



Social Media Analytics

Meta & Twitter

Monthly Report

1st February– 28th February 2025



Page Insight



14
TOTAL
POSTS BY
PAGE

12
STATIC
POSTS

02
VIDEO
POSTS

06
EVENTS
POSTS



Punjab Human Capital Investment Project

4K followers • 2 following

Promote

Manage

Edit



5.2K
PAGE VISITS

16.3% less profile visits
as compared to last
month.



12.5 K
PAGE FOLLOWERS

230
Follows

28
Unfollows

60.5%
Decrease in growth rate in net
followers



20.4K
PAGE REACH

1012
Like

262
Comment

57
Shares

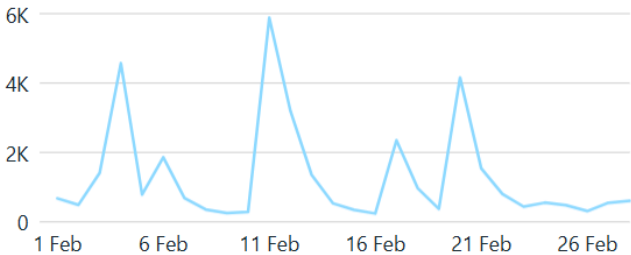
Facebook Page reach has
decreased by 33.8% as
compared to the previous
month



Page Insight

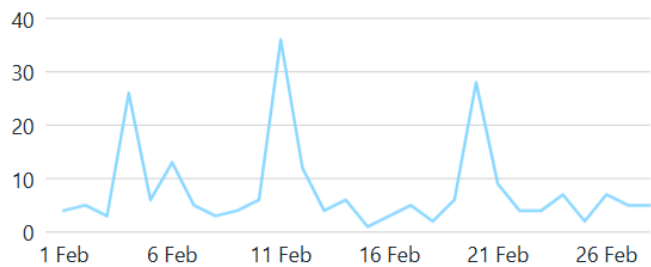
Reach

17.7K ↓ 51.1%



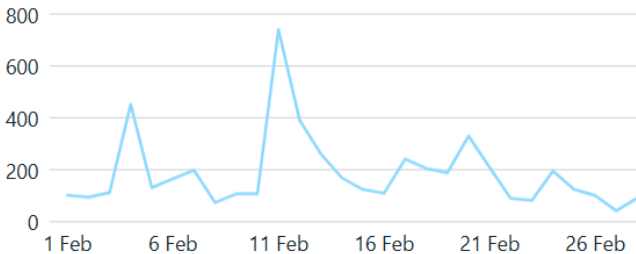
Follows

220 ↓ 62.5%



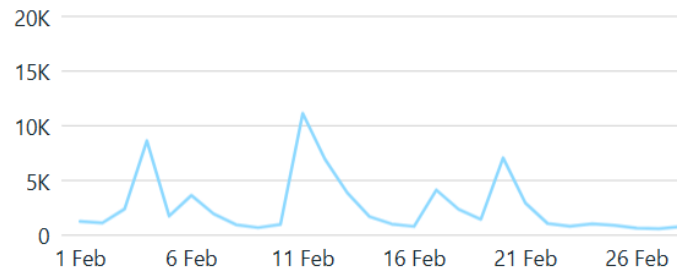
Visits

5.2K ↓ 16.3%



Views

72.5K ↓ 27.7%

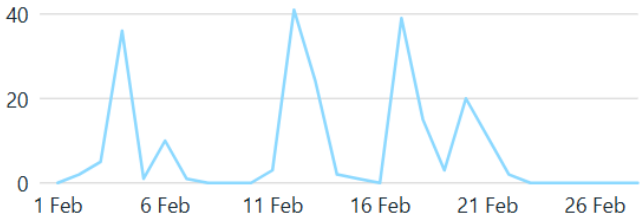




Page Insight

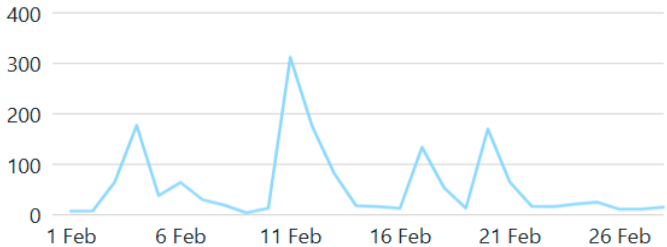
Link clicks

216 ↑ 94.6%



Content interactions

1.6K ↓ 16.2%



Audience

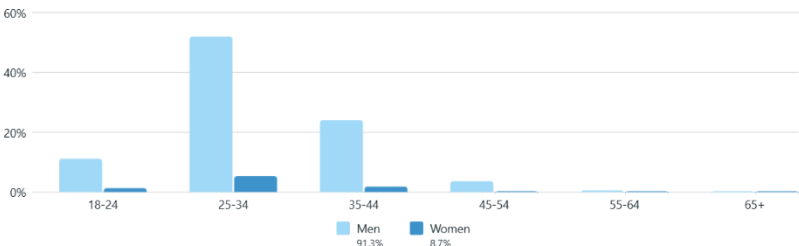
Demographics

Followers

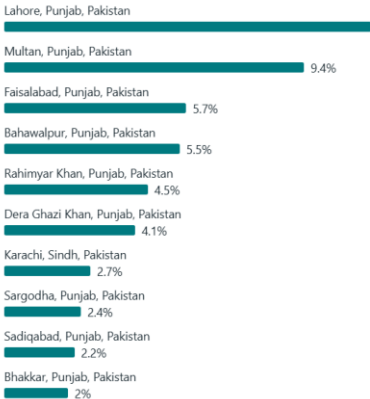
Lifetime

12,560

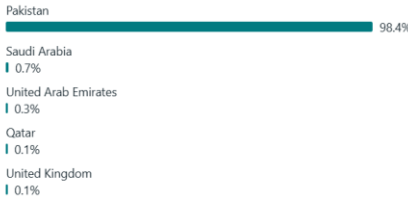
Age & gender



Top towns/cities

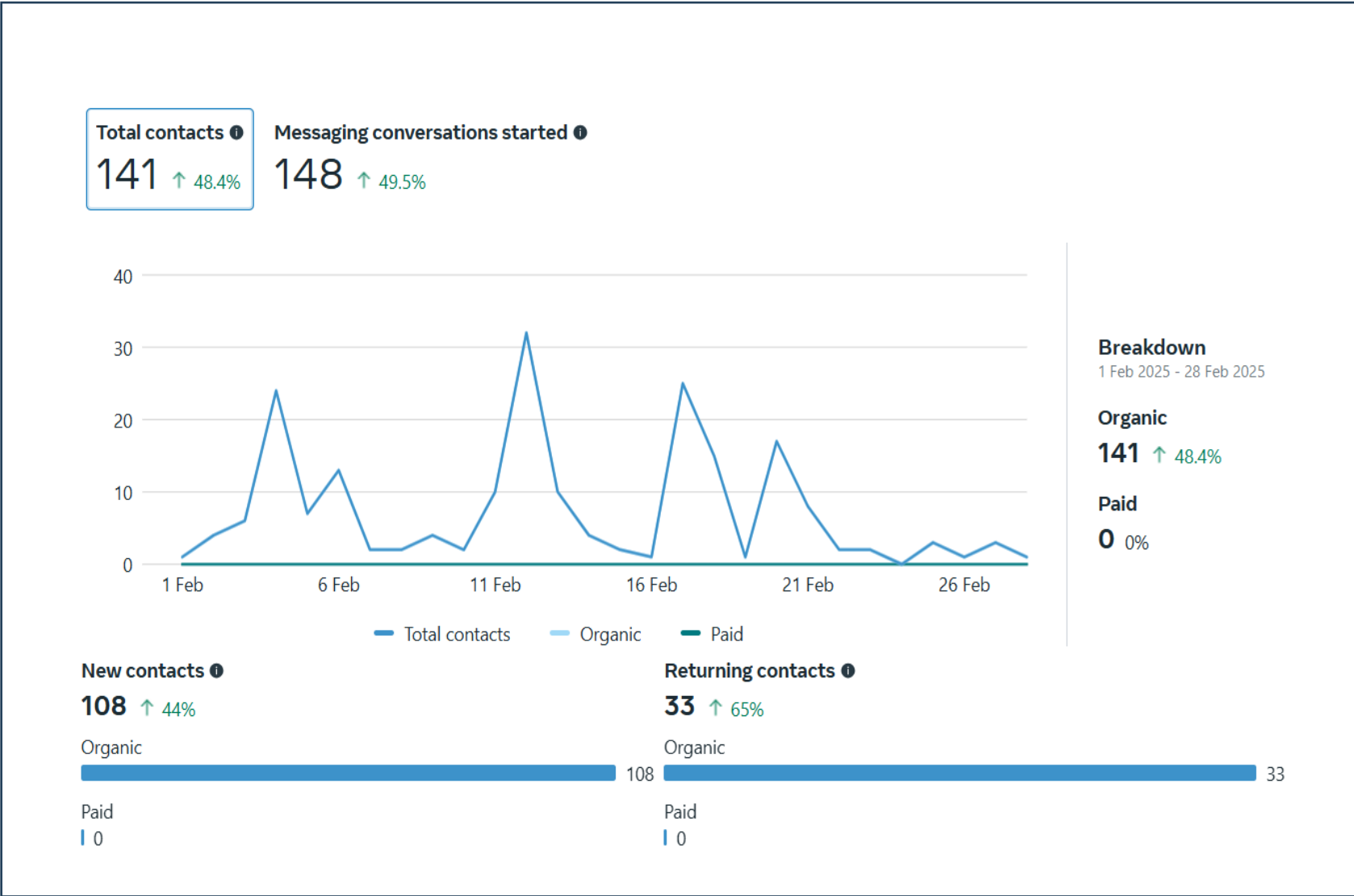


Top countries



Lahore is the top city with 11.5% highest engagements.

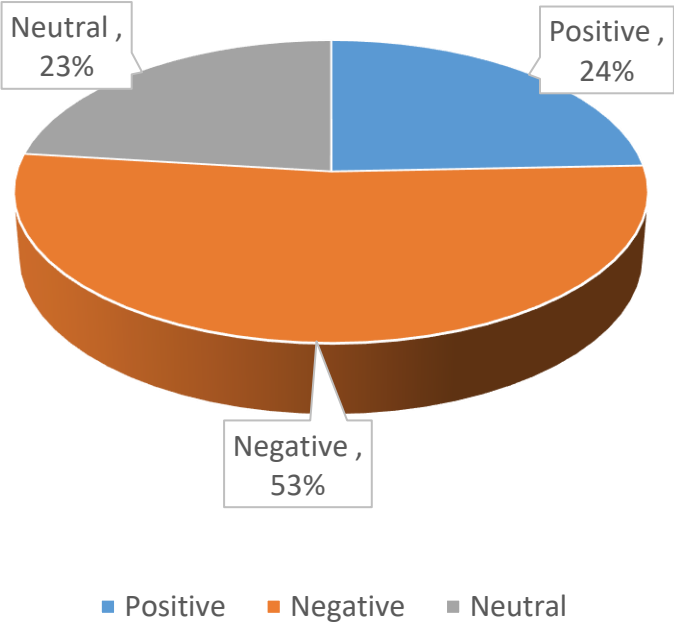
Facebook Messages Overview



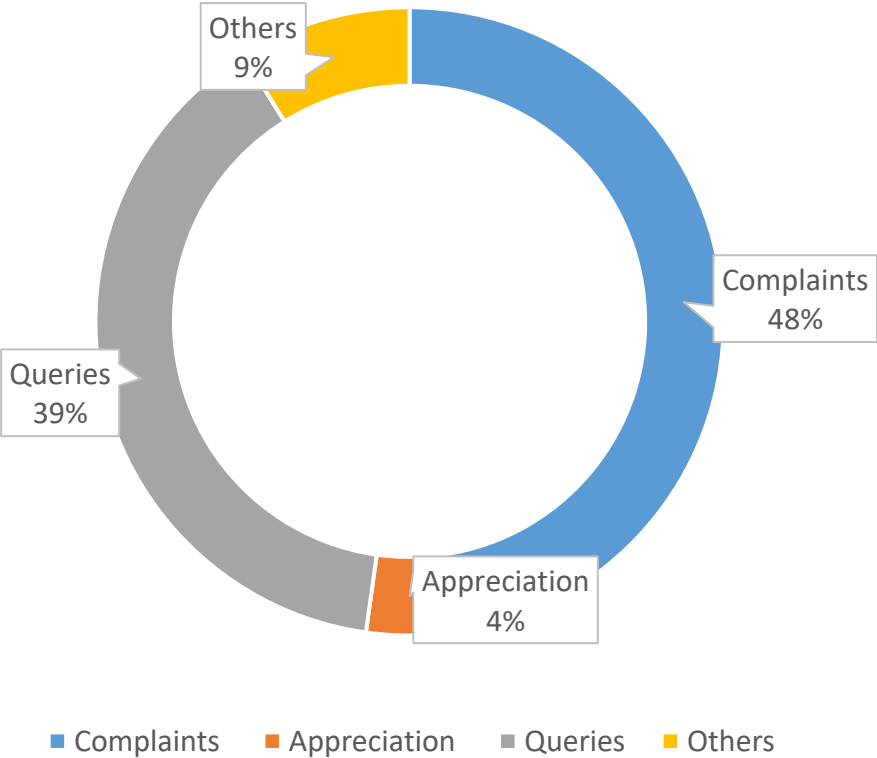
Sentiment Overview

DATA TENURE: 1st FEBRUARY – 28th FEBRUARY 2025 – “262 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK ACCOUNT

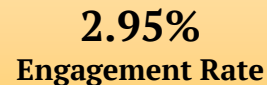
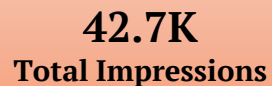
SENTIMENTS BREAKDOWN



TOPICS BREAKDOWN



Post Insights



170 Interactions

On the basis of Engagements



Page Insight

phcipofficial

102 posts36 followers2 following

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

Following

Message

08

TOTAL
POSTS BY
PAGE

08

STATIC
POSTS

0

VIDEO
POSTS

01

EVENTS
POSTS



PAGE VISITS

27% more page visits



36

PAGE FOLLOWERS

Not enough data to give any insight.



573

PAGE REACH

23

Like

3

Comment

2

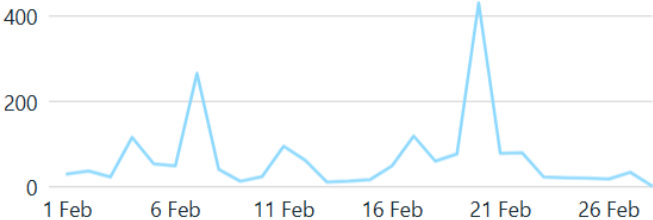
Shares



Page Insight

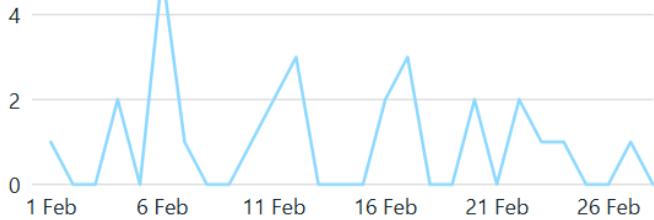
Views

1.9K ↑ 91.7%



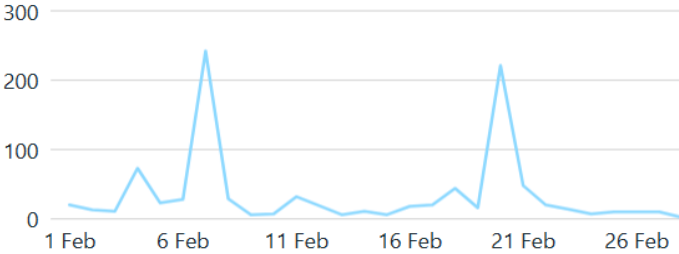
Visits

27 0%



Reach

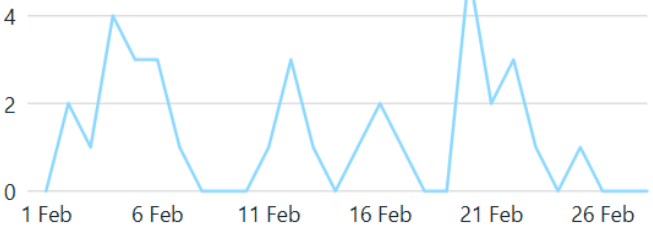
573 ↑ 198.4%



Content interactions ¹

[Download](#) [Export](#) ▼

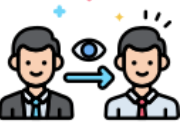
35 ↑ 16.7%





Total Number of posts – 08

Post Insights



675
Total Impressions



1.2K
Total Reach



29
Engagements



7.64%
Engagement Rate

Instagram Top 2 Performing Post





Page Insight



09
POSTS BY
PAGE

09
STATIC
POSTS

0
VIDEO
POSTS

02
EVENTS
POSTS



603
IMPRESSIONS

Impression have increased as compared to previous month.



255
PAGE FOLLOWERS

254
Page followers in January 2025

1
Net change in followers

0.39%
Growth Rate in Net followers

Total Number of posts – 09

Post Insights



409
Total Impressions



4
Likes



30
Engagements

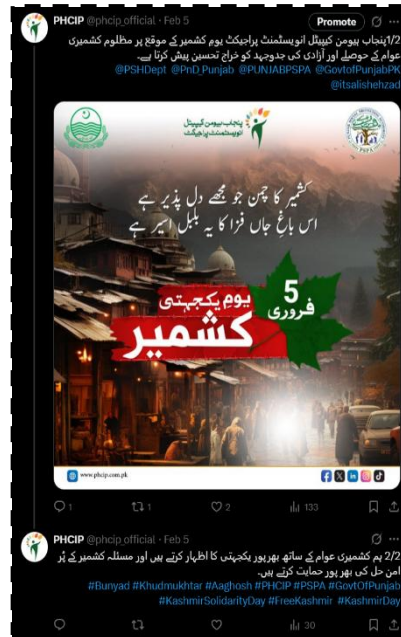


7.33%
Engagement Rate



1
Retweets

X Top 2 Performing Post



2
Profile Visit

165
Impressions

5
Engagements



2
Profile Visit

40
Impressions

08
Engagements

On the basis
of
Engagement



Thank You