

PUBLIC REPORT BY PROMTPRESS

Channel audit

Good work



@normrabota

Clear digital jobs ■ Post a job or buy ad: @normrprice @Normresume
| @NormRemote | @Normfreelance

SUBSCRIBERS

123 459

+2522 per month

ERR (% SEE POSTS)

7.0%

per day 2.8%

REACH/POST

8.1K

ad reach 3.5K/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 123 459 —	 SUBSCRIBER REACH 6.52% avg % of subs see post	 VIEWS/POST 8.1K median 8.5K · 28 days	 POSTS/WEEK 10.2 over period
 7D TREND -25.3% vs prev week	 REACTIONS/POST 15.4 total 630 reactions, 1,980 reposts, 99 comments	 POST LENGTH 839 chars. median 936 · 28 days	 POSTS ANALYZED 41 28 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH +2522 last month	 CITATION RATE 57 citation index · 550 channels mentioned ever	 CHANNEL AGE 8 years 10 months created 21.08.2017

AI EDITOR SUMMARY

Channel «Norm work» – 123 459 subs. Each post gets avg 8.1K people (7% of subs), reach is low – need to grow audience. Publishes 10 posts per week (~1/day) – regular. For week 15–21 Jun reach dropped -25.3% by week 8–14 Jun – worth analyzing.

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 41 posts over 28 days.
- 02 Dominant format – Text (33/41 posts).
- 03 Avg post length – 839 chars (median 936).
- 04 Peak audience activity – Wed, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (10.8K avg for top vs 5.4K for bottom) – among 41 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 09:00 TEXT Marketer for a new online intimate goods project «Izum» Remote, full-time, salary negotiable What to do: –...	VIEWS 11 160 REPOSTS 79	REACTIONS 7 ER 9.0%
Nº2 10.06 · 13:00 TEXT System administrator at Mega Growth LLC Donetsk (DNR), full-time, salary negotiable What to do: – Work with...	VIEWS 11 090 REPOSTS 41	REACTIONS 39 ER 9.0%
Nº3 08.06 · 14:00 TEXT ☒ Job: Tech Editor at T–Zh Our team knows the ins and outs of picking electronics & home appliances to give you...	VIEWS 10 051 REPOSTS 27	REACTIONS 5 ER 8.1%

Nº4 05.06 • 16:00 TEXT Project Manager at Cosmopet About us Cosmopet is Russia's first company producing dog and cat food and treats based on...	VIEWS 9 878 REPOSTS 50 REACTIONS 16 ER 8.0%
Nº5 02.06 • 08:00 TEXT Senior Media Planning Manager at Yandex Fabrika Moscow, office senior About Us Yandex Fabrika is a Yandex business unit that...	VIEWS 9 857 REPOSTS 21 REACTIONS 5 ER 8.0%

WORST 3

↓ 23.06 • 09:00 TEXT Host a YouTube channel in New Media about games Remote, part-time, pay negotiable What to do: – Shoot Shorts, TikTok...	VIEWS 5 848 REPOSTS 64 REACTIONS — ER 4.7%
↓ 24.06 • 14:00 TEXT SMM specialist Mixed topics (marketing, management, communication tech, veterinary/zoopharma) Remote, part-time...	VIEWS 5 295 REPOSTS 48 REACTIONS 30 ER 4.3%
↓ 24.06 • 12:00 TEXT Editor-in-chief at YouGile We are a fast-growing project management system where each task is a chat and each project is a visual Agile board...	VIEWS 5 126 REPOSTS 43 REACTIONS 3 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

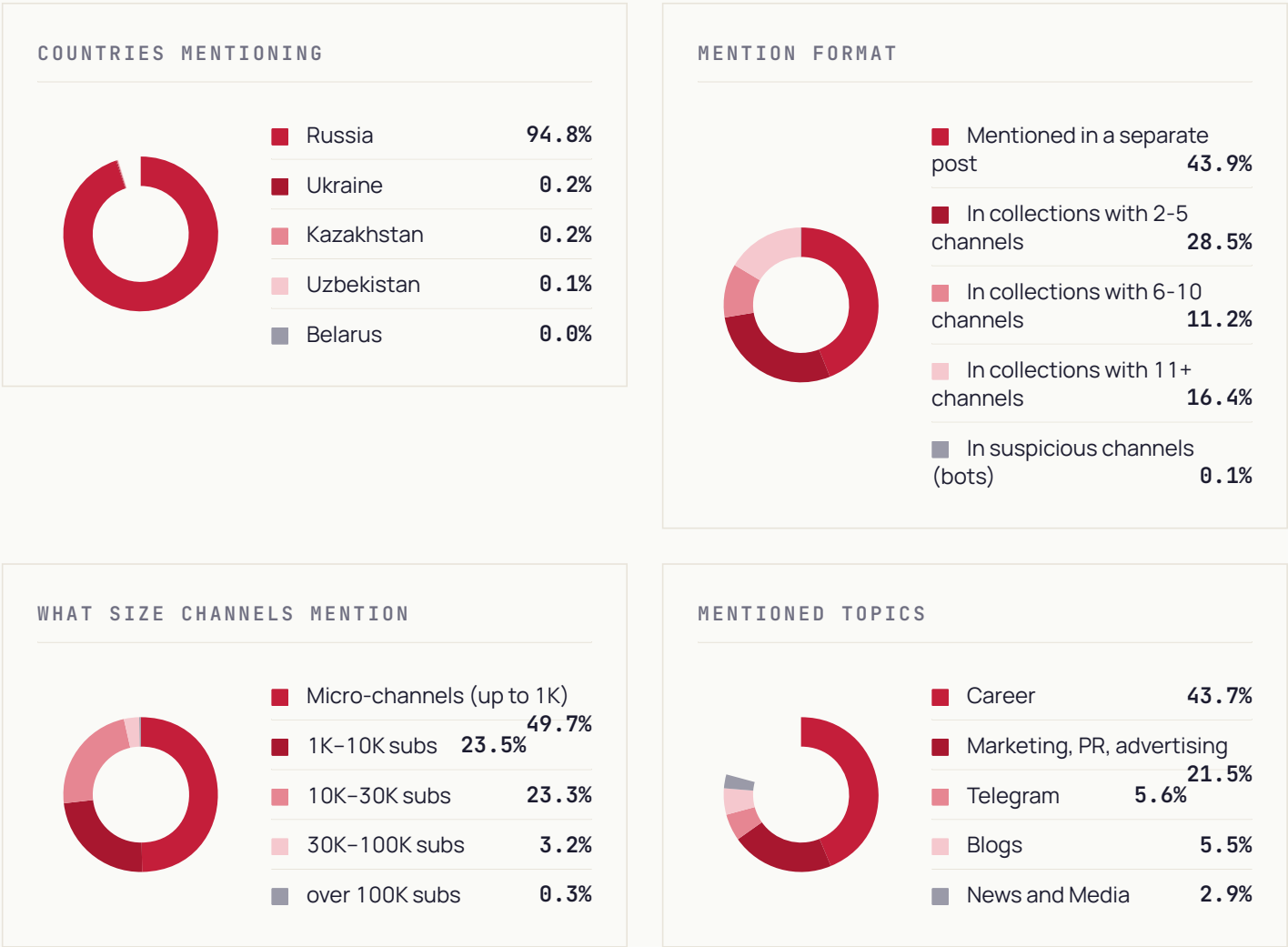
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

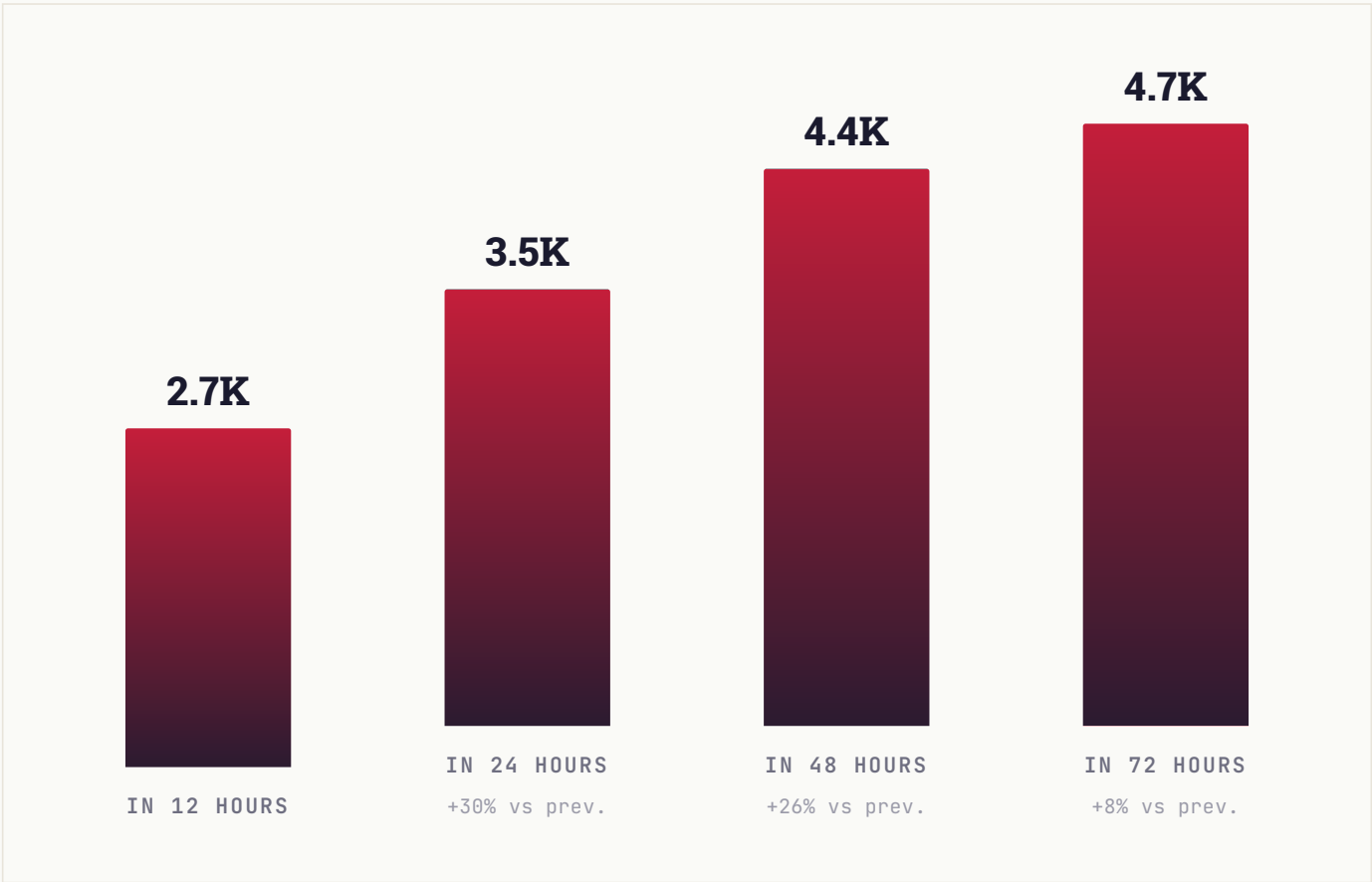
Citation index **57** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **550** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by 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 — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
و وظائف - أي وظيفة	1.2M
قو قناة وظائف - وظيفتك علينا	816.9K
UB Remote no experience - Freelance	798.6K
II ای استخدام	633.2K
م م	625.5K
سا ساحة الوظائف م م	536K
PM JOBS MOSCOW VACANCIES	522K
SW SR WORLD	459.3K
S SeoJob Earn online	438.1K
EJ Ethio Jobs Vacancy™	380.9K
NR Good work YOU	123.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#96 of 96). Niche median — 167.8K subs. First growth KPI — reach median. Leader: وظائف - أي وظيفة (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **53**, they brought **10 686** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	6	5	583
Nov 2025	2	2	2 998
Oct 2025	8	7	572
Sep 2025	8	5	2 498
August 2025	20	16	2 649
July 2025	9	8	1 386

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
53	6	10 686

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#96 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

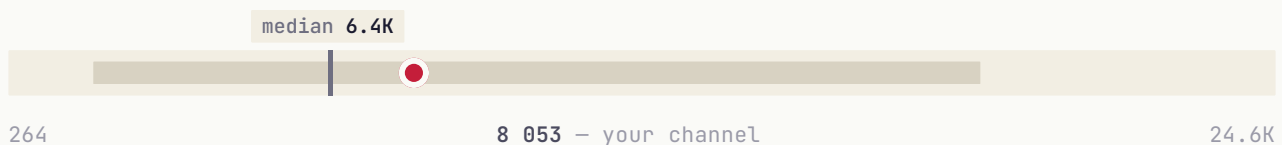
SUBSCRIBERS

26% below median



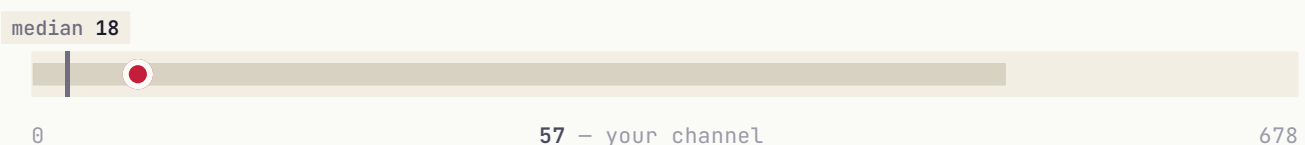
AVG REACH / POST

better than 55% of niche



CITATION INDEX

better than 53% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience most active on this day at 16:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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

EFFECT

Video holds audience better
- 03

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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in 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>

02 **Contact manager** t.me/PromptPress_manager
