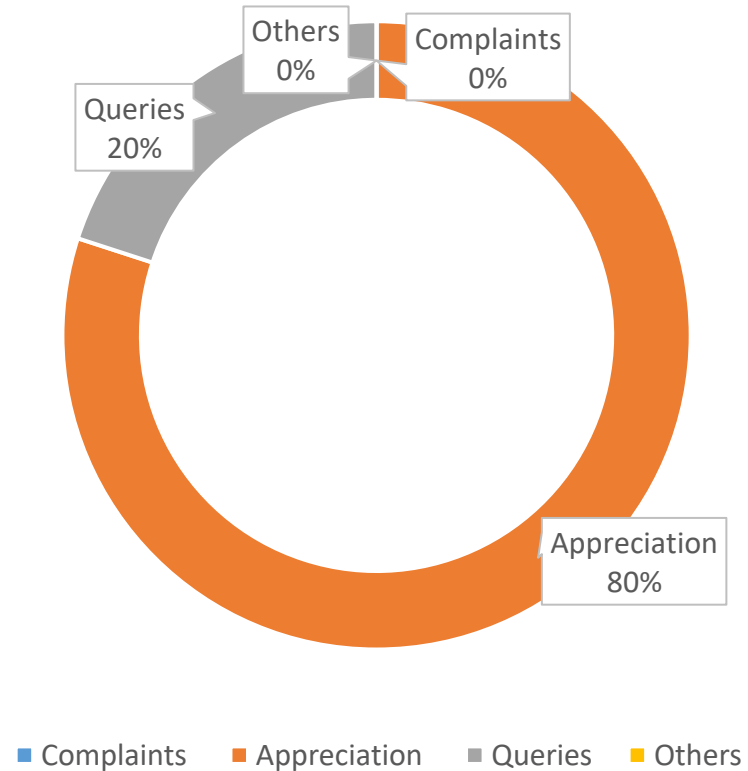
Sentiment Overview

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

SENTIMENTS BREAKDOWN



TOPICS BREAKDOWN



Conversation Snippets

DATA TENURE: : 1st OCTOBER – 31st October 2024 – “8 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL META ACCOUNT”

Positive

-  **Malik Imran Jhuji** · [Follow](#)
Good work syed Asif Huseen Shah sb
3w Like Reply Hide
-  **Ch Ghulam Rasool**
Great personality
3w Like Reply Hide
-  **Shoaib Chaudhry**
Great personality
Punjab Human Capital Investment Project ...
3w Like Reply Hide

Negative

-  **Shams Khan**
Work zero ,picture good
3w Like Reply Hide



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Thank You