

PROMTPRESS PUBLIC REPORT

Channel audit

girls and work



@girl_and_work

Jokes about colleagues, work, and absurd marketing 🙋 Share link:
<https://t.me/+G4VnoNHKQGk0ZTk6> Ads: @etozhes Rates & placement:...

SUBSCRIBERS

48 373

-579 per month

ERR (% SEE POSTS)

22.0%

per day **13.9%**

REACH/POST

10.2K

ad reach **6.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Advertising» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 48 373 —	 SUBS REACH 21.0% avg % subs see post	 VIEWS/POST 10.2K median 10.6K · 29 days	 POSTS/WEEK 36.6 for the period
 7D TREND -8.6% vs previous week	 REACTIONS/POST 534.4 total 82,291 reactions, 25,697 reposts, 0 comments	 POST LENGTH 74 chars median 29 · 29 days	 POSTS ANALYZED 154 29 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH -579 last month	 QUOTABILITY 515 citation index · 616 channels mentioned all time	 CHANNEL AGE 1 year 6 months created 21.12.2024

AI EDITOR SUMMARY

Channel «girls and work» — 48 373 subs. Each post is viewed by an average of 10.2K people (21% of subs), this is average reach — room to grow. Publishes 37 posts per week (~5/day) — active publishing mode. For the week of Jun 29 – Jul 5, reach dropped by -8.6% to the week of Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **154** posts over 29 days.
- 02 Dominant format – **Photo** (119/154 posts).
- 03 Avg post length – **74** chars (median 29).
- 04 Peak audience activity – **Friday, 19:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (12.3K avg for top vs 8.6K for worst) – among 154 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 09:01 TEXT One day you'll leave your job, and someone else will take your place at the desk. But no one can replace you at the dinner table...	VIEWS 12 469 REPOSTS 297	REACTIONS 1 032 ER 25.8%
Nº2 17.06 · 17:01 PHOTO WB sellers found something more selling than sex – cats Instead of half-naked models on bedding cards, there are...	VIEWS 12 379 REPOSTS 225	REACTIONS 739 ER 25.6%
Nº3 23.06 · 17:01 PHOTO Anapa's self-esteem is like your narcissist ex's	VIEWS 12 066 REPOSTS 278	REACTIONS 559 ER 24.9%

Nº4

22.06 · 17:01

PHOTO

Japanese invented edible wool for cat lovers — a treat that looks like a calico cat's fur but tastes like ordinary...

VIEWS

12 045

REPOSTS

270

REACTIONS

424

ER

24.9%

Nº5

20.06 · 17:01

VIDEO

Your cat is now an investment Jewelers found an amazing way to turn pet fur into real diamonds. From fur...

VIEWS

12 010

REPOSTS

380

REACTIONS

346

ER

24.8%

WORST 3



08.07 · 06:05

PHOTO

Good morning ❤️

VIEWS

8 696

REPOSTS

138

REACTIONS

709

ER

18.0%



08.07 · 11:34

VIDEO

Travel agent workload

VIEWS

8 636

REPOSTS

154

REACTIONS

513

ER

17.9%



08.07 · 17:02

PHOTO

Marketing for your moms 🧑 Valio makes the bottom of milk cartons "pretty" so you can cut it off and plant seedlings. And...

VIEWS

8 586

REPOSTS

256

REACTIONS

781

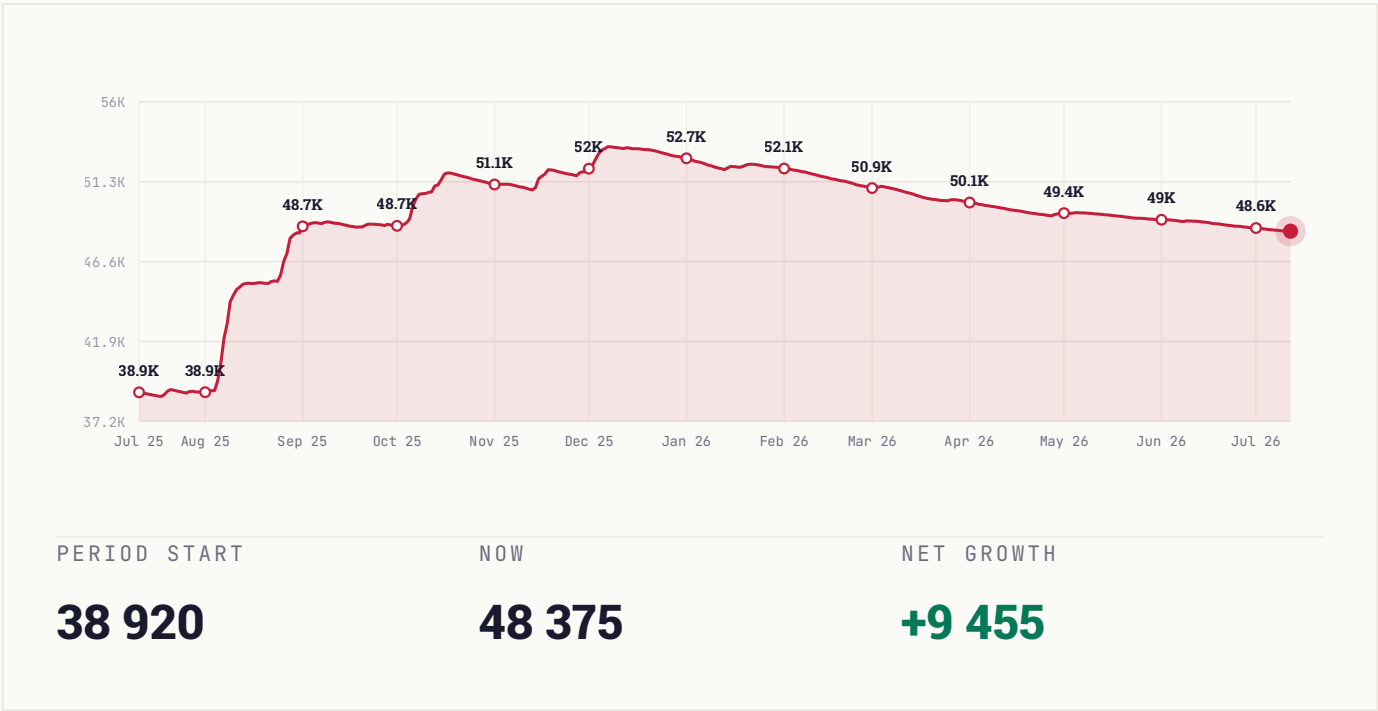
ER

17.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

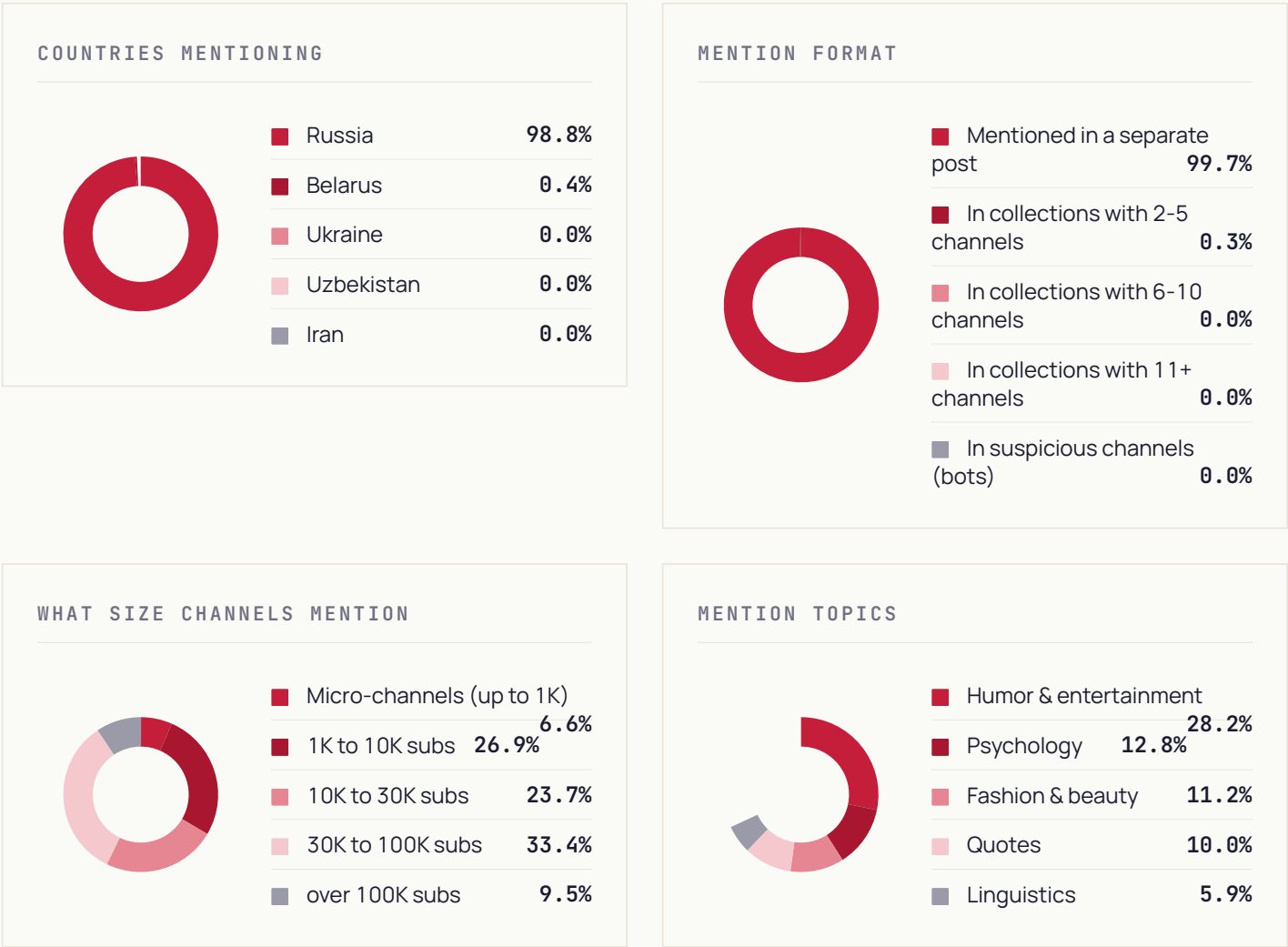
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

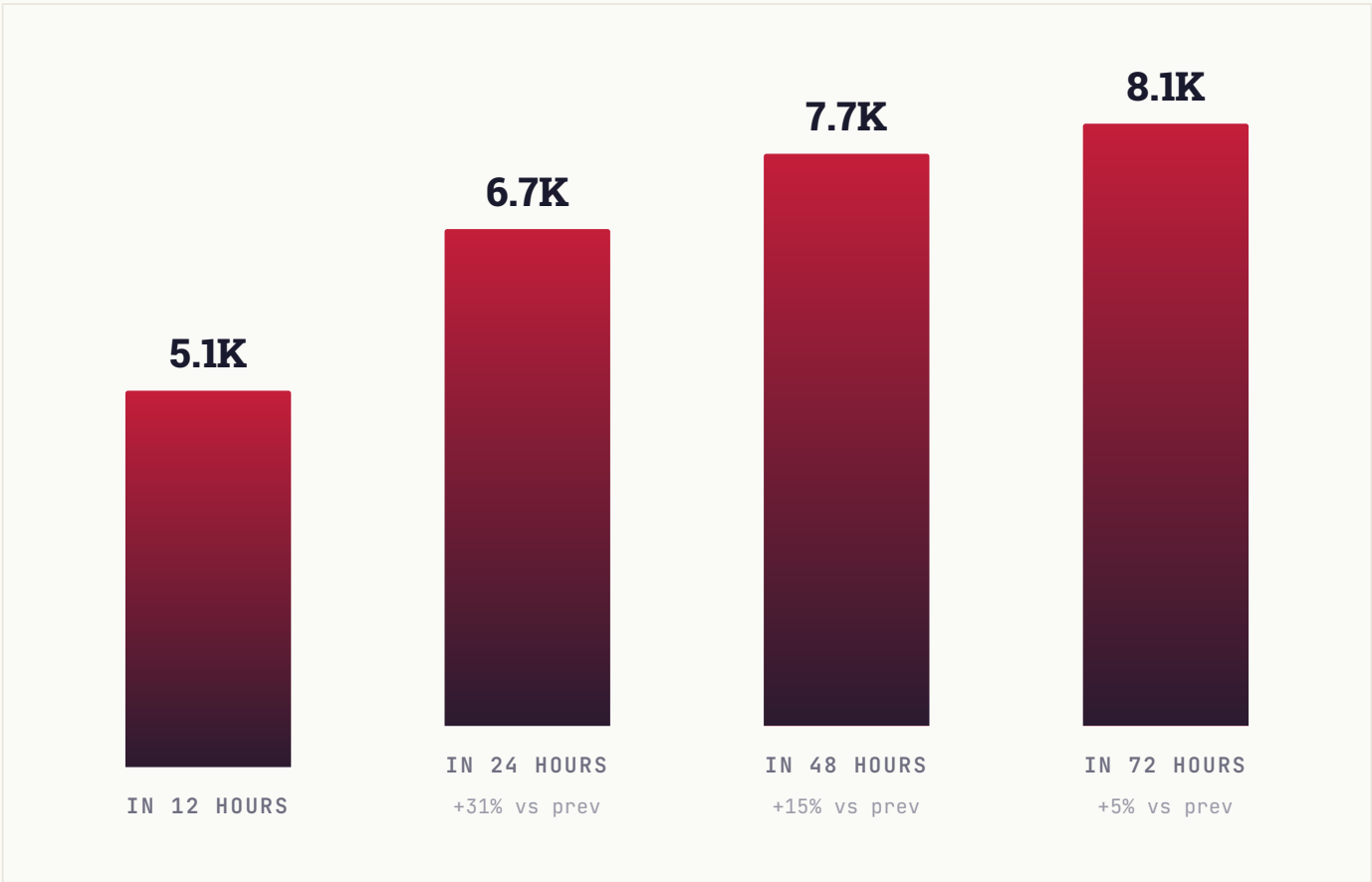
Citation index **515** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **616** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
Today Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
Yesterday Trending today	1M
TV Trend or leave	990K
DI girls and work YOU	48.4K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **495**, they brought **16 886** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	24	14	370
December 2025	40	28	1 522
Nov 2025	46	40	1 488
Oct 2025	102	66	3 106
Sep 2025	74	38	967
August 2025	209	104	9 433

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
495	6	16 886

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche. A vertical line marks the median value. A red dot indicates the channel's current performance, and a grey dot indicates a target or benchmark value.

- SUBSCRIBERS:** The median is 144.6K. The channel's performance is 48,373, which is 67% worse than the median. The target value is 1.2M.
- AVG REACH / POST:** The median is 13.4K. The channel's performance is 10,156, which is 24% worse than the median. The target value is 56.2K.
- CITATION INDEX:** The median is 204. The channel's performance is 515, which is better than 55% of the niche. The target value is 3.3K.

Metric	Median	Channel Value	Comparison	Target Value
SUBSCRIBERS	144.6K	48,373	worse than median by 67%	1.2M
AVG REACH / POST	13.4K	10,156	worse than median by 24%	56.2K
CITATION INDEX	204	515	better than 55% of niche	3.3K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Most active audience on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want 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
