



Social Media Analytics

Meta & Twitter

Monthly Report

1st May– 31st May 2025



Page Insight



20
TOTAL
POSTS BY
PAGE

09
STATIC
POSTS

11
VIDEO
POSTS

02
EVENTS
POSTS



Punjab Human Capital Investment Project

4K followers • 2 following

Promote

Manage

Edit



116.8K
PAGE VISITS

242.6% more profile visits as compared to last month.



13K PAGE FOLLOWERS

211
Follows

30
Unfollows

186
Engaged followers

140
Messaging contacts



86.7K
PAGE REACH

877
Like

117
Comment

93
Shares

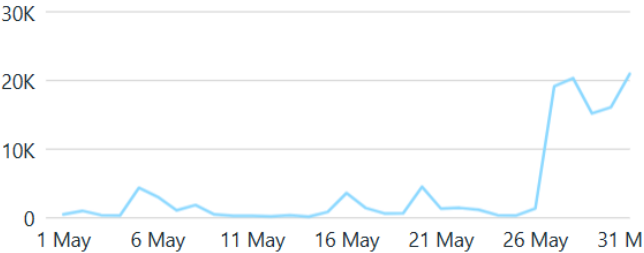
Facebook Page reach has increased by 581.5% as compared to the previous month



Page Insights

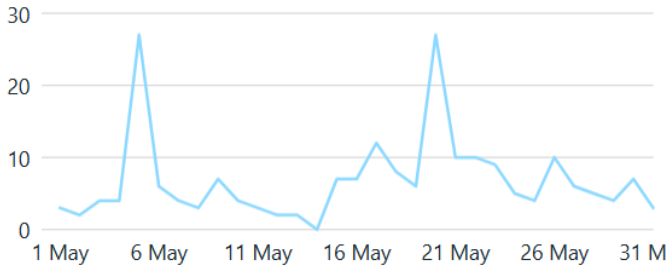
Reach

86.7K ↑ 581.5%



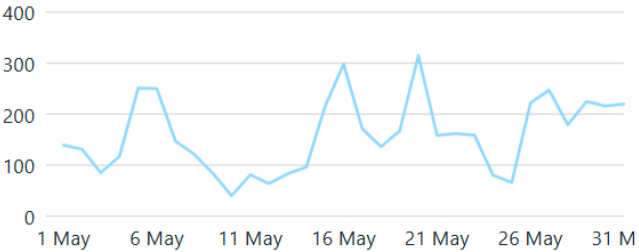
Follows

211 ↑ 23.4%



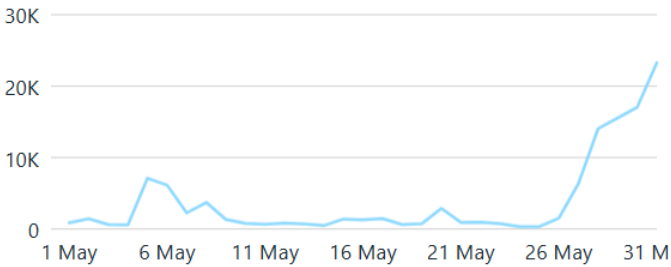
Visits

4.9K ↑ 33.5%



Views

116.8K ↑ 242.6%

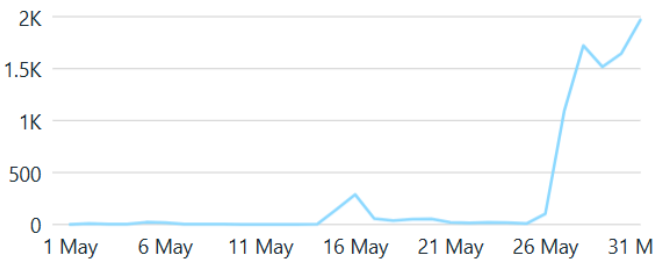




Page Insights

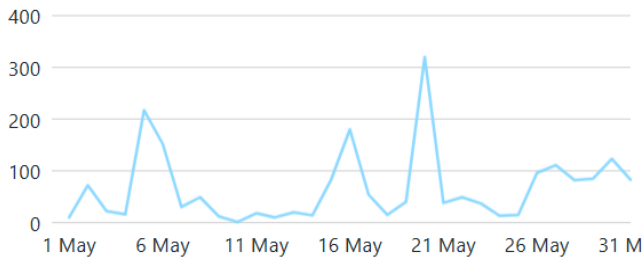
Link clicks

8.8K ↑ 8.9K%



Content interactions

2.1K ↑ 98.6%



Audience

Demographics

Trends

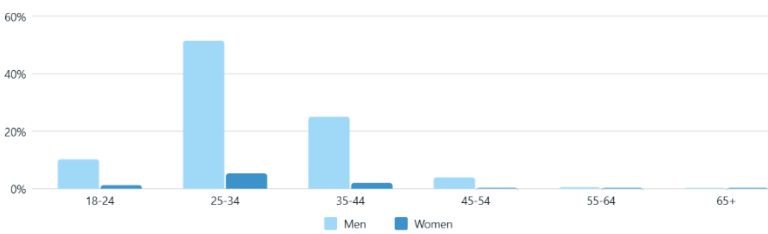
Potential audience

Followers

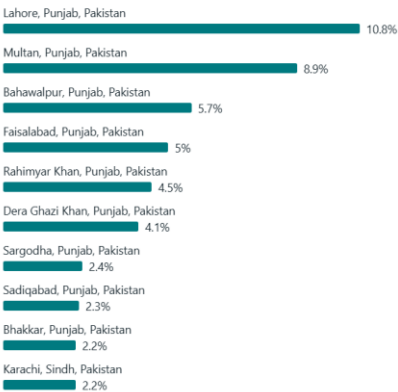
Lifetime

13,020

Age & gender



Top towns/cities

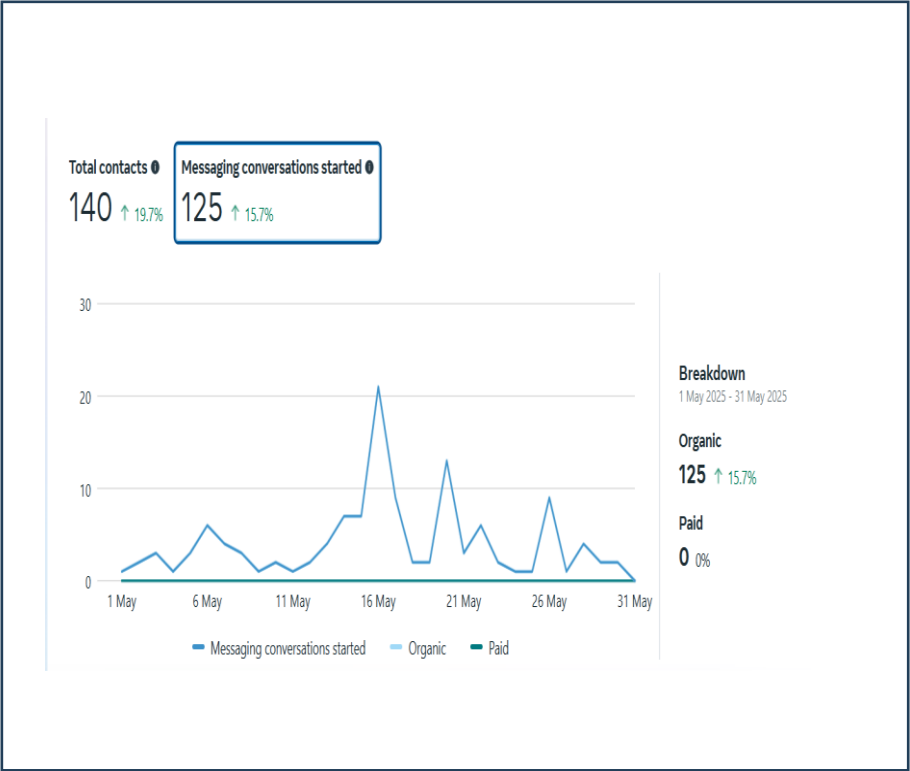
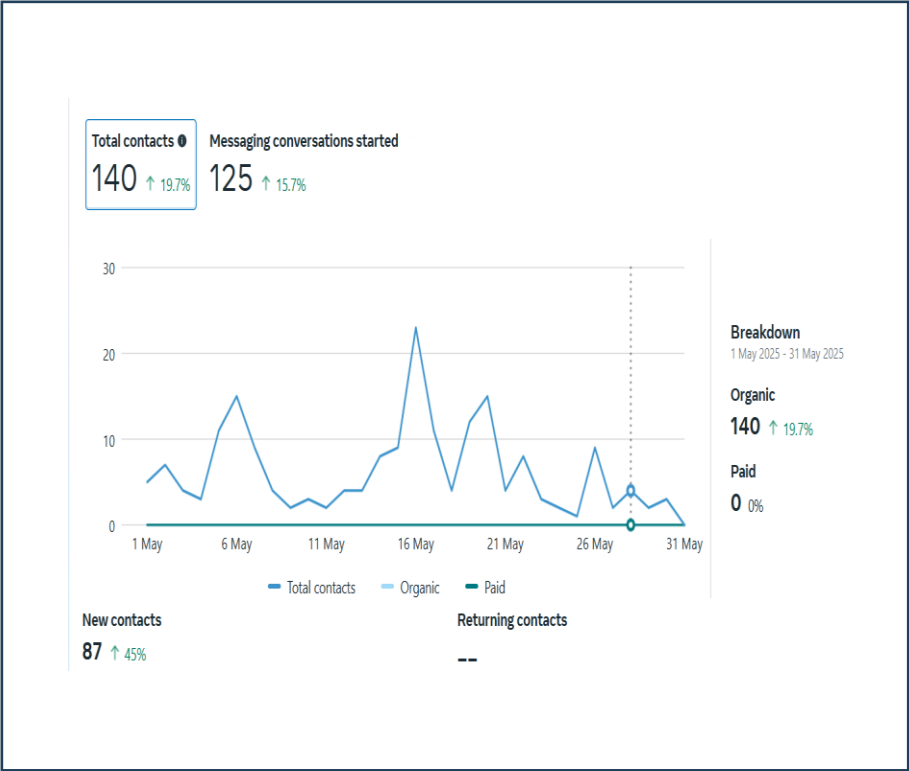


Top countries



Lahore is the top city with 10.8% highest engagements.

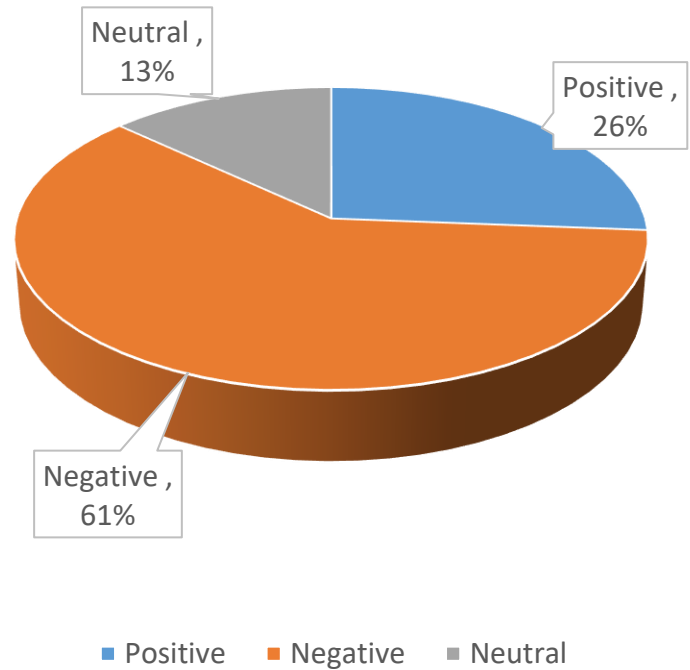
Facebook Messages Overview



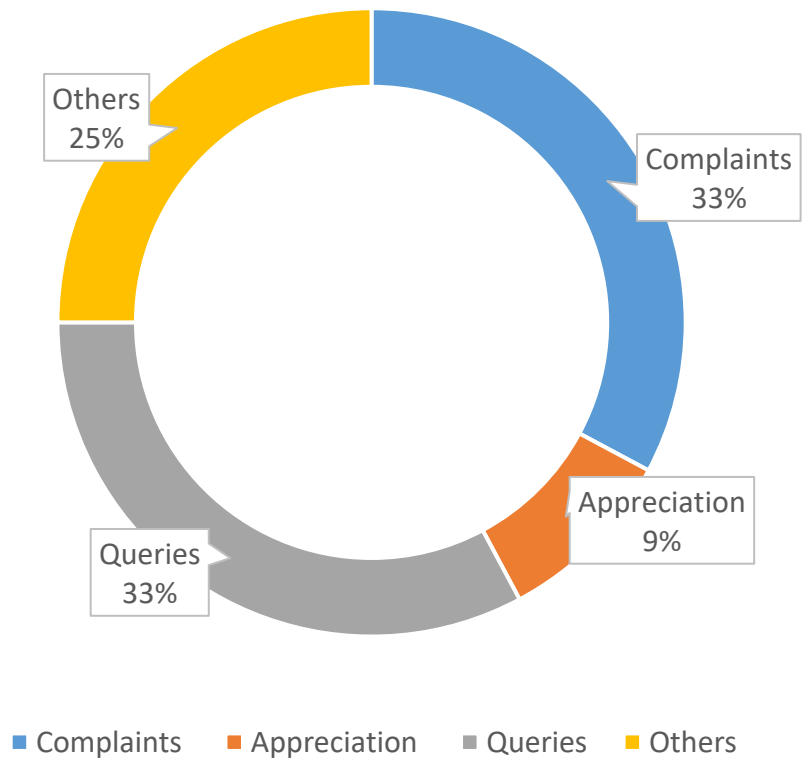
Sentiment Overview

DATA TENURE: 1st MAY– 31st MAY 2025 – “117 NEW COMMENTS”
SOURCE: PHCIP OFFICIAL FACEBOOK ACCOUNT

SENTIMENTS BREAKDOWN



TOPICS BREAKDOWN



Total Number of posts –20

Post Insights



37.6K
Total Views



35.8 K
Total Reach



1.2K
Link Clicks



40K
Engagements



2.45%
Engagement Rate

Facebook Top 2 Performing Post



10.9K
Reach

6.4K
Views

132
Interactions



6.5K
Reach

5.4K
Views

142
Interactions



Page Insight

phcipofficial



134

posts

57

followers

2

following

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

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

15

TOTAL
POSTS BY
PAGE

06

STATIC
POSTS

08

VIDEO
POSTS

03

EVENTS
POSTS



39

PAGE VISITS

25.8% more page visits than the previous month.



57

PAGE FOLLOWERS

Not enough data to give any insight.



1.6K

PAGE REACH

255

Like

11

Comment

8

Shares

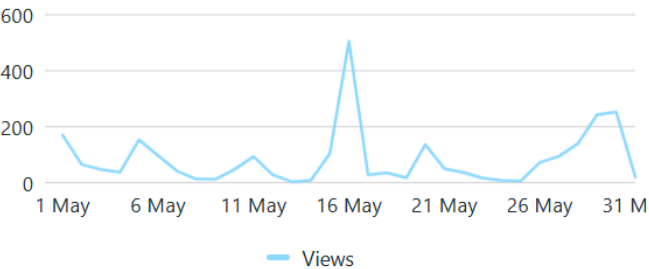




Page Insight

Views

2,576 ↓ 10.1%



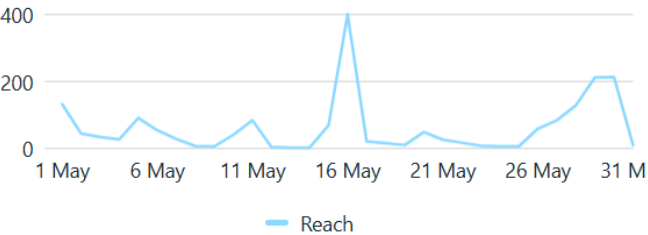
Visits

39 ↑ 25.8%



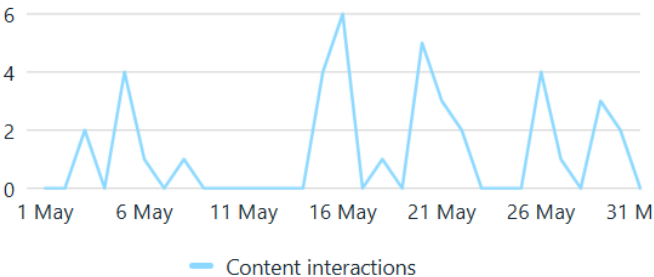
Reach

1,601 ↓ 19.7%



Content interactions

39 ↓ 11.4%





Total Number of posts – 16

Post Insights



11.2K
Total Views



1.8K
Total Reach



393
Engagements



4.5%
Engagement Rate

Instagram Top 2 Performing Post



-
Reach

2.7K
Views

142
Interactions



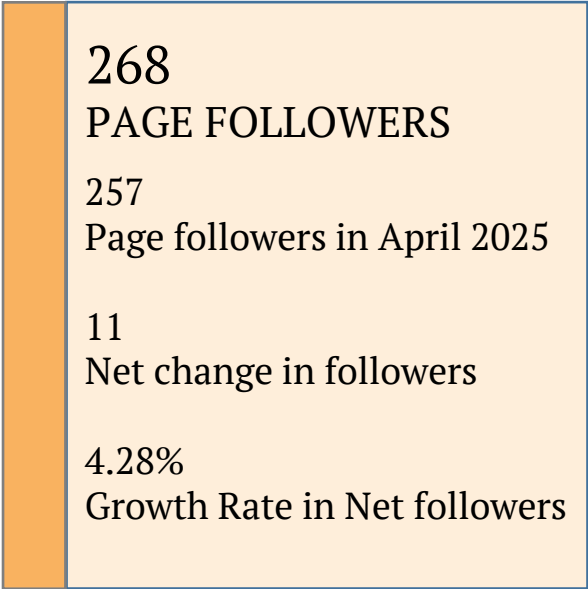
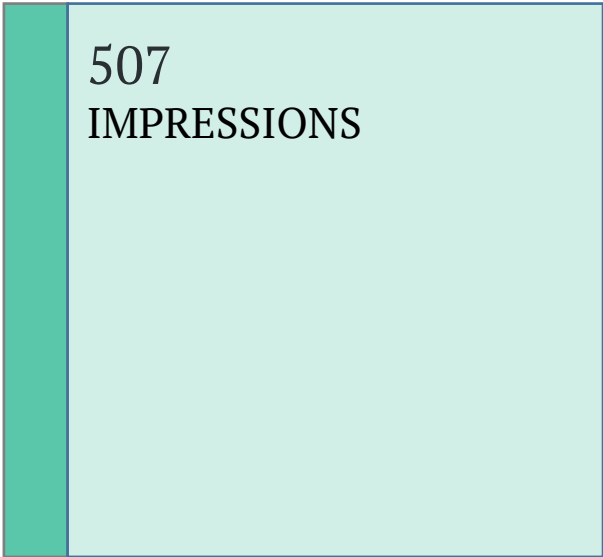
-
Reach

2.6K
Views

100
Interactions



Page Insight





Total Number of posts – 12

Post Insights



1.6K
Total Impressions



30
Likes



183
Engagements



11.36%
Engagement Rate



25
Retweets

X Top 2 Performing Post



572
Impressions

62
Engagements

4
Profile Visit



351
Impressions

56
Engagements

1
Profile Visit

On the basis
of
Engagement



Thank You