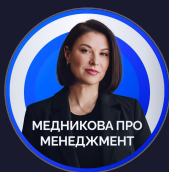


PROMTPRESS PUBLIC REPORT

Channel audit

Mednikova on Management



@mednikova_management

◆ Top management & people management coach ◆ Taught at Sber MBA, HSE, and Skolkovo  Channel for business owners: <https://t.me/businesswithmednikova>

SUBSCRIBERS

16 099

+126 per month

ERR (% SEE POSTS)

5.0%

per day 2.7%

REACH/POST

687

ad reach 431/24h

— CONTENTS · 2026

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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 16 099 —	 SUBS REACH 4.27% avg % subs see post	 VIEWS/POST 687 median 680 · 28 days	 POSTS/WEEK 14.6 for period
 7D TREND -1.8% vs previous week	 REACTIONS/POST 8.0 only 470 reactions, 307 reposts, 17 comments	 POST LENGTH 847 chars median 1000 · 28 days	 POSTS ANALYZED 59 28 days
 AD REACH 431 24h avg	 CHURN / MONTH +126 last month	 CITATION RATE 174 citation index · 257 channels mentioned ever	 CHANNEL AGE 5 years 2 months created 19.04.2021

AI EDITOR SUMMARY

Channel «Mednikova on Management» – 16 099 subs. Each post averages 687 people (4% from subs), reach is low – consider expanding audience. Publishes 15 posts per week (~2/day) – steady pace. For week Jun 22–28, reach stable (-1.8% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **59** posts in 28 days.
- 02 Dominant format – **Photo** (30/59 posts).
- 03 Avg post length – **847** chars (median 1000).
- 04 Peak audience activity – **Monday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (910 avg top vs 508 worst) – among 59 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 17:19 PHOTO Colleagues, we've wrapped up our AI Workshops – if you caught the streams, congrats. It was powerful because we...	VIEWS 945 REPOSTS 5	REACTIONS 14 ER 5.9%
Nº2 15.06 · 15:17 TEXT 1For setting goals & focus for the manager Help me formulate 3–5 strategic goals and key focus areas for my department...	VIEWS 902 REPOSTS 34	REACTIONS 17 ER 5.6%
Nº3 11.06 · 07:42 PHOTO 80% of a manager's routine tasks should already be done by AI – grab a selection of neural networks you can delegate operations to. ❌You...	VIEWS 885 REPOSTS 19	REACTIONS 12 ER 5.5%

Nº4 21.06 · 16:30 PHOTO These 5 Japanese principles offer a fresh perspective on management, processes, and leadership. Their value isn't in being...	VIEWS 826 REPOSTS 27	REACTIONS 22 ER 5.1%
Nº5 17.06 · 17:14 PHOTO And this, colleagues, is a very important alumni review. You know what he's talking about? That management tasks you're used to doing...	VIEWS 823 REPOSTS 1	REACTIONS 3 ER 5.1%

|

WORST 3

↓ 04.07 · 09:02 PHOTO 5 non-obvious reasons why a manager feels tired on Saturday? And 5 hacks to boost energy. Many managers think...	VIEWS 527 REPOSTS 4	REACTIONS 13 ER 3.3%
↓ 03.07 · 09:00 TEXT The main KPI for managers may soon change. For a long time, managers were evaluated by clear metrics: plan fulfillment...	VIEWS 506 REPOSTS 2	REACTIONS 6 ER 3.1%
↓ 03.07 · 09:00 TEXT Quick check for execs 🖐️ Imagine one key process in your company stops working tomorrow. Doesn't matter...	VIEWS 491 REPOSTS —	REACTIONS — ER 3.0%

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.

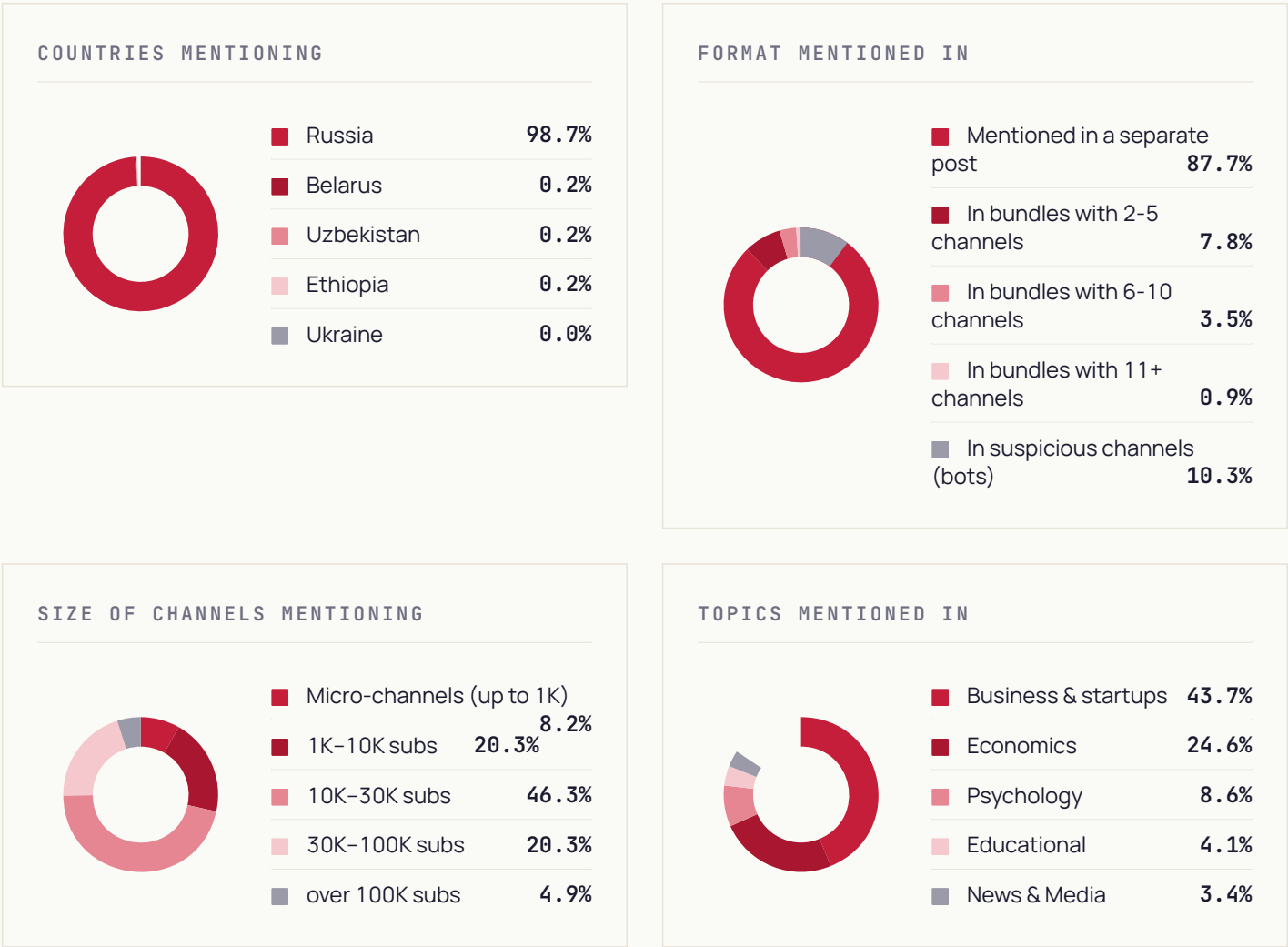


PERIOD START	NOW	NET GROWTH
13 861	16 099	+2 238

SECTION 04 · CITATIONS

Who mentions the channel and how

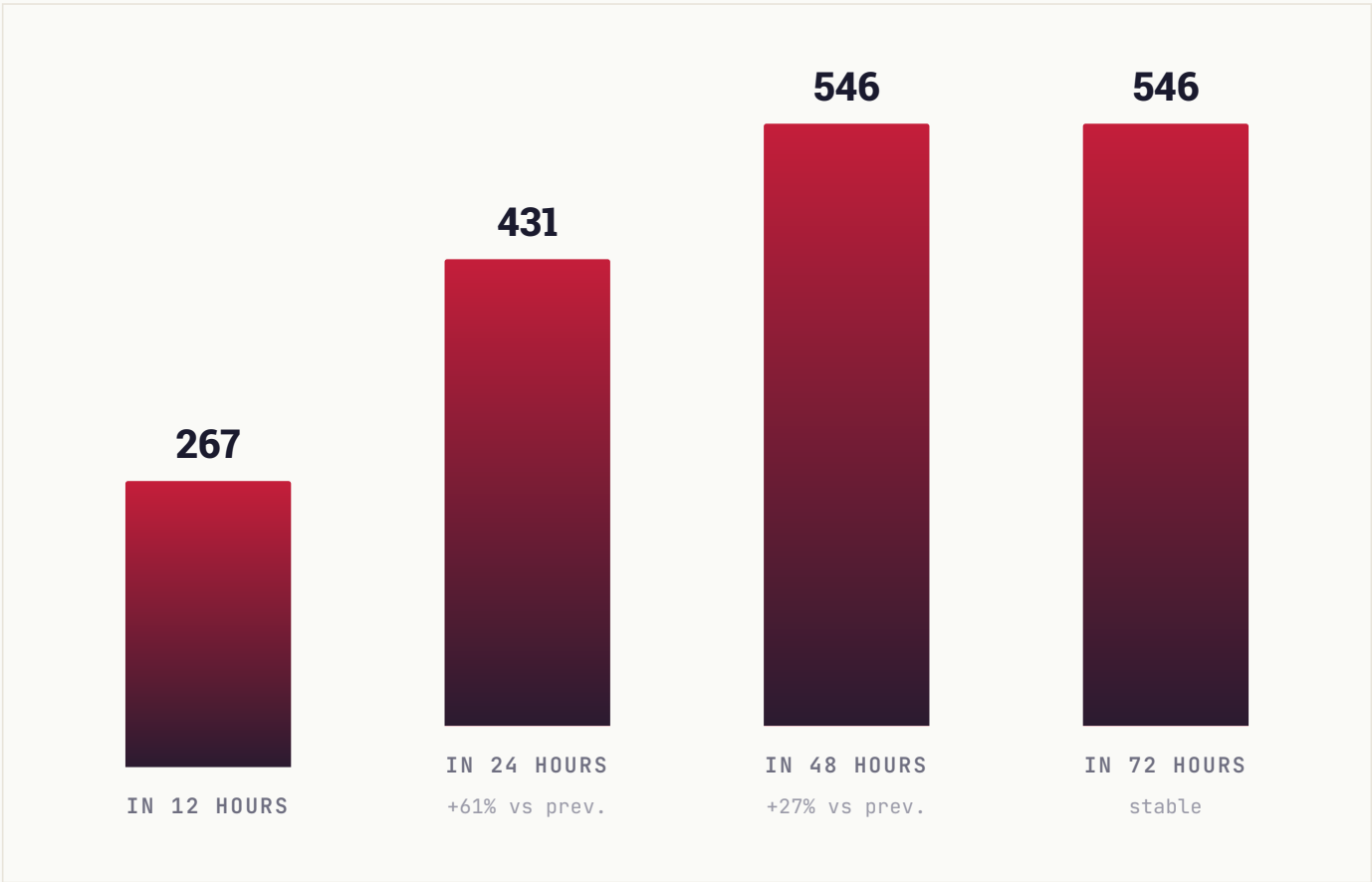
Citation index **174** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **257** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge 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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
UB Remote no experience - Freelance	795.9K
PM JOBS MOSCOW VACANCIES	504.8K
SI SeoJob Earn online	434.8K
UI UDALENKIN FREELANCE REMOTE JOBS	320.7K
FP Finder.work: jobs & vacancies	280.1K
X· HOME · Remote Work · Freelance	252.2K
F Freelance Relocation Remote Work Internships	246.5K
T TeleWork Freelance Remote work	225.9K
UM DREAM REMOTE - freelance / jobs	222.2K
FV FREELANCE. Jobs	221.1K
MP Mednikova on Management YOU	16.1K

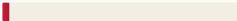
COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **92**, they brought **2 341** new subs.

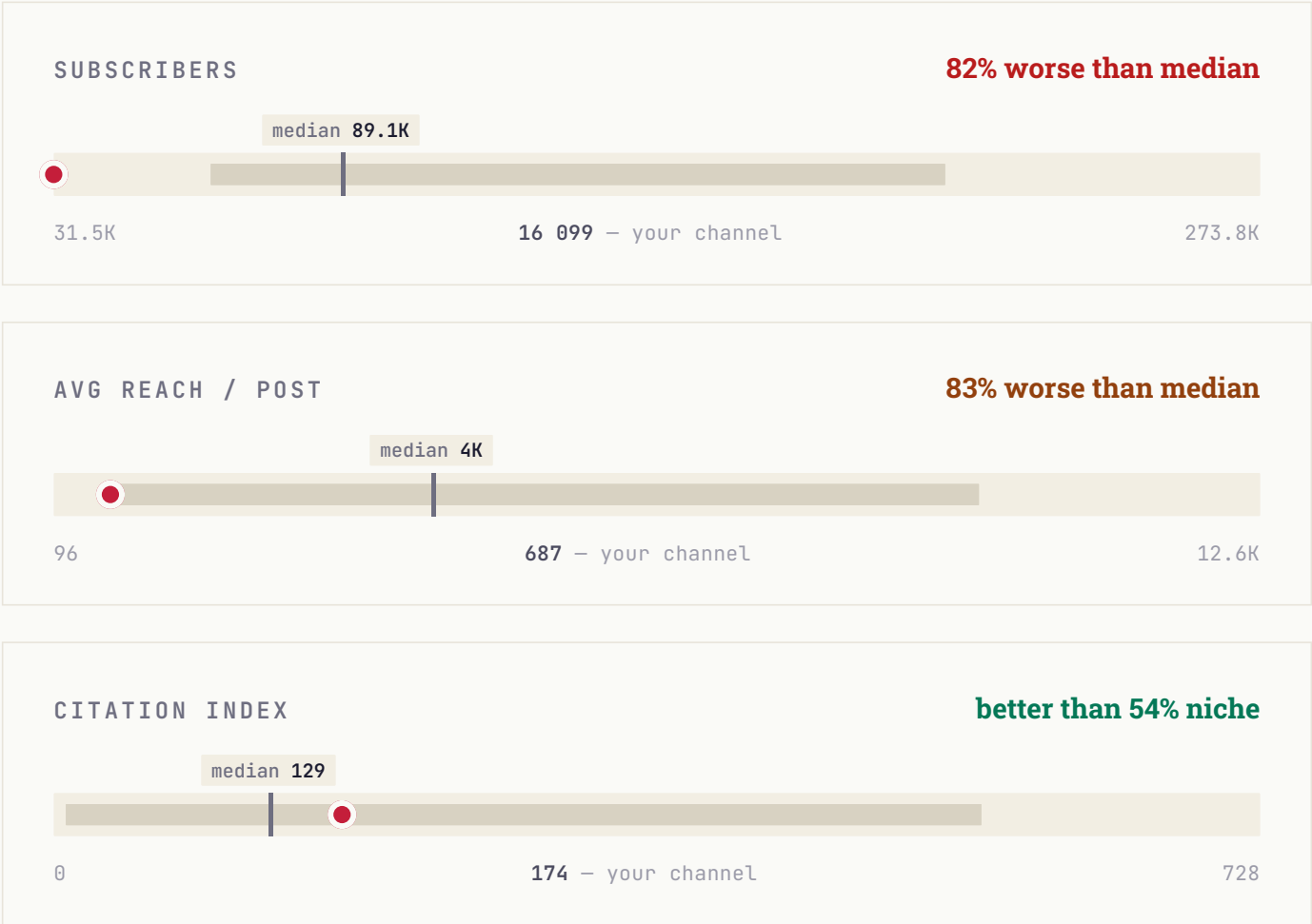
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	37	36	76 
December 2025	0	0	33 
November 2025	4	4	45 
October 2025	3	2	1 301 
September 2025	30	28	674 
August 2025	18	17	212 

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
92	6	2 341

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category «Career» (Russia) and compared your channel. Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Top post of the week — on Monday

Audience is most active on this day at 20:00 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%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 4.27% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.2pp 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 & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads with 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