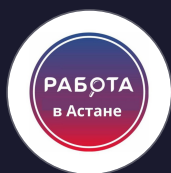


PUBLIC REPORT BY PROMTPRESS

Channel audit

Jobs in Astana



@astana_rabota

📦 Group for job seekers in Astana. Updated daily with fresh vacancies. 📩 Send vacancies via WhatsApp...

SUBSCRIBERS

15 724

+822 per month

ERR (% SEE POSTS)

9.0%

in 24 hrs **5.7%**

REACH/POST

1.3K

ad reach **900**/24h

— CONTENTS · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 15 724 —	 SUBS REACH 8.46% avg % subs see post	 VIEWS/POST 1.3K median 1.3K · 29 days	 POSTS/DAY 10.2 ~72 per week
 7D TREND -6.8% vs previous week	 REACTIONS/POST 0.7 total 216 reactions, 784 reposts, 0 comments	 POST LENGTH 436 chars median 405 · 29 days	 POSTS ANALYZED 300 29 days
 AD REACH 900 24h avg	 CHURN / MONTH +822 last month	 CITATION RATE 0 citation index · 13 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 23.09.2017

AI EDITOR SUMMARY

Channel «Jobs in Astana» – 15 724 subs. Each post averages 1.3K people (8% of subs), reach is low – consider expanding audience. Publishes 72 posts per week (~10/day) – very active. Week Jun 15–21 reach dropped -6.8% by week Jun 8–14 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **300** posts in 29 days.
- 02 Dominant format – **Photo** (298/300 posts).
- 03 Avg post length – **436** chars (median 405).
- 04 Peak audience activity – **Saturday**, 19:00 ALMT.
- 05 Top-performing posts get **2×** more views than the weakest (1.9K avg for top vs 913 for worst) – among 300 posts in 29 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 27.06 · 14:51 PHOTO Need helpers for bamboo panel installation: 1. Pay 10,000/day 2. You'll learn while working 3. As you learn, pay will...	VIEWS 1 903 REPOSTS 6	REACTIONS 1 ER 12.1%
Nº2 27.06 · 18:14 PHOTO 87751741717	VIEWS 1 856 REPOSTS 11	REACTIONS 6 ER 11.8%
Nº3 27.06 · 10:54 PHOTO  YANDEX GO – EARN WITH US!  Couriers needed:  Car couriers  Bike couriers  Walk couriers  Income up to 40,000 KZT in...	VIEWS 1 816 REPOSTS 1	REACTIONS — ER 11.5%

Nº4 28.06 • 11:54 PHOTO 🚀 YANDEX GO — EARN WITH US! 👤 Couriers needed: 🚗 Car couriers 🚲 Bike couriers 🚶 Walk couriers 💰 Income up to 40,000 KZT in...	VIEWS 1 756 REACTIONS — REPOSTS 4 ER 11.2%
Nº5 25.06 • 09:56 PHOTO 🚀 YANDEX GO — EARN WITH US! 👤 Couriers needed: 🚗 Car couriers 🚲 Bike couriers 🚶 Walk couriers 💰 Income up to 40,000 KZT in...	VIEWS 1 745 REACTIONS — REPOSTS 1 ER 11.1%

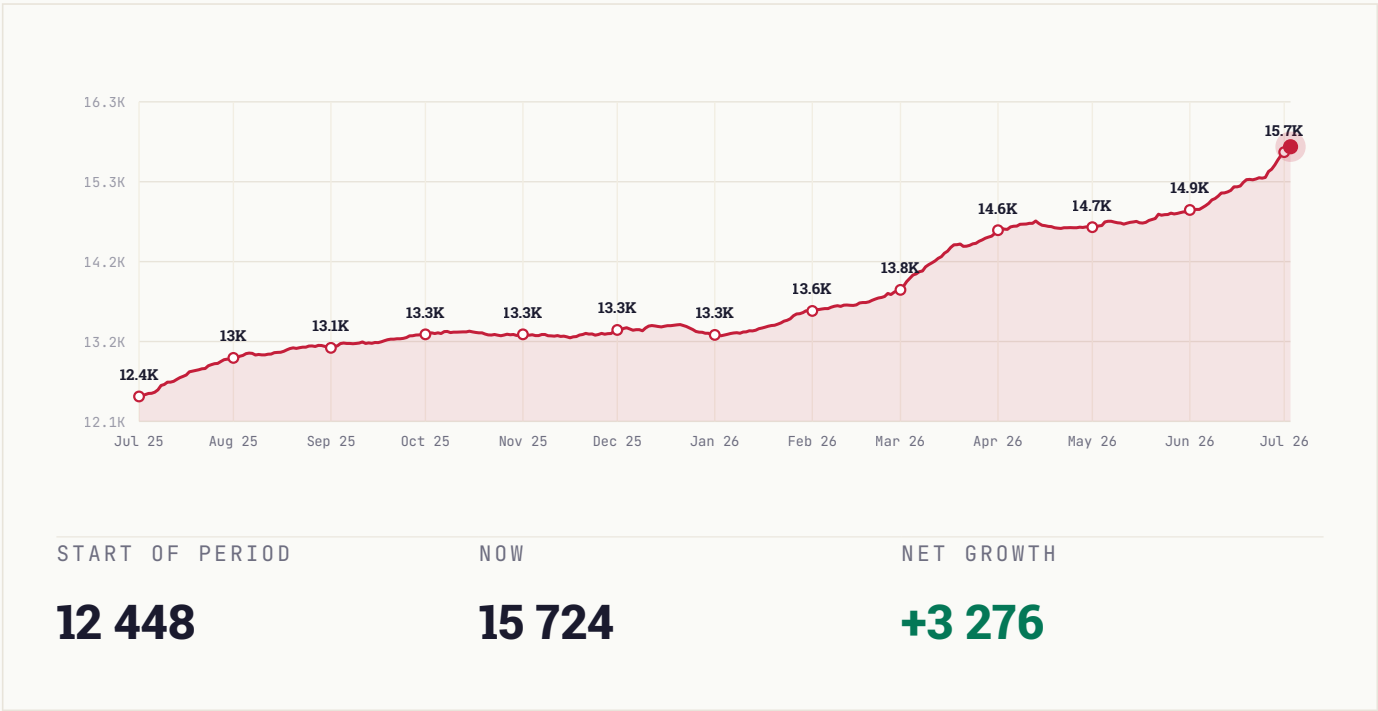
WORST 3

↓ 17.06 • 04:53 PHOTO 🔧 Kitchen assistant needed at school! ✅ Salary — 250,000 KZT ✅ Schedule: 5/2 ✅ Hours: 08:00–17:00 ✅ Full social...	VIEWS 939 REACTIONS — REPOSTS 1 ER 6.0%
↓ 17.06 • 04:49 PHOTO 🔧 Company: Hitek 📌 We need: low-current specialist 📝 Requirements: CCTV specialist (connection, setup...	VIEWS 920 REACTIONS 1 REPOSTS — ER 5.9%
↓ 17.06 • 04:47 PHOTO (post without caption — photo)	VIEWS 880 REACTIONS — REPOSTS 1 ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

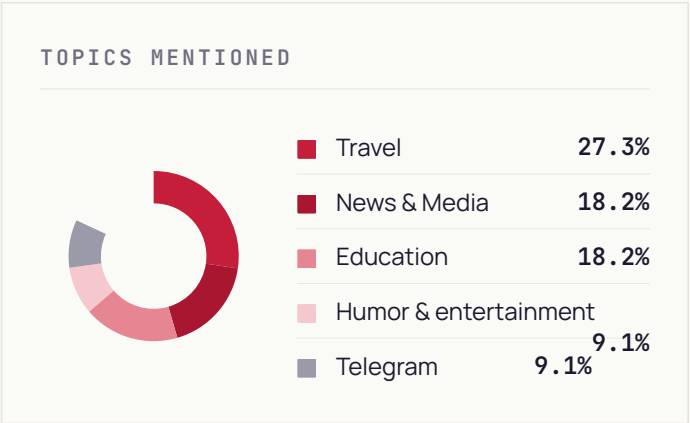
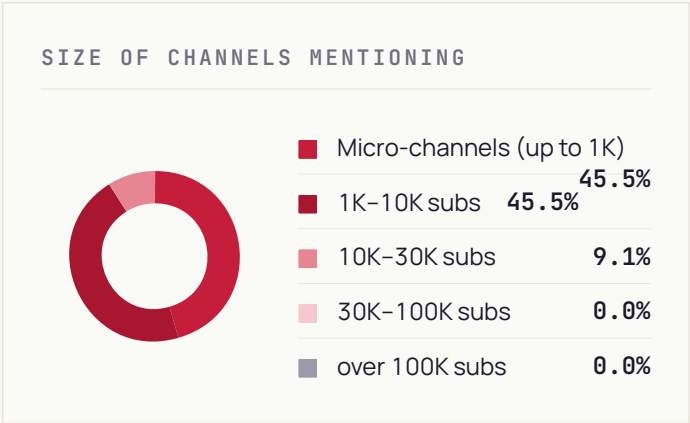
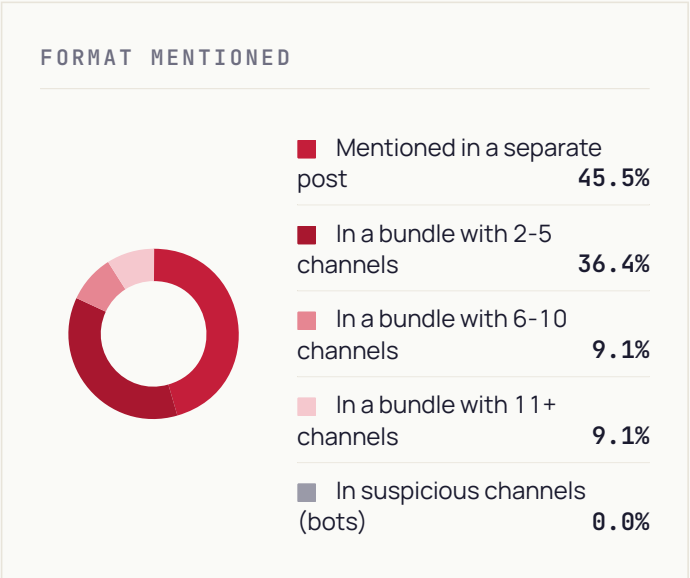
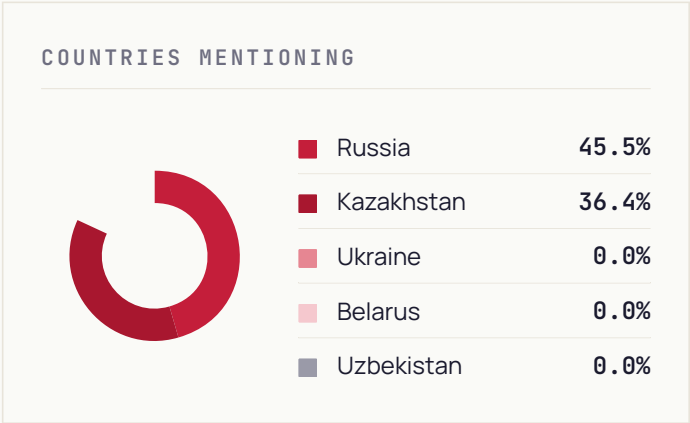
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

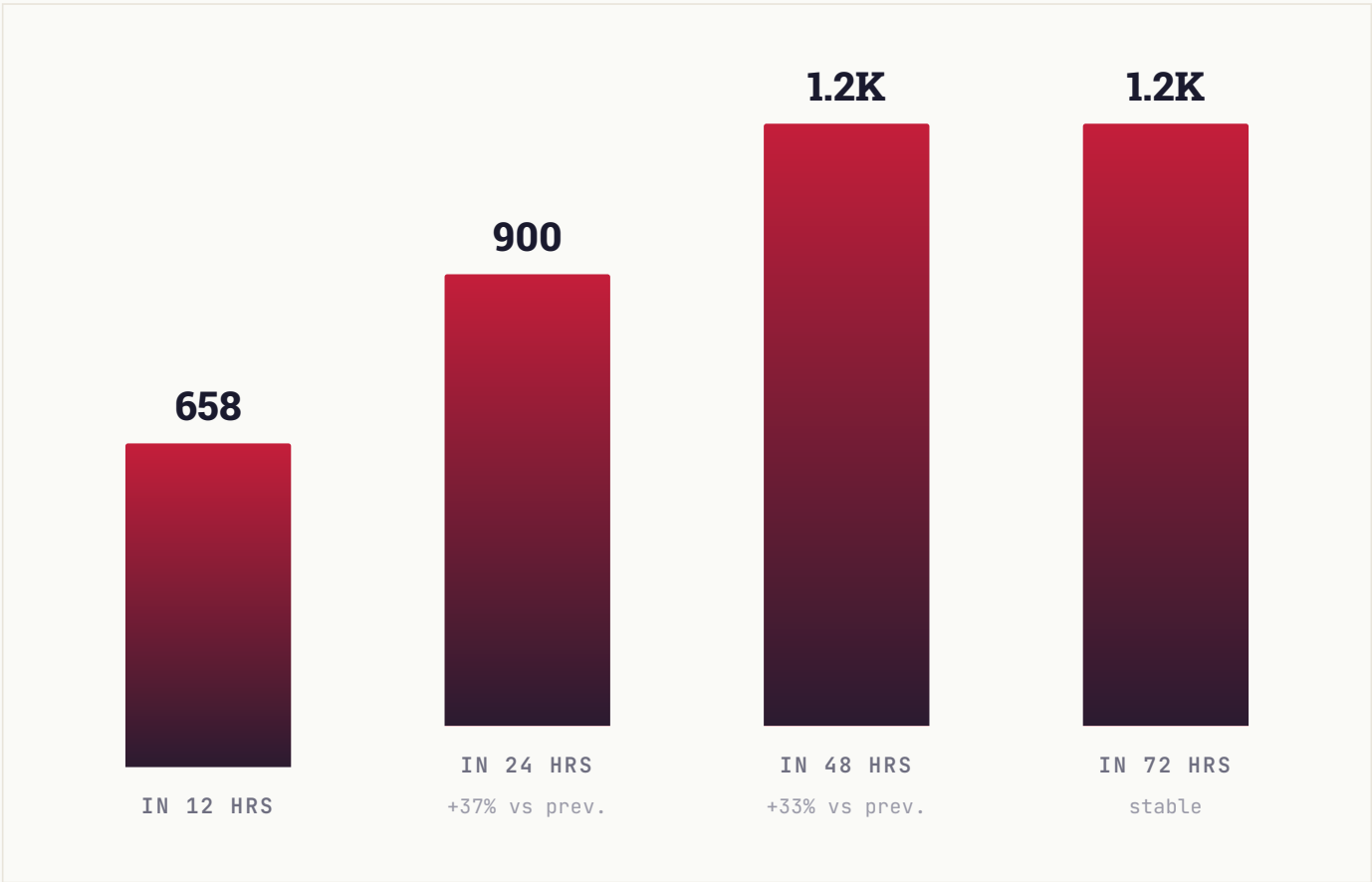
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 13 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
SZh SYNYP ZHET. KR. KL. RUK. RK	50K
ER Almaty Job Fair Jobs Almaty	40.6K
JB JobKZ: вакансии / работа в Kazakhstane	34.5K
IB IT Вакансии Kazakhstan	33.3K
DK Dev KZ Vacancy	23.7K
RV Jobs in Astana Work Astana Vacancies	23.2K
RV Jobs in Astana Жұмыс	18.4K
RV Jobs in Uralsk - Жұмыс Оралда	18.2K
KC KAZAKHSTAN CASTING CLUB модели и актеры	18.2K
BK Bloggers of Kazakhstan ugc and micro-bloggers	18.1K
RV Jobs in Astana YOU	15.7K

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#11 of 90). Leader — SYNYP ZHET. KR. KL. RUK. RK (50K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **1 210** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	335
December 2025	0	0	158
November 2025	0	0	159
October 2025	0	0	116
Sep 2025	0	0	210
August 2025	0	0	232

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	1 210

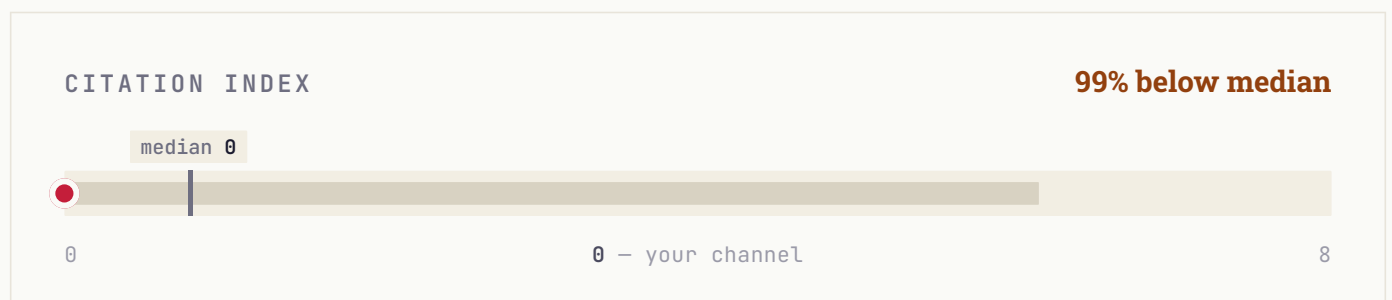
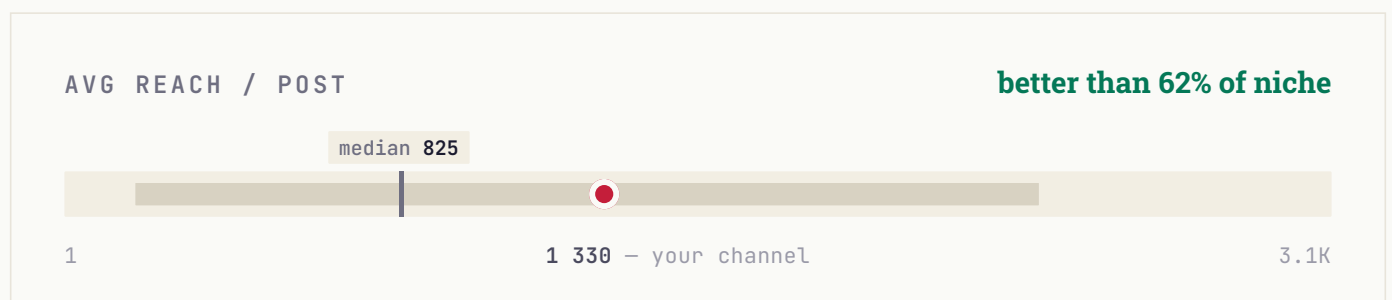
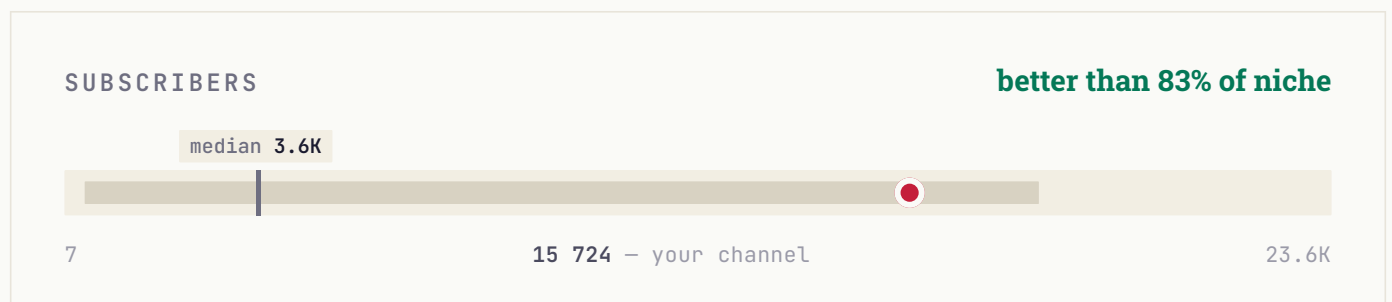
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-91 channels in «Career» and saw how your channel compares. Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#11/91

POSITION IN NICHE
Channel in top 12% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Main post of the week — on Saturday

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Recommend reaching 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 **Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
