

Content Analysis of Official Facebook Pages of Prime Minister Schemes in India

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Abstract: Social media, because of its highly interactive nature has greatly changed the way individuals communicate with each other. With the increased usage of digital technology by the marketers as well as the inclination of customers towards digital platforms to search for information. This study aims to carry out a comparative analysis of the Facebook pages of five prime minister schemes namely- Financial Inclusion, Beti Bachao Beti Padhao, Start Up India, Make in India and Swachh Bharat. The study would help government agencies to analyse their digital marketing efforts for various schemes and also get insights on ways to improve the citizen connect.

Keywords: Prime minister schemes, Beti Bachao Beti Padhao, Swach Bharat, Make in India, Financial Inclusion, citizen engagement, facebook page content analysis

I. INTRODUCTION

Social media, because of its highly interactive nature has greatly changed the way individuals communicate with each other. A large proportion of consumer's time is spent on social media accessed through their desktops, laptops and mobile devices. With the increased usage of digital technology by the marketers as well as the inclination of customers towards digital platforms to search for information, marketers are keen on trying to figure out ways of being present on social media where millions of customers are present. There has therefore been a huge emphasis on the creation of usable and aesthetically pleasing websites because they serve to create a favourable brand image of the corporation. Further creation of customer centric websites is being emphasised by marketers as more important as compared to product centric websites which were created earlier because these websites serve as an important mode of communication. Schlosser et al. (1999) commented that consumers expressed positive attitudes towards internet advertising as compared to advertising in other media channels. This was because the consumers perceived internet advertising as informative, trustworthy and entertaining. Social media websites like Facebook, You Tube and Twitter have gained tremendous popularity in today's generation and this trend has attracted many marketers to explore ways of reaching out to their prospective clients.

Since the advent of Bhartiya Janta Party (BJP) led National Democratic Alliance (NDA) in 2014, a lot of emphasis has been laid to connect with the Indians on digital platform. Various schemes for social development and also aiming at the development of the nation have been initiated and details

of the same are available on digital platform. There are facebook pages made and twitter accounts created for the various schemes so as to build customer connect. This study aims to carry out a comparative analysis of the Facebook pages of five prime minister schemes namely- Financial Inclusion, Beti Bachao Beti Padhao, Start Up India, Make in India and Swachh Bharat.

II. PRIME MINISTER SCHEMES

A. Pradhan Mantri Jan Dhan Yojna (PMJDY)- Financial Inclusion

Details of the Scheme: This scheme was launched with an objective of every household in India to have at least one bank account. Citizens opening a bank account under this scheme would be entitled to one zero balance account, an associated debit card from RuPay and an accidental insurance coverage of rupees one lakh provided by HDFC Ergo. Once the bank account remains active for six months, the account holder will be offered the facility of overdraft of Rs. 5000 from the respective bank (Jan Dhan Yojna, 2016).

B. Beti Bachao Beti Padhao (BBBP)

Details of the Scheme: This scheme was launched with an aim to make the nation strong with the strength of its women, to fix the lacking number of girl child ratio and to educate and provide them with opportunities to explore greater heights for a better tomorrow. The factual data points out towards a consistently declining Child Sex Ratio (CSR) which illustrates that the number of girls in India on an average of per 1000 boys was 945 in 1991, 927 in 2001 and 918 in 2011 which is quite alarming (Beti Bachao Beti Padhao, 2016). Under this Beti Bachao Beti Padhao yojna, a saving scheme called the Sukanya Samriddhi Yojna account has been introduced. Launched in January 2015, the main focus of Sukanya Samriddhi Yojna is to cope up with the marriage requirements as well as higher education of girls in the country. The account can be opened with a minimum amount of Rs. 1000/- at any of the commercial banks or even at the nearest post office from the time of the birth of the girl child till she is 10 years of age. Two accounts can be opened for two daughters in a family. A provision of opening a third account is there if the two younger daughters are twins. The maximum amount that can be deposited per year in this account is Rs. 1.5 lakhs. The parent of the girl child can deposit amount in this account only for a duration of 15 years and there is a provision of withdrawing fifty percent of the amount from this account

only when the girl turns 18 years of age and the money can be utilised for her higher education. The maturity duration of the scheme is 21 years from the date of opening the account and the closure of the account is valid only when the girl turns 21 (Sukanya Samridhi Yojna, 2016).

C. Pradhan Mantri Make In India

Details of the Scheme: In order to bring in development and investment to the country the government has identified few sectors which it would work on to develop and bring foreign direct investment so that the infrastructural face of the country could be changed and also resulting in generating fresh employment in the country. Automobiles, Aviation, Biotechnology, Chemicals, Construction, Defence Manufacturing, IT, Leather, Media and Entertainment, Mining, Oil and Gas, Pharmaceuticals etc. are the sectors identified by Make In India campaign. According to Mr. Narendra Modi- Indian Prime Minister, it is important for the purchasing power of common man to increase and the Make in India campaign would facilitate growth by further boosting the demand and spurring development in addition to benefitting the investors (Make In India, 2016).

D. Swachh Bharat Abhiyaan

Details of the Scheme: This movement started by the Prime Minister Mr. Narendra Modi and central government aims at cleaning the waste and dirt around the schools, offices and homes through voluntary service by all the countrymen. The campaign commenced on 2nd October 2014 on the 145th birth anniversary of the father of the nation, Mahatma Gandhi would be carried out nationwide in more than 4000 districts/towns in India and the mass movement would conclude on 150th birth Anniversary of Mahatma Gandhi on 2nd October 2019 (Swachh Bharat Abhiyaan, 2016).

E. Startup India

Details of the Scheme: Launched on 16th January, 2016, Startup India campaign envisions at providing bank financing for startup ventures to boost entrepreneurship and encourage startups with job creation. The highlights of the scheme are provision of single window clearance even with the help of mobile application, 80% reduction in patent registration fee, modified bankruptcy code to ensure 90-day exit window and freedom from capital gain tax and tax on profits for 3 years. The scheme also provides Intellectual Property Rights protection to startups and new firms (Startup India, 2016)

III. REVIEW OF LITERATURE

- Parsons L. Amy (2011) conducted the content analysis of official Facebook pages of 70 global brands with an intent of examining how companies use social media in their marketing and advertising strategy. Following were the highlights of the study:
 - 65 out of 70 companies had established an official Facebook page.

- Focus of Facebook pages was more on developing relationships with customers rather than simply providing information.
- Mostly the companies controlled the wall content rather than allowing users to post directly on their wall without responding to a current posting.
- On an average companies posted 24 times a month which implied that the consumers received a message in their news feeds from companies that they like every few days.
- The content of the posting varied from being related to product information and its usage to sharing of experiences and sometimes even voting for the favourite aspect of product.
- Posts from fashion companies highlighted the celebrities endorsing their brand in prestigious events like premiers and award shows.
- Many companies posted some sort of video on their official pages.
- Content offering coupons and sweepstakes were also very common in most of the websites
- Many companies had postings requesting feedback from consumers

• Salkhordeh Parisa (2010) carried out an exploratory content analysis of the use of Facebook in the lodging industry. The researcher studied world's 10 largest hotel operators, ranked by the total number of rooms as of year end 2009 along with their hotel brands and affiliated hotels. The 10 largest hotels were identified based on HOTEL magazine's list of hotels for 2009. The hotels under study were IHG (Intercontinental, England), Wyndham hotel group (USA), Marriot International (USA), Hilton Hotels (USA), Accor (France), Choice Hotels (USA), Best Western (USA), Starwood Hotels and Resorts (USA), Carlson Hotels (USA) and Global Hyatt (USA). The objective of the study was to determine the level of activity and popularity of major hotel corporations, hotel brands and individual branded hotels in creating and maintaining pages on Facebook.com. The researcher studied the following parameters during his analysis of Facebook pages of top 10 hotels:

- Number of fans of each page
- Level of activity of founder which included number of founder's total posts and posts per month of activity
- Level of activity of fans and
- Content of founder's posts.

Analysis was done to understand the segment to which posts were directed to, who was the active party i.e. fans or founder and who could post on the wall. Content containing an

advertising post was found on 85% of the pages. This was followed by news (42%), quiz/award (28%), fan specific promotion (28%), recruiting (28%), fan opinion (14%), everyday talk (14%) and other (14%). The hotels corporation pages were used more to advertise new hotels or services

- Gavilanes and Brettel (2014), analysed for a year the content of company Facebook posts of top 30 online retailers in Germany (by sales) with a top 100 Facebook page (by number of fans). The researchers used content analysis methodology and carried out multivariate analysis of variance (MANOVA). A total of 943 posts from 2012 were coded by two trained coders and subsequently analysed. Their analysis revealed that customers paid attention to and clicked on posts which offered sweepstakes, sales information or customer feedback. Further, the clicking behaviour of customers was prompted by posts with infotainment, current product displays and new product announcements and this was analysed by the number of likes, comments and sharing of posts. Their research also revealed that posts with sales affected attention (clicks) and positive attitudes (likes) but failed to engage customers (comments and shares) as good as other more interactive types of posts (like sweepstakes or posts that offer non-monetary self-presentation rewards more suitable to the medium such as infotainment). Posts with explicit organizational branding content were neither clicked nor processed by users in this medium.
- Hite and Railsback (2010) carried out an analysis of the content and characteristics of websites of some of the best colleges of U.S. universities, especially the web home pages and admission related pages. Following website characteristics were analysed while carrying out the content analysis:
 - Consistency of text and background colours
 - Consistency of Font Styles
 - Short Loading Times
 - Menu Locations
 - Scroll Bars
 - Text and Background Contrast
 - Use of Hyperlinks

The methodology adopted by researchers to conduct the content analysis was by directly viewing and collecting information on the above mentioned characteristics. Hyperlinks related to the following four types of admission data were analysed: (a) online application forms, (b) campus visitation information, (c) the course catalogues and (d) the course schedules.

Their research highlighted that broadly three design principles were followed on over 90% of the websites. Further a lot of consistency in font sizes and styles as well as text and background colours was observed in the home page and linked pages of the college website.

Almost half of the websites were similar in terms of faculty news, alumni news and upcoming events. Over 70% of websites used the same six hyperlink terms: alumni, admissions, athletics, academics, about the university and current students. The research also concluded that placement of hyperlinks across the top and in a column down the left side of the screen were the most preferred locations by the website developers.

- An exploratory content analysis study on branded entertainment (i.e. integration of persuasive brand information and entertainment) in Facebook was carried out by Zhang, Sung and Lee (2010), with an objective to understand branded entertainment in user-centric social networking websites since there was a shift observed of young users from online media to social networking sites. Their study employed the conceptual framework of play themes and how they were incorporated in branded entertainment in the context of Facebook profile pages. Their study centred on the four most important play themes from Pellegrini's (1995) and Sutton-Smith's (1997) frameworks:
 - Play as power which refers to the pleasure of defeating others and the desire to demonstrate one's own competence in play (Holbrook et al. 1984 cited in Ha 1998a)
 - Play as identity which refers to any theme that is related to community building and/or cooperative peer relationship building through play.
 - Play as fantasy refers to how people may be engaged in a creative, imaginative, or even fantasized world of play, and
 - Play as frivolity which relies heavily on themes which are usually not challenging or creative and are played while relaxing or escaping from daily routine by many people

The coding categories which the researchers identified for their study included (a) types of branded entertainment (i.e. Product versus Service brands), (b) features of branded entertainment (text, video, pictures, audio, downloads, sweepstakes, festival offers etc.) and (c) play themes. The research revealed that product brands offered branded entertainment (88%) more than service brands (53%). Further within the service brands, retailers presented the branded entertainment the most. Downloads were the most frequently used branded entertainment type followed by games, fun videos, contests, sweepstakes and festivals. Play as power theme was the leading play theme (63%), followed by play as fantasy (48%), play as identity (40%) and play as frivolity (37%).

- Gaber and Wright (2014) carried out a content analysis study in Egypt of the fast food advertising companies on Facebook. Results of this content analysis study revealed that majority of the content was informative in nature (38%) which highlighted the different types of meals, prices, opening of new branches, corporate social responsibility activities etc. This was followed by entertaining content (25%) that contained some funny pictures of consumers eating in restaurants or consumers enjoying some occasions. This was followed by incentive content (20%) such as discounts, prizes if the user shares or clicks on a particular advertisement etc. Lastly there was engaging content which prompted the consumer to do a certain actions such as rating sandwiches and meals, posts asking consumers to name a particular branch or entering into some contests. The results of content analysis clearly indicated that the posts that had the better attitude of the consumers (in terms of number of shares and likes) were the posts with the incentive content followed by posts with entertaining content.
- In 2015 December, government of Vietnam opened a Facebook page in order to give timely information to its public about the government and Prime Minister. This effort of the government was welcomed by the citizens as the communist ruling party which had tightly controlled the political activities and media in the country was now wanting to reach out to the country's youth through Facebook (Tuoi Tre, 2015).

IV. RESEARCH OBJECTIVE

Although researchers have attempted studying the facebook pages of hotels, educational institutions, fast food companies, online retailers, branded entertainment etc. but a research on the popularity and connect of facebook pages for different government schemes with the audience is missing in the academic literature. Since the advent of BJP led NDA in 2014, a lot of emphasis has been laid to connect with the Indians on digital platform. Various schemes for social development and also aiming at the development of the nation have been initiated and details of the same are available on digital platform. There are facebook pages made and twitter accounts created for the various schemes so as to build customer connect. The objective of this study is to carry out a comparative analysis of the Facebook pages of five prime minister schemes namely- Financial Inclusion, Beti Bachao Beti Padhao, Start Up India, Make in India and Swachh Bharat.

The researchers intended to study the frequency and type of posts and the level of audience engagement with the different categories of posts for each of these facebook pages for the prime minister schemes.

V. RESEARCH METHODOLOGY

The researchers tracked the Facebook posts of the five Facebook pages of Prime minister schemes i.e. Financial Inclusion, Beti Bachao Beti Padhao, Swachh Bharat, Make in India and Startup India for a period of one month from 18th August 2016 till 16th September 2016. The social media analysis tools of Simply measured and Rival IQ were used to analyse the activities on these Facebook pages. Manual database was also created to record the activities on these Facebook pages

VI. RESULTS

Chart 1 depicts the level of social activity across all social channels for all the five prime minister schemes studied.

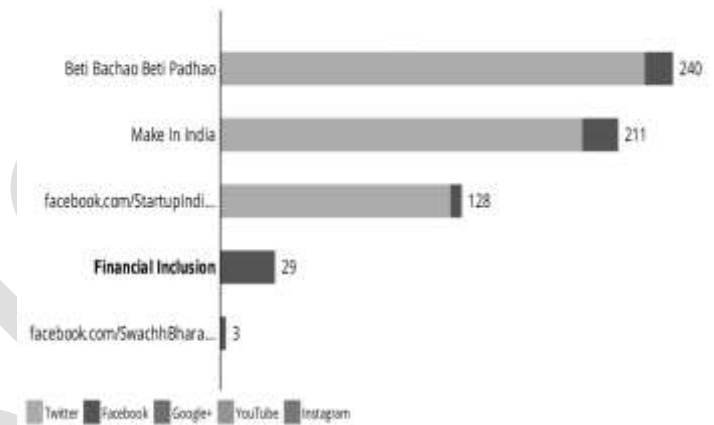


Chart 1: Social Activity (The total number of posts across all tracked social channels)

As per the above data “Beti Bacho Beti Padhao” was very active on twitter as compared to Facebook. Since twitter is meant for sending short messages of less than 140 characters, so people can easily send small messages related to “beti bacho” on twitter. Financial inclusion is very active on Facebook as various financial organizations are sharing different kinds of post on related to financial inclusion on Facebook.

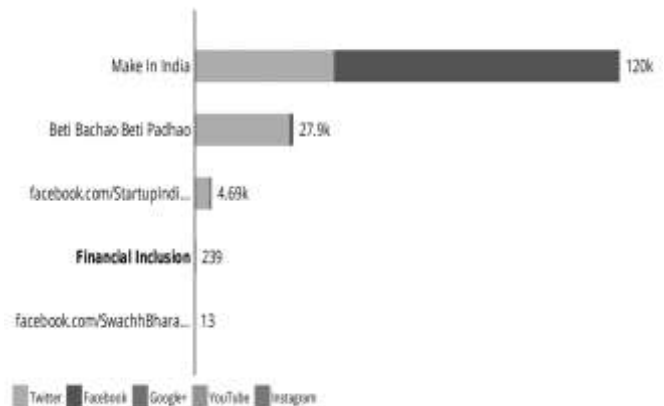


Chart 2: Social Engagement (Total engagement across all tracked social channels)

Chart 2 depicts that people were more engaged on Facebook for Make in India campaign as compared to twitter as the familiarity with Facebook is higher as compared to any other social media platforms like twitter, LinkedIn etc.

Average Engagement Rate per Post: The average number of interactions per post, per follower, on all posts published during the time period 18th August till 16th September, across all social channels is expressed as a percentage. This value is weighted by the relative audience sizes for each Facebook page.

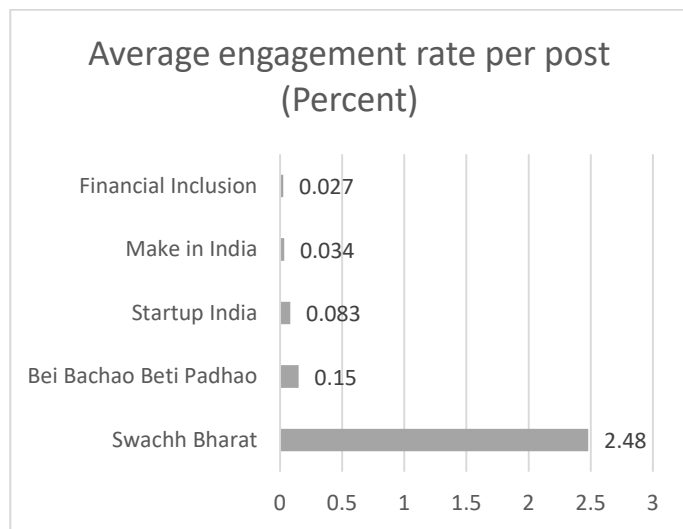


Chart 3: Average Engagement Rate per Post

As depicted in chart 3, Swachh Bharat engagement rate was highest as compared to other Prime minister schemes as not only Government organization but even the normal citizens have contributed immensely in this scheme.

Social Applause Engagement- The Applause Rate measures the average likes on post received on social media. As depicted by chart 4, Make in India received the highest applause rate as compared to other schemes due to more likes on favorite post on twitter and more number of likes per post on Facebook.

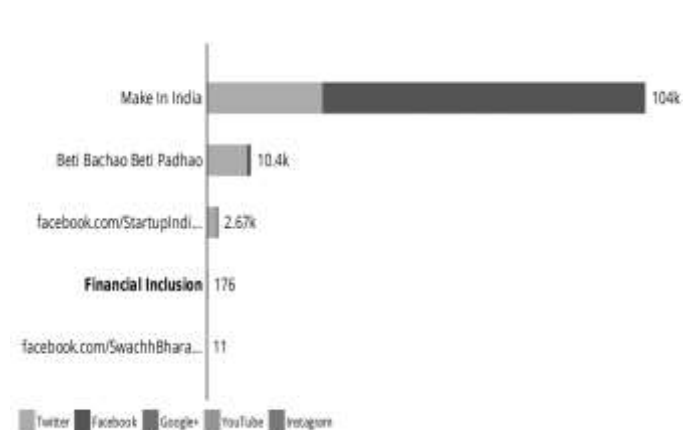


Chart 4: Social Applause Engagement

Social Conversation Engagement- Social media bring engagement which ultimately ended up to conversion. Make in India scheme had highest social media conversion on Facebook as compared to very lower social media conversion of Financial inclusion and Swachh Bharat (see chart 5).

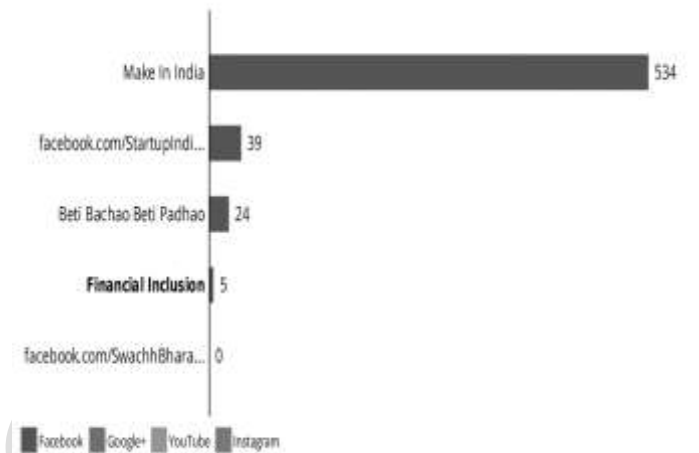


Chart 5: Social Conversation Engagement

Social Amplification Engagement- The posts of all the prime minister schemes from August 18th till September 16th (see Appendix 1 to Appendix 13) reveal that ‘Beti Bachao Beti Padhao’ scheme is very active on twitter followed by its presence on Facebook.

The amplification engagement across tracked social channels including Re-tweets, Facebook Post Shares, Google+ Post Shares and Pinterest Repines revealed that “Beti Bachao Beti Padhao” was very active on twitter and was followed by Make in India on twitter as well as on Facebook. The social amplification engagement of Startup India, Financial Inclusion and Swachh Bharat was very minimal when compared to “Beti Bachao Beti Padhao” and Make in India (see chart 6).

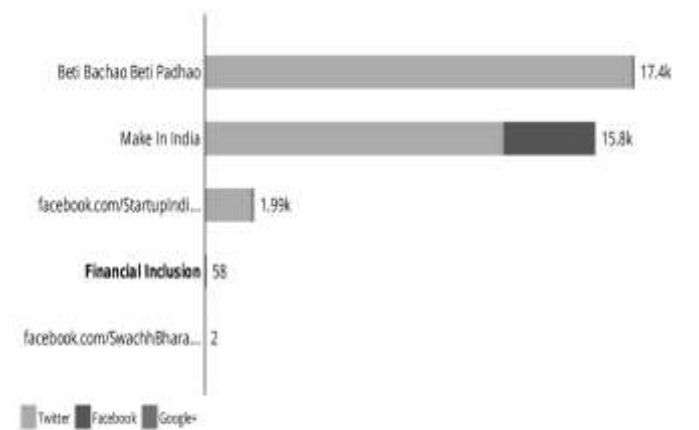


Chart 6: Social Amplification Engagement

Table 1: Activity and Engagement

Facebook Page	Posts	Engagement Rate per post (in percent)
Swachh Bharat	3	2.48
Beti Bahao Beti Padhao	240	0.15
Start Up India	128	0.083
Make in India	211	0.034
Financial Inclusion	29	0.027

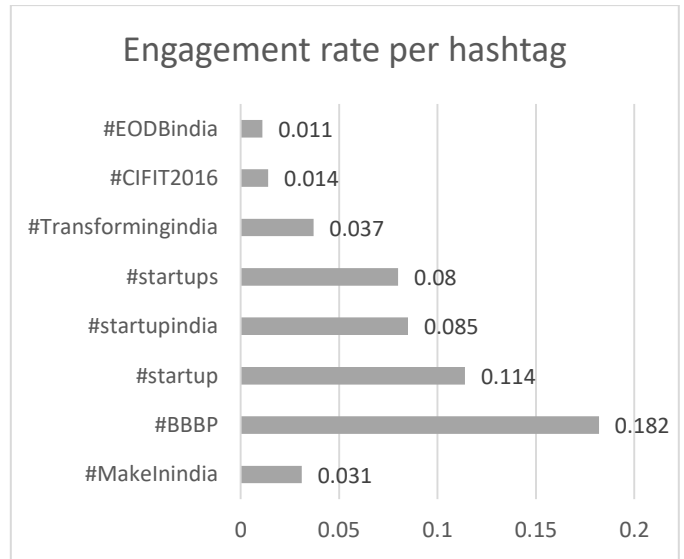


Chart 8: Engagement Rate per Hashtag

It can be seen from table 2 and chart 8, that out of the 8 most broadly used hashtags, #BBBP generates the most engagement per post. As per our research “Beti bachao and Beti Padhao” is very active on Facebook as well as on twitter this makes #BBBP so much popular and that results in highest engagement.

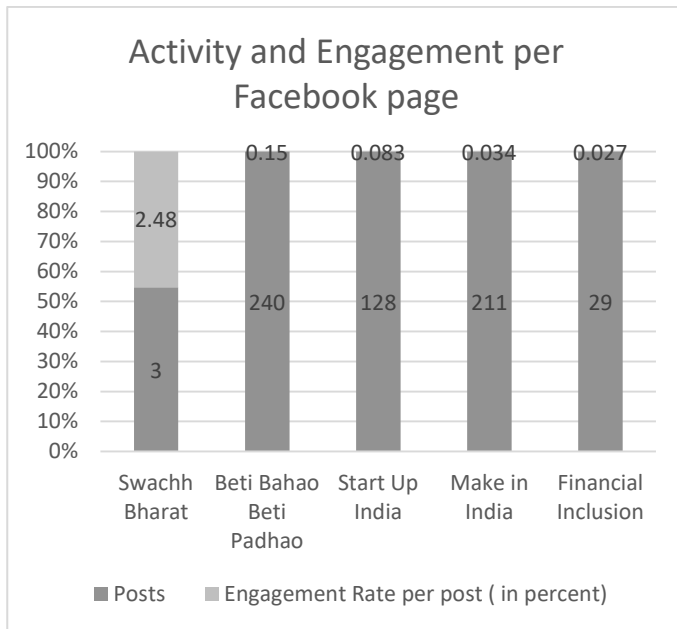


Chart 7: Activity and Engagement per Facebook page

Table 1 and chart 7 depict that although the facebook page of Beti Bachao Beti Padhao was leading with 240 posts but the level of engagement (2.48%) at the Swachh Bharat facebook page with just 3 posts in a month was the highest.

Table 2: Hashtags Engagements

Hashtag	Engagement rate per post
#MakeInindia	0.031
#BBBP	0.182
#startup	0.114
#startupindia	0.085
#startups	0.08
#Transformingindia	0.037
#CIFIT2016	0.014
#EODBindia	0.011

Table 3: Activity and Engagement by Post Types

Post Type	Posts per day per facebook page	Engagement Rate/Post
Video	0.03	0.6
Link	1.56	0.054
Photo	1.69	0.044
Status Update	0.79	0.016

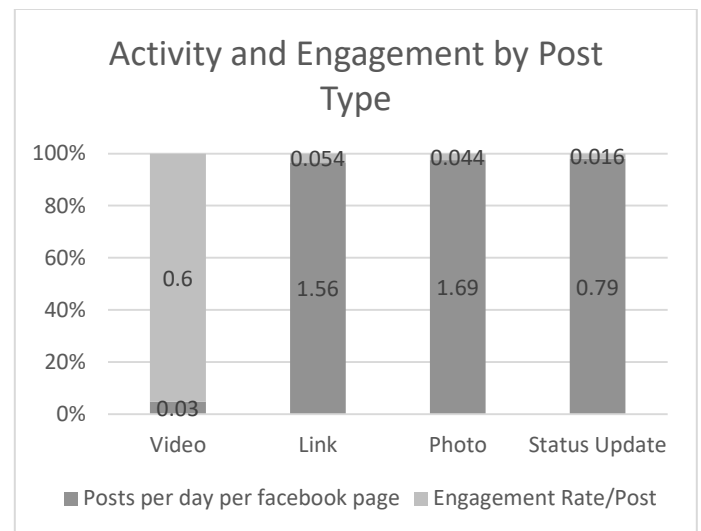


Chart 9: Activity and Engagement by Post Type

Although sharing of Links, Photos and Updating status are the most common activities for each of the Facebook pages studied but the analysis also revealed that the maximum engagement rate with the audience was for the videos which are uploaded on these pages (see table 3 and chart 9).

VII. CONCLUSION

Social Media is being used throughout the world by different government agencies. The results of the research point out towards some useful insights that can be followed to gain maximum advantage of digital marketing:

- All the available digital platforms like facebook, twitter, linkedin, youtube, Instagram etc. should be used to the maximum to reach out to a vast audience base.
- The hashtags should be used more often so as to increase the engagement rate
- Videos are generally watched more as compared to news articles. Hence focus should be given towards including videos in posts.
- The platform used should be in sync with the target audience. For instance if the post is regarding the youth engagement then Instagram or facebook can be used.
- Catchy hashtags can be made so as to build customer connect and this would result in increasing the engagement level per hashtag.

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Appendix 1

Published At	Post	Engagement Total	Engagement Rate
Sept 2 2016 4:32 PM UTC	facebook.com/SwachhBharatMissionGrameen 	7	4%
Aug 30 2016 6:00 AM UTC	Beti Bachao Beti Padhao (@MinistryWCD) pic.twitter.com/VZuQ7CC9v2r 	2.32k	2.92%
Sept 2 2016 4:19 PM UTC	facebook.com/SwachhBharatMissionGrameen 	4	2.29%
Aug 18 2016 11:22 AM UTC	Beti Bachao Beti Padhao Congratulations #SakshiMalik for winning India's 1st medal at #Rio2016. More power to our daughters! #BBBP 	314	2.27%

Appendix 2

Published At	Post	Engagement Total	Engagement Rate
Aug 26 2016 4:53 AM UTC	Beti Bachao Beti Padhao (@MinistryWCD) #eBox is a revolutionary idea through which children can seek help while their identity is protected. pic.twitter.com/V5kmYrDLLF 	1.40k	1.77%
Aug 26 2016 5:10 AM UTC	Beti Bachao Beti Padhao (@MinistryWCD) #eBox is a secure & safe online facility through which children can report #ChildSexualAbuse #DigitalIndia @NCPCL pic.twitter.com/paiQL4Hj0O 	1.29k	1.63%
Sept 8 2016 4:34 AM UTC	Beti Bachao Beti Padhao THANAWALA family, Mumbai Maharashtra promoting #BetiBachaoBetiPadhao through their Ganesh Pandal in #GaneshUtsav2016 	187	1.35%
Sept 2 2016 4:18 PM UTC	facebook.com/SwachhBharatMissionGrameen 	2	1.14%

Appendix 3

Published At	Post	Engagement Total	Engagement Rate
Sept 15 2016 7:43 AM UTC	Beti Bachao Beti Padhao (@MinistryWCD) Women's Self-Help Group activities in Mysore, Karnataka. #WCDMin4Women pic.twitter.com/X5MZ1Zdk31 	824	1.04%
Sept 9 2016 4:58 AM UTC	Beti Bachao Beti Padhao #NationalNutritionWeek celebrations at #Anganwadi centre Himachal Pradesh, 	109	0.79%
Sept 12 2016 8:23 AM UTC	facebook.com/Startupindia #Startupindia in action; The Department of Science and Technology commits INR 500 Cr to boost the #Startup ecosystem... Govt commits Rs 500cr for Narendra Modi's Startup India... 	130	0.67%

Appendix 4

Published At	Post	Engagement Total	Engagement Rate
Sept 7 2016 5:05 AM UTC	 <p>Beti Bachao Beti Padhao शिक्षक दिवस के अवसर पर राजस्थान के विभिन्न स्कूलों एवं कॉलेजों में बेटे बचाओ बेटि पढ़ाओ की शपथ दिलाई गयी #BetiBachaoBetiPadhao</p> 	86	0.62%
Aug 24 2016 8:02 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Pride of whole Nation, Ms @SakshiMalik has been announced as Haryana's ambassador for #BetiBachaoBetiPadhao. #ProudMoment #BBBP</p>	488	0.62%
Aug 23 2016 12:46 PM UTC	 <p>facebook.com/StartupIndia JS, DIPP at MSME Dev. Forum & #StartupIndia Event: "Learning and Development Module to be launched soon to help entrepreneurs"</p> 	116	0.59%
Aug 25 2016 4:54 AM UTC	 <p>facebook.com/StartupIndia Study says #India is 3rd biggest home to #tech #startups, after US and UK http://bit.ly/2beJpX8 #startupindia India is third biggest home to tech startups after US & UK...</p> 	102	0.52%







Appendix 5

Published At	Post	Engagement Total	Engagement Rate
Sept 9 2016 9:17 AM UTC	 <p>Beti Bachao Beti Padhao Poster and Painting creation event on #BetiBachaoBetiPadhao organized by Dr. Jagadeesh Pillai, Varanasi http://timesofindia.indiatimes.com/city...</p> 	65	0.47%
Aug 19 2016 5:41 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) #NariShakti Award Winner Ms. Neha Kirpal has established India on the International Art Map. pic.twitter.com/yImNRaHCY</p> 	284	0.36%
Aug 28 2016 6:30 AM UTC	 <p>Make In India #MakeInIndia: mission successful. Congratulations to Team ISRO for its successful scramjet engine launch! A new era of... ISRO successfully test launches scramjet rocket engine...</p> 	15.0k	0.36%
Aug 25 2016 3:31 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) This low-cost Panjiri recipe is rich in iron & protein and children love it. #MissionNutrition pic.twitter.com/GpXEIsQ6Fm</p> 	277	0.35%








Appendix 6

Published At	Post	Engagement Total	Engagement Rate
Sept 5 2016 8:06 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Remembering the great philosopher, teacher & statesman, Dr. S. Radhakrishnan ji on #TeachersDay pic.twitter.com/zmQruwUst</p> 	268	0.34%
Aug 26 2016 6:26 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) #eBox will allow children to easily report #SexualAbuse which otherwise they continue to suffer due to vulnerability pic.twitter.com/xd3iHHUjQ</p> 	263	0.33%
Aug 18 2016 4:30 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Wishing everyone a #HappyRakshaBandhan. Let's resolve to value the Girl Child. #BetiBachaoBetiPadhao pic.twitter.com/5ZjqagV11h</p> 	252	0.32%
Aug 23 2016 10:22 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Let's Observe #CompassionDayAug26 to protect and nurture Children of India. Share an #ActOfCompassion. pic.twitter.com/aTCcxqthPQ</p> 	251	0.32%

Appendix 7

Published At	Post	Engagement Total	Engagement Rate ↕
Sept 4 2016 5:35 AM UTC	 <p>facebook.com/StartupIndia Govt. of USA & India to co-host 2017 Global #Entrepreneurship Summit in India #Ges2017 #StartupIndia http://bit.ly/2c6n... NewsRoomAmerica.com - Press Releases: Joint Statement on the...</p>	60	0.31%
Aug 24 2016 3:30 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) On the request of @MinistryWCD, @UIDAI is now providing #Aadhar Cards 2 children 4 their future identity & benefits pic.twitter.com/5XfkNIC2TZ</p> 	235	0.30%
Aug 26 2016 4:42 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Each complaint of #ChildSexualAbuse will be handled with sensitivity keeping in view the position of the child as well as the abuser. #eBox</p>	233	0.29%
Aug 31 2016 11:01 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) MoS Smt. Krishna Raj at the 20th Youth Parliament held at Navodaya Vidyalaya, Hathora Bujurg, Shahjahanpur, UP. pic.twitter.com/pvmMKiy5Z4</p> 	232	0.29%

Appendix 8

Published At	Post	Engagement Total	Engagement Rate ↕
Aug 24 2016 8:52 AM UTC	 <p>Beti Bachao Beti Padhao This is the Official Fan Page of INDIAN WRESTLER Sakshi Malik Sakshi Malik</p> 	40	0.29%
Aug 26 2016 4:28 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) #eBox for children to register complaints of harassment or #ChildSexualAbuse launched today. #TransformingIndia pic.twitter.com/zKRSUQE9uw</p> 	227	0.29%
Aug 25 2016 7:33 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Giving women courage to cross boundaries and explore opportunities with our #WorkingWomen Hostels. pic.twitter.com/OtZV79Rj1</p> 	227	0.29%
Aug 26 2016 4:44 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) #ChildSexualAbuse is a serious problem, but it often goes unnoticed and unreported. #eBox pic.twitter.com/XAbi72yhr1</p> 	226	0.29%

Appendix 9

Published At	Post	Engagement Total	Engagement Rate ↕
Aug 28 2016 5:30 AM UTC	 <p>facebook.com/StartupIndia #StartupIndia States' Conference : Check out how the states are facilitating #Startups in India. http://bit.ly/2bojS8a Startup India States' Conference - 23rd July 2016</p>	55	0.28%
Aug 19 2016 11:34 AM UTC	 <p>Beti Bachao Beti Padhao https://twitter.com/MinistryWCD/status/766567101179887616 Ministry of WCD on Twitter</p> 	39	0.28%
Aug 22 2016 7:32 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Hope you had fun testing your knowledge by participating in our #SHEroesQuiz. Here's the answer to our 1st Q. pic.twitter.com/WAgU0tn53s</p> 	219	0.28%
Aug 18 2016 11:21 AM UTC	 <p>Beti Bachao Beti Padhao http://sports.ndtv.com/olympics-2016/videos/its-party-time-for-sakshi-malik-family-in-rohtak-427803 It's Party Time For Sakshi Malik's Family in Rohtak Videos...</p> 	38	0.27%

Appendix 10

Published At	Post	Engagement Total	Engagement Rate
Sept 8 2016 8:14 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) This #InternationalLiteracyDay, give her books instead of brooms, pens- instead of pans. Join this #BBBBP Contest. pic.twitter.com/E4sKIXqYON</p> 	216	0.27%
Aug 26 2016 4:36 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) I appeal to all heads of schools through the media that they should tell students about #eBox to report: Smt. @Manekagandhibjp</p>	215	0.27%
Sept 7 2016 8:58 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Happy children & a colourful decor at a freshly done up #Anganwadi centre in Karnataka during #NationalNutritionWeek pic.twitter.com/Mt3ApNm4yD</p> 	214	0.27%
Aug 26 2016 4:33 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) #eBox is a simple & easy to use facility for children or any adult who want report incident of #ChildSexualAbuse: Smt. @Manekagandhibjp</p>	214	0.27%

Appendix 11

Published At	Post	Engagement Total	Engagement Rate
Aug 23 2016 8:26 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) A wonderful program "Empowering the Girl Child" held at Guwahati Kamrup Metro on the 13th Aug'16. #BBBBP 1/3 pic.twitter.com/SR7W8dOEZW</p> 	210	0.26%
Aug 23 2016 8:28 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Felicitated girl Anganwadi workers for their contribution towards #BBBBP, ASHA, Women's sports Club etc.2/3 pic.twitter.com/NFwBqDHYyH</p> 	204	0.26%
Sept 3 2016 10:22 AM UTC	 <p>facebook.com/StartupIndia Fostering creativity and innovation: Check out the official notification of the SIPP scheme #startupindia http://bit.ly/... bit.ly</p>	48	0.25%
Sept 5 2016 11:53 AM UTC	 <p>facebook.com/StartupIndia (@startupindia) Infographic: India's #startup unicorns are worth nearly \$35.5 billion bit.ly/2bTYK08 #startupindia http://bit.ly/2bTYK08</p>	112	0.25%

Appendix 12

Published At	Post	Engagement Total	Engagement Rate
Aug 29 2016 3:30 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Educate those in need about these low-cost nutritious recipes for children. Participate in our #MissionNutrition. pic.twitter.com/DKZ2ibRZRQ</p> 	193	0.24%
Aug 24 2016 6:38 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Sweet nutrition 4 young children. Educate your surroundings about these low-cost nutritious recipes. #MissionNutrition pic.twitter.com/MnW7se5ZHs</p> 	189	0.24%
Aug 18 2016 8:52 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) May the holy thread bring more power to our brothers at the borders & respect for our daughters. #HappyRakshaBandhan pic.twitter.com/dpw1uecWuG</p> 	181	0.23%
Aug 29 2016 10:07 AM UTC	 <p>Beti Bachao Beti Padhao (@MinistryWCD) Women village heads in #Haryana bring about a progressive revolution with Our #BetBachaoBetiPadhao campaign. #BBBBP pic.twitter.com/ehXGqk494c</p> 	180	0.23%

Appendix 13

Published At	Post	Engagement Total	Engagement Rate ▾
Sept 11 2016 12:30 PM UTC	 Beti Bachao Beti Padhao (@MinistryWCD) A service that ensures & enforces the rights and protection of all children in distress. #Childline pic.twitter.com/lzFPRvt76H	 175	0.22%
Sept 15 2016 10:52 AM UTC	 Beti Bachao Beti Padhao (@MinistryWCD) Met a team from @Uber_India. Advised them to implement four measures for women's safety in cabs. [1/5] pic.twitter.com/GfMWUstH3G	 173	0.22%
Sept 11 2016 6:30 AM UTC	 Beti Bachao Beti Padhao (@MinistryWCD) We are setting up One-Stop Centres across India in order to ensure fast & comprehensive aid for women in distress pic.twitter.com/6KnEckbw4B	 172	0.22%

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