

PUBLIC REPORT PROMTPRESS

Channel audit

VDHL - Jobs for good people



@vdhl_good

Jobs in Moscow and St. Petersburg in Media, Design, Creative, Marketing, Advertising and PR. RKN: <https://clck.ru/3G3DhJ> Post a JOB: <http://vdhl.ru/ostavit-vakansiyu> For ADS...

SUBSCRIBERS

75 757

+3553 per month

ERR (% SEE POSTS)

10.0%

per day 5.5%

REACH/POST

6.7K

ad reach 4.1K/24h

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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 75 757 —	 SUBSCRIBER REACH 8.87% avg % of subs see a post	 VIEWS/POST 6.7K median 6.9K · 29 days	 POSTS/WEEK 30.1 for the period
 7D TREND +3.7% vs previous week	 REACTIONS/POST 17.9 total 2,291 reactions, 5,180 reposts, 0 comments	 POST LENGTH 800 chars median 1000 · 29 days	 POSTS ANALYZED 128 29 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH +3553 last month	 QUOTABILITY 39 citation index · 331 channels mentioned ever	 CHANNEL AGE 8 years 5 months created 29.01.2018

AI EDITOR SUMMARY

Channel «VDHL - Jobs for good people» — 75 757 subs. Each post averages 6.7K people (9% of subs), reach is low — need to grow audience. Publishes 30 posts per week (~4/day) — active posting. Week of Jun 15–21 reach stable (+3.7% vs week of June 8–14).

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 **128** posts in 29 days.
- 02 Dominant format – **Photo** (93/128 posts).
- 03 Avg post length – **800** chars (median 1000).
- 04 Peak audience activity – **Thu**, 17:00 MSK.
- 05 Top posts get **2×** more views than the weakest (9.2K avg for top vs 5.9K for bottom) – across 128 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 14:15 PHOTO AI/SMM SPECIALIST/CONTENT PRODUCER at Aventuramania (remote). What you'll do: – Build content generation pipelines: from...	VIEWS 10 616 REPOSTS 50	REACTIONS 16 ER 14.0%
Nº2 11.06 · 13:32 PHOTO NIGHT SHIFT SUPERVISOR for camp ("Project GRANI"). "Project GRANI" is an alternative to a camp near Moscow for children and teenagers...	VIEWS 8 447 REPOSTS 32	REACTIONS 11 ER 11.2%
Nº3 18.06 · 16:47 PHOTO Two openings at NFP LAB video studio: ASSISTANT PRODUCER & SET ADMIN (freelance). NFP LAB - we're a friendly team...	VIEWS 8 398 REPOSTS 275	REACTIONS 32 ER 11.1%

Nº4 16.06 • 18:52 TEXT WARNING! Scammers are hacking job seekers' computers under the guise of interviews. They invite...	VIEWS 8 312 REPOSTS 85 REACTIONS 137 ER 11.0%
Nº5 05.06 • 14:53 PHOTO PROJECT MANAGER at Cosmopet. Cosmopet is the first company in Russia to produce food and treats for dogs and cats based on protein...	VIEWS 8 138 REPOSTS 75 REACTIONS 15 ER 10.7%

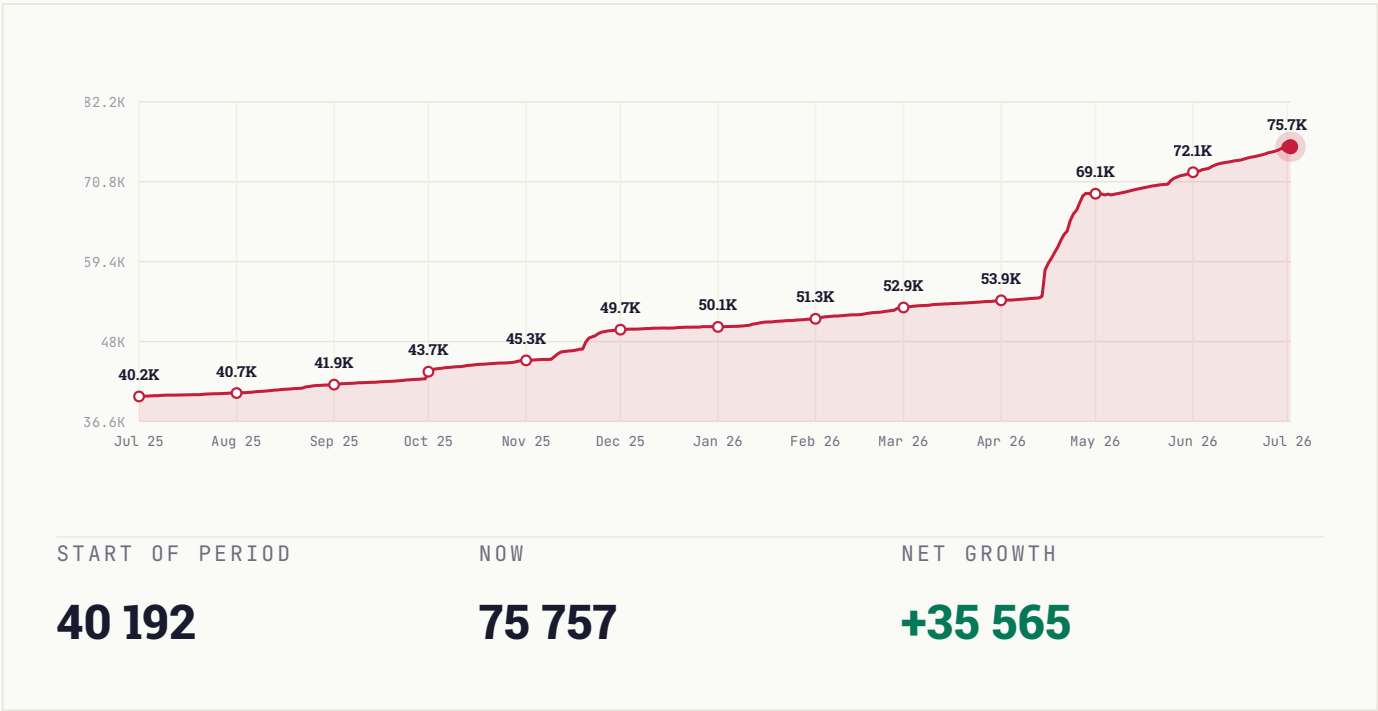
WORST 3

↓ 24.06 • 04:12 TEXT #QUOTE_OF_THE_DAY_VDHL Nothing is harder than fitting your life into one suitcase and your entire professional experience onto two pages of a resume.	VIEWS 5 984 REPOSTS 3 REACTIONS 44 ER 7.9%
↓ 23.06 • 08:38 PHOTO NGO JOB. SALES MANAGER (B2B/Sales Manager) at "Simple Things". Remote. "Simple Things" is a creative production where...	VIEWS 5 931 REPOSTS 16 REACTIONS 7 ER 7.8%
↓ 24.06 • 06:03 PHOTO Grazia magazine is looking for an ART DIRECTOR. Responsibilities: — develop the magazine's visual concept, define overall style, font policy...	VIEWS 5 785 REPOSTS 47 REACTIONS 9 ER 7.6%

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.

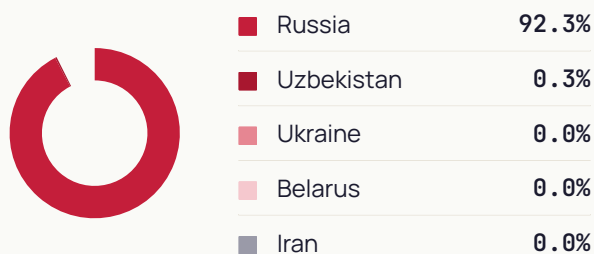


SECTION 04 • CITATIONS

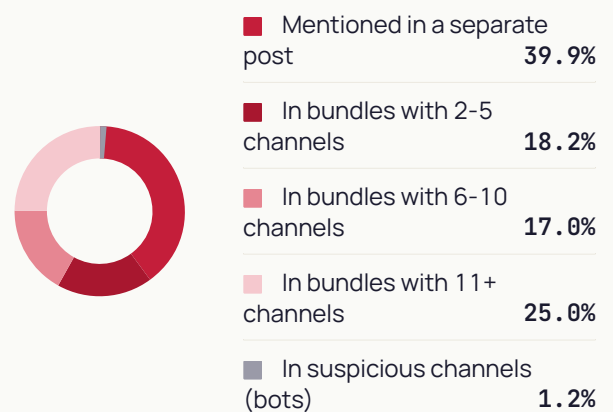
Who mentions the channel and how

Citation index **39** — 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 channel mentions: **331** different channels.

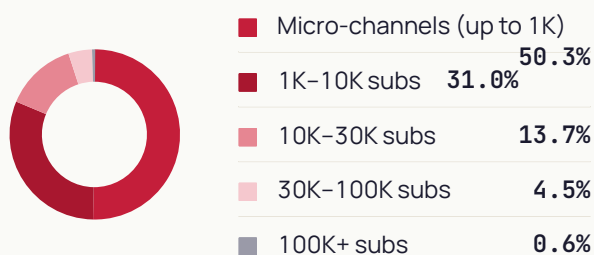
COUNTRIES MENTIONING



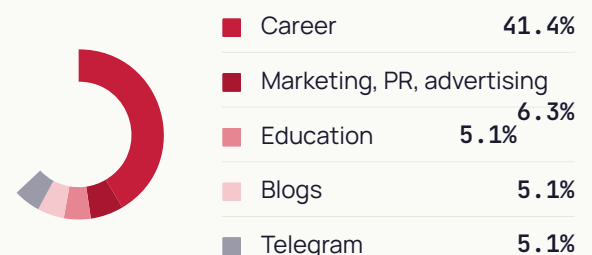
HOW THEY MENTION



SIZE OF CHANNELS MENTIONING



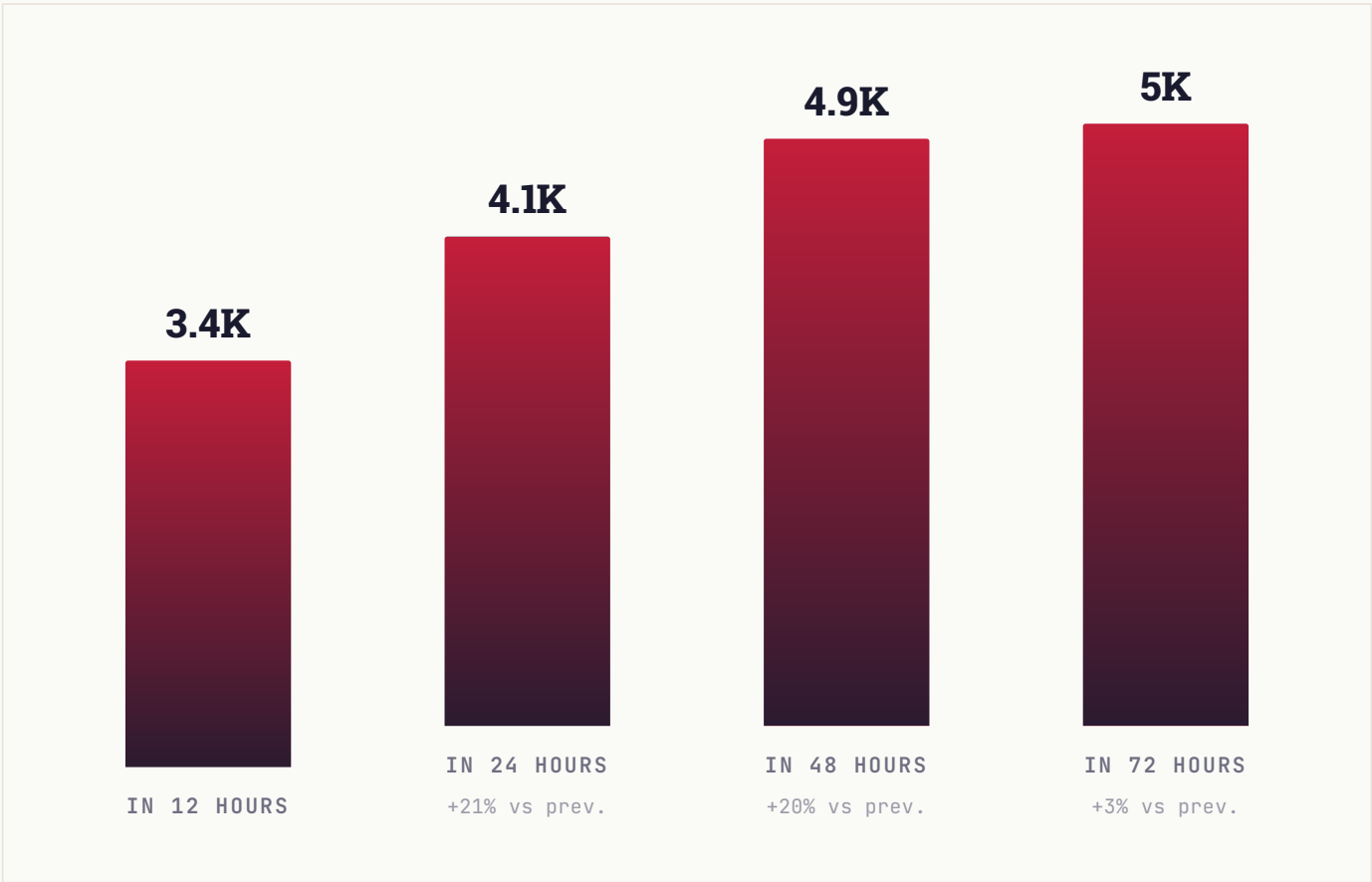
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
UB Remote no experience - Freelance	797.9K
PM JOBS MOSCOW VACANCIES	511K
S SeoJob Earn online	436K
FR Finder.work: jobs & vacancies	280.5K
H• HOME • Remote • Freelance	252.3K
F Freelance Relocation Remote Internships	246.6K
T TeleWork Freelance Remote jobs	226.2K
UM DREAM REMOTE - freelance / jobs	222.6K
FV FREELANCE. Jobs	221.5K
NU Remote🏠	202.9K
B- VDHL - Jobs for good people YOU	75.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#66 of 92). Niche median — 88.6K subs. First growth KPI — reach the median. Leader: Remote no experience - Freelance (797.9K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions **24**, they brought **10 613** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2	2	1 130
December 2025	6	6	520
November 2025	4	3	4 331
October 2025	2	2	2 600
September 2025	2	2	871
August 2025	8	8	1 161

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
24	6	10 613

— 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 covering 80% of niche channels (p10 to p90). Black vertical line — median. Red dot — your channel.

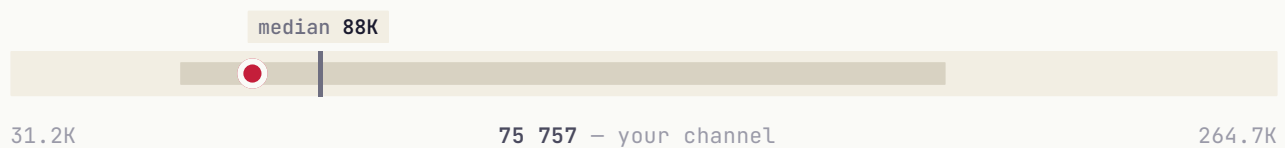
#66 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

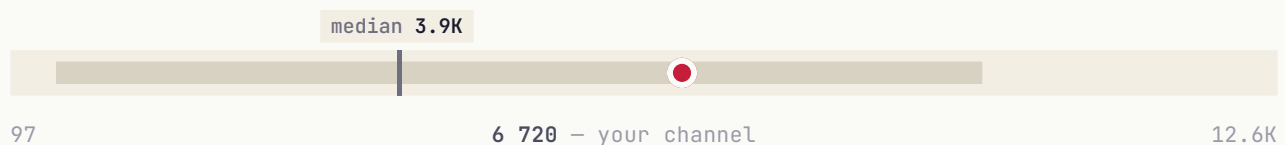
SUBSCRIBERS

14% below median



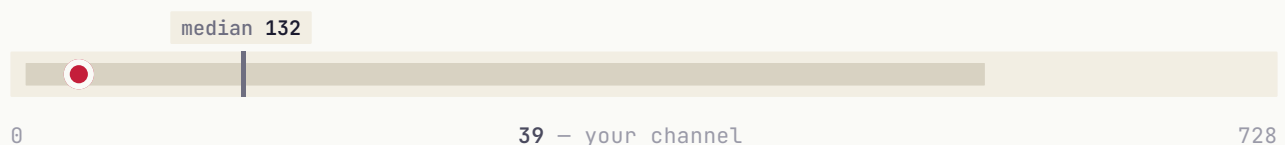
AVG REACH / POST

better than 69% of niche



CITATION INDEX

71% below median



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and come back to this report in a month.

01

Top post of the week — on Thursday

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

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need to do it every day — 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 more? 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