

PUBLIC REPORT PROMTPRESS

Channel audit

HRgate| Reload



@hrgate

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@geydt Author books, business games & training, speaker:
hrgate.ru

SUBSCRIBERS

64 533

+8549 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 0.3%

REACH/POST

2.4K

ad reach 176/24h

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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.

 SUBSCRIBERS 64 533 —	 SUBS REACH 3.71% avg % of subs see post	 VIEWS/POST 2.4K median 1.9K · 29 days	 POSTS/WEEK 15.3 over period
 7D TREND +159.5% vs previous week	 REACTIONS/POST 5.3 only 340 reactions, 579 reposts, 0 comments	 POST LENGTH 741 chars median 999 · 29 days	 POSTS ANALYZED 64 29 days
 AD REACH 176 24h avg	 CHURN / MONTH +8549 last month	 CITATION RATE 20 citation index · 290 channels mentioned all time	 CHANNEL AGE 2 years 2 months created 18.04.2024

AI EDITOR SUMMARY

Channel «HRgate| Reload» — 64 533 subs. Each post averages 2.4K people (4% from subs), reach is low — consider expanding audience. Posts 15 posts per week (~2/day) — regular schedule. Week 8–14 Jun reach grew +159.5% vs week 1–7 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **64** posts over 29 days.
- 02 Dominant format — **Text** (30/64 posts).
- 03 Avg post length — **741** chars (median 999).
- 04 Peak audience activity — **Tuesday**, 17:00 MSK.
- 05 Top posts get **29x** more views than the weakest (7.6K avg for top vs 262 for bottom) — across 64 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 14:20 PHOTO 📄 'HR Transformation' — annual conference for HR directors and specialists June 25 at online conference...	VIEWS 10 274 REPOSTS 14	REACTIONS 3 ER 15.9%
Nº2 27.05 · 08:03 TEXT Friends, the journal kindly shared the article with you ♥♥, but I still subscribed — other articles are just as cool and...	VIEWS 6 695 REPOSTS 19	REACTIONS 10 ER 10.4%
Nº3 28.05 · 06:03 TEXT Three days straight ran career diagnostics, individual and group. Some hypotheses formed from analyzing your questionnaires...	VIEWS 5 691 REPOSTS 7	REACTIONS 6 ER 8.8%

Nº4 10.06 · 06:25 TEXT SUMMER WITH NO BUDGET Yesterday's magic phrase was «tracks are already funded by the state, it won't cost you a dime» 😊. Yes, such...	VIEWS 5 433 REPOSTS 24	REACTIONS 2 ER 8.4%
Nº5 09.06 · 06:10 PHOTO After publishing the 'Sketches of the Future' study, HRs and owners DM :). What to do if the company has limited...	VIEWS 5 387 REPOSTS 7	REACTIONS 7 ER 8.3%

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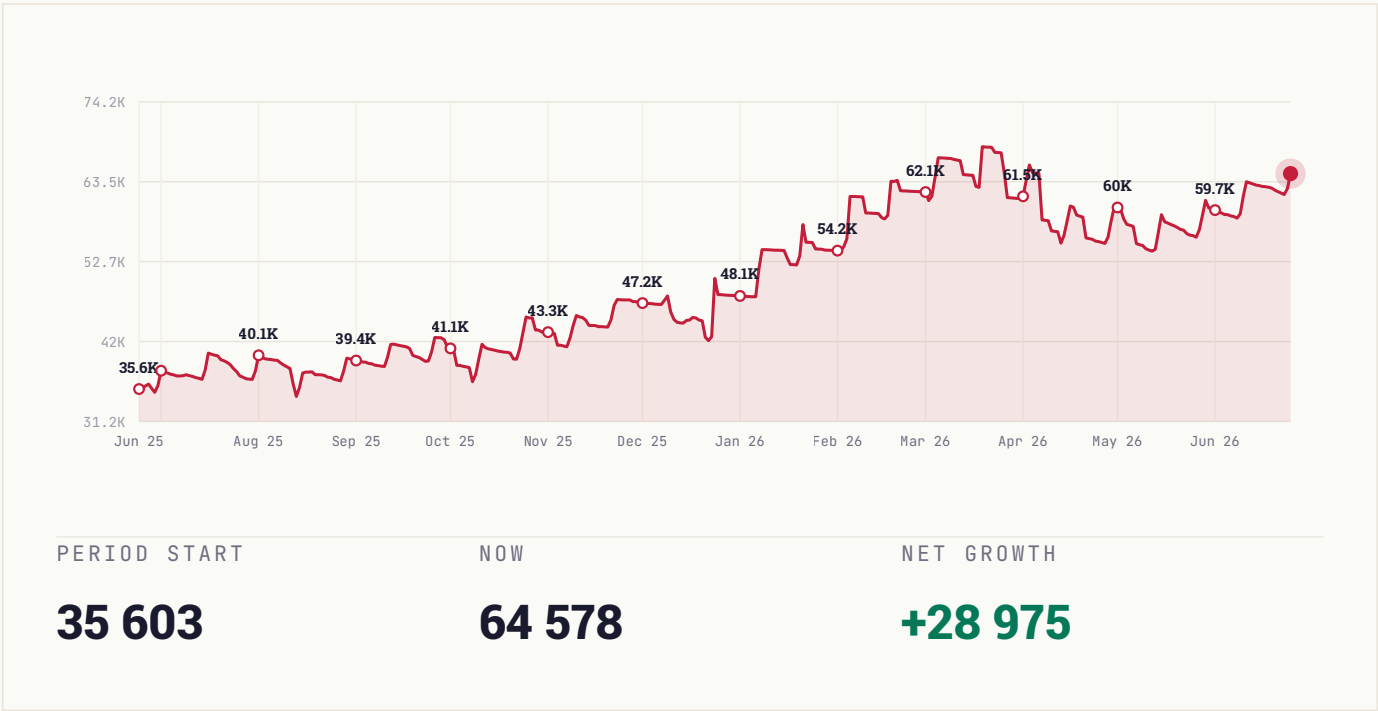
WORST 3

↓ 17.06 · 10:49 PHOTO Introducing the 'HR Transformation' program on June 25 The online conference kicks off with Alena Geidt's talk on...	VIEWS 282 REPOSTS 2	REACTIONS 2 ER 0.4%
↓ 03.06 · 15:57 PHOTO SPIEF-2026 is in full swing! SPIEF traditionally becomes a key platform for dialogue between states, business and experts...	VIEWS 257 REPOSTS —	REACTIONS 6 ER 0.4%
↓ 04.06 · 16:38 VIDEO This time in VK video Blogger Studio — Andrey Leonidovich Kostin with charming Yulia Menshova. Only he can do this. Compared...	VIEWS 249 REPOSTS 1	REACTIONS — ER 0.4%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

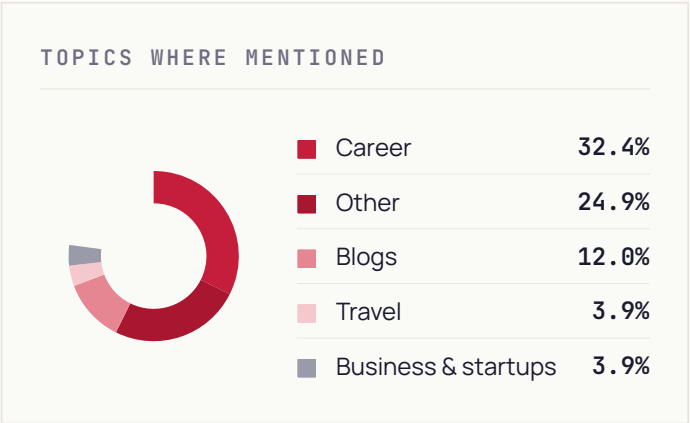
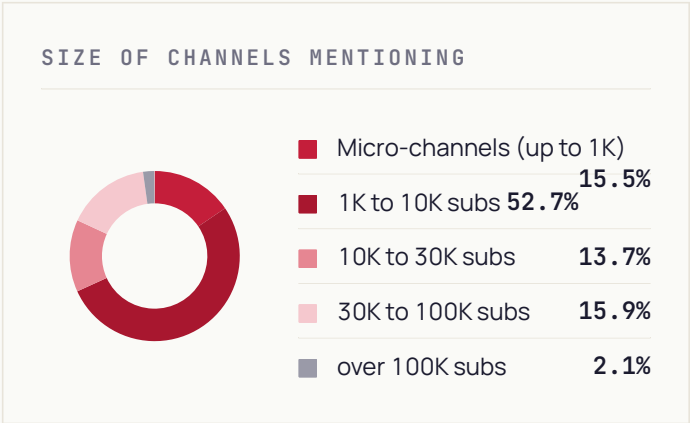
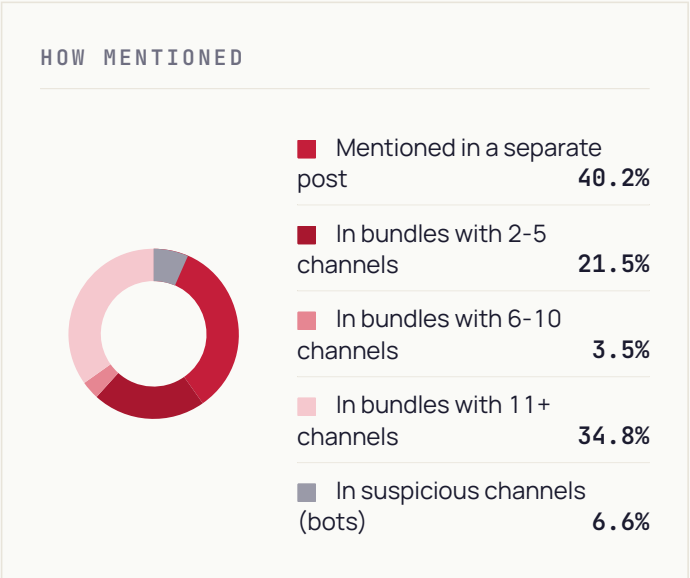
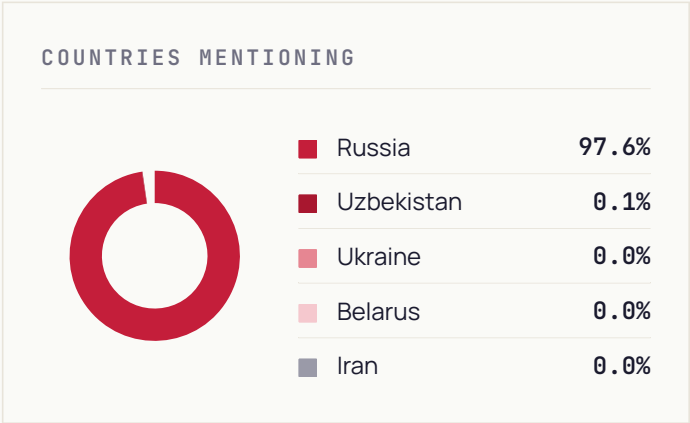
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

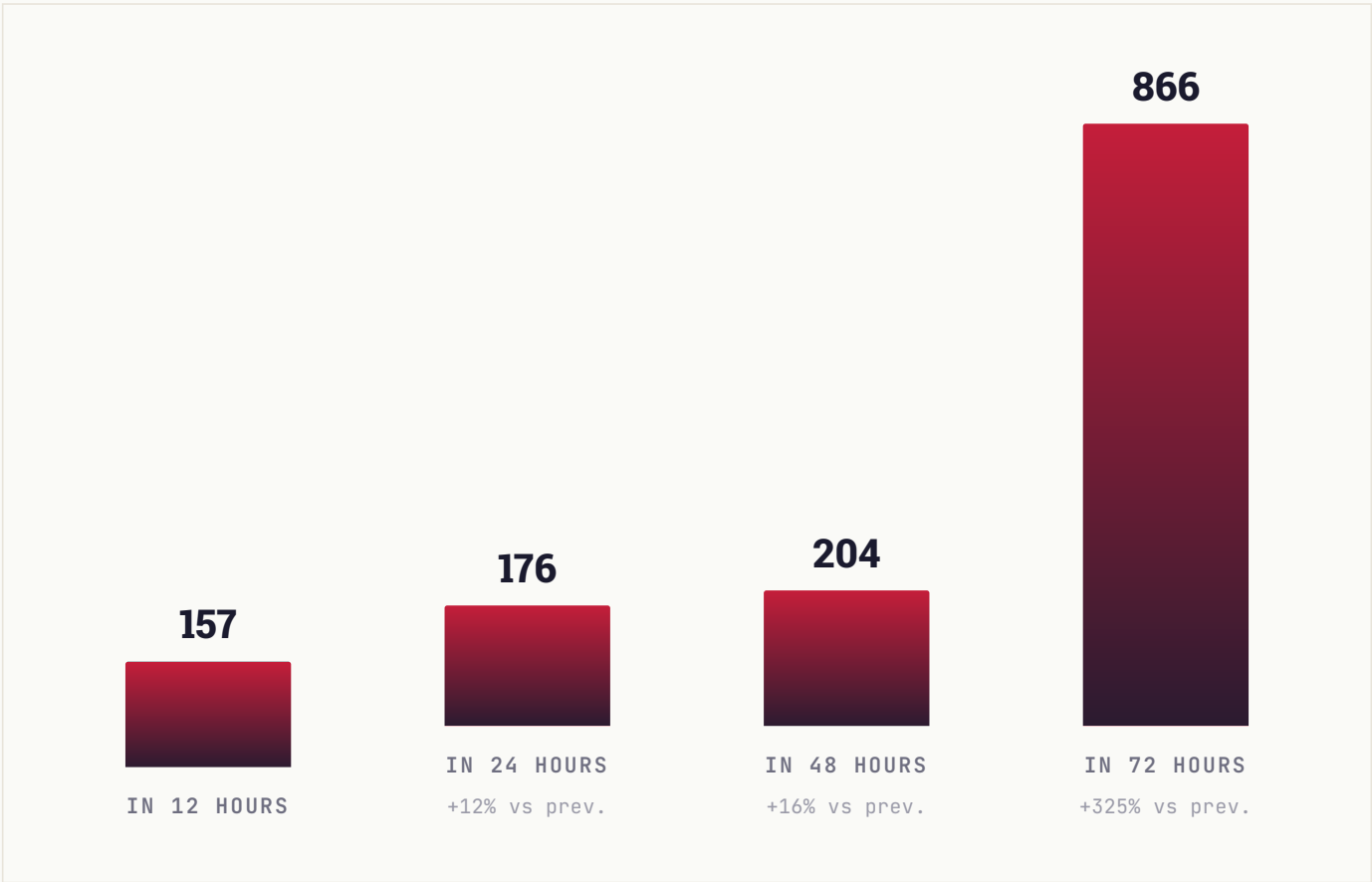
Citation index **20** – channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **290** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
UB Remote no experience - Freelance	800.1K
RM 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
EP HRgate Reload YOU	64.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#90 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 **159**, they brought **50 456** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	30	10	10 279
November 2025	16	4	7 919
October 2025	31	15	10 734
Sep 2025	26	9	6 214
August 2025	21	7	8 452
Jul 2025	35	9	6 858
TOTAL MENTIONS			159
MONTHS OF DATA			6
ACQUIRED SUBS			50 456

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Career» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

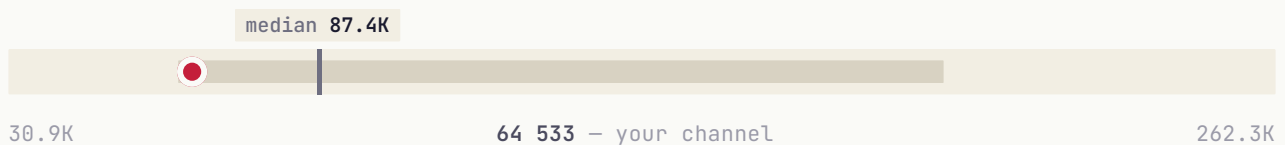
#90 /100

POSITION IN NICHE

Channel in bottom half of ranking

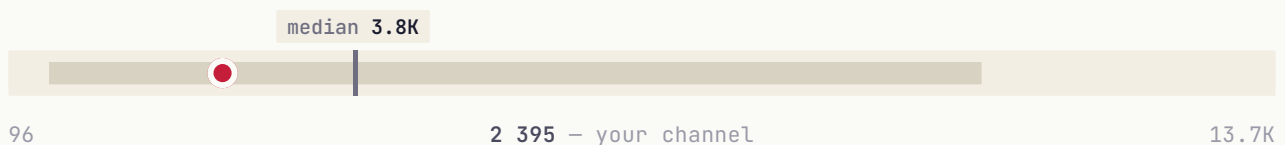
SUBSCRIBERS

worse than median by 26%



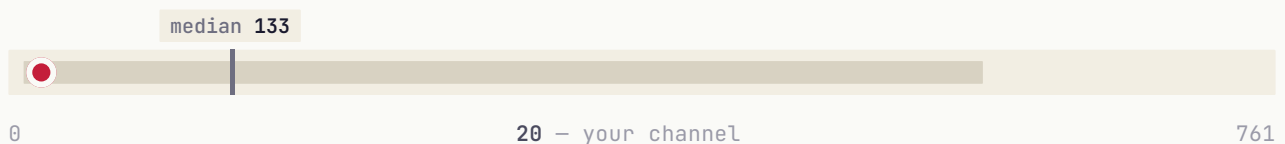
AVG REACH / POST

worse than median by 37%



CITATION INDEX

worse than median by 85%



— 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

Top post of the week — Tuesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video posts share

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

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.71% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.8pp ER

04

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 minutes using public data. Want to go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager