

PUBLIC REPORT PROMTPRESS

Channel audit

«Career» The Blueprint



@theblueprintcareer

The Blueprint's channel about career changes in creative industries.
For job postings: career@theblueprint.ru For ads:
adv@theblueprint.ru Registered with Roskomnadzor:...

SUBSCRIBERS

130 937

+3369 per month

ERR (% SEE POSTS)

11.0%

per day 7.3%

REACH/POST

13.8K

ad reach 9.4K/24h

— 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 Quotability

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Career» category

09 Strategy

5 priority actions

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 130 937 —	 SUBSCRIBER REACH 10.54% avg % subs see post	 VIEWS/POST 13.8K median 13.9K · 29 days	 POSTS/WEEK 42.3 for the period
 7D TREND +2.0% vs previous week	 REACTIONS/POST 51.4 9,098 reactions, 17,598 reposts, 289 comments total	 POST LENGTH 294 chars median 175 · 29 days	 POSTS ANALYZED 177 29 days
 AD REACH 9.4K 24h avg	 CHURN / MONTH +3369 last month	 QUOTABILITY 287 citation index · 1,023 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 23.10.2017

AI EDITOR SUMMARY

Channel «Career» The Blueprint — 130 937 subs. Each post averages 13.8K people (11% subs), reach is low — consider expanding audience. Publishes 42 posts/week (~6/day) — active posting. For the week of Jun 15–21, reach stable (+2.0% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 177 posts in 29 days.
- 02 Dominant format — Photo (173/177 posts).
- 03 Avg post length — 294 chars (median 175).
- 04 Peak audience activity — Sunday, 12:00 MSK.
- 05 Top posts drive the most 2× more views than the weakest (26.5K avg top vs 11.6K worst) — across 177 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº124.06 · 15:04 PHOTO Yandex is hiring a PR & Communications lead for Afisha and Plus. https://theblueprint.ru/l/dca6ehi #PRJob@theblueprintcareer	VIEWS	REACTIONS
	35 001	41
	REPOSTS	ER
	253	26.7%
Nº209.06 · 16:27 PHOTO Marie-Laure Sered named creative director of Chanel jewelry...	VIEWS	REACTIONS
	22 267	37
	REPOSTS	ER
	34	17.0%
Nº323.06 · 07:03 PHOTO Changed jobs? Got promoted? Or hiring? Tell the professional community via...	VIEWS	REACTIONS
	22 165	24
	REPOSTS	ER
	85	16.9%

Nº4

21.06 · 09:03

PHOTO

⚡

Sunnei founders Loris Messina and Simone Rizzo appointed new creative directors of Moschino, per WWD. They replaced...

VIEWS

21 792

REPOSTS

37

REACTIONS

35

ER

16.6%

Nº5

04.06 · 07:35

PHOTO

Elizaveta Fokina, who also heads the Tsaritsyno museum-reserve, became director of Gorky Park. Former director Elena Lupina...

VIEWS

20 560

REPOSTS

223

REACTIONS

100

ER

15.7%

|

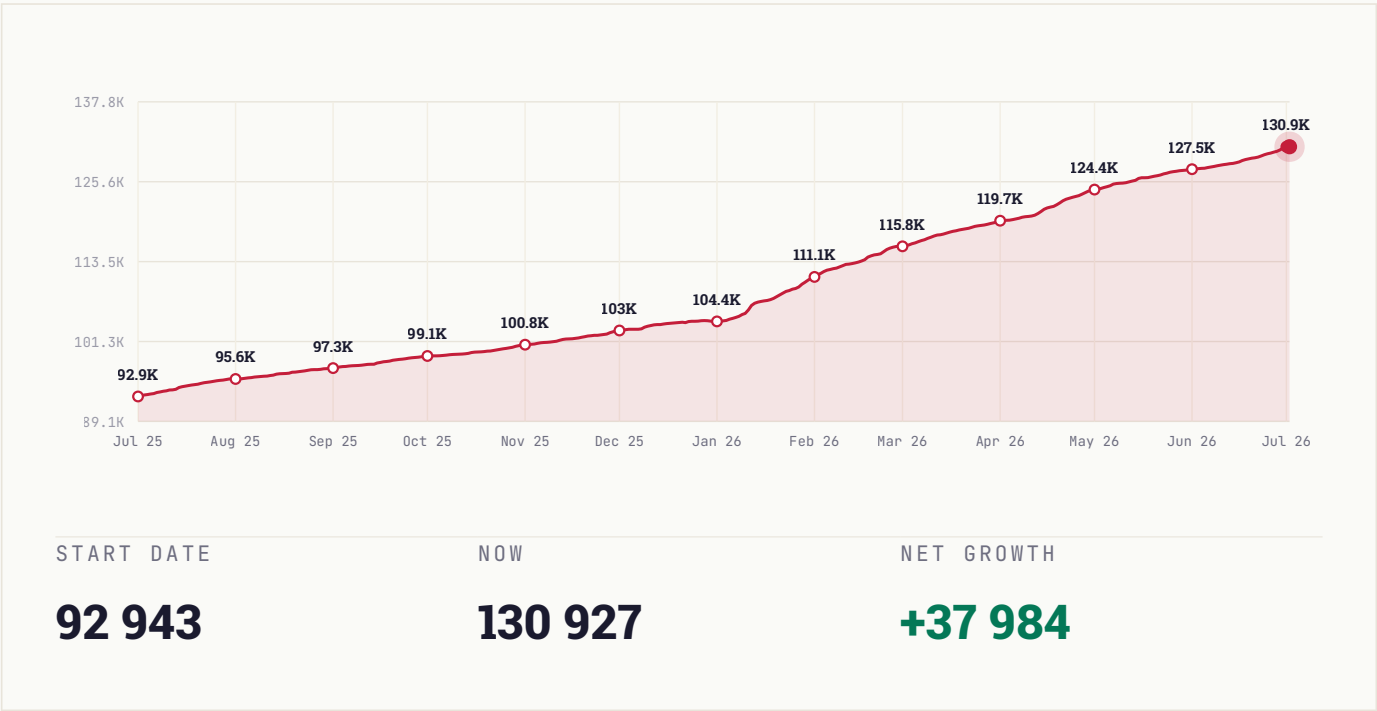
WORST 3

↓ 14.06 · 14:33 PHOTO Jonathan Anderson gave an interview to M Le magazine du Monde. French journalists caught the designer before his first show...	VIEWS 11 834 REPOSTS 30	REACTIONS 65 ER 9.0%
↓ 26.06 · 10:06 PHOTO Charity fund «Шеретарь» seeks...	VIEWS 11 802 REPOSTS 23	REACTIONS 16 ER 9.0%
↓ 26.06 · 15:05 PHOTO 2GIS seeks art director for ads...	VIEWS 11 100 REPOSTS 40	REACTIONS 9 ER 8.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

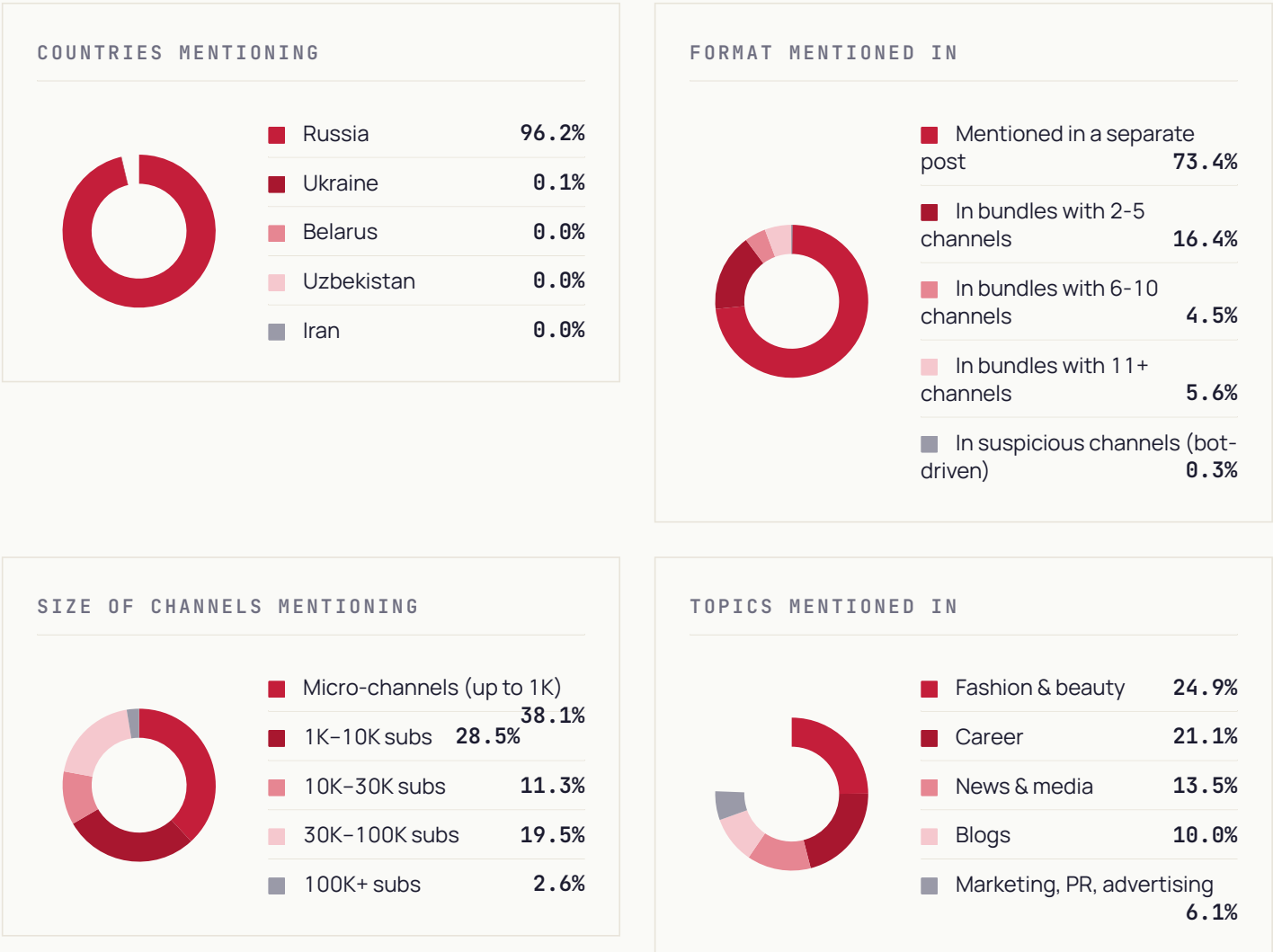
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

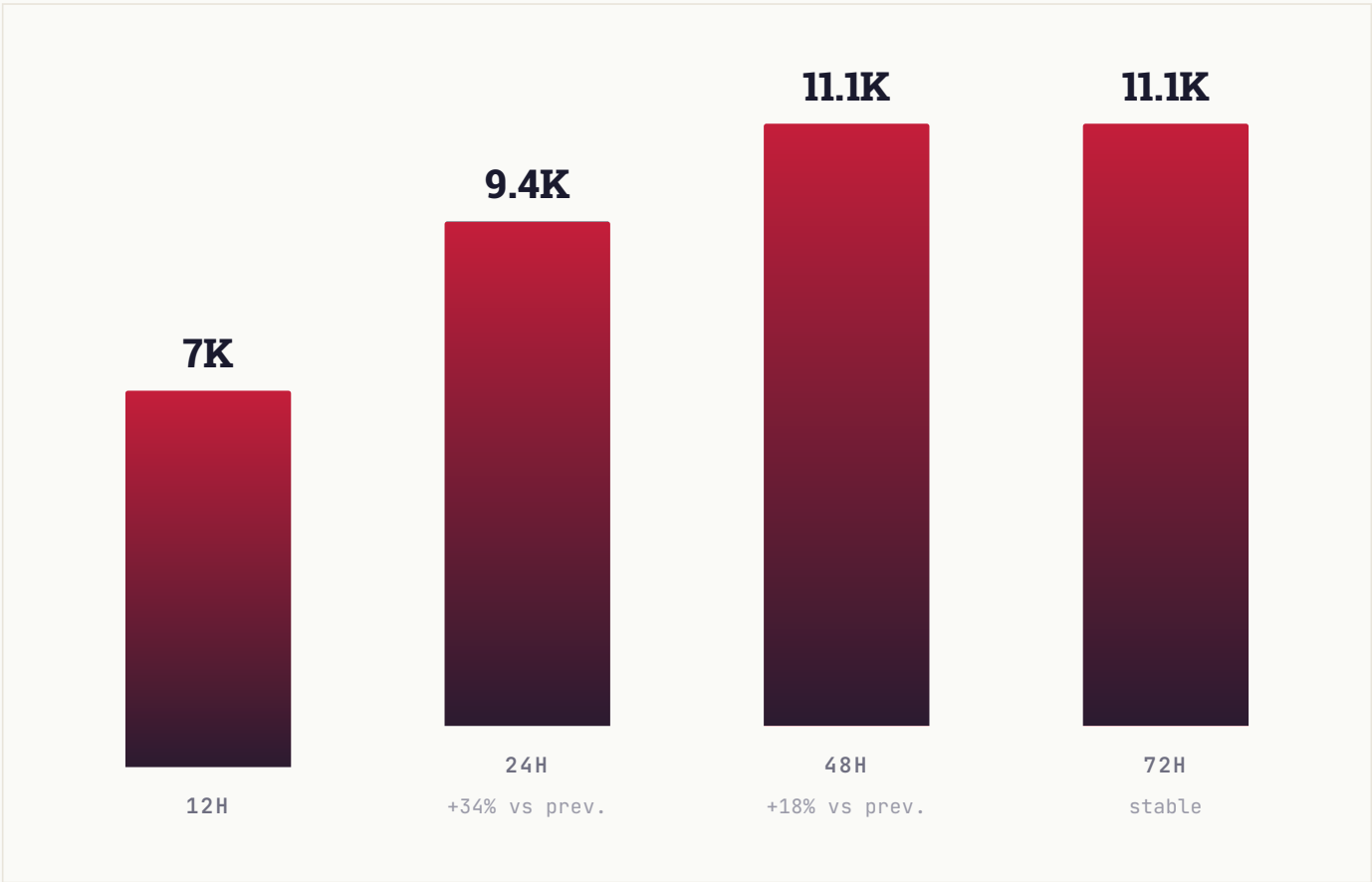
Citation index **287** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 023** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by 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 rank among niche peers.

CHANNEL	SUBSCRIBERS
UB Remote no experience - Freelance	797.9K
RM JOBS MOSCOW VACANCIES	511K
S SeoJob Earn online	436K
FP Finder.work: jobs & vacancies	280.5K
X• HOME • Remote work • Freelance	252.3K
F Freelance Relocation Remote Internships	246.6K
T TeleWork Freelance Remote work	226.2K
UM DREAM REMOTE - freelance / jobs	222.6K
FV FREELANCE. Jobs	221.5K
NU Remote work🏡	202.9K
«T» «Career» The Blueprint YOU	130.9K

COMPARATIVE CONCLUSION

Channel intop quartile of niche (#23 of 92). Leader — Remote no experience - Freelance (797.9K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **321**, they brought **15 498** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	68	35	6 551	
December 2025	51	31	1 654	
Nov 2025	49	28	2 119	
Oct 2025	73	33	1 729	
September 2025	52	32	1 833	
August 2025	28	19	1 612	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
321	6	15 498

SECTION 08 · NICHE COMPARISON

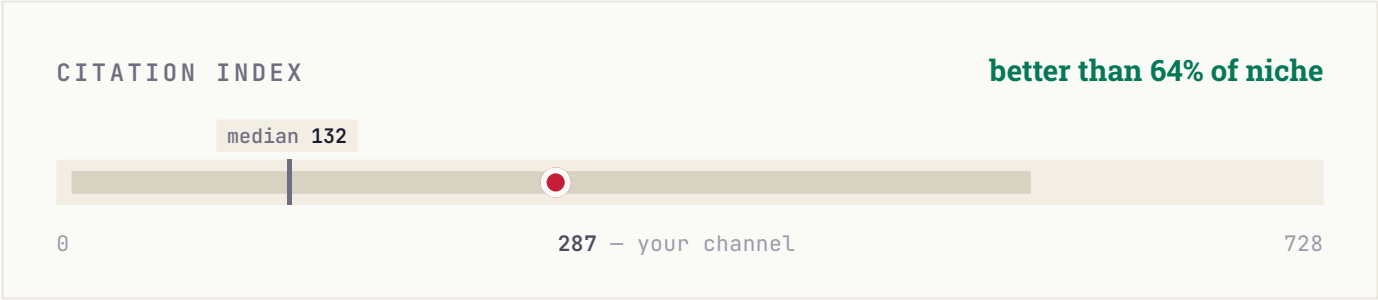
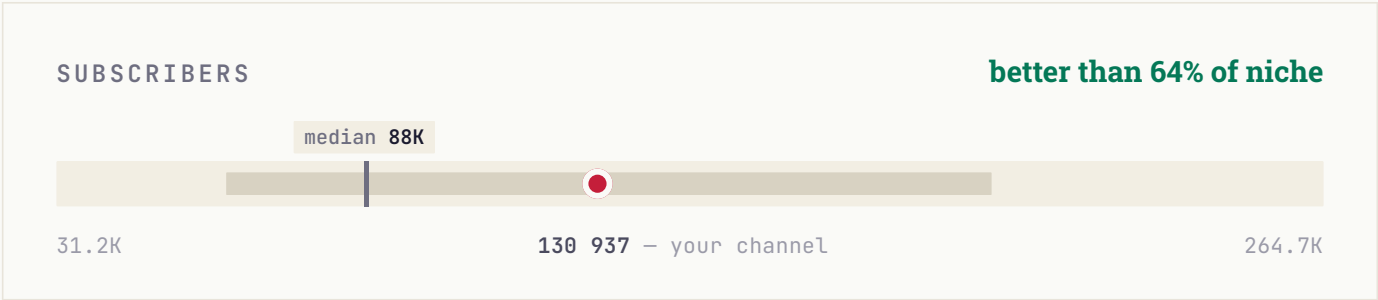
Where the channel ranks in its league

Took top-100 channels in category "Career» (Russia) and compared your channel against them. Gray band = range covering 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#23/100

RANK IN NICHE

Channel in top 23% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is algorithm-friendly. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. 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 same-segment channels. 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. Want 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
