

PROMTPRESS PUBLIC REPORT

Channel audit

hh.ru



@hh_ru_official

No. 4954304203 Helping build careers and find like-minded people.
Jobs here: <https://bit.ly/4hzXNa5> Networking here: <https://setka.onelink.me/tQll/2yv7c4q9> Business channel: @hh_b2b

SUBSCRIBERS

91 686

-533 per month

ERR (% SEE POSTS)

8.0%

daily 2.4%

REACH/POST

6.6K

ad reach 2.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 91 686 —	 SUBS REACH 7.22% avg % of subs see a post	 VIEWS/POST 6.6K median 6.6K · 26 days	 POSTS/WK 4.2 for the period
 7D TREND -12.8% vs previous week	 REACTS/POST 42.8 total 685 reactions, 255 reposts, 113 comments	 POST LENGTH 632 chars median 630 · 26 days	 POSTS ANALYZED 16 26 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH -533 last month	 QUOTABILITY 135 citation index · 751 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 16.03.2022

AI EDITOR SUMMARY

Channel «hh.ru» – 91 686 subs. Each post gets on avg 6.6K people (7% from subs), reach is low – consider expanding audience. Publishes 4 posts per week (~1/day) – infrequent. For the week of Jun 8–14, reach dropped by -12.8% to the week of Jun 1–7 – worth analyzing the 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 16 posts in 26 days.
- 02 Dominant format – Photo (11/16 posts).
- 03 Avg post length – 632 chars (median 630).
- 04 Peak audience activity – Tue, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.3K avg for top vs 5.1K for worst) – among 16 posts in 26 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

№105.06 · 12:15PHOTO	Opened email, replied in chat, had a call, got back to a task and can't remember where you left off? ☹ Sometimes work stress...		VIEWS	REACTS
			10 142	46
№202.06 · 12:34PHOTO	Why do some vacancies stay open for so long? When you keep seeing the same job that never gets filled, you start...		REPOSTS	ER
			9	11.1%
№309.06 · 16:08PHOTO	Why do some resumes stand out and others don't? ☹☹ When a recruiter opens a candidate's profile, the first thing they notice...		VIEWS	REACTS
			8 552	32
			REPOSTS	ER
			46	9.3%

Nº4 01.06 • 09:50 PHOTO It's our birthday 🎂 And, honestly, the best gift for us is knowing someone found their dream job, took a new career step, or...	VIEWS 8 308 REPOSTS 16 REACTS 48 ER 9.1%
Nº5 28.05 • 13:39 TEXT I imagine landing the perfect job... But which job really suits you? The answer isn't always obvious...	VIEWS 8 031 REPOSTS 14 REACTS 20 ER 8.8%

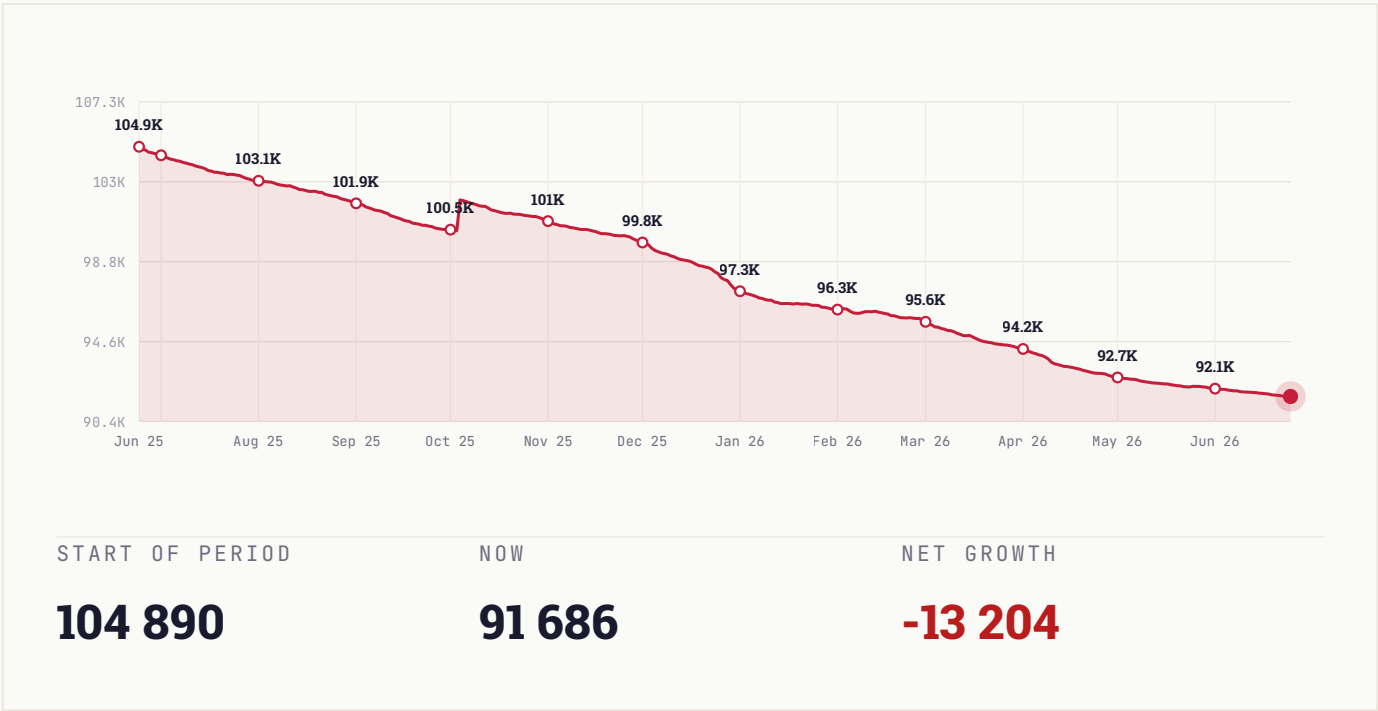
WORST 3

↓ 19.06 • 12:02 PHOTO Careers go differently: some grow inside a company, some switch fields, some face layoffs 🎲 This can...	VIEWS 5 424 REPOSTS 20 REACTS 25 ER 5.9%
↓ 17.06 • 13:45 TEXT (post without caption – text)	VIEWS 5 404 REPOSTS 4 REACTS 26 ER 5.9%
↓ 22.06 • 11:18 PHOTO 62% of top managers say books helped them grow in position and income That's what Litres and Setka found in a joint...	VIEWS 4 433 REPOSTS 52 REACTS 62 ER 4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

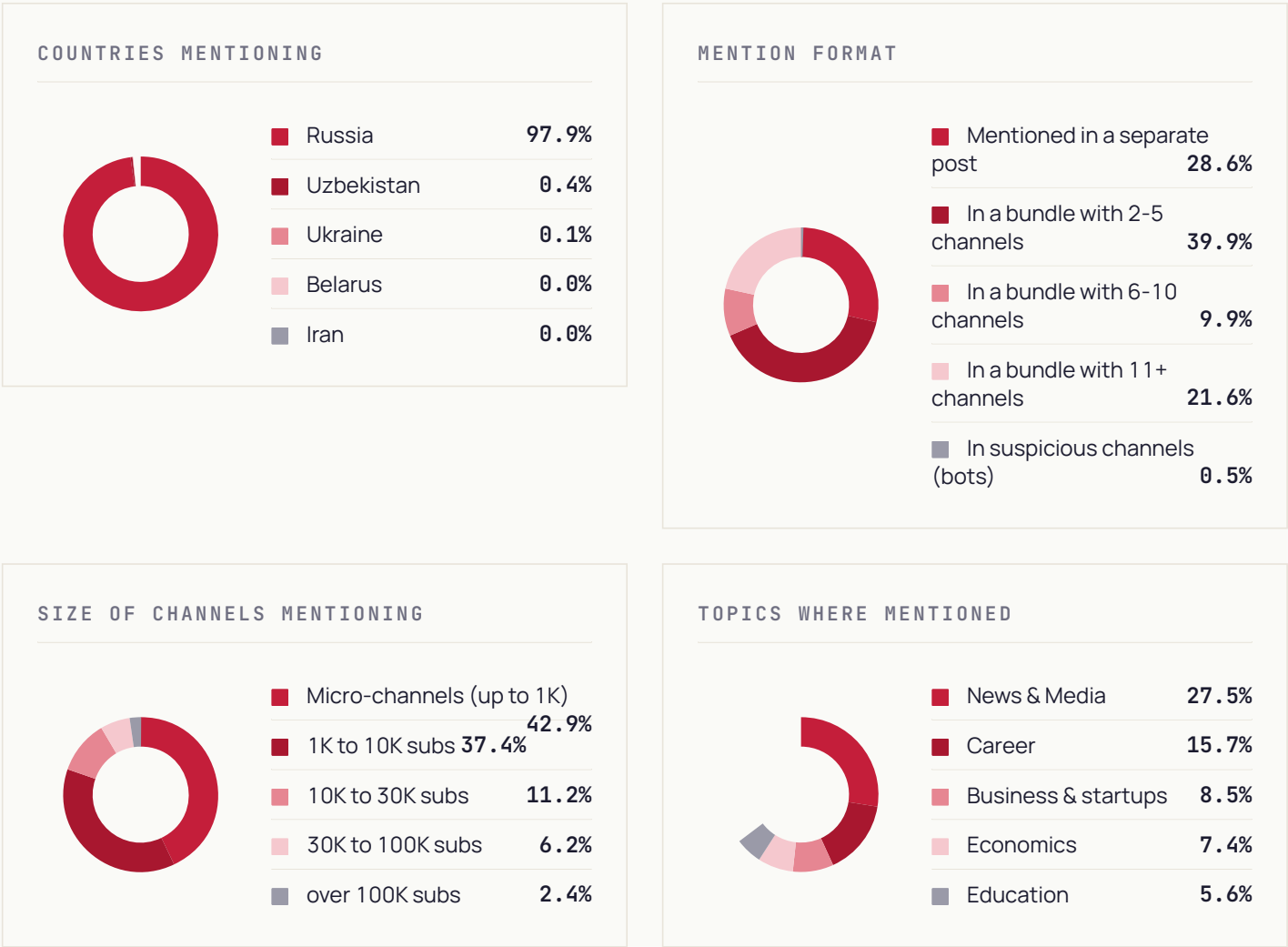
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

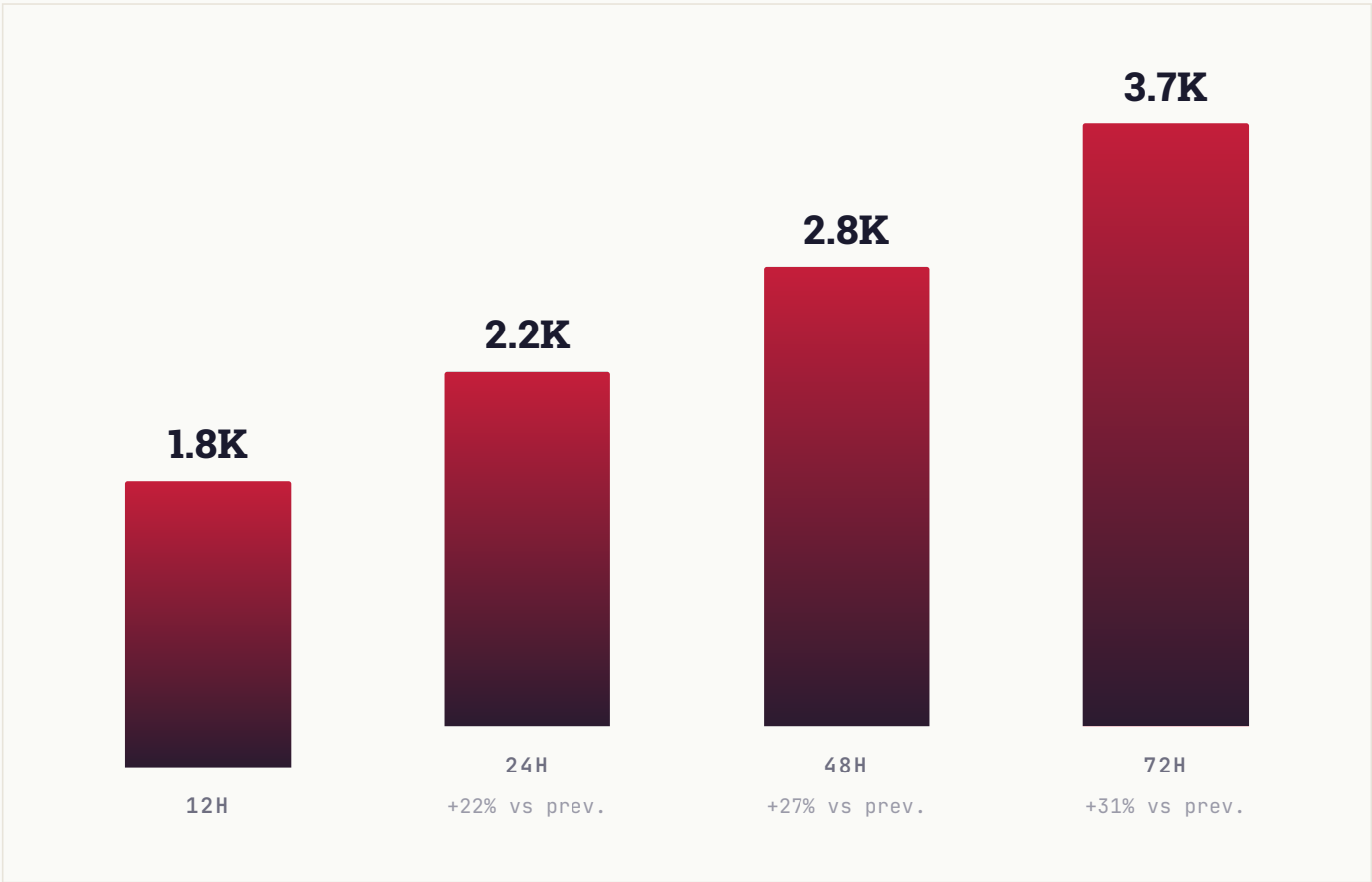
Citation index **135** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **751** different channels.



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 peers.

CHANNEL	SUBSCRIBERS
UB Remote no experience - Freelance	800.1K
PM JOBS MOSCOW VACANCIES	532.7K
S SeoJob Earn online	440.3K
FP Finder.work: jobs & vacancies	281.6K
H• 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
HH hh.ru YOU	91.7K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#47 of 91). Niche median — 88.3K subs. First growth KPI — reach the median. Leader: Remote no experience - Freelance (800.1K).

SECTION 07 · MENTION TRENDS

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 **70**, they brought **1 702** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	19	15	0	
Nov 2025	2	2	24	
Oct 2025	8	8	1 648	
Sep 2025	10	10	0	
August 2025	3	3	19	
July 2025	28	28	11	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
70	6	1 702

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Career» (Russia) and compared your channel.

Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#47

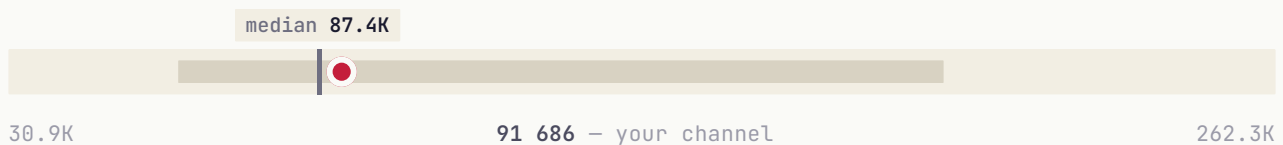
/100

RANK IN NICHE

Channel in top half of ranking

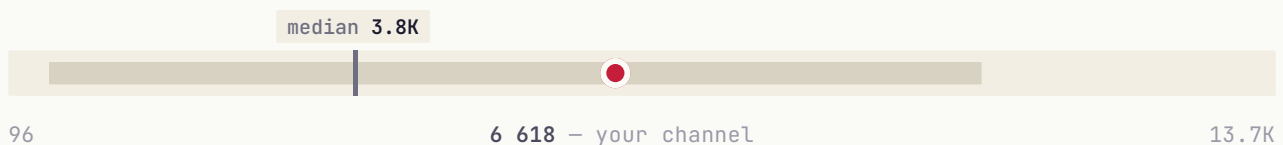
SUBSCRIBERS

better than 51% of niche



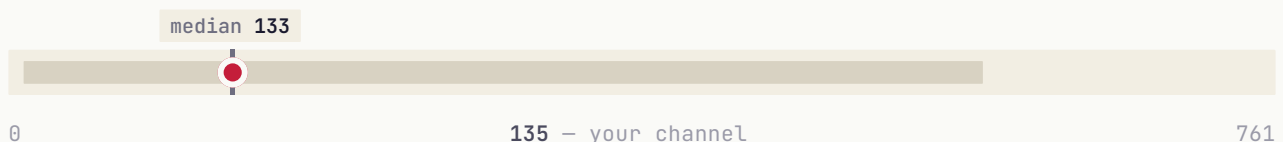
AVG REACH / POST

better than 66% of niche



CITATION INDEX

better than 50% of niche



— 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

Increase posting frequency

Now 4.2 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

On this day at 15:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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