



# Social Media Analytics

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Meta & Twitter

**Monthly Report**

**1<sup>st</sup> January– 31<sup>st</sup> January 2025**

# PHCIP social media overall growth highlights

- **Total social media activity increased 4X as compared to December 2024**
- **User engagement surged across all social media platforms**



## Facebook Performance

- Total Posts: 4 → 16 (300% increase)
- Increased user interaction on posts



## Instagram Performance

- Total Posts: 4 → 13 (225% increase)
- Activity Growth: 110.1% in Dec → 28.6% in Jan (High engagement retention)
- More consistent posting pattern



## X Performance

- Total Posts: 2 → 13 (550% Increase)
- Total Impressions: 182 → 603 (+231%)
- Engagements: 11 → 76 (+590%)
- Engagement Rate: 0.50% → 12.6% (Major Growth)

### Key takeaways & insights:

- ❖ Content frequency boosted engagement across social media platforms.
- ❖ Twitter's engagement rate showed massive growth.
- ❖ Strategic posting increased visibility & reach.
- ❖ January 2025 performance reflects an effective social media strategy with more posts, higher engagement & greater reach.



## Page Insight



16  
TOTAL  
POSTS BY  
PAGE

16  
STATIC  
POSTS

0  
VIDEO  
POSTS

6  
EVENTS  
POSTS



**Punjab Human Capital Investment Project**

4K followers • 2 following

Promote

Manage

Edit



6.4K  
PAGE VISITS

233.1% more profile visits as compared to last month.



12.3 K  
PAGE FOLLOWERS

597  
Follows

45  
Unfollows

655.7%  
Increase in growth Rate in Net followers



48K  
PAGE REACH

939  
Like

176  
Comment

108  
Shares

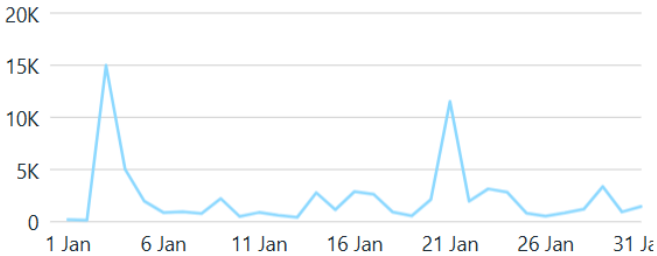
Facebook Page Reach has increased by 803.7% as compared to the previous month



## Page Insight

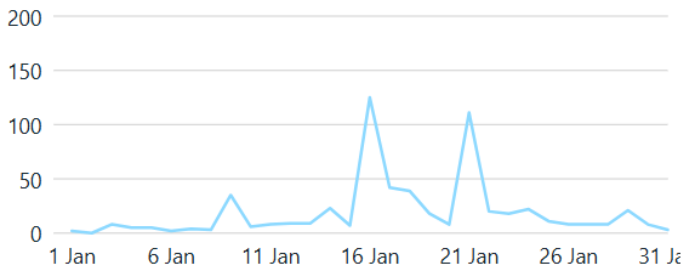
Reach

48K ↑ 803.7%



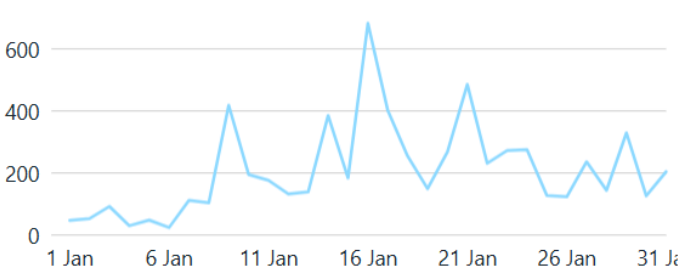
Follows

597 ↑ 655.7%



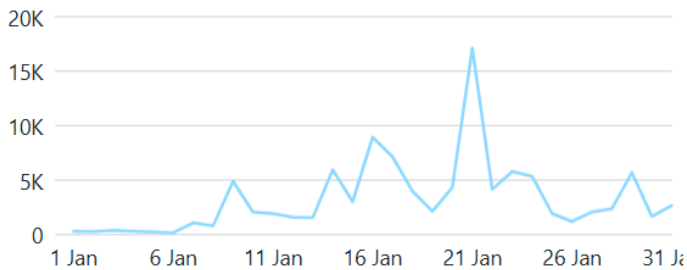
Visits

6.4K ↑ 233.1%



Views

101.2K ↑ 671.4%

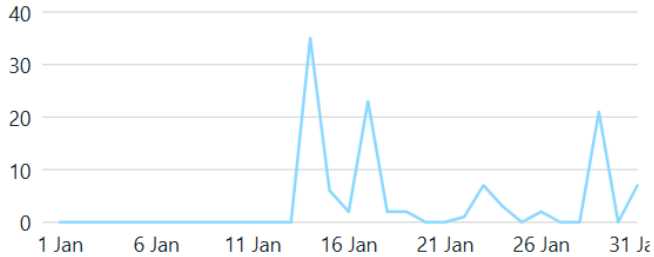




## Page Insight

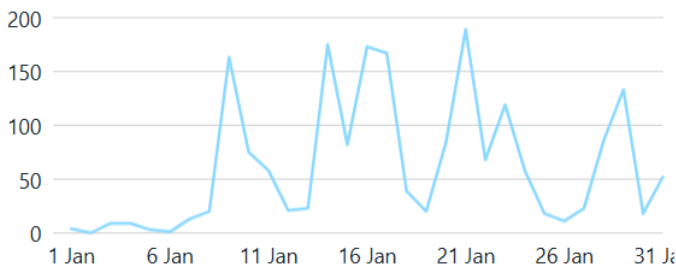
Link clicks

111 ↑ 2.7K%



Content interactions

1.9K ↑ 576.3%



Audience

Demographics

Trends

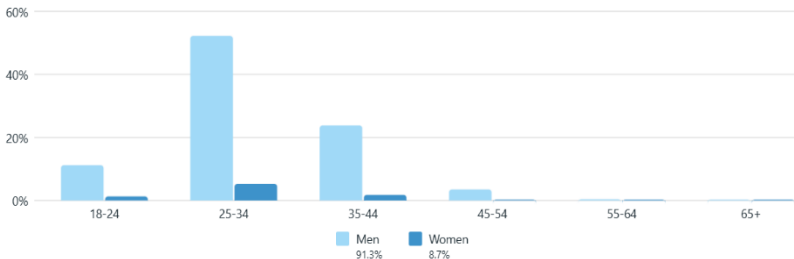
Potential audience

Followers

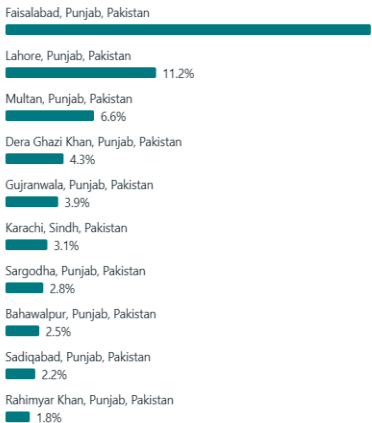
Lifetime

12,385

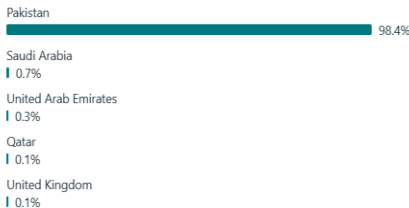
Age & gender



Top towns/cities

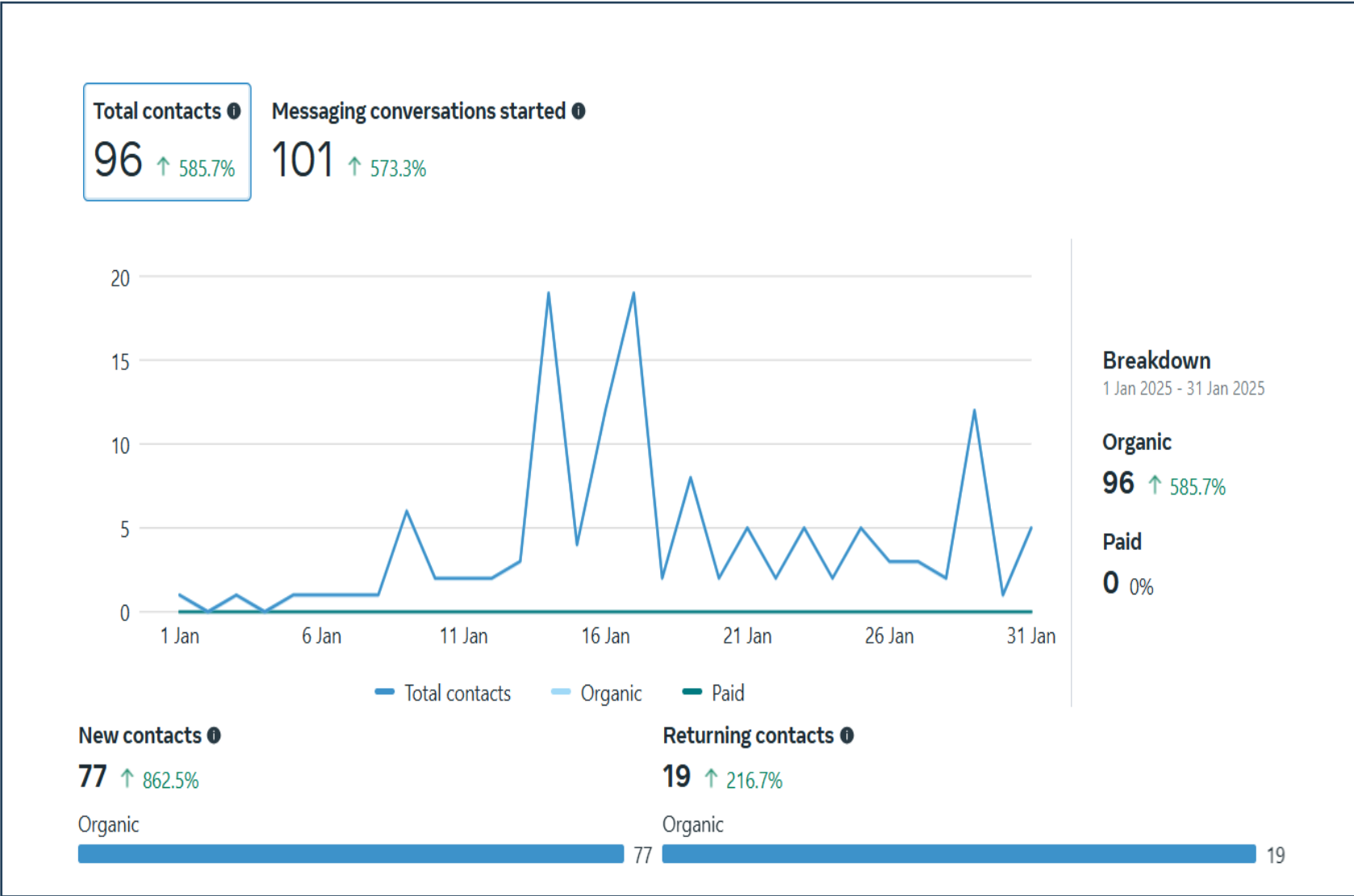


Top countries



Faisalabad is the top city with 27.2% highest engagements.

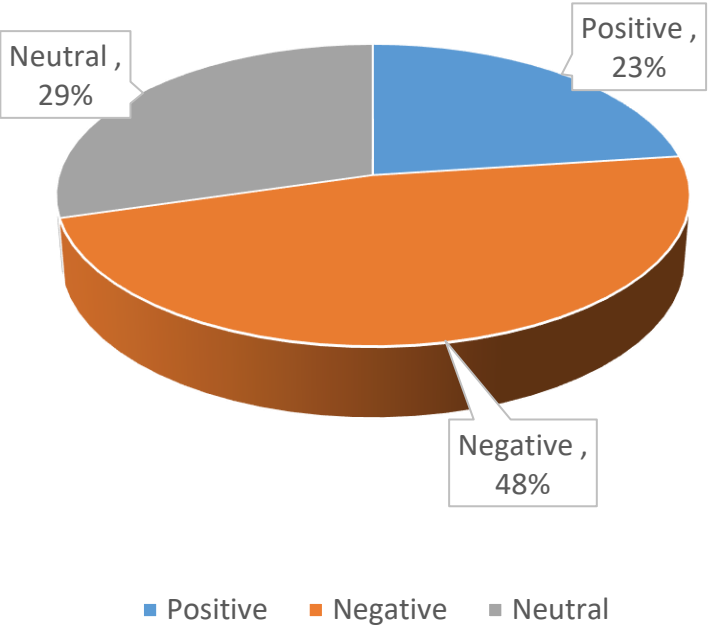
# Facebook Messages Overview



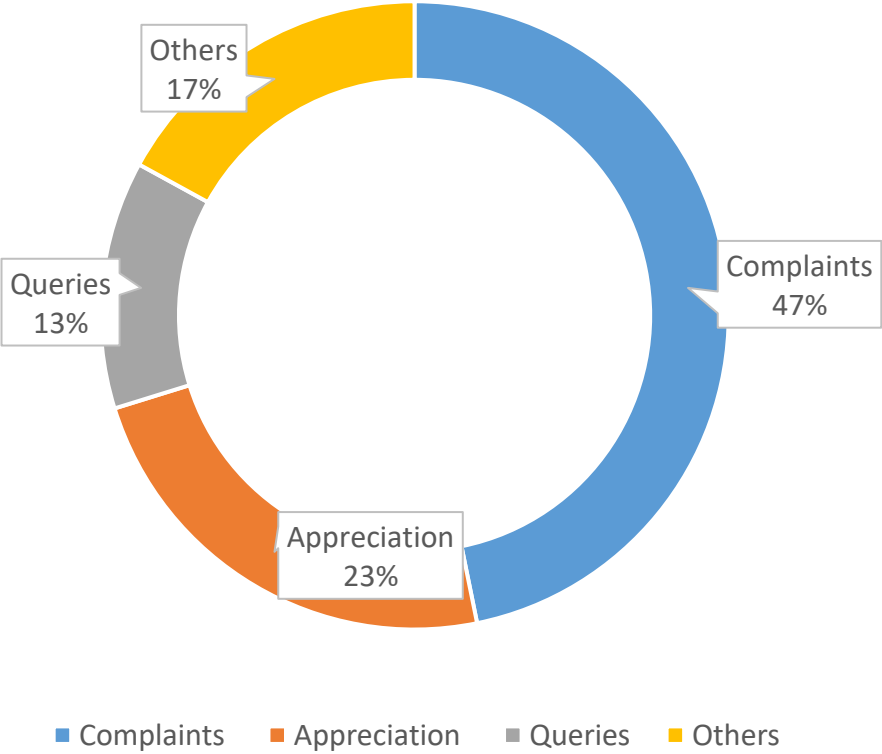
# Sentiment Overview

DATA TENURE: 1<sup>ST</sup> JANUARY – 31<sup>ST</sup> JANUARY 2025 – “54 NEW COMMENTS”  
SOURCES: PHCIP OFFICIAL FACEBOOK ACCOUNT

SENTIMENTS BREAKDOWN

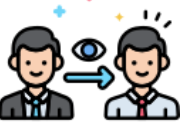


TOPICS BREAKDOWN



Total Number of posts –16

Post Insights



58.1K  
Total Impressions



54.8K  
Highest Reach (FB)



0  
Clicks



1211  
Engagements



2.21%  
Engagement Rate

Facebook Top 2 Performing Post

Posts

About

Photos

More



Punjab Human Capital Investment Project and Punjab Social Protection Authority

20 Jan · 🌐

پنجاب ہیومن کیپٹل انویسٹمنٹ پراجیکٹ کے آغوش، خود مختار اور بنیاد پروگرامز سے متعلق معلومات حاصل کرنے اور شکایات کے اندراج کے لیے سوشل پروٹی...  
See more ...  
See translation



Posts

About

Photos

More



Punjab Human Capital Investment Project

16 Jan · 🌐

آپ کا اپنا کاروبار نہ صرف مالی حالات کو بہتر بناتا ہے بلکہ معاشی خود مختاری کی راہ پر بھی گامزن کرتا ہے۔ اپنی صلاحیتوں اور تجربے کو بروئے کار لاتے ہوئے...  
See more ...  
See translation



16.3K Reach	16.9K Impressions	137 Interactions	4.9K Reach	5.4K Impressions	114 Interactions
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On the basis of Engagements



# Performance Overview - Instagram



## Page Insight

64

posts

15

followers

0

following

Official Instagram Account of Punjab Human Capital Investment Project (PHCIP)

Facebook: <http://facebook.com/PHCIP>

Followed by pspa.punjab

13

TOTAL  
POSTS BY  
PAGE

13

STATIC  
POSTS

0

VIDEO  
POSTS

3

EVENTS  
POSTS



27

PAGE VISITS

28.6% more than the previous month



33

PAGE FOLLOWERS

Not enough data to give any insight.



193

PAGE REACH

31

Like

0

Comment

0

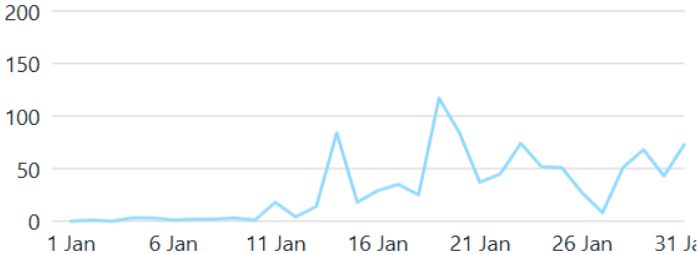
Shares



## Page Insight

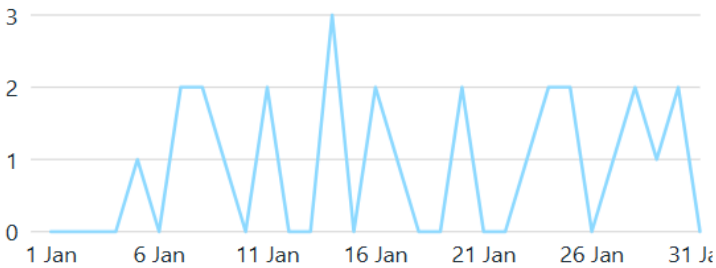
Views

973 ↑ 31.5%



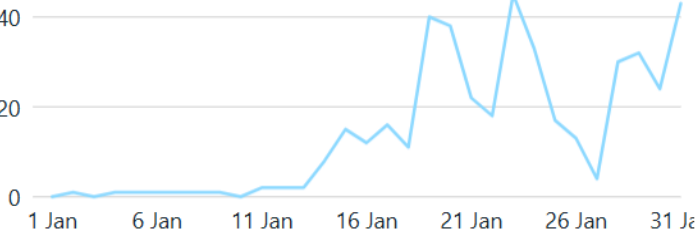
Visits

27 ↑ 28.6%



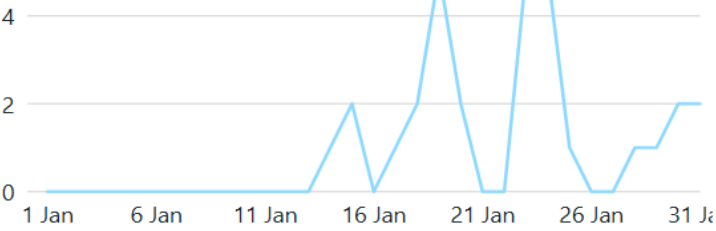
Reach

193 ↓ 15.7%



Content interactions

30 ↑ 650%





## Total Number of posts – 13

### Post Insights



675  
Total Impressions



674  
Highest Reach

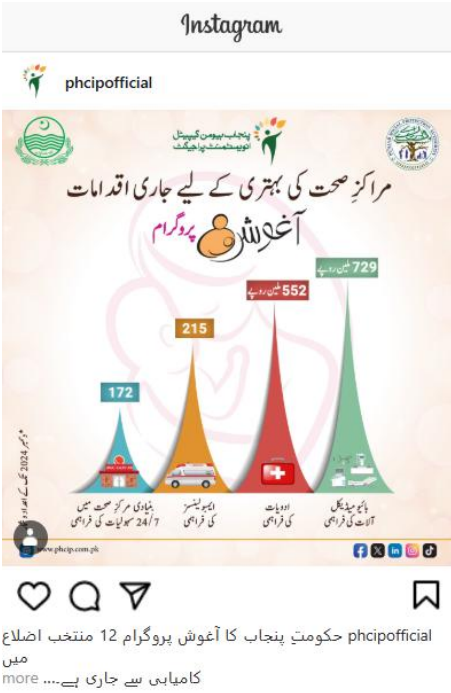


1  
Engagements



0%  
Engagement Rate

### Instagram Top 2 Performing Post





## Page Insight



PUNJAB HUMAN CAPITAL INVESTMENT PROJECT

Changing Lives for a Better Future

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

6 Following

254 Followers

Edit profile

13  
POSTS BY  
PAGE

13  
STATIC  
POSTS

0  
VIDEO  
POSTS

3  
EVENTS  
POSTS

603  
IMPRESSIONS

Impression have increased as compared to previous month.

254  
PAGE FOLLOWERS

254  
Page followers in December 2024

0  
Net change in followers

0%  
Growth Rate in Net followers

## Total Number of posts – 13

### Post Insights



603  
Total Impressions



4  
Likes



76  
Engagements



12.6%  
Engagement Rate



0  
Retweets

### X Top 2 Performing Post



1  
Profile Visit

172  
Impressions

23  
Engagements



1  
Profile Visit

63  
Impressions

10  
Engagements

On the basis  
of  
Engagement



# Thank You