



# Social Media Analytics

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Meta & Twitter

**Monthly Report**

**1<sup>st</sup> December– 31<sup>st</sup> December 2024**



## Page Insight



4  
TOTAL  
POSTS BY  
PAGE

4  
STATIC  
POSTS

VIDEO  
POSTS

4  
EVENTS  
POSTS



**Punjab Human Capital Investment Project**

4K followers • 2 following

Promote

Manage

Edit



1.9K  
PAGE VISITS

23.4% less profile visits  
as compared to last  
month.



11.8K  
PAGE FOLLOWERS  
65  
Net follows

79  
Follows

14  
Unfollows

100%  
Increase in growth Rate in Net  
followers



5.3K  
PAGE REACH

97  
Like

2  
Comment

6  
Shares

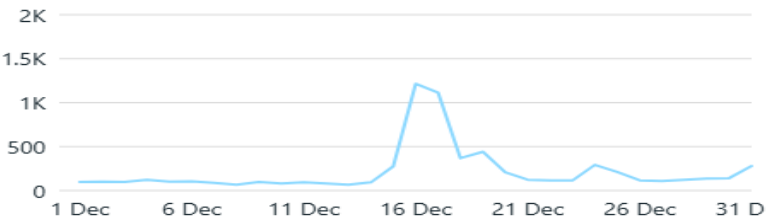
Facebook Page Reach has  
decreased by 3.2% as  
compared to the previous  
month



## Page Insight

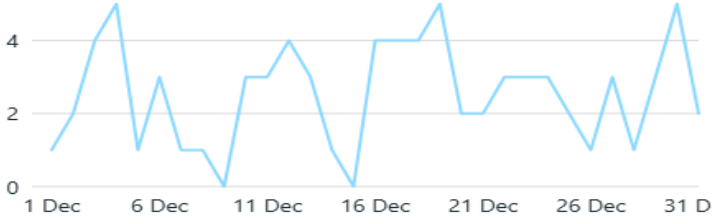
### Reach

5.3K ↓ 3.2%



### Follows

79 ↓ 28.8%

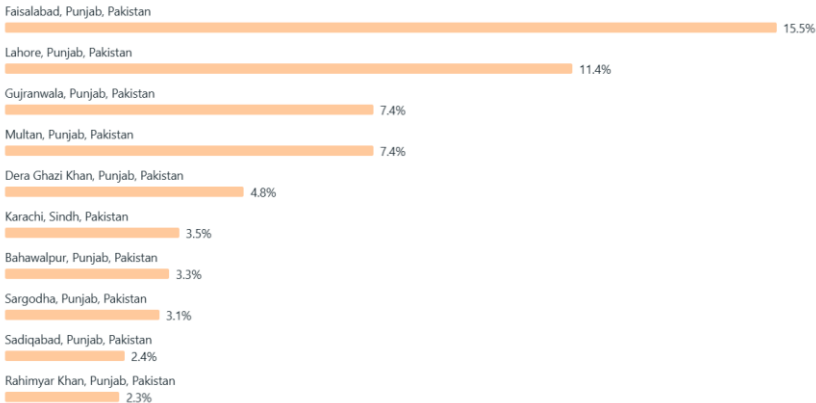


### Visits

1.9K ↓ 23.4%



### Top towns/cities



Faisalabad is the top city with 15.5% with highest engagements.



## Total Number of posts –4

### Post Insights



3.4K  
Total Impressions



3.2K  
Highest Reach (FB)



0  
Clicks



141  
Engagements



4.41%  
Engagement Rate

### Facebook Top 2 Performing Post



Punjab Human Capital Investment Project ...  
Published by Mahwish Qadeer  
· 16 December 2024 at 19:00 ·

PHCIP successfully conducted a social mobilization activity to ensure that inactive Aaghosh beneficiaries receive the full benefits of the health and nutrition assistance program in Tehsil Ahmedpur East of Bahawalpur District.

Two health camps at RHC Mubarakpur and RHC Uch Sharif were organized with the joint effort of PHCIP and local health workers to ensure active participation from Pregnant and Lactating Women in the cash distribution camps.

The PHCIP team also addresse... See more



2.2K  
Reach

2.4K  
Impressions

39  
Interactions

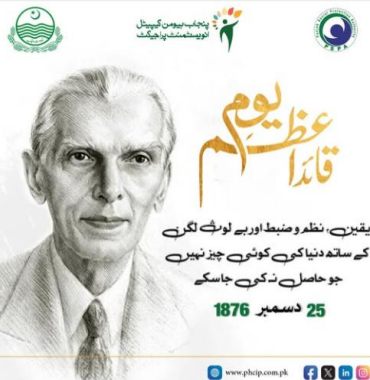


Punjab Human Capital Investment Project ...  
Published by Mahwish Qadeer  
· 25 December 2024 at 00:11 ·

آج اس یوم قائد پر ہم سب مل کر یہ عہد کریں کہ ایک ایسے پاکستان کی بنیاد رکھیں گے جہاں ہر ماں اور بچہ صحت مند زندگی گزارے، ہر بچے کو جدید و معیاری تعلیم تک رسائی حاصل ہو اور ہر فرد معاشی طور پر خودمختار ہو۔

Govt of Punjab Planning & Development Board, Govt. of the Punjab Primary & Secondary Healthcare Department School Education Department, Government of the Punjab Punjab Education Sector Reforms Program

#GovtOfPunjab #PSPA #PHCIP #Aaghosh #Khudmukhtar #Bunyad #25december #Jinnah #quaideazam #pakistan #quaideazamzindabad #founderofpakistan



478  
Reach

519  
Impressions

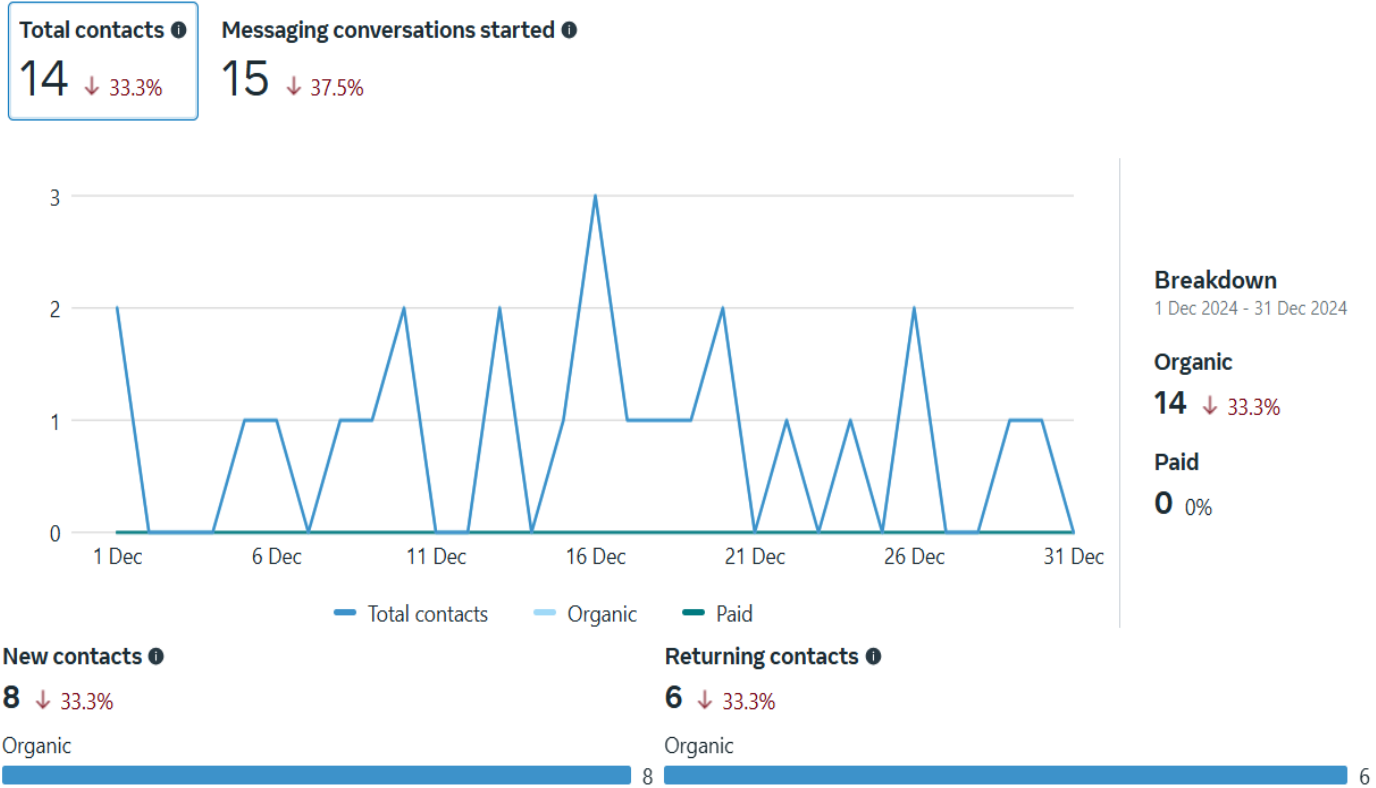
18  
Interactions

# Facebook Messages Overview



## Contacts

Here's everyone who messaged your business.





## Page Insight

phcipofficial ▾



2025 goals?

80

posts

22

followers

1

following

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

4

TOTAL  
POSTS BY  
PAGE

4

STATIC  
POSTS

VIDEO  
POSTS

4

EVENTS  
POSTS



21

PAGE VISITS

110.1% more than the previous month



22

PAGE FOLLOWERS

Not enough data to give any insight.



229

PAGE REACH

6

Like

0

Comment

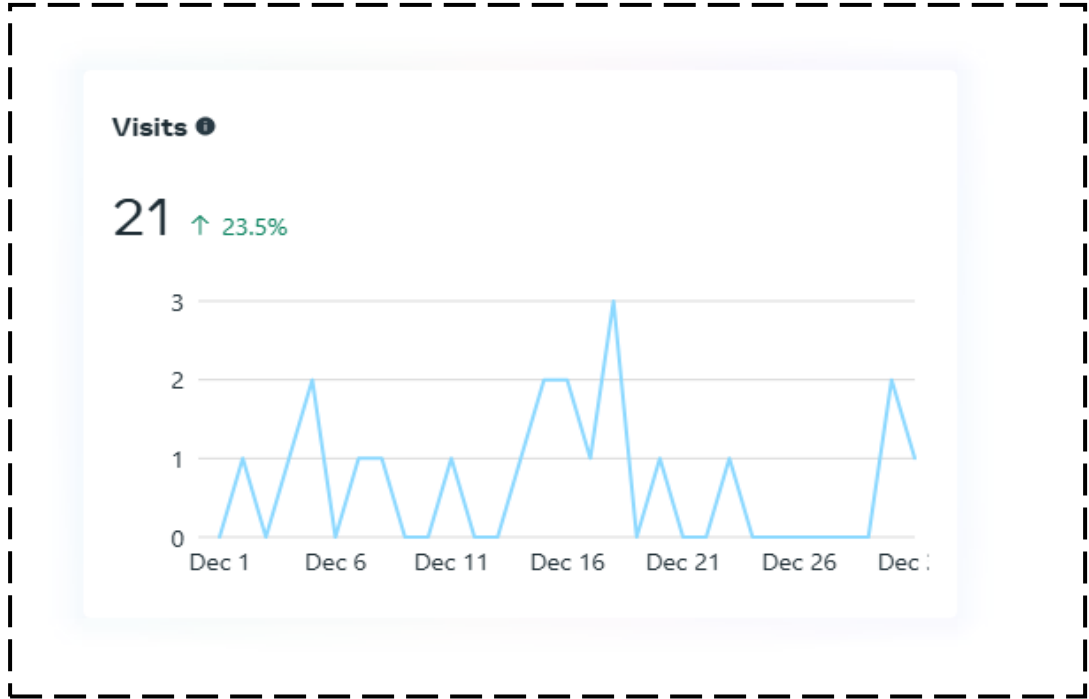
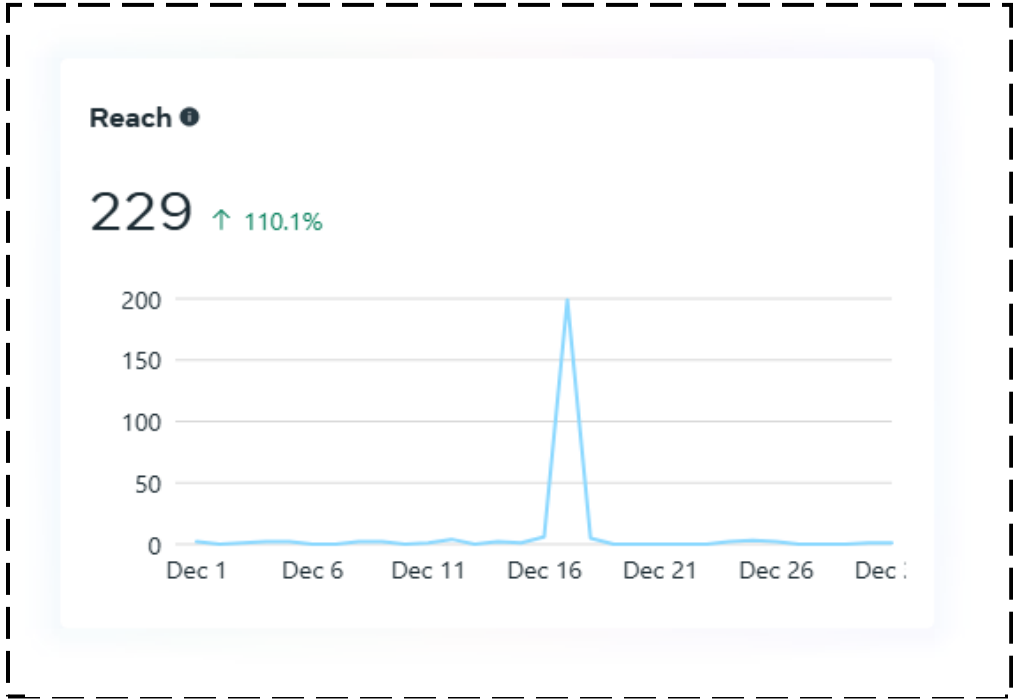
5

Shares

Not enough data to give any insight.



## Page Insight







## Total Number of posts – 4

### Post Insights



649  
Total Impressions



205  
Highest Reach



6  
Engagements



0%  
Engagement Rate

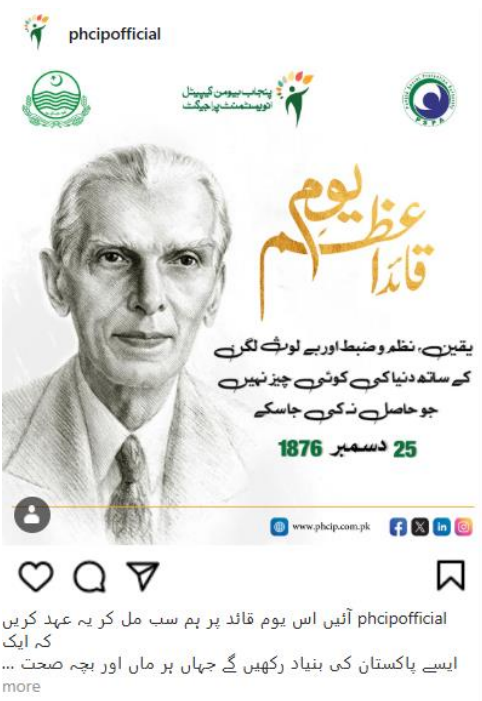
### Instagram Top 2 Performing Post



202  
Reach

646  
Impressions

4  
Engagements



3  
Reach

3  
Impressions

0  
Engagements





## Page Insight



**PHCIP**

Get verified

@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

5 Following

256 Followers

2  
POSTS BY  
PAGE

2  
STATIC  
POSTS

0  
VIDEO  
POSTS

2  
EVENTS  
POSTS



182  
IMPRESSIONS

Impression have increased as compared to previous month.



256  
PAGE FOLLOWERS

254  
Page followers in November 2024

0  
Net change in followers

0.79%  
Growth Rate in Net followers

## Total Number of posts – 2

### Post Insights



182  
Total Impressions



1  
Likes



11  
Engagements



0.50%  
Engagement Rate



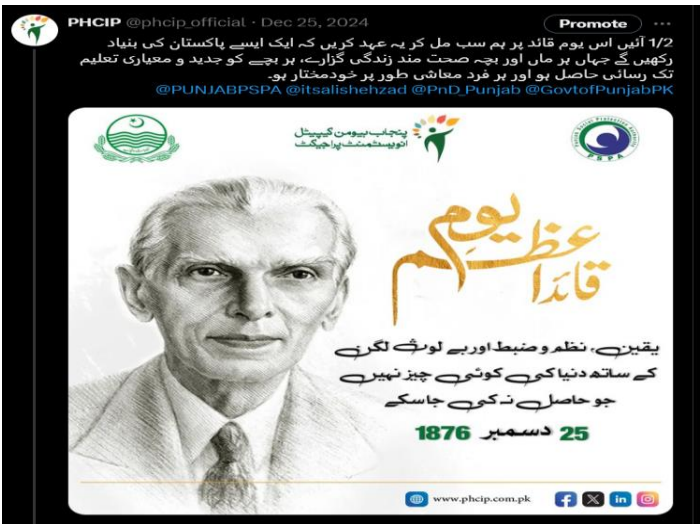
0  
Retweets



0  
Profile Visit

148  
Impressions

10  
Engagements



0  
Profile Visit

34  
Impressions

1  
Engagements

On the basis  
of  
Engagement



# Thank You