

PROMTPRESS PUBLIC REPORT

Channel audit

Selectel [team]



@selectelcareers

Here about engineering culture, growth, and opportunities to join the Selectel team. Jobs: <https://slc.tl/m01dd> Products: @selectel Events: @selectel_events Registered with Roskomnadzor:...

SUBSCRIBERS

11 226

+182 per month

ERR (% SEE POSTS)

18.0%

in 24 hrs 7.2%

REACH/POST

2.4K

ad reach 802/24h

— CONTENT · 2026

What's inside the report

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Top 5 posts · worst 3 · insights

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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 11 226 —	 SUBS REACH 21.06% avg % subs see post	 VIEWS/POST 2.4K median 2.2K · 24 days	 POSTS/WEEK 3.1 over period
 7D TREND -34.4% vs prev week	 REACTIONS/POST 46.1 total 507 reactions, 153 reposts, 0 comments	 POST LENGTH 529 chars median 535 · 24 days	 POSTS ANALYZED 11 24 days
 AD REACH 802 24h avg	 CHURN / MONTH +182 last month	 CITATION RATE 153 citation index · 314 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 10.02.2021

AI EDITOR SUMMARY

Channel «Selectel [team]» – 11 226 subs. Each post avg views 2.4K people (21% of subs), avg reach – room to grow. Posts 3 posts per week (~0/day) – rare. Week Jun 29 – Jul 5 reach dropped -34.4% to week 22–28 Jun – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 11 posts over 24 days.
- 02 Dominant format — Photo (9/11 posts).
- 03 Avg post length — 529 chars (median 535).
- 04 Peak audience activity — Wed, 18:00 MSK.
- 05 Top posts get 2× more views than the weakest (3.6K avg for top vs 1.9K for worst) — among 11 posts in 24 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 15:10 VIDEO Selectel Day Off is back ❤️ Join us on July 25 at Erarta Museum. We chose this venue for a reason: this time we...	VIEWS 4 832 REPOSTS 61	REACTIONS 46 ER 43.0%
Nº2 17.06 · 15:32 PHOTO Psst... reminder: you can win that T-Rex! 🦖 Market's shaky, so we're curious what helps...	VIEWS 3 064 REPOSTS 9	REACTIONS 44 ER 27.3%
Nº3 15.06 · 15:37 PHOTO Depends on test, depends on bugs 🐛 Many testing types, but only a few used in practice. In the cards...	VIEWS 2 945 REPOSTS 6	REACTIONS 45 ER 26.2%

Nº4 23.06 • 16:27 PHOTO Grew the team – and grew with it ★ Continuing our Level Up series with success stories...	VIEWS 2 503 REPOSTS 4 REACTIONS 44 ER 22.3%
Nº5 26.06 • 14:59 PHOTO Chat? 😞 How to lead a team you grew up in? What if...	VIEWS 2 431 REPOSTS 14 REACTIONS 40 ER 21.7%
WORST 3	
↓ 29.06 • 15:25 PHOTO DDoS attack, you shall not pass 😊 In recent years, DDoS attacks have changed: they've become more powerful, complex, and diverse. DDoS attack...	VIEWS 2 117 REPOSTS 4 REACTIONS 35 ER 18.9%
↓ 01.07 • 16:07 PHOTO What a scorcher 🥵 And we have a «cool» story about making T-Rex ice cream – our bro and mascot. Well, why not?...	VIEWS 2 055 REPOSTS 9 REACTIONS 97 ER 18.3%
↓ 07.07 • 14:58 PHOTO ➡ Upload to S3 What hides behind the S3 upload button? A huge complex system: from rack hardware to multi-layered...	VIEWS 1 551 REPOSTS 9 REACTIONS 41 ER 13.8%

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 gained or lost subs.



START OF PERIOD	NOW	NET GROWTH
9 893	11 226	+1 333

SECTION 04 • MENTIONS

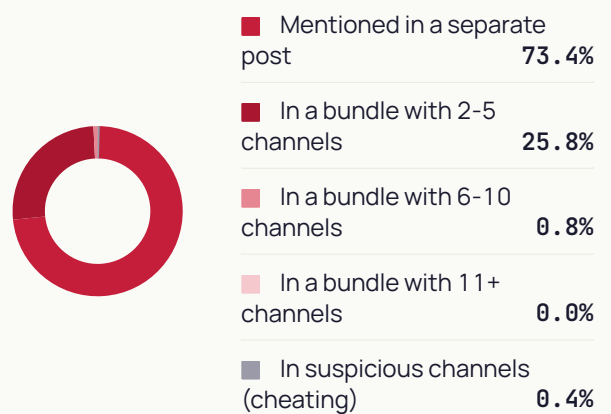
Who mentions the channel and how

Citation index **153** — 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 mentions: **314** different channels.

MENTIONING COUNTRIES



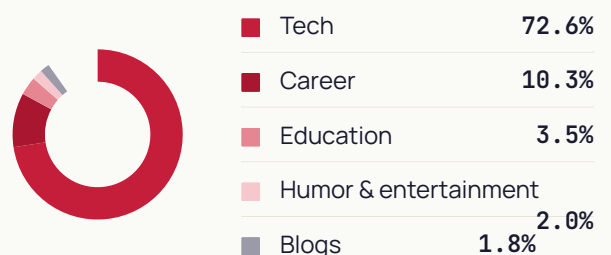
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



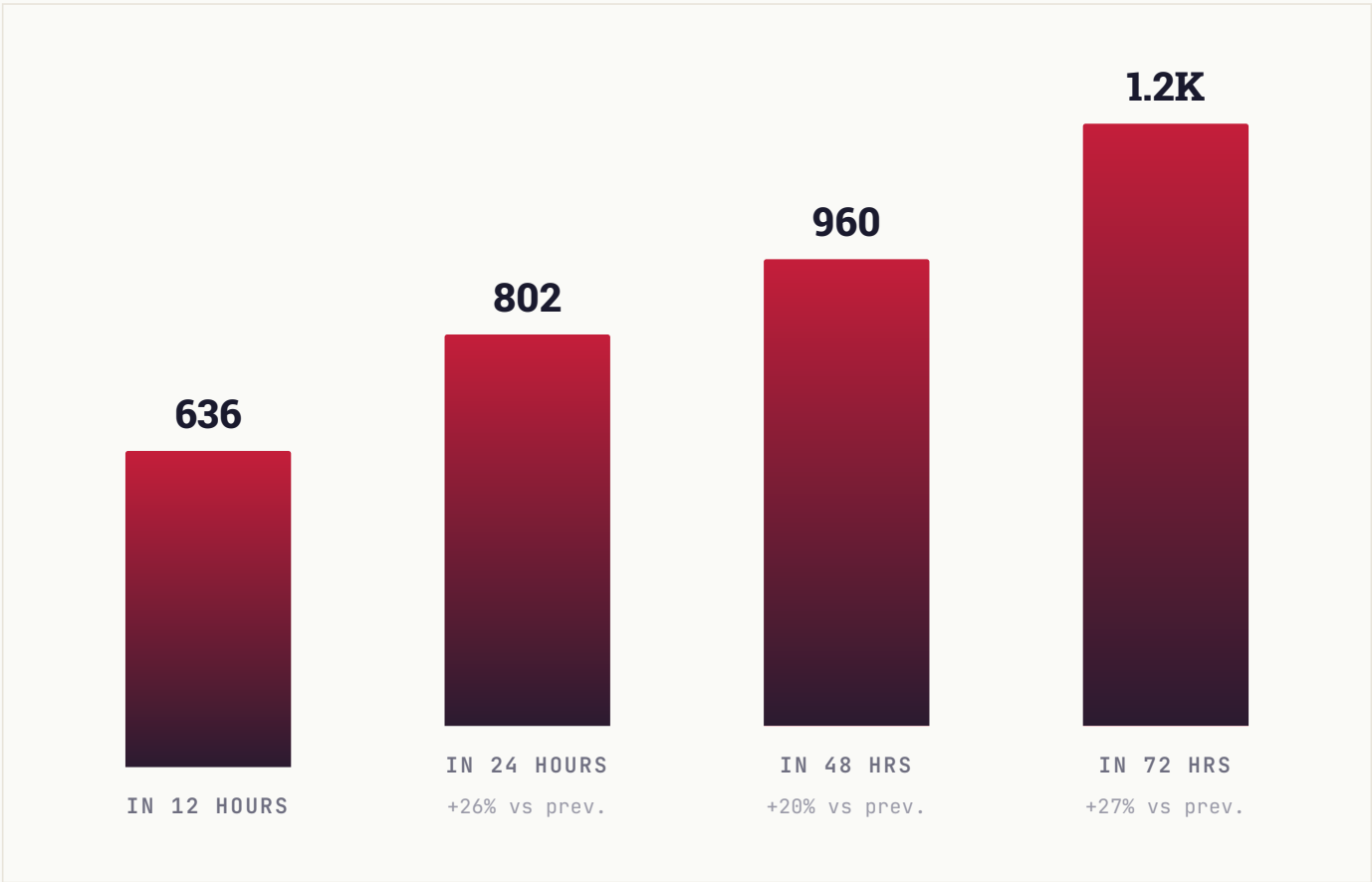
MENTIONED TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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

CHANNEL	SUBSCRIBERS
و وظائف - أي وظيفة 🇸🇦	1.2M
قو قناة وظائف - وظيفتك علينا 🇸🇦	816K
UB Remote no experience - Freelance	794.2K
اى استخدام	644.6K
求职 求职招聘	636.7K
سا ساحة الوظائف 🇸🇦 🌱	538.8K
PM JOBS MOSCOW VACANCIES	484.6K
SW SR WORLD 🌐	462.6K
شغل	458.1K
SI SeoJob Online Earnings	431.9K
SI Selectel [team] YOU	11.2K

COMPARATIVE CONCLUSION

Channel is still outside niche top 96 — early growth stage. Niche leader — وظائف - أي وظيفة 🇸🇦 (1.2M), top-96 median: 171.2K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **42**, they brought **1 121** new subs.

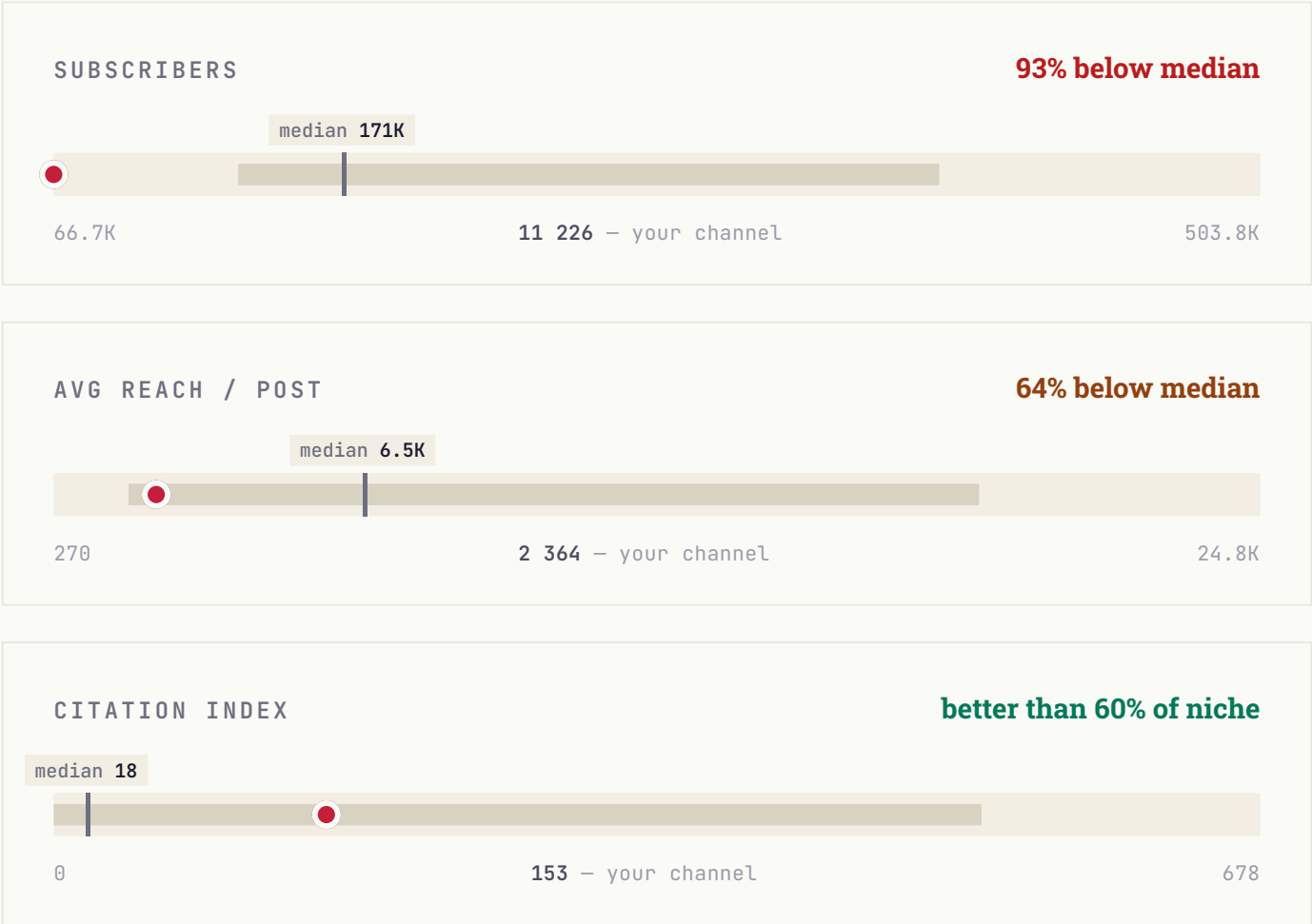
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	6	5	73
December 2025	14	8	110
November 2025	12	7	353
October 2025	6	5	498
September 2025	2	1	64
August 2025	2	1	23

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
42	6	1 121

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Career» (Russia) and compared your channel.
Gray band = range for 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 and revisit next month.

01**Increase posting frequency**

Now 3.1 posts/week. Active channels do 7-10.
Consistency is key.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Wednesday**

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

EFFECT

**Best window
for an
important post****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 lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with similar channels. 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 an ad in Telegram** <https://panel.promptpress.com/register>

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