

PUBLIC REPORT PROMTPRESS

Channel audit

Job for HR (IT & Digital)



@forhr

Jobs for HR, Recruiters, HR BP, HRD in IT & Digital. For ads & job postings: ad@new.hr #5212724206

SUBS	ERR (% SEE POSTS)	REACH/POST
14 409 +106 per month	84.0% daily 9.8%	11.6K ad reach 1.4K/24h

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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.

 SUBS 14 409 —	 SUBSCRIBER REACH 80.29% avg % of subs see a post	 VIEWS/POST 11.6K median 2.8K · 28 days	 POSTS/WK 15.3 over period
 7D TREND -5.0% vs previous week	 REACTIONS/POST 3.2 only 204 reactions, 705 reposts, 0 comments	 POST LENGTH 315 chars median 288 · 28 days	 POSTS ANALYZED 63 28 days
 AD REACH 1.4K 24h average	 CHURN / MONTH +106 last month	 CITATION INDEX 14 citation index · 64 channels mentioned all time	 CHANNEL AGE 8 years 3 months created 08.04.2018

AI EDITOR SUMMARY

Channel «Job for HR (IT & Digital)» — 14 409 subs. Each post averages 11.6K people (80% of subs), wide reach for a channel this size. Publishes 15 posts/week (~2/day) — regular pace. For the week of Jul 6–12, reach stable (-5.0% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 63 posts in 28 days.
- 02 Dominant format — Text (60/63 posts).
- 03 Avg post length — 315 chars (median 288).
- 04 Peak audience activity — Thursday, 11:00 MSK.
- 05 Top posts get 106x more views than the weakest (191.3K avg top vs 1.8K worst) — among 63 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 11:14 TEXT Middle People Partner Software Mind is a company specializing in building complex digital products for businesses, from mobile apps to...	VIEWS 207 845 REPOSTS 10	REACTIONS — ER 1442.5%
Nº2 16.07 · 08:59 TEXT Middle Recruiter Tripathon Travel is an online booking system offering instant confirmation for thousands of hotels, tours, and transfers...	VIEWS 207 672 REPOSTS 7	REACTIONS — ER 1441.3%
Nº3 15.07 · 16:12 TEXT Middle Talent Acquisition Partner Numa is a hospitality company managing a network of designer apartments across Europe. Office (Berlin...	VIEWS 158 256 REPOSTS 3	REACTIONS 2 ER 1098.3%

Nº4 24.06 • 16:29 TEXT ♦ Talent Acquisition (Engineering/Product/GTM/Science) - EMEA ♦ Talent Acquisition Lead - Paris ♦ Talent Acquisition, USA Mistral AI is a...	VIEWS 3 719 REPOSTS 12 REACTIONS — ER 25.8%
Nº5 26.06 • 18:01 TEXT Middle / Senior Human Resources Specialist ARRISE is a global company in the iGaming industry, helping to deliver exceptional gaming...	VIEWS 3 632 REPOSTS 6 REACTIONS — ER 25.2%
WORST 3	
↓ 17.07 • 05:59 TEXT Junior / Middle HR People Partner at Aristek Systems — international IT company specializing in custom software development...	VIEWS 1 858 REPOSTS 54 REACTIONS 5 ER 12.9%
↓ 18.07 • 05:59 TEXT Senior Human Resource Business Partner, USA Nebius is a powerful AI cloud infrastructure for developers to build, train, and deploy...	VIEWS 1 790 REPOSTS 6 REACTIONS 5 ER 12.4%
↓ 18.07 • 06:59 TEXT Lead Training Manager (T&D) at Zvuk — IT company, developer of streaming music service Zvuk.com...	VIEWS 1 764 REPOSTS 8 REACTIONS 9 ER 12.2%

— SECTION 03 • MENTIONS

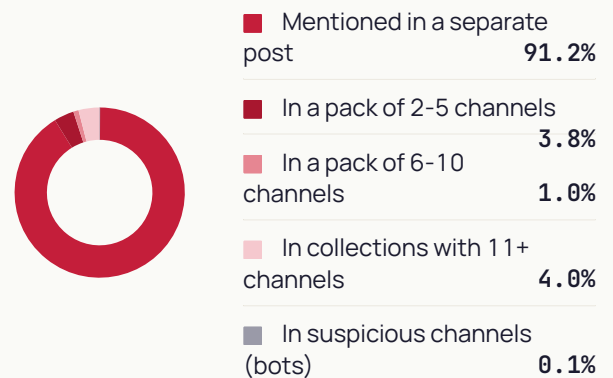
Who mentions the channel and how

Citation index **14** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **64** different channels.

MENTIONS BY COUNTRY



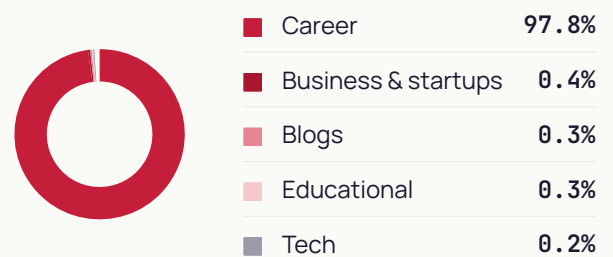
FORMAT OF MENTIONS



SIZE OF CHANNELS THAT MENTION



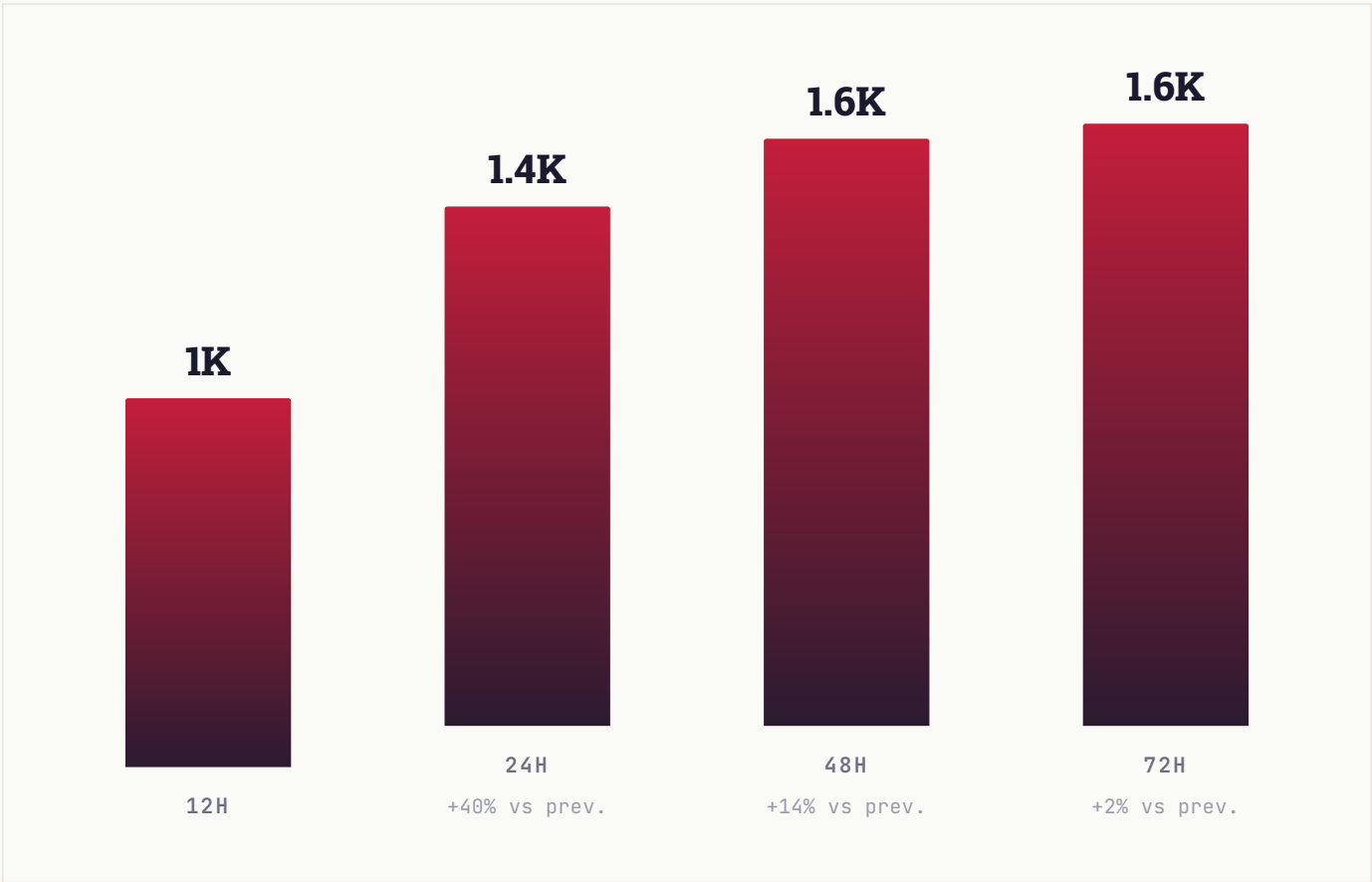
TOPICS MENTIONED IN



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
و وظائف - أي وظيفة 	1.2M
قو قناة وظائف - وظيفتك علينا 	814.1K
UB Remote work no exp - Freelance	794.8K
اا ای استخدام	650.9K
求职 求职招聘	644.1K
سا ساحة الوظائف  	538.9K
RM JOBS MOSCOW VACANCIES	474.8K
SW SR W  RLD	464.1K
شغ شغل	457K
SI SeoJob Online earnings	427.6K
JF Job for HR (IT & Digital) YOU	14.4K

COMPARATIVE INSIGHT

Channel is still outside top 96 of niche — early growth stage. Niche leader — وظائف - أي وظيفة  (1.2M), top-96 median: 173.5K. First goal — enter top-96 through systematic traffic and content work.

SECTION 06 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **53**, they brought **1 168** new subs.

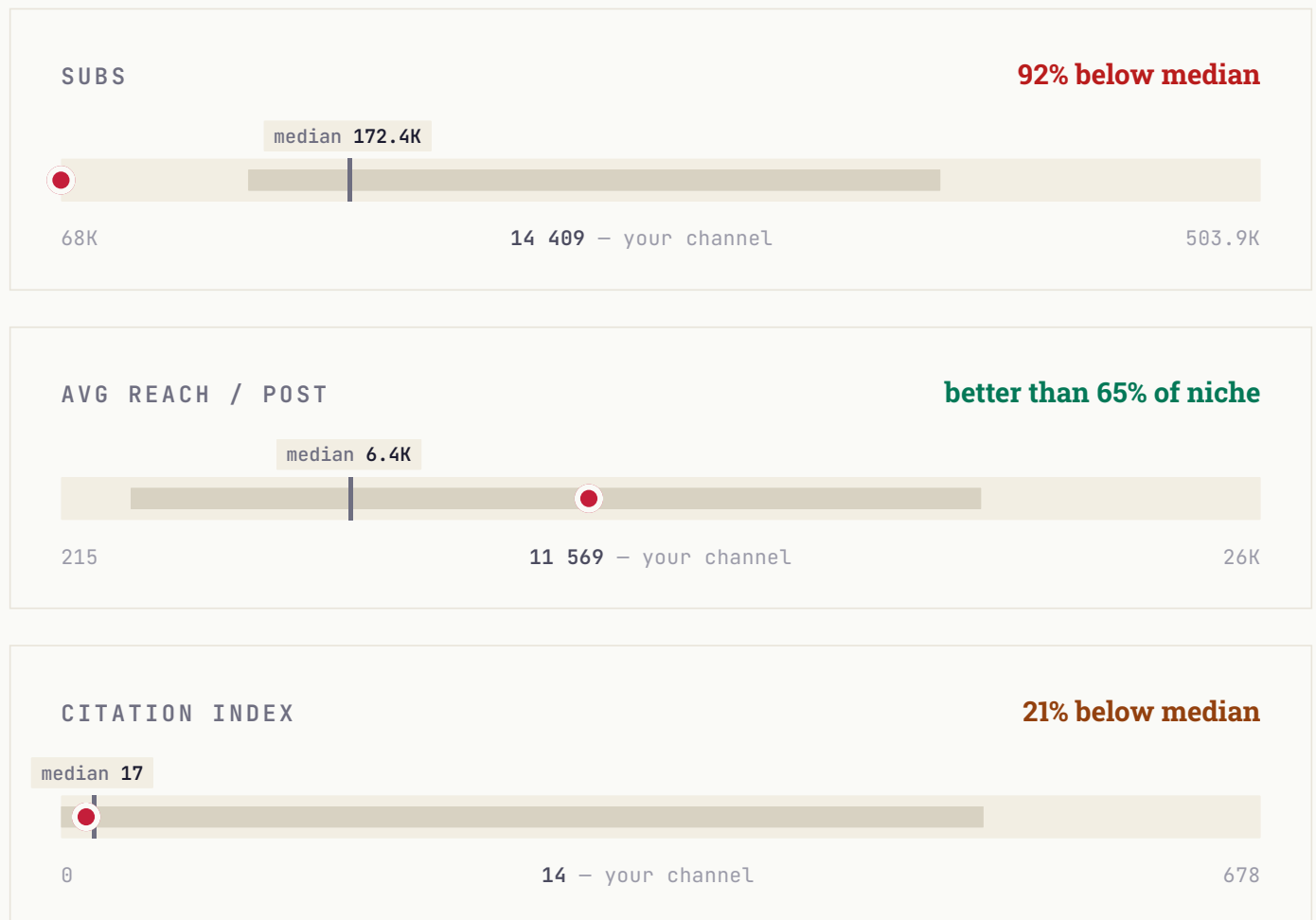
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	12	7	147
December 2025	3	2	61
November 2025	9	3	137
October 2025	9	3	160
September 2025	8	2	257
August 2025	12	3	406

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
53	6	1 168

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Thursday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an 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. Want more? Run ads with us and hit your growth target in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager