

PUBLIC REPORT BY PROMTPRESS

Channel audit

Referrals in IT | Jobs & resumes



@refer_me_it

Community channel Conscious Mercantilism:
@om_assistant_robot Ask a question: @m0rtymerr_support
Suggest — @refer_me_it_bot Boost channel — https://t.me/boost/refer_me_it

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
29 828 +349 per month	23.0% per day 7.8%	6.2K ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 29 828 —	 SUBS REACH 20.81% avg % subs see post	 VIEWS/POST 6.2K median 6.7K · 28 days	 POSTS/WEEK 3.7 for the period
 7D TREND -2.0% vs previous week	 REACTIONS/POST 16.3 only 245 reactions, 243 reposts, 15 comments	 POST LENGTH 907 chars median 1000 · 28 days	 POSTS ANALYZED 15 28 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH +349 last month	 CITATION RATE 12 citation index · 63 channels mentioned ever	 CHANNEL AGE 2 years 5 months created 06.02.2024

AI EDITOR SUMMARY

Channel «Referrals in IT | Jobs and Resumes» — 29 828 subs. Each post averages 6.2K people (21% of subs), average reach — room to grow. Publishes 4 posts/week (~1/day) — rare posts. Week Jul 6–12 reach stable (-2.0% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outliers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 28 days.
- 02 Dominant format – Text (12/15 posts).
- 03 Avg post length – 907 chars (median 1000).
- 04 Peak audience activity – Thursday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.9K avg top vs 4.8K worst) – among 15 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 14:37 PHOTO CTO top-2 SaaS in Russia and \$50k/month from multiple jobs Today I present two speakers from Profsoyuznaya: Evgeny IT Krasavchik and...	VIEWS 9 098 REPOSTS 9	REACTIONS 16 ER 30.5%
Nº2 06.07 · 15:08 TEXT Stack: Systems Analytics Role: Systems Analyst Company: T-Bank Salary: 200-400k Work format...	VIEWS 7 386 REPOSTS 54	REACTIONS 14 ER 24.8%
Nº3 29.06 · 14:02 TEXT How to spot liars without skills / Ultimate guide to...	VIEWS 7 229 REPOSTS 26	REACTIONS 14 ER 24.2%

Nº4 24.06 · 06:50 TEXT Field and stack: Devops Position: Platform engineer Company: 40 Acres Salary range: up to €75,000/year Work format...	VIEWS 7 095 REPOSTS 29	REACTIONS 12 ER 23.8%
Nº5 19.06 · 12:31 TEXT Stack: Data Analytics Role: Senior Data Analyst Company: Alfa Bank Salary: 150-350k Work format...	VIEWS 7 023 REPOSTS 9	REACTIONS 27 ER 23.5%

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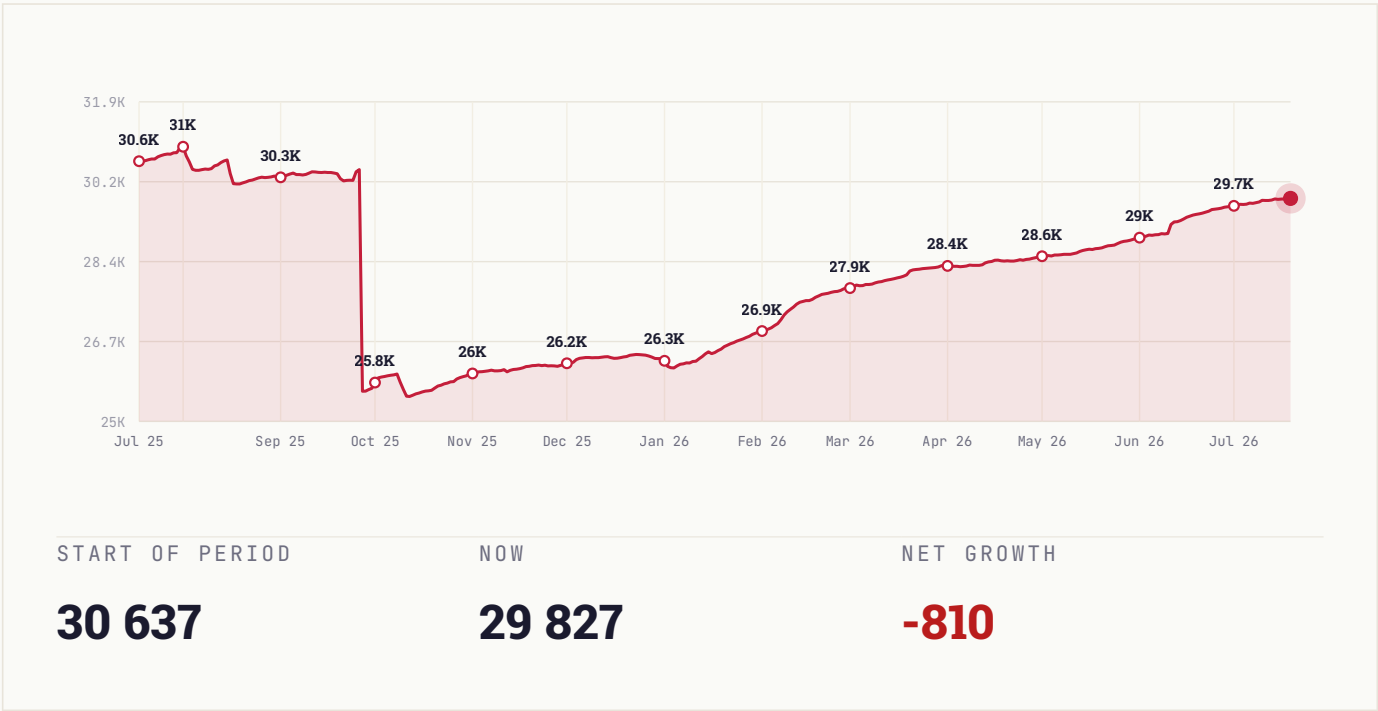
WORST 3

↓ 19.06 · 12:31 TEXT Field and stack: Devops Position: Lead DevOps Engineer Hadoop Company: Alfa Bank Salary range: 150-300K Work format...	VIEWS 5 945 REPOSTS 9	REACTIONS 26 ER 19.9%
↓ 11.07 · 08:02 TEXT Getmakht and NN messed up / How career sites deceive candidates and recruiters...	VIEWS 5 407 REPOSTS 24	REACTIONS 5 ER 18.1%
↓ 15.07 · 11:00 TEXT (post without caption – text)	VIEWS 2 930 REPOSTS 11	REACTIONS 1 ER 9.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

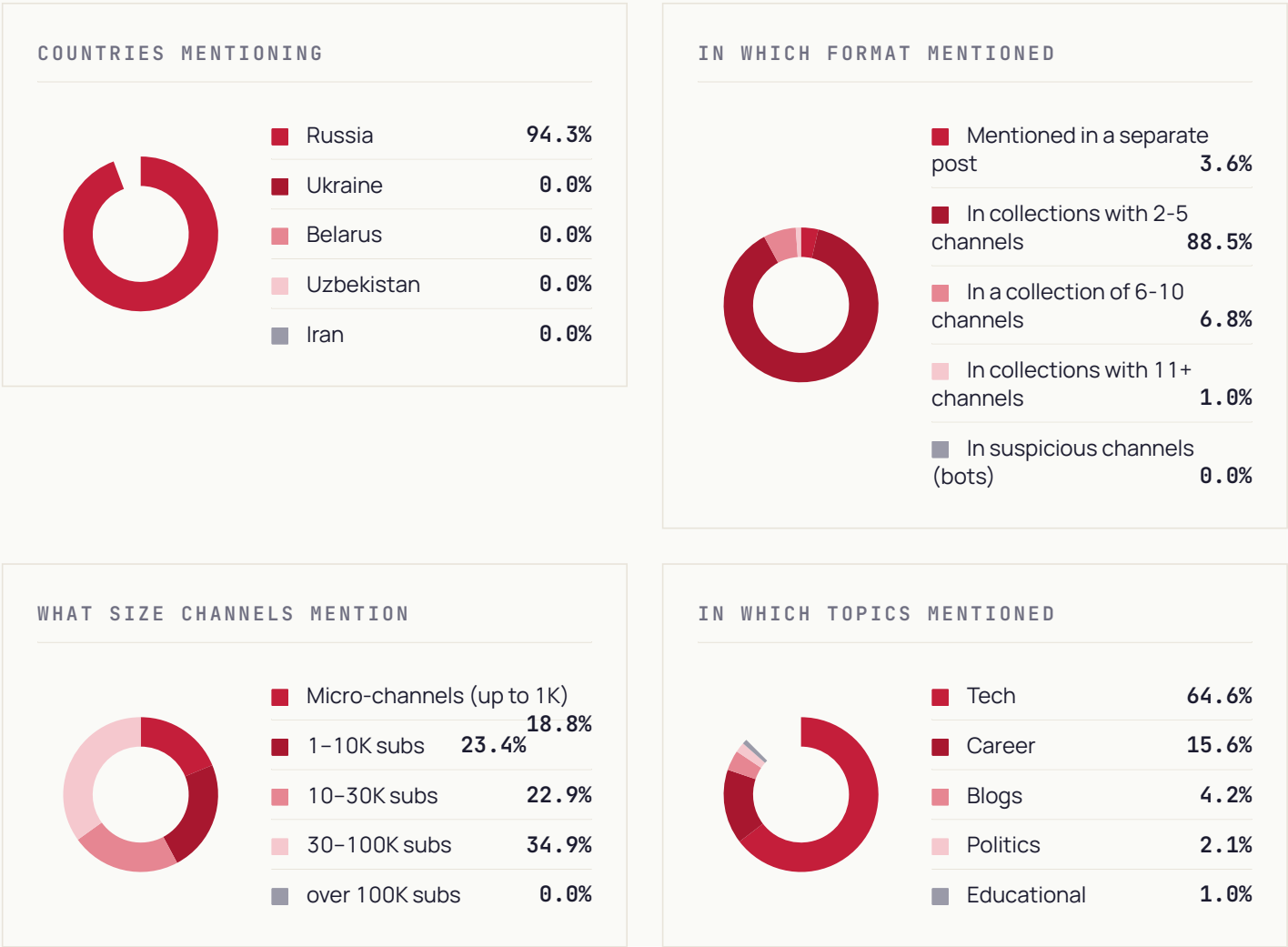
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

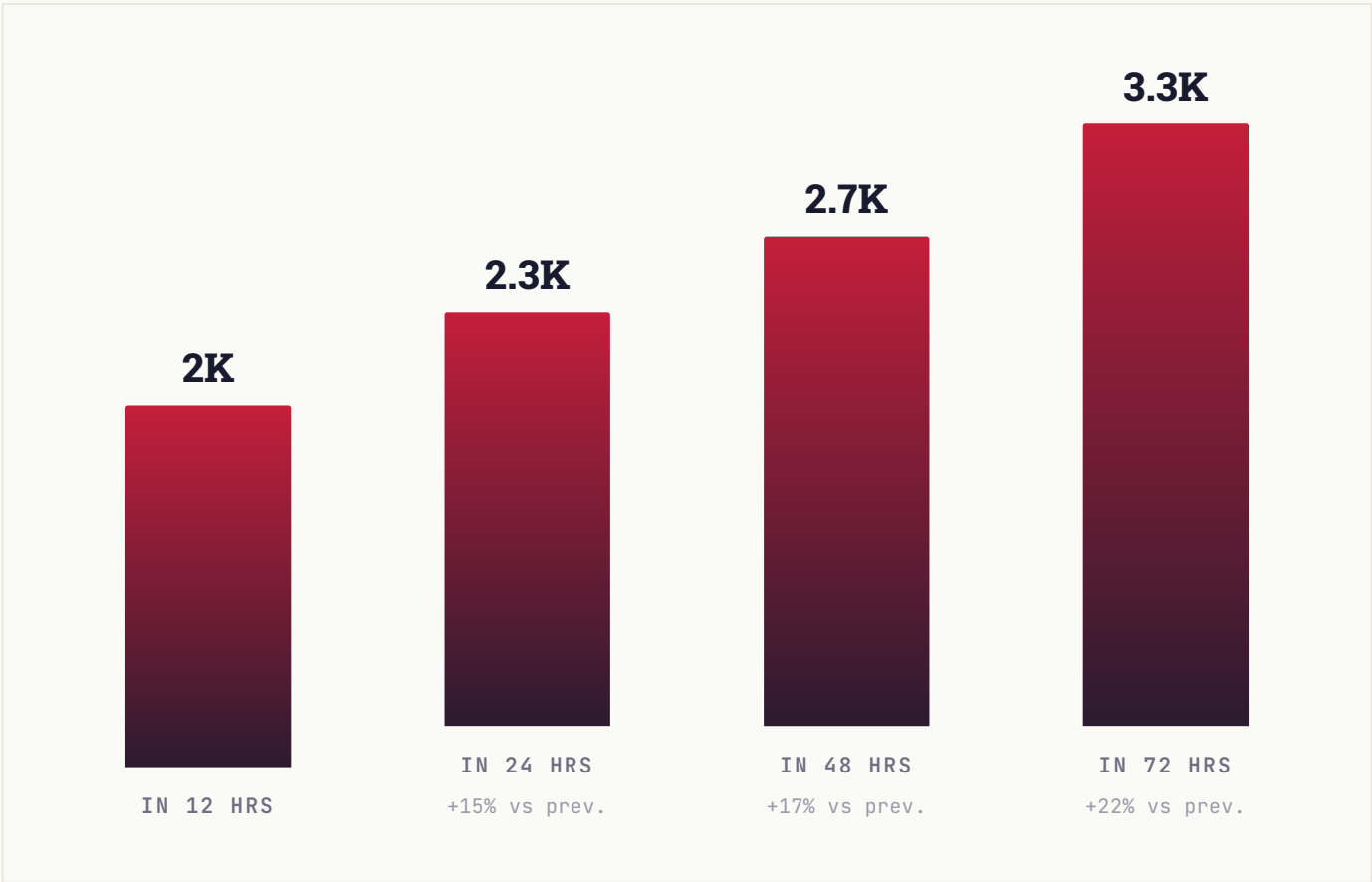
Citation index **12** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **63** different channels.



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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
و وظائف - أي وظيفة	1.2M
ق قناة وظائف - وظيفتك علينا	814.8K
UB Remote no exp - Freelance	794K
اى استخدام	648.8K
求职 求职招聘	637.9K
سا ساحة الوظائف	538.9K
RM JOBS MOSCOW VACANCIES	477.9K
SW SR WORLD	464K
شغل	457.4K
S SeoJob Online Earnings	429.2K
RV Referrals in IT Jobs & resumes	29.8K

COMPARATIVE CONCLUSION

Channel is not yet outside niche top 96 — early growth stage. Niche leader — وظائف - أي وظيفة (1.2M), median of top 96: 172.5K. First goal — enter top 96 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **77**, they brought **3 106** new subs.

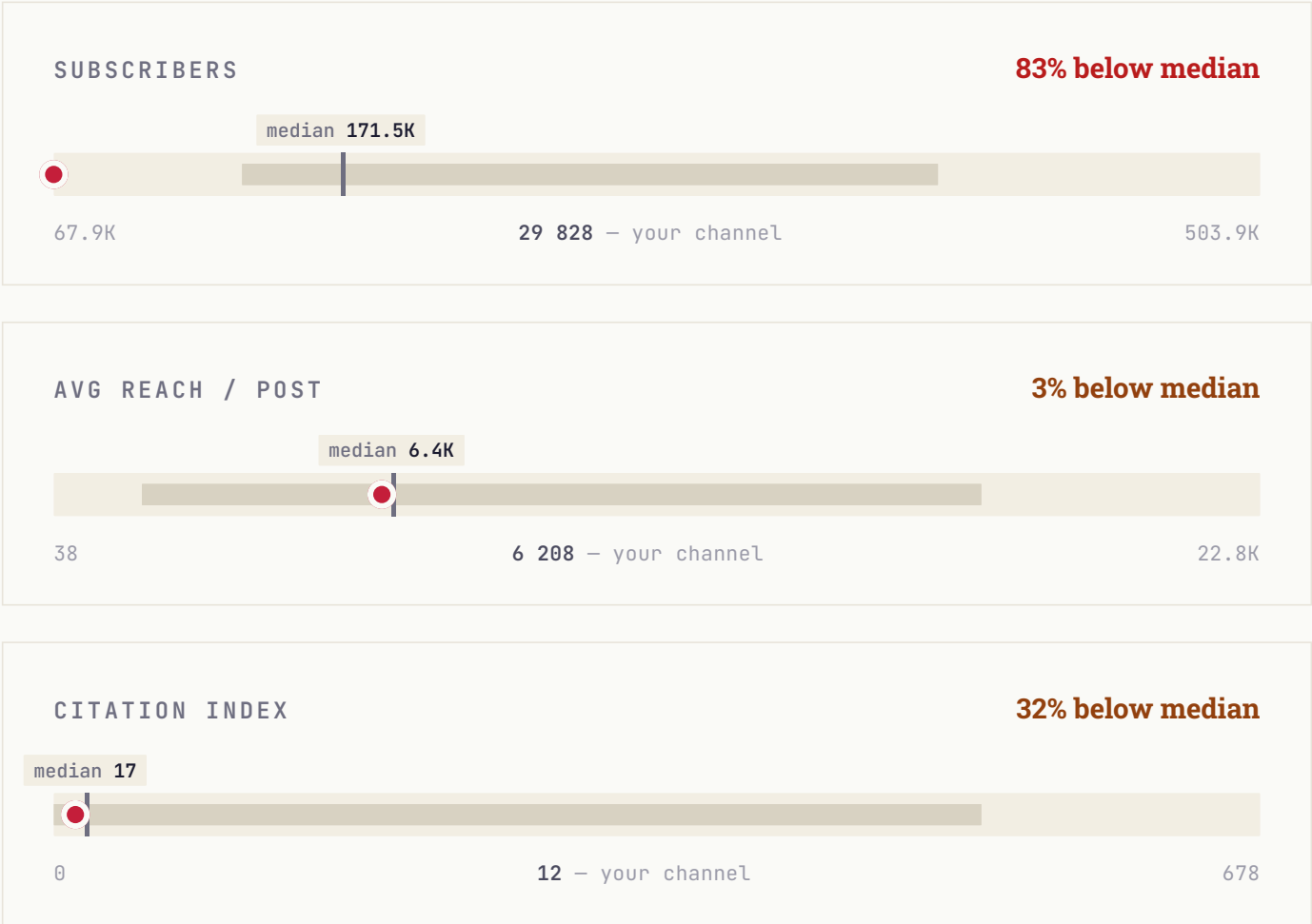
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	16	9	829	
December 2025	19	7	256	
November 2025	13	8	302	
Oct 2025	6	3	808	
Sep 2025	7	6	479	
August 2025	16	6	432	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
77	6	3 106

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 bar — range where 80% of niche channels fall (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 and return to this report in a month.

01

Increase posting frequency

Now 3.7 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

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

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 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 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 — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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