

PROMTPRESS PUBLIC REPORT

Channel audit

Loom - Удаленная работа



@loomsu

We help you love remote work. Contact: @heyworth

SUBS	ERR (% WHO SEE POSTS)	REACH/POST
23 928	2.0%	365
-257 per month 07.07.2026	per day 0.8%	ad reach 188/24h HTTPS://PROMTPRESS.COM/AUDIT/LOOMSU

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Niche comparison

Position in «Career» category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 23 928 —	 SUBSCRIBER REACH 1.53% avg % subs see post	 VIEWS/POST 365 median 383 · 29 days	 POSTS/WEEK 20.4 over period
 TREND 7D -11.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 815 chars median 905 · 29 days	 POSTS ANALYZED 85 29 days
 AD REACH 188 24h avg	 CHURN / MONTH -257 last month	 CITATION RATE 346 citation index · 855 channels mentioned all time	 CHANNEL AGE 8 years 7 months created 11.11.2017

AI EDITOR SUMMARY

Channel «Loom - Remote Work» — 23 928 subs. Each post averages 365 people (2% from subs), reach is low — expand audience. Publishes 20 posts per week (~3/day) — regular. Week 22–28 Jun reach dropped -11.7% by week 15–21 Jun — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 85 posts over 29 days.
- 02 Dominant format – Text (85/85 posts).
- 03 Avg post length – 815 chars (median 905).
- 04 Peak audience activity – Tuesday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (493 avg for top vs 274 for worst) – among 85 posts in 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

№116.06 · 15:13TEXT	VIEWS	REACTIONS
	527	—
#Диспетчер_ЖКХ 40 000 – 50 000 Р Обязанности: • Работа с обращениями жителей (консультации/создание Заявок/передача информации во...	REPOSTS	ER
	5	2.2%
№216.06 · 09:13TEXT	VIEWS	REACTIONS
	484	—
#Менеджер_по_работе_с_блогерами Заработная плата по договоренности Обязанности: • Анализ конкурентов и их рекламных интеграций, создание и...	REPOSTS	ER
	7	2.0%
№318.06 · 09:13TEXT	VIEWS	REACTIONS
	470	—
#Менеджер_по_подбору_водителей Заработная плата по договоренности Обязанности: • Подбор кандидатов среди потенциальных водителей такси. ...	REPOSTS	ER
	3	2.0%

№4 16.06 • 12:13 TEXT #Менеджер_рекрутер 80 000 – 160 000 Р Обязанности: • Поиск персонала специальности • Анализ поступающих заявок в работу от менеджеров ...	VIEWS 460 REPOSTS 3 REACTIONS — ER 1.9%
№5 15.06 • 15:12 TEXT #Менеджер_по_работе_с_клиентами Зарботная плата по договоренности Обязанности: • Работа только с входящим потоком кандидатов. •...	VIEWS 448 REPOSTS 5 REACTIONS — ER 1.9%

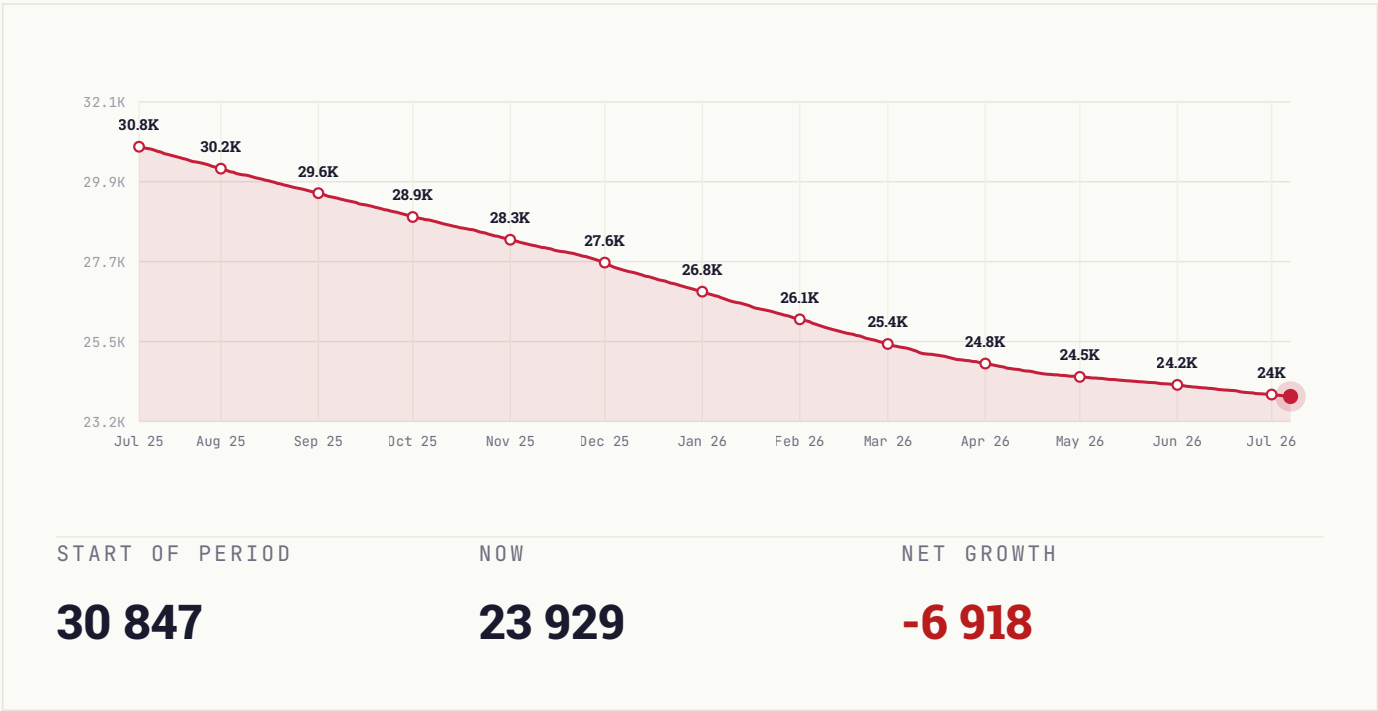
Worst 3

↓ 04.07 • 09:13 TEXT #Специалист_по_заполнению_карточек 65000 – 78000 RUR Обязанности: • Заполнять карточки товаров или услуг по шаблону • Вносить...	VIEWS 286 REPOSTS 9 REACTIONS — ER 1.2%
↓ 03.07 • 12:13 TEXT #Менеджер_по_подбору_персонала Зарботная плата по договоренности Обязанности: • Поиск и подбор кандидатов на массовые вакансии •...	VIEWS 277 REPOSTS 6 REACTIONS — ER 1.2%
↓ 04.07 • 12:13 TEXT #Стажер_мастера 400000 – 450000 RUR Обязанности: • Диагностика и ремонт стиральных, посудомоечных машин на дому клиента • Консультации...	VIEWS 259 REPOSTS 2 REACTIONS — ER 1.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

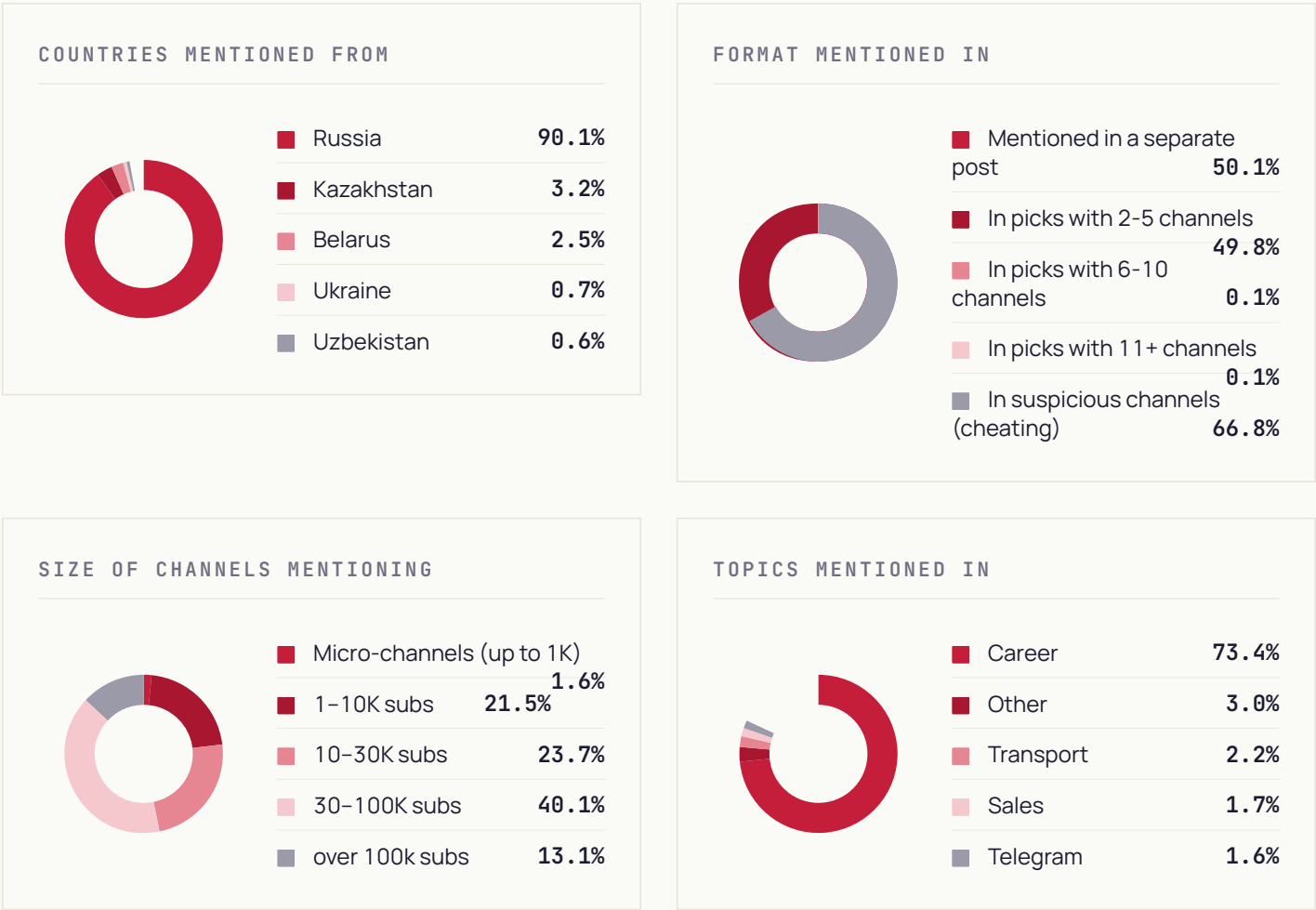
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

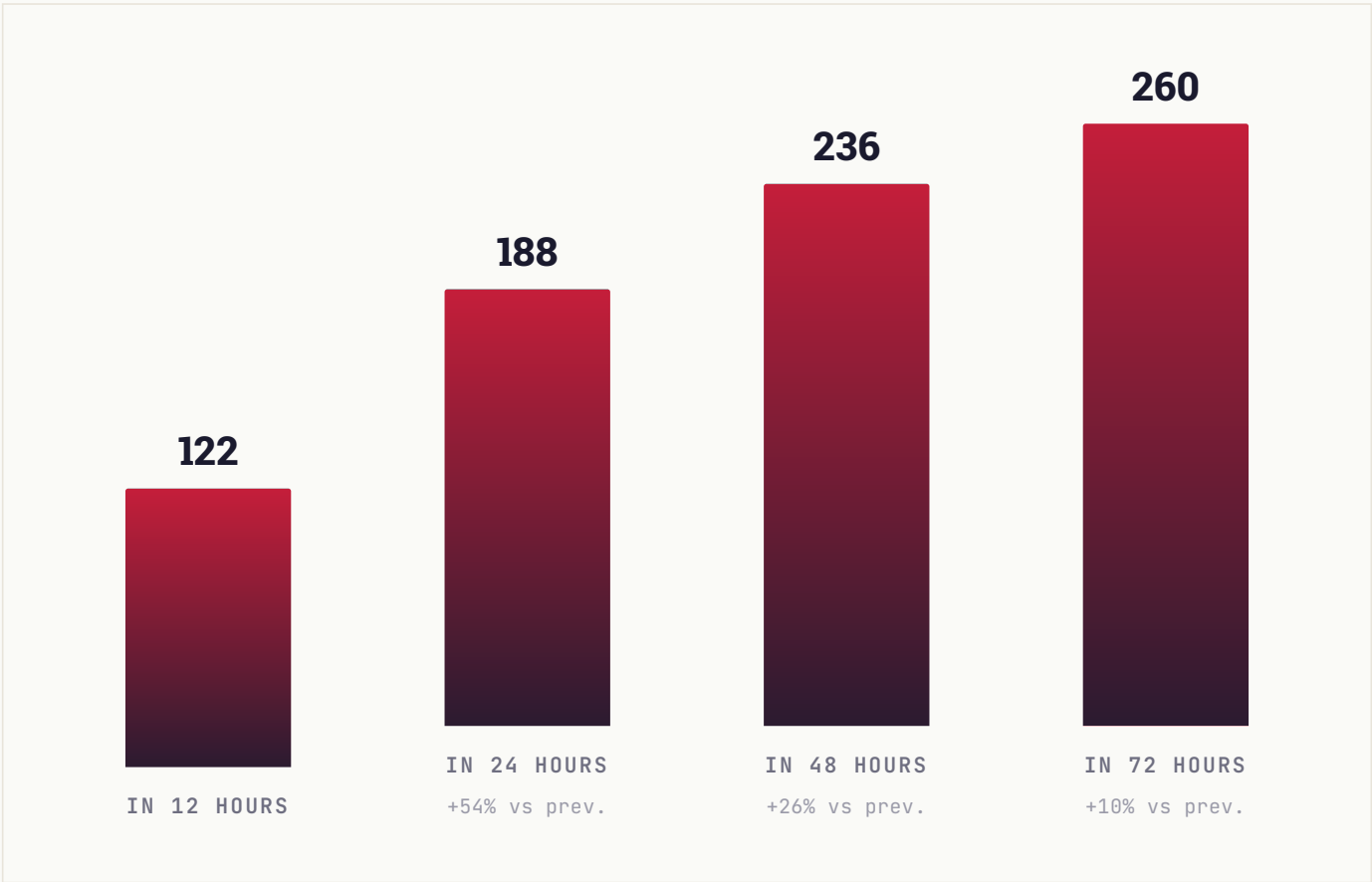
Citation index **346** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **855** different channels.



— 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 — you can see its rank among niche peers.

CHANNEL	SUBS
UB Remote no experience - Freelance	795.9K
PM JOBS MOSCOW VACANCIES	504.8K
SI SeoJob Заработок в сети	434.8K
UI REMOTEKIN FREELANCE JOBS REMOTE	320.7K
FP Finder.work: работа и вакансии	280.1K
Kh• HOME • Remote work • Freelance	252.2K
F Freelance Relocation Remote work Internships	246.5K
TI TeleWork Фриланс Удаленная работа	225.9K
UM DREAM REMOTE - freelance / jobs	222.2K
FV FREELANCE. Jobs	221.1K
L- Loom - Удаленная работа YOU	23.9K

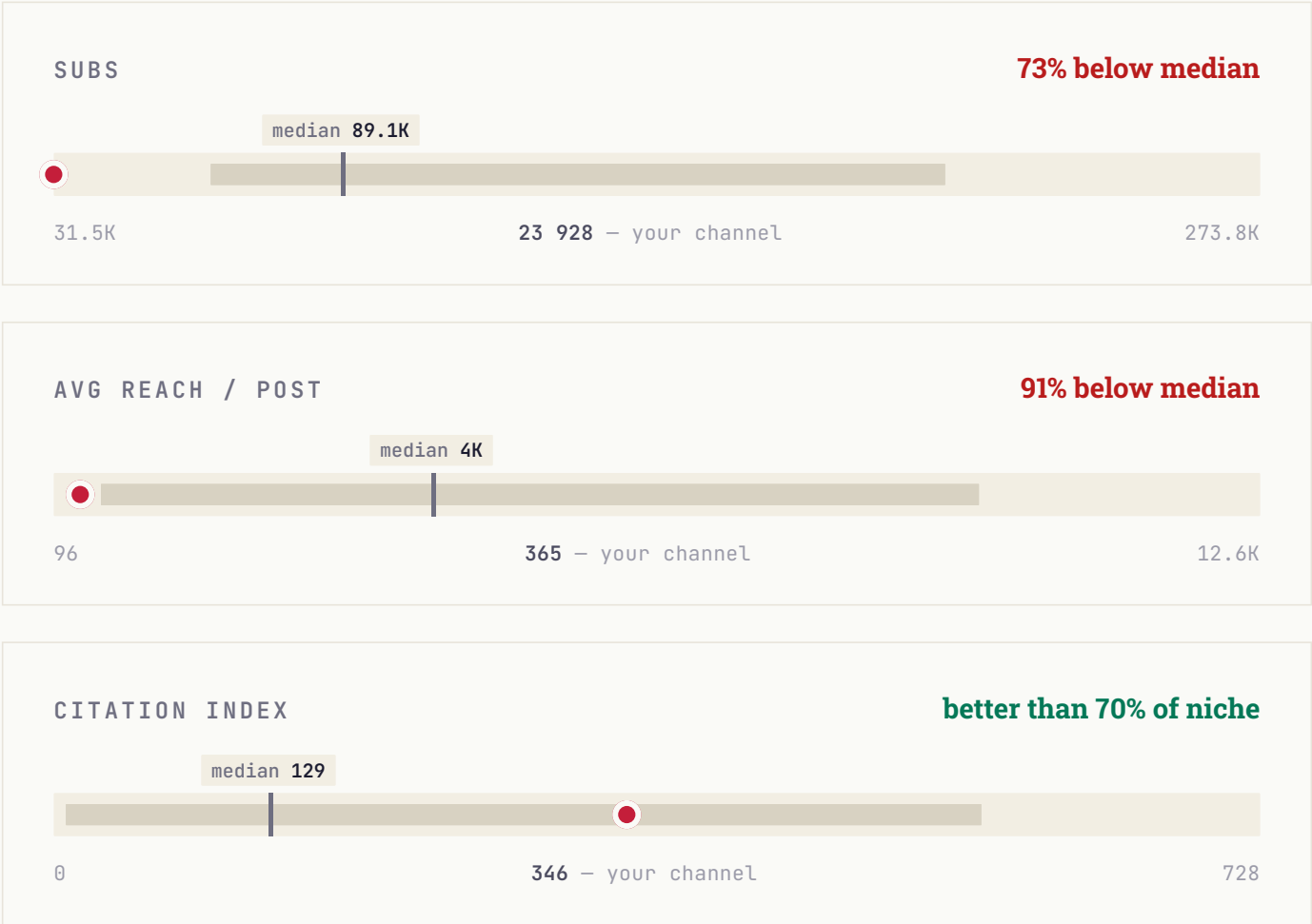
COMPARATIVE CONCLUSION

Channel not yet outside top 92 of niche — early growth stage. Niche leader — Remote no experience - Freelance (795.9K), median top-92: 89.5K. First goal — enter top-92 through systematic work with traffic and content.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Career» (Russia) and saw how your channel looks against them. Gray band – range where 80% of niche channels fall (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Tuesday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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**

03

ER below niche benchmark — rethink formats

Current ER 1.53% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+4.0pp ER

04

Systematic traffic buying

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 and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.
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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