



Social Media Analytics

Meta & Twitter

Monthly Report

1st April– 30th April 2025



Page Insight



9
TOTAL
POSTS BY
PAGE

02
STATIC
POSTS

07
VIDEO
POSTS

01
EVENTS
POSTS



Punjab Human Capital Investment Project

4K followers • 2 following

Promote

Manage

Edit



3.6K
PAGE VISITS

19.8% less profile visits
as compared to last
month.



12.8K PAGE FOLLOWERS

171
Follows

32
Unfollows

279
Engaged followers

117
Messaging contacts



12.4K
PAGE REACH

408
Like

51
Comment

43
Shares

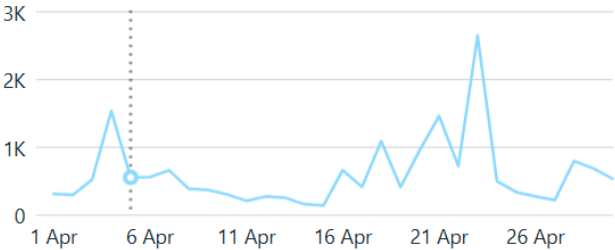
Facebook Page reach has
decreased by 38.6% as
compared to the previous
month



Page Insights

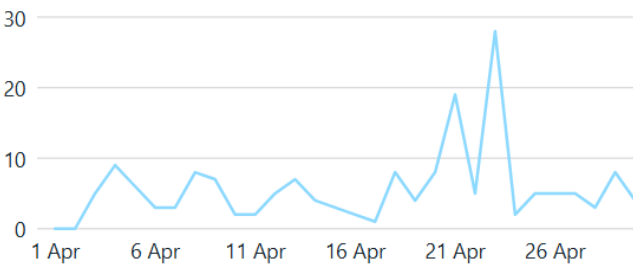
Reach

12.4K ↓ 38.6%



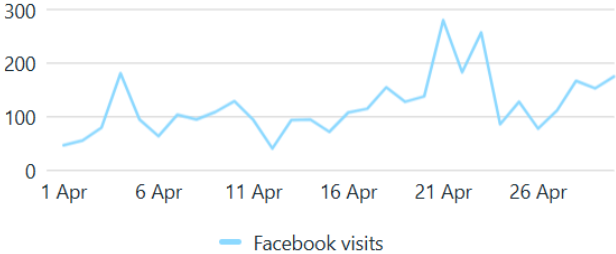
Follows

171 ↓ 14.9%



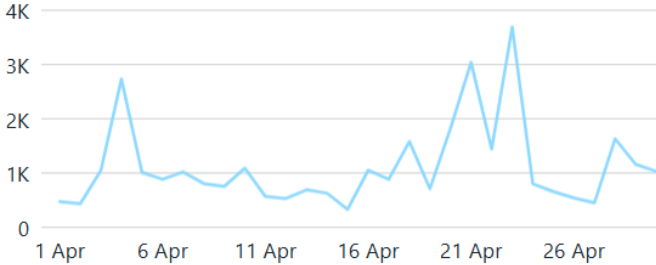
Visits

3,619 ↓ 19.8%



Views

33.5K ↓ 43.9%

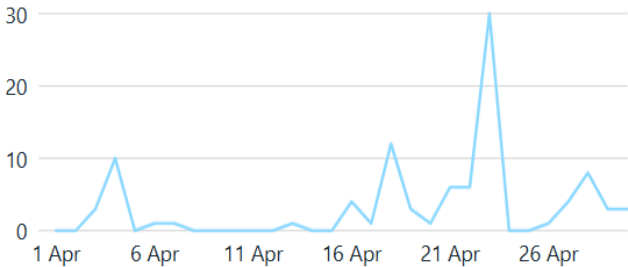




Page Insights

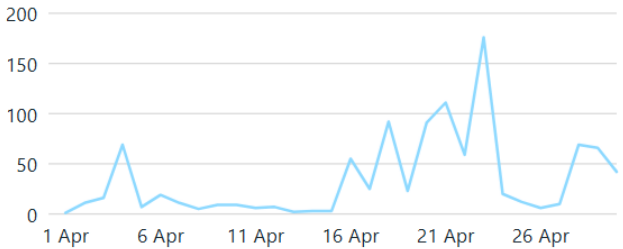
Link clicks

98 ↑ 164.9%



Content interactions

1K ↓ 25.8%



Audience

Demographics

Trends

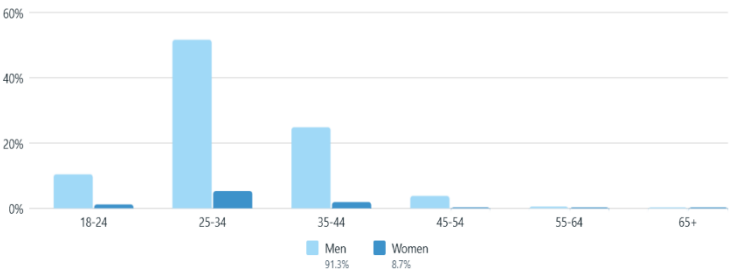
Potential audience

Followers

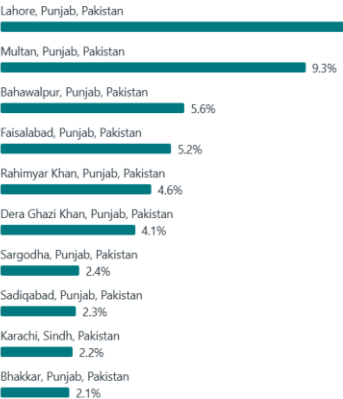
Lifetime

12,880

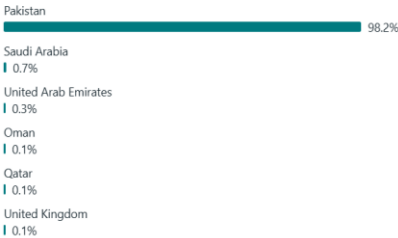
Age & gender



Top towns/cities

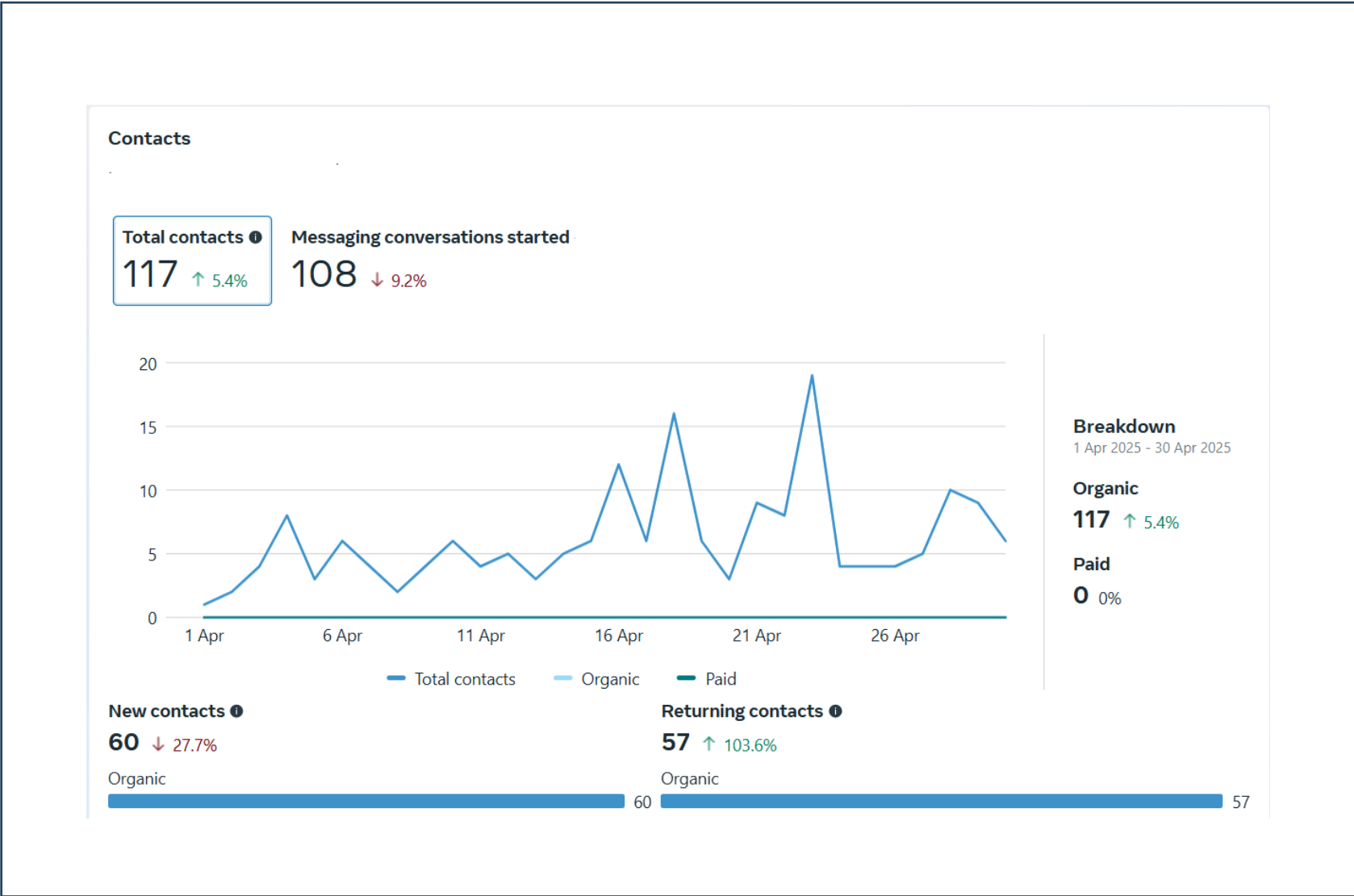


Top countries



Lahore is the top city with 10.8% highest engagements.

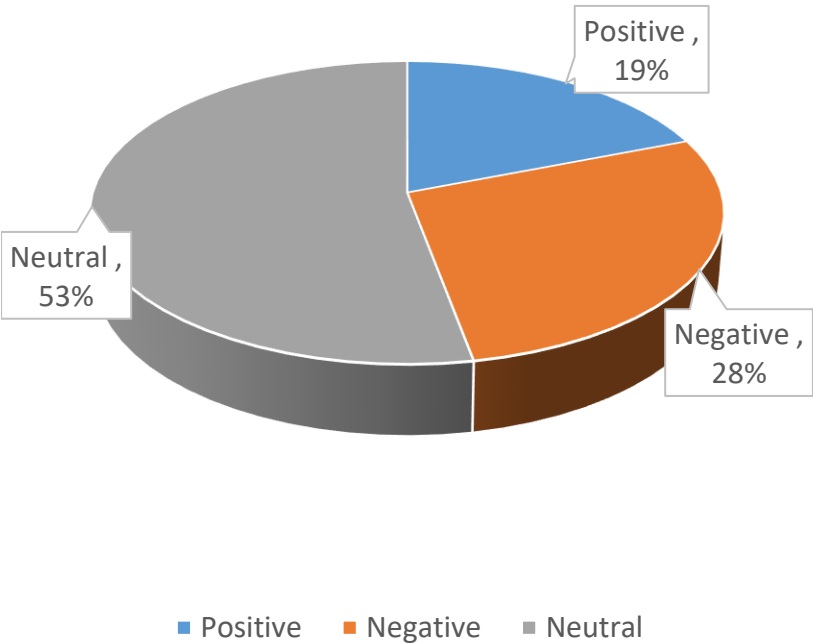
Facebook Messages Overview



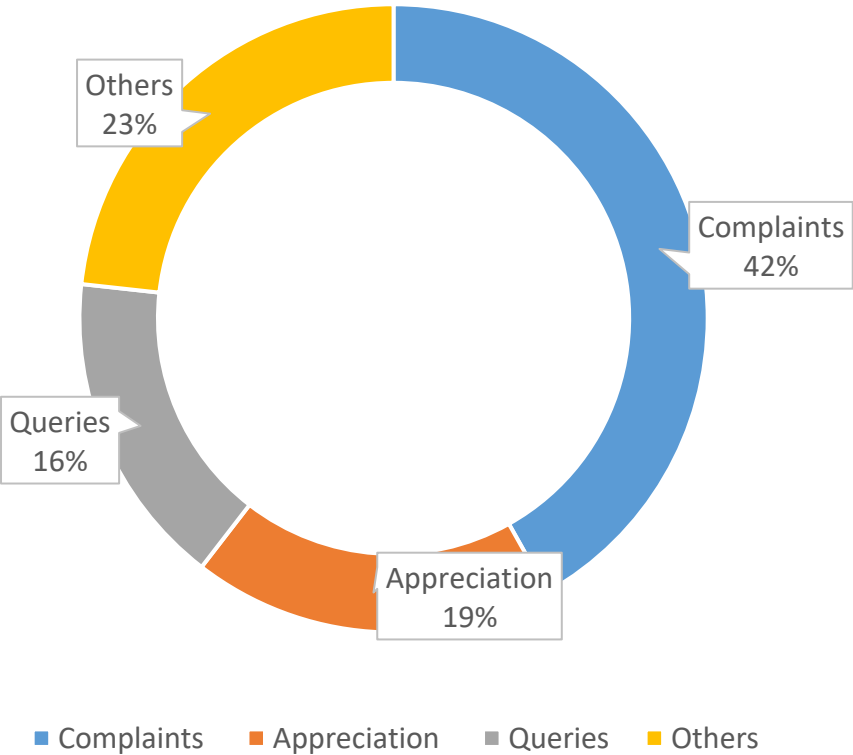
Sentiment Overview

DATA TENURE: 1st APRIL– 30th APRIL 2025 – “53 NEW COMMENTS”
SOURCES: PHCIP OFFICIAL FACEBOOK ACCOUNT

SENTIMENTS BREAKDOWN



TOPICS BREAKDOWN



Performance Overview - Facebook



Total Number of posts –09

Post Insights



17.9K
Total Views



14 K
Highest Reach (FB)



87
Link Clicks



529
Engagements



3.7%
Engagement Rate

Facebook Top 2 Performing Post



4.3K
Reach

6.8K
Views

64
Interactions



3.4K
Reach

3.9K
Views

169
Interactions

On the basis of
Engagements



Page Insight

phcipofficial



123

posts

52

followers

2

following

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

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

06

TOTAL
POSTS BY
PAGE

01

STATIC
POSTS

05

VIDEO
POSTS

0

EVENTS
POSTS



31

PAGE VISITS

57.5% less page visits than the previous month.



52

PAGE FOLLOWERS

Not enough data to give any insight.



2K

PAGE REACH

34

Like

2

Comment

2

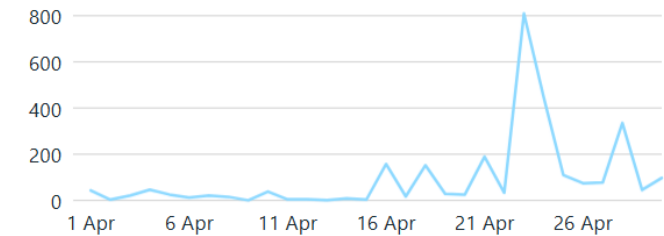
Shares



Page Insight

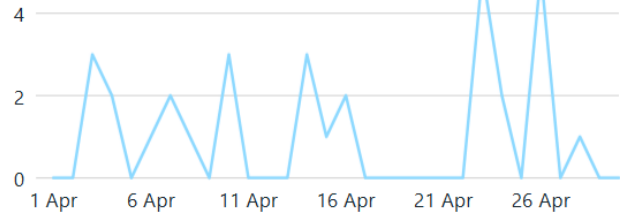
Views

2.8K ↑ 50%



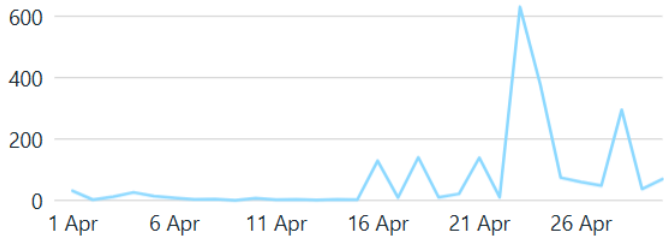
Visits

31 ↓ 57.5%



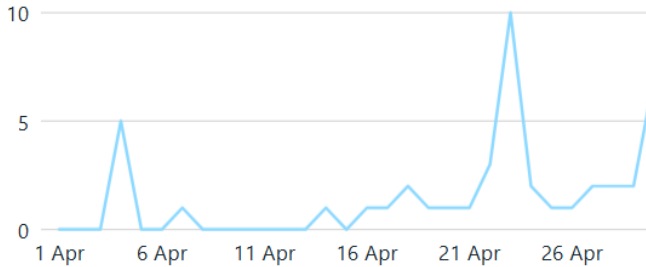
Reach

2K ↑ 250.5%



Content interactions

44 ↓ 10.2%





Total Number of posts – 06

Post Insights



2.6K
Total Views



2K
Total Reach



35
Engagements



7.48%
Engagement Rate

Instagram Top 2 Performing Post

Instagram

phcipofficial



0:03 / 0:40

Q V

phcipc پنجاب سوشل پروٹیکشن اتھارٹی کے آغوش
الی معاونت جاز کیش کے ذریعے آسانی سے حاصل

1.3K
Reach

1.8K
Views

21
Interactions

Instagram

phcipofficial



0:02 / 0:27

Q V

phcipc پنجاب ہیومن کیپیٹل انویسٹمنٹ پراجیکٹ
پروگرام کا مقصد غریب گھرانوں کو پیداواری اثاثہ

177
Reach

213
Views

4
Interactions



Page Insight



05
POSTS BY
PAGE

01
STATIC
POSTS

04
VIDEO
POSTS

0
EVENTS
POSTS



507
IMPRESSIONS



257
PAGE FOLLOWERS
255
Page followers in March 2025
0
Net change in followers
0%
Growth Rate in Net followers

Total Number of posts – 05

Post Insights



507
Total Impressions



7
Likes



41
Engagements



8.09%
Engagement Rate



8
Retweets

X Top 2 Performing Post



166
Impressions

8
Engagements

2
Profile Visit



126
Impressions

8
Engagements

0
Profile Visit



Thank You