

PROMTPRESS PUBLIC REPORT

Channel audit

Jobs. «Fashion Faculty»



@fashionfaculty

Jobs in fashion, media, PR & SMM Post a vacancy: @nady_ff Official channel with vacancies of the educational ecosystem «Fashion Faculty», founded by Nadya Zhuravleva...

SUBSCRIBERS

60 503

+1590 this month

ERR (% SEE POSTS)

10.0%

per day 4.9%

REACH/POST

5.8K

ad reach 3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 60 503 —	 SUBSCRIBER REACH 9.61% avg % subs see post	 VIEWS/POST 5.8K median 5.9K · 29 days	 POSTS/WEEK 18.0 over period
 7D TREND +1.9% vs prev. week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 564 chars median 608 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH +1590 last month	 CITATION RATE 29 citation index · 144 channels mentioned all time	 CHANNEL AGE 8 years 11 months created 29.06.2017

AI EDITOR SUMMARY

Channel «Jobs. «Fashion Faculty»» — 60 503 subs. Each post averages 5.8K people (10% from subs), reach is low — need to grow audience. Posts 18 posts per week (~3/day) — steady pace. Week of June 8–14 reach stable (+1.9% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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 **75** posts over 29 days.
- 02 Dominant format – **Text** (69/75 posts).
- 03 Avg post length – **564** chars (median 608).
- 04 Peak audience activity – **Wednesday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (8K avg top vs 4.7K bottom) – across 75 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 09:01 TEXT #Paris PR Intern at French agency Totem Fashion Responsibilities: – Support agency PR team – Assist with communication with...	VIEWS 8 133 REP. 109	REACTIONS — ER 13.4%
Nº2 28.05 · 09:04 TEXT #remote 1) SMM Specialist at TopTop https://clck.ru/3Ts57D 2) SMM Specialist at 585, Gold https://clck.ru/3Ts57Y 3) SMM Marketer...	VIEWS 7 887 REP. 86	REACTIONS — ER 13.0%
Nº3 27.05 · 15:00 TEXT #London 3 openings at The Guardian 1) Curator Editor https://clck.ru/3TqeY8 2) Video Producer https://clck.ru/3TqeWg 3)...	VIEWS 7 869 REP. 42	REACTIONS — ER 13.0%

Nº4 29.05 • 12:05 TEXT #NewYork #internship PR & Marketing Intern at Acne Studios Responsibilities: — Assist with PR activities and fashion...	VIEWS 7 792 REACTIONS — REP. 155 ER 12.9%
Nº5 28.05 • 12:04 TEXT #Moscow 1) Senior Brand Manager at 12Storeez https://clck.ru/3TsSTY 2) Brand Manager at Mixit https://clck.ru/3TsSRm 3) Brand Manager...	VIEWS 7 724 REACTIONS — REP. 54 ER 12.8%

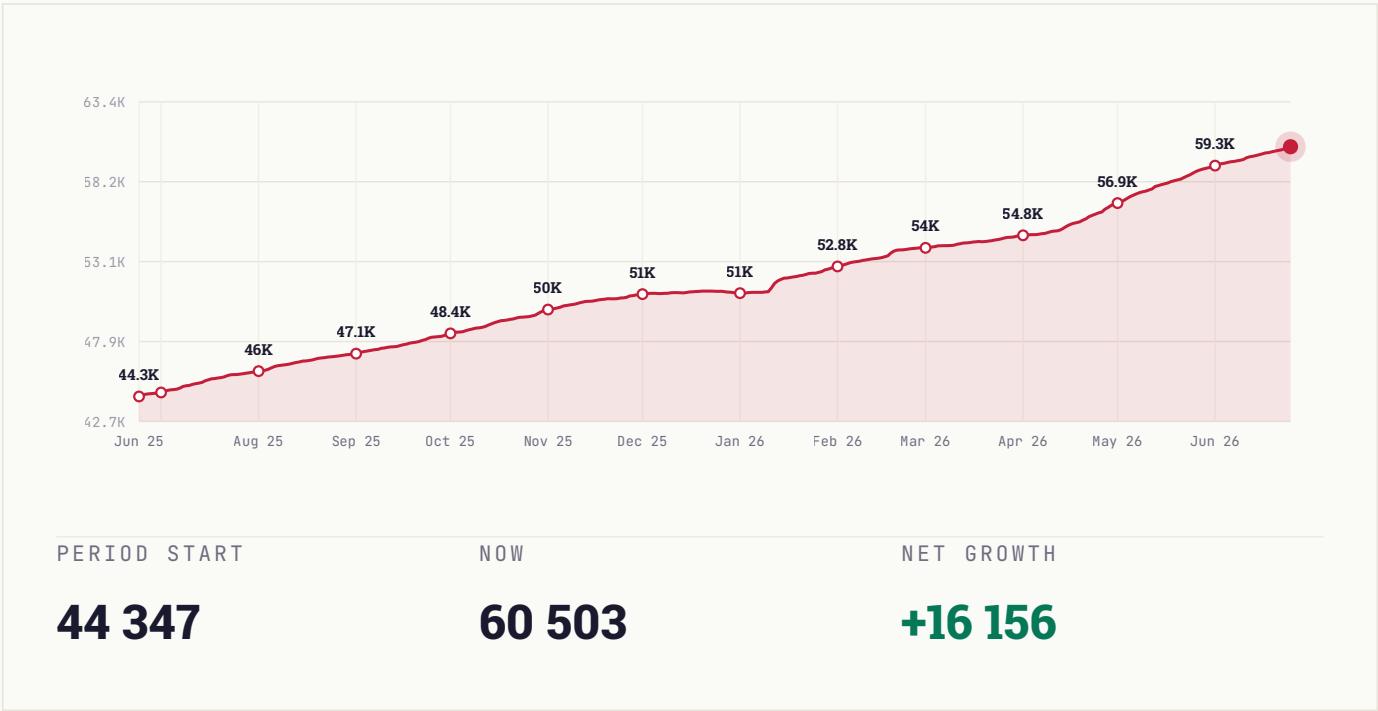
WORST 3

↓ 20.06 • 08:02 TEXT #remote 1) Content Manager / UGC-SMM Specialist at ZEEM https://clck.ru/3UG8zT 2) Content Manager at boutique...	VIEWS 4 688 REACTIONS — REP. 55 ER 7.7%
↓ 22.06 • 12:04 TEXT #SaintPetersburg Art Director at REVOR clothing brand Responsibilities: — Develop and maintain brand visual style: graphics, prints...	VIEWS 4 680 REACTIONS — REP. 52 ER 7.7%
↓ 21.06 • 15:55 PHOTO Imagine no more worrying about what to post... Growing a personal brand on social media when you have no free...	VIEWS 4 622 REACTIONS — REP. 16 ER 7.6%

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 grew and which lost subs.



SECTION 04 • MENTIONS

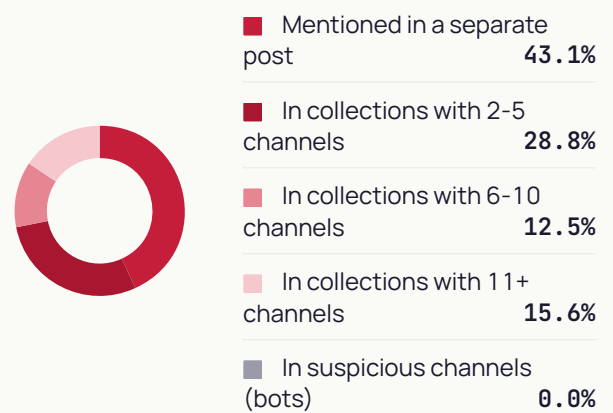
Who mentions the channel & how

Citation index **29** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **144** different channels.

COUNTRIES MENTIONING



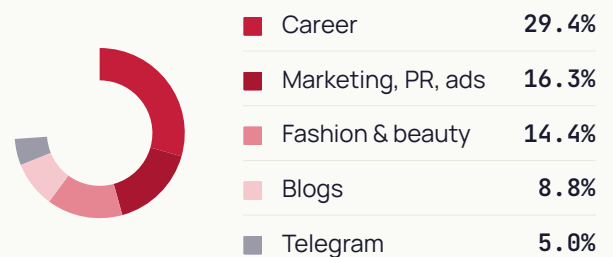
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



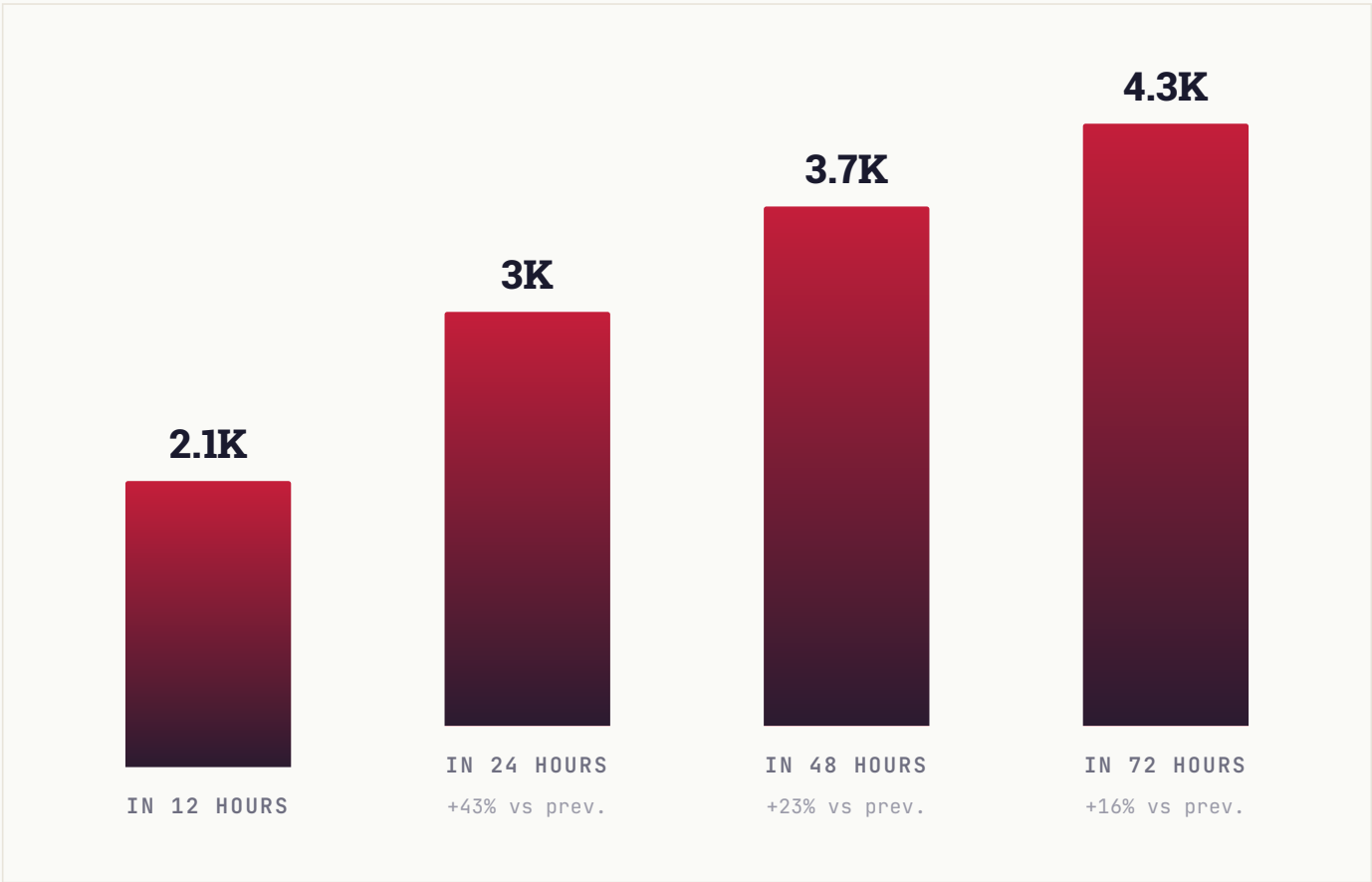
TOPICS MENTIONED IN



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
UB Remote no experience - Freelance	800.1K
RM JOBS MOSCOW VACANCIES	532.7K
S SeoJob Online earnings	440.3K
FP Finder.work: jobs & vacancies	281.6K
X• HOME • Remote work • Freelance	252.9K
F Freelance Relocation Remote work Internships	247.2K
T TeleWork Freelance Remote work	227.2K
UM DREAM REMOTE - freelance / jobs	223.7K
FV FREELANCE. Jobs	221.1K
NU Remote work🇷🇺	200.8K
« Jobs. «Fashion Faculty» YOU	60.5K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#95 of 91). Niche median — 88.3K subs. First growth KPI — reach median. Leader: Remote no experience - Freelance (800.1K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **17**, they brought **6 629** new subs.

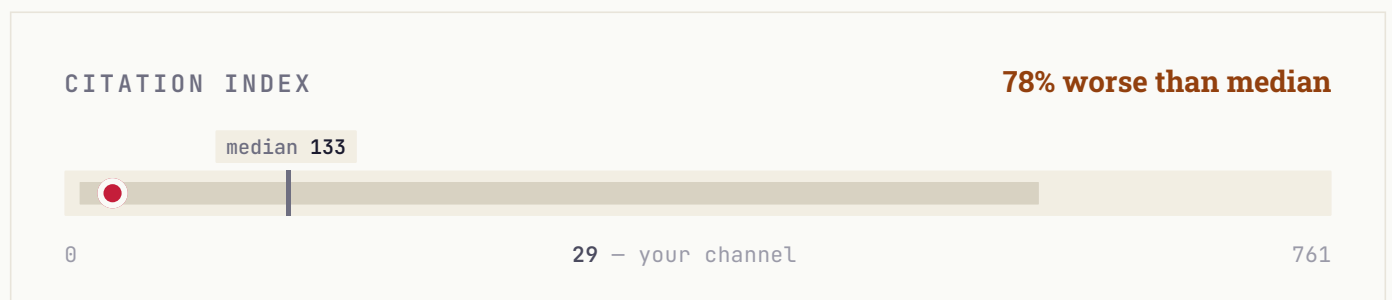
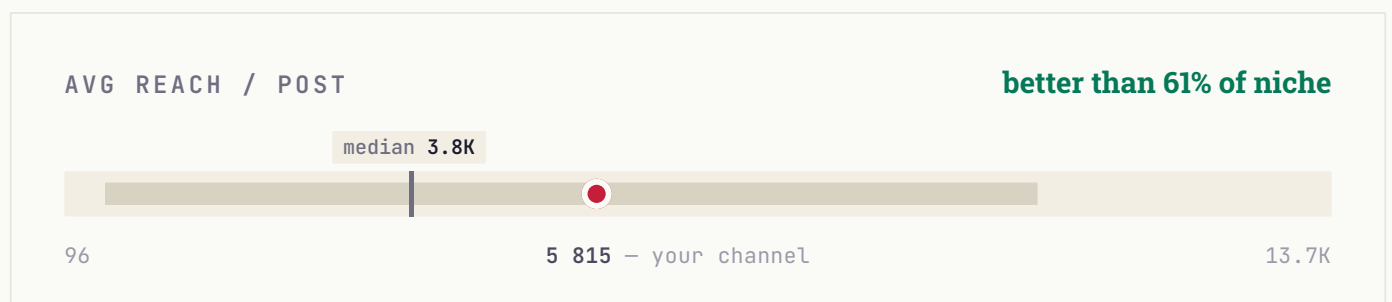
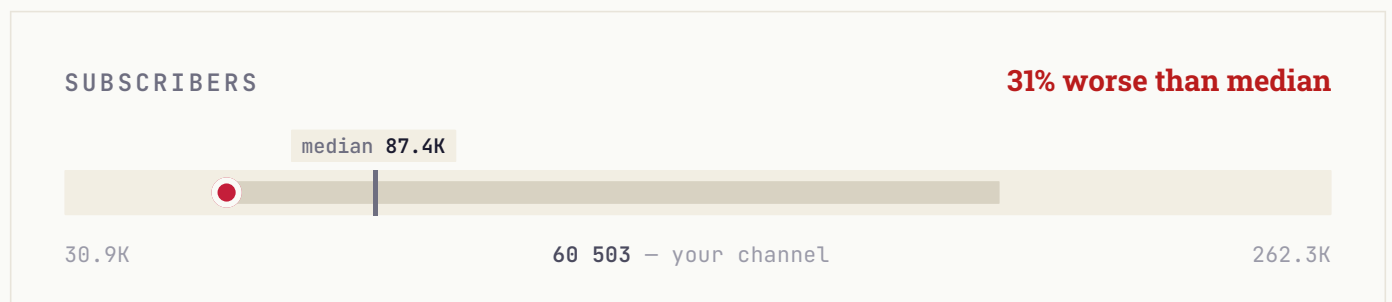
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	3	3	286
Nov 2025	4	4	1 013
Oct 2025	5	5	1 544
September 2025	2	2	1 275
August 2025	3	3	1 125
July 2025	0	0	1 386

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
17	6	6 629

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Top-**100** channels in category «**Career**» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 • STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday
Audience is most active on this day at 18:00 MSK.

IMPACT
Best window for important posts
- 02

Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

IMPACT
Video retains audience better
- 03

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

IMPACT
+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 point.

IMPACT
+5-15% ER
- 05

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

IMPACT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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