

PUBLIC PROMTPRESS REPORT

Channel audit

Dasha's notes |

люди и

СМЫСЛЫ



@technohumanist

I'm Dasha Zolotukhina, HR Director at Yandex, a techno-humanist. At Yandex I also develop educational and social projects. I write about managing yourself and teams, creativity, meaning, and technology....

SUBSCRIBERS

37 063

14.07.2026
+95 per month

ERR (% SEE POSTS)

29.0%

per day **10.9%**

REACH/POST

10.8K

ad reach **4K/24h**

[HTTPS://PROMTPRESS.COM/AUDIT/TECHNOHUMANIST](https://promptpress.com/audit/technohumanist)

— 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 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Ads»

09 Strategy

5 priority actions

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 37 063 —	 SUBS REACH 29.18% avg % subs see post	 VIEWS/POST 10.8K median 11.3K · 9 days	 POSTS/WEEK 2.3 for period
 7D TREND — no data for period	 REACTIONS/POST 369.3 total 1,108 reactions, 194 reposts, 14 comments	 POST LENGTH 936 chars. median 999 · 9 days	 POSTS ANALYZED 3 9 days
 AD REACH 4K 24h avg	 CHURN / MONTH +95 last month	 CITATION RATE 119 citation index · 599 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 12.03.2022

AI EDITOR SUMMARY

Channel «Dasha’s notes | people & meanings» — 37 063 subs. Avg views per post 10.8K people (29% of subs), good reach. Publishes 2 posts per week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts in 9 days.
- 02 Dominant format — Photo (2/3 of posts).
- 03 Avg post length — 936 chars (median 999).
- 04 Peak audience activity — Friday, 11:00 MSK.
- 05 Top posts get 1x more views than weakest (10.8K avg top vs 10.8K worst) — among 3 posts in 9 days. Worth analyzing what top has in common: topic, format, timing.

TOP 3 POSTS

№119.06 · 08:03PHOTO	To make the good visible Every year our team releases Yandex's sustainability report, and this time it turned out at the intersection of my...		VIEWS	REACTIONS
			11 734	193
№216.06 · 07:26TEXT	There's no perfect. Perfect is what's done ❤️ Back from a 3-day leadership workshop by Zhenya Volyanskaya. With a notebook full of notes...		REPOSTS	ER
			51	31.7%
№325.06 · 12:45PHOTO	In 15 minutes on the big stage I'm opening our main career festival, and here we are doing the final run-through with the director. I'm nervous!...		VIEWS	REACTIONS
			9 407	484
			REPOSTS	ER
			103	25.4%

WORST 3

↓ 19.06 · 08:03 PHOTO To make the good visible Every year our team releases Yandex's sustainability report, and this time it turned out at the intersection of my...	VIEWS 11 734 REPOSTS 51	REACTIONS 193 ER 31.7%
↓ 16.06 · 07:26 TEXT There's no perfect. Perfect is what's done 💔 Back from a 3-day leadership workshop by Zhenya Volyanskaya. With a notebook full of notes...	VIEWS 11 301 REPOSTS 40	REACTIONS 431 ER 30.5%
↓ 25.06 · 12:45 PHOTO In 15 minutes on the big stage I'm opening our main career festival, and here we are doing the final run-through with the director. I'm nervous!...	VIEWS 9 407 REPOSTS 103	REACTIONS 484 ER 25.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 • MENTIONS

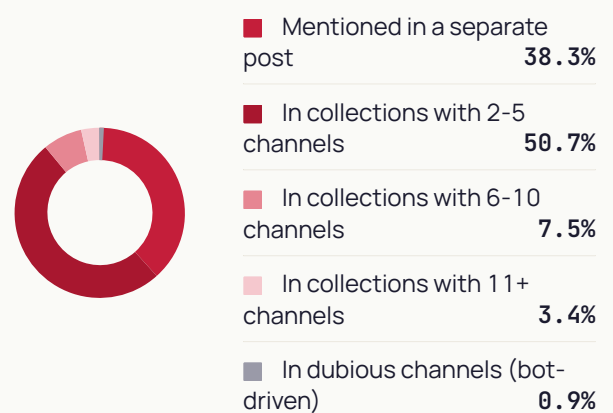
Who mentions the channel and how

Citation index **119** — 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. All-time mentions: **599** different channels.

COUNTRIES MENTIONING



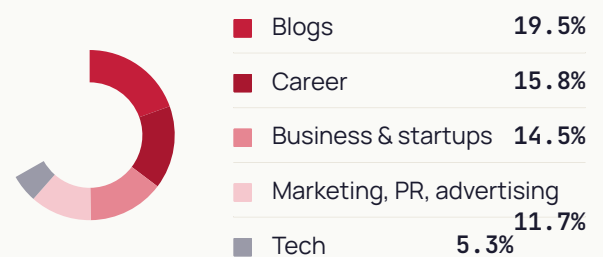
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



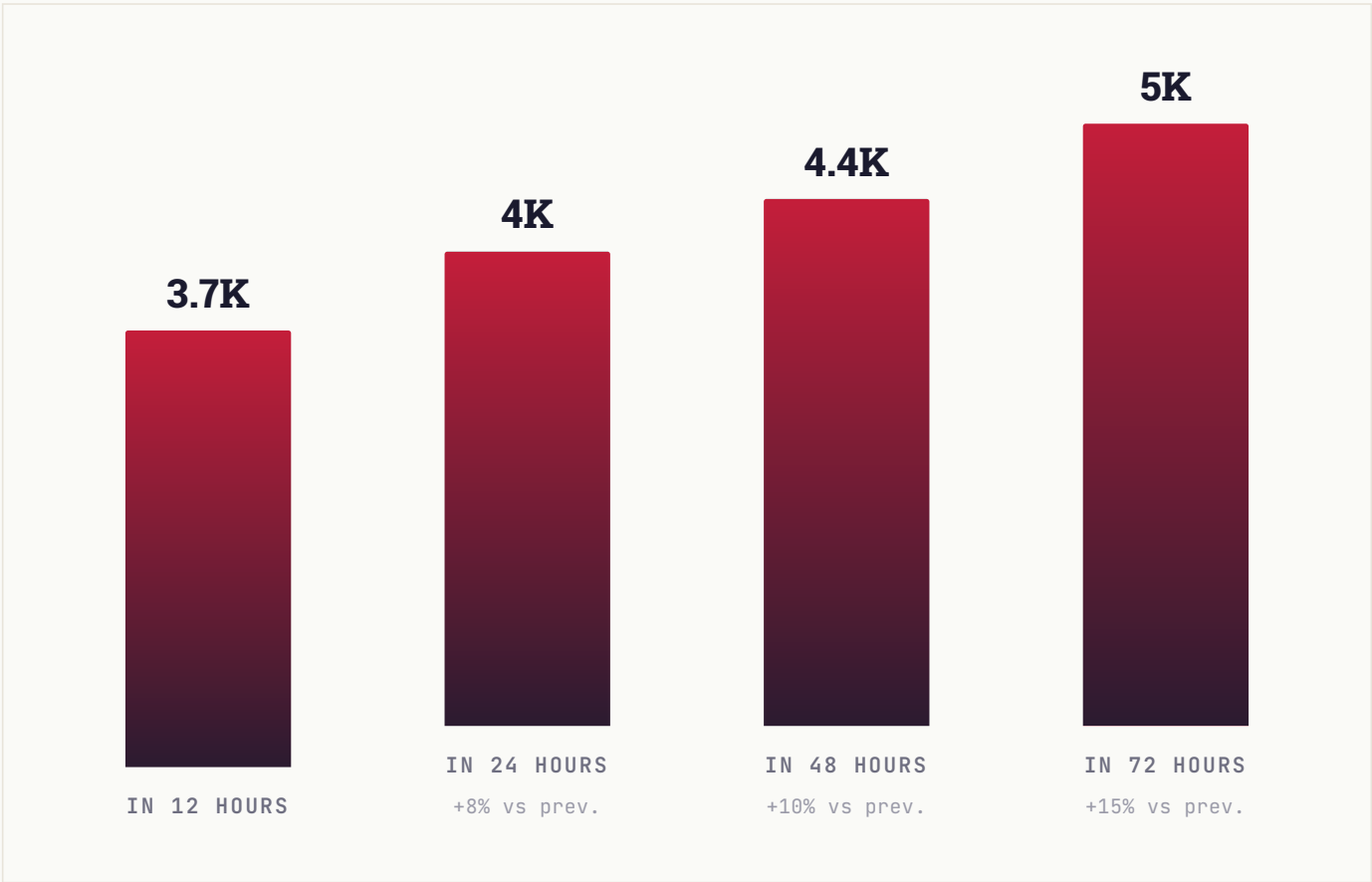
TOPICS OF MENTIONS



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad 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 — you can see its position among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okay	1.6M
ER Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
AVG Trending today	1M
TV Trend or leave	990K
DN Dasha's notes люди и смыслы YOU	37.1K

COMPARATIVE INSIGHT

Channel is still outside niche top 99 — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **210**, they brought **5 574** new subs.

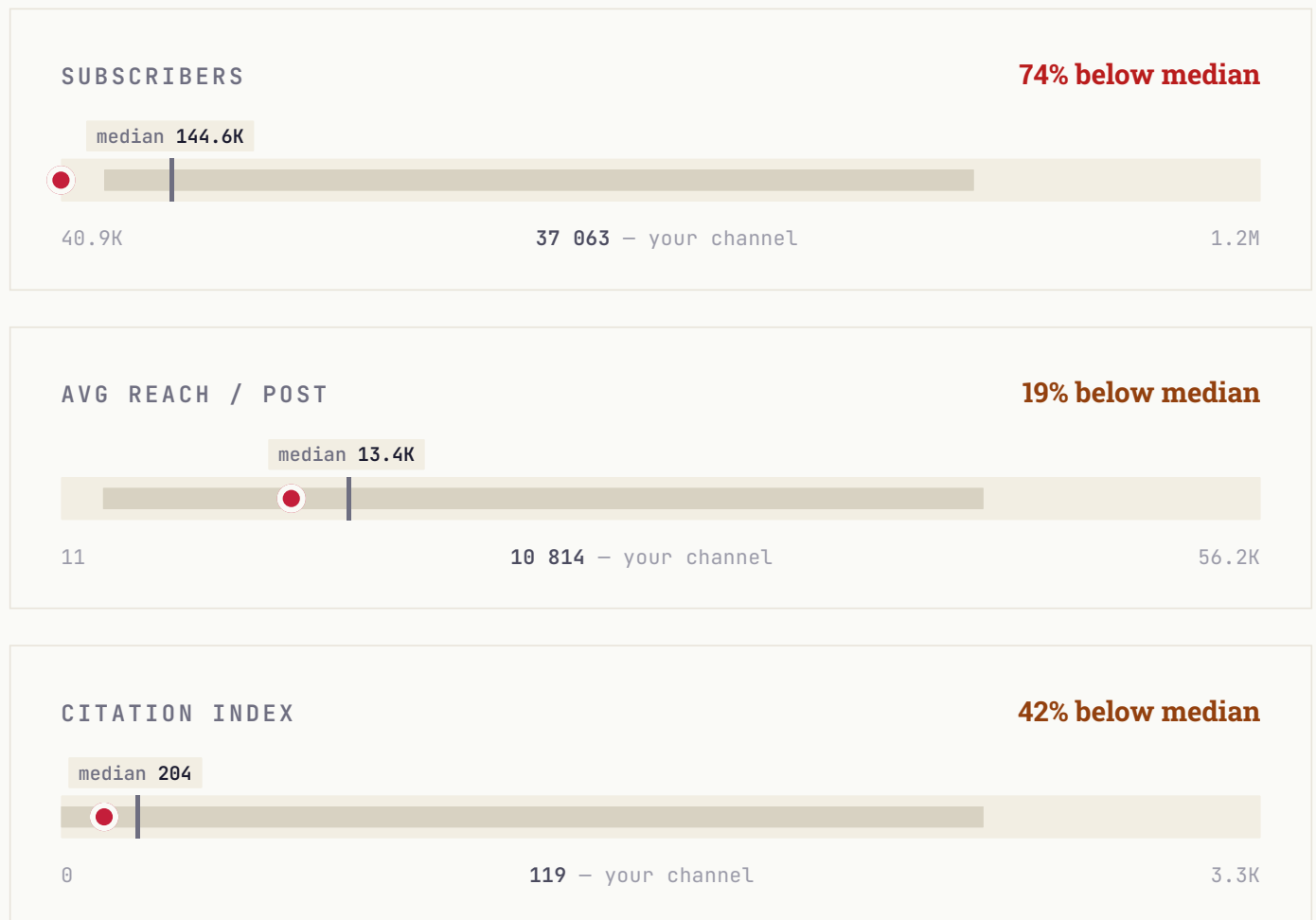
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	33	24	745
December 2025	30	26	351
November 2025	22	15	1 044
October 2025	40	28	421
September 2025	33	24	972
August 2025	52	47	2 041

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
210	6	5 574

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band: range where 80% of niche channels fall (p10-p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Post more often

Now 2.3 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Friday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

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

EFFECT

**Video retains
audience
better**

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 growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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