

PUBLIC REPORT BY PROMTPRESS

Channel audit

Jobs in digital & media



@workasap

Jobs for marketers, SMM, designers, editors, and everyone in digital & media. Post a job (1500₽) & other questions: @zubar89 Channel included in the RKN registry:...

SUBSCRIBERS

71 882

+1789 per month

ERR (% SEE POSTS)

7.0%

per day 2.9%

REACH/POST

4.6K

ad reach 2.1K/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 71 882 —	 SUBSCRIBER REACH 6.44% avg % subs see a post	 VIEWS/POST 4.6K median 4.7K · 28 days	 POSTS/WEEK 9.4 for the period
 7D TREND -3.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 957 chars median 1000 · 28 days	 POSTS ANALYZED 38 28 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +1789 last month	 QUOTE RATE 243 citation index · 326 channels mentioned it ever	 CHANNEL AGE 7 years 1 month created 17.05.2019

AI EDITOR SUMMARY

Channel «Jobs in Digital & Media» — 71 882 subs. Each post averages 4.6K people (6% from subs), reach is low — consider expanding audience. Publishes 9 posts per week (~1/day) — regular schedule. For week Jun 15–21, reach stable (-3.8% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts in 28 days.
- 02 Dominant format – **Text** (37/38 posts).
- 03 Avg post length – **957** chars (median 1000).
- 04 Peak audience activity – **Thu**, 16:00 MSK.
- 05 Top posts get **1x** more views than the weakest (5.9K avg for top vs 4.2K for worst) – among 38 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 13:37 TEXT Reels maker / Vertical video specialist TOPHOUSE – adult game studio, 3+ years on the international...	VIEWS	REACTIONS
	6 745	—
	REP.	ER
	42	9.4%
Nº2 11.06 · 12:37 TEXT AI/SMM specialist / Content producer Aventuramania – tour operator of custom travel. Now developing three areas: custom tours...	VIEWS	REACTIONS
	5 729	—
	REP.	ER
	25	8.0%
Nº3 18.06 · 09:37 TEXT Influence manager for video lecture app Introvert What to do: – find bloggers on social media via LabelUp and other tools; – ...	VIEWS	REACTIONS
	5 265	—
	REP.	ER
	63	7.3%

Nº4 05.06 • 11:23 TEXT Content creator (Chinese / mobile app) Shanghai-based team developing a Chinese learning app...	VIEWS 5 256 REP. 47 REACTIONS — ER 7.3%
Nº5 05.06 • 12:18 TEXT AI creator for TikTok Shop High Sky – tech startup at the intersection of AI/ML and highload, launching a platform for automating social media promotion...	VIEWS 5 208 REP. 33 REACTIONS — ER 7.2%

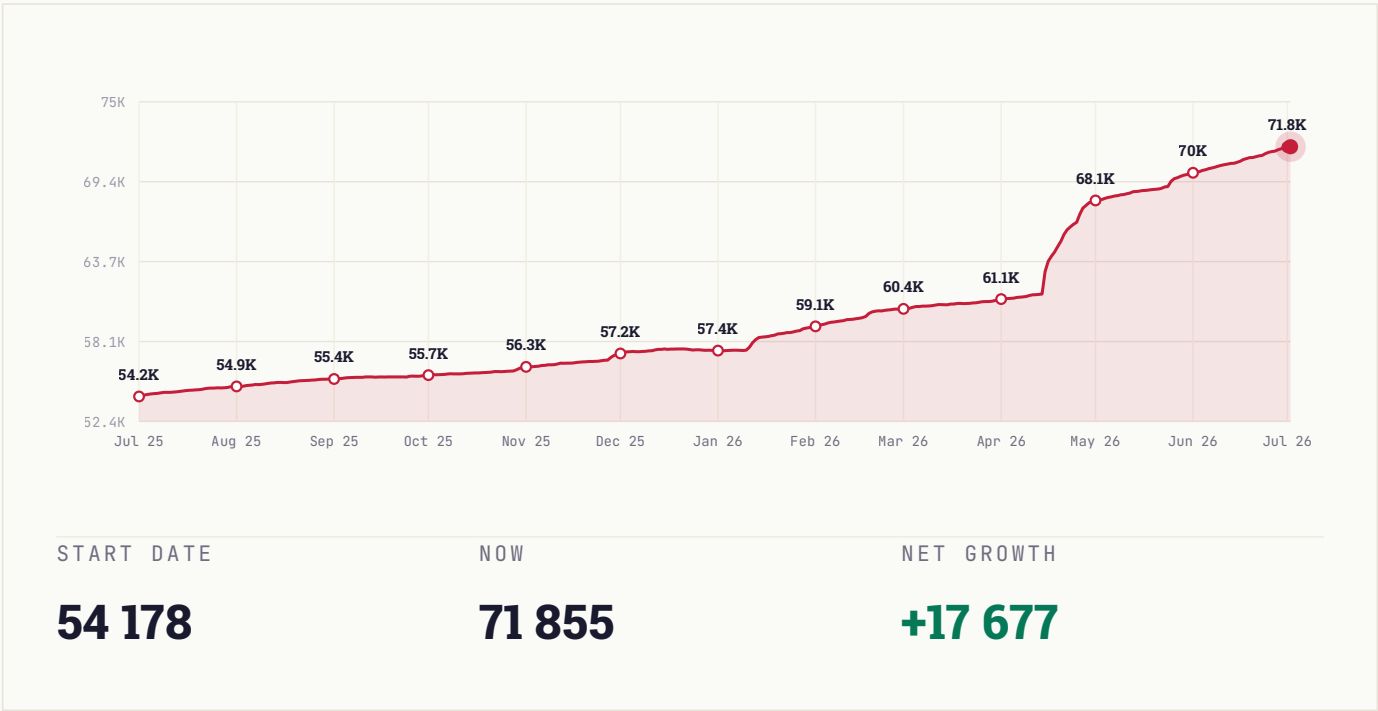
WORST 3

↓ 22.06 • 08:32 TEXT Revenue Manager / Pricing Manager What to do: – analyze occupancy and market demand; – manage dynamic...	VIEWS 4 261 REP. 5 REACTIONS — ER 5.9%
↓ 25.06 • 15:16 TEXT Creator / SMM manager for interior design studio hot walls What to do: – develop SMM strategy with the marketing team; –...	VIEWS 4 237 REP. 20 REACTIONS — ER 5.9%
↓ 26.06 • 10:17 TEXT Content producer / editor for a Telegram expert project What to do: – daily monitor expert content in Telegram and be...	VIEWS 4 228 REP. 40 REACTIONS — ER 5.9%

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 grew and which it lost subs.

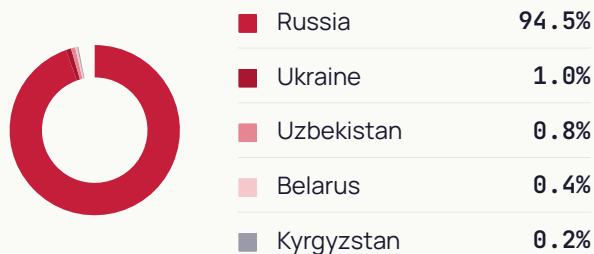


— SECTION 04 · MENTIONS

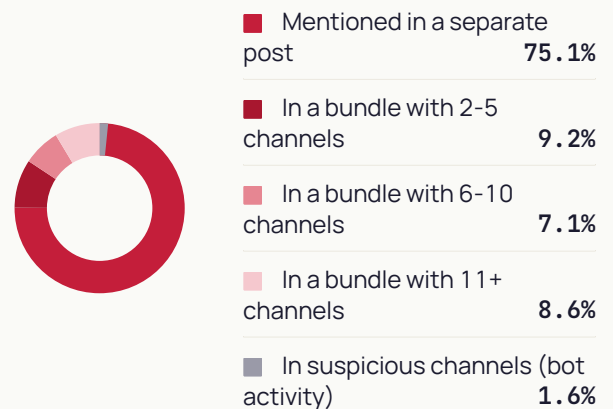
Who mentions the channel and how

Citation index **243** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from one with 1K. All time channel mentioned **326** different channels.

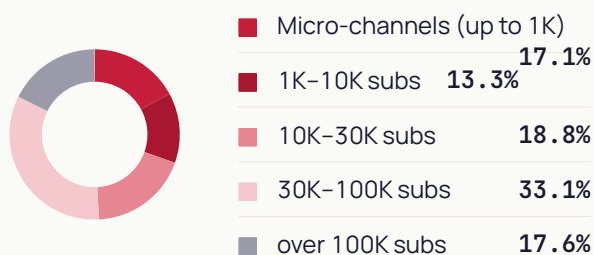
COUNTRIES MENTIONING



FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



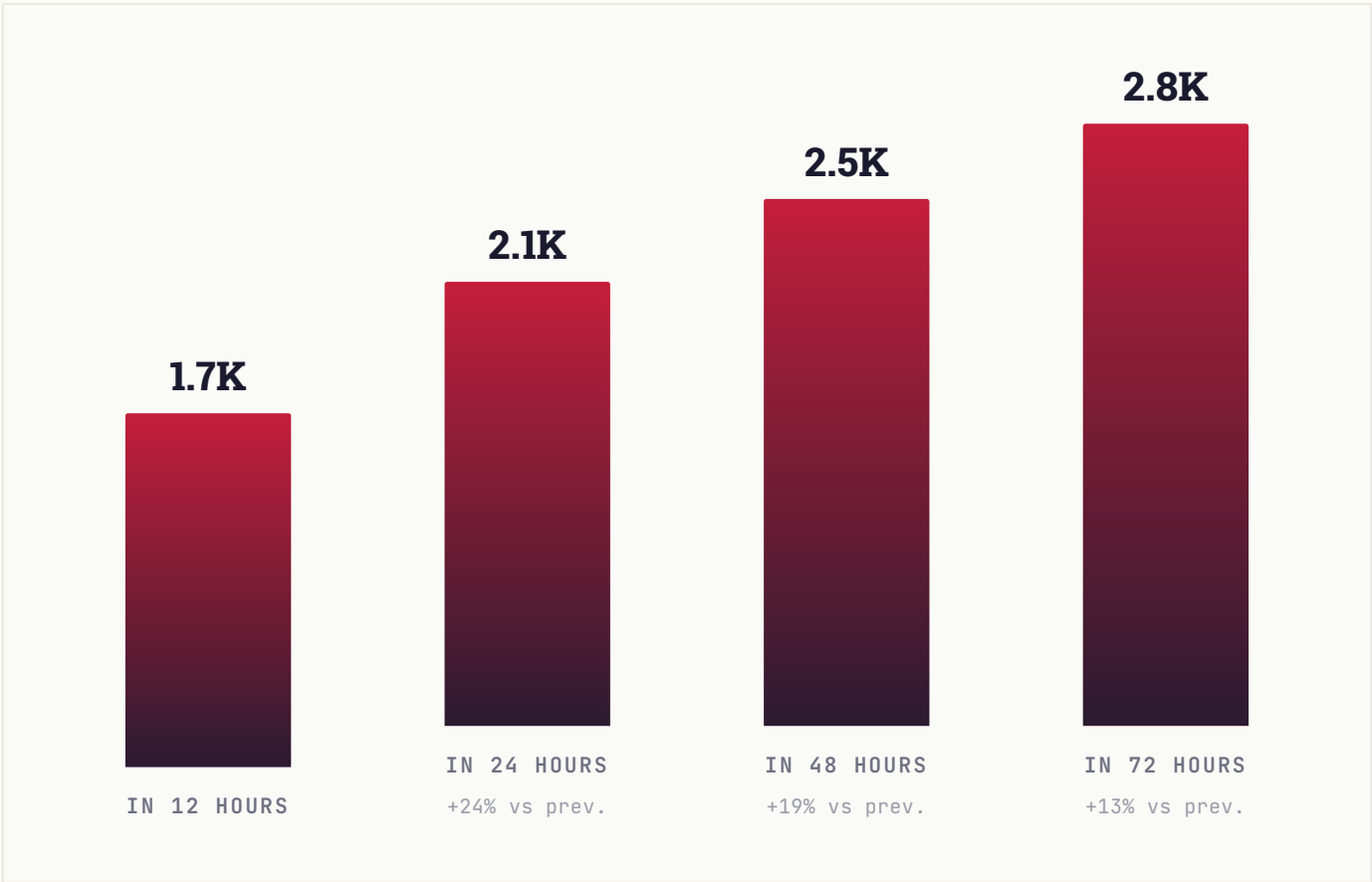
TOPICS MENTIONED



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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
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 work 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
RV Jobs in digital & media YOU	71.9K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#71 of 92). Niche median — 88.6K subs. First growth KPI — reach median. Leader: Remote no experience - Freelance (797.9K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **14**, they brought **4 558** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
Jan 2026	3	3	1 684	
December 2025	2	2	470	
Nov 2025	6	3	964	
Oct 2025	1	1	548	
September 2025	0	0	337	
August 2025	2	2	555	

TOTAL MENTIONS	MONTHS IN DATA	SUBS ATTRACTED
14	6	4 558

— SECTION 08 • NICHE COMPARISON

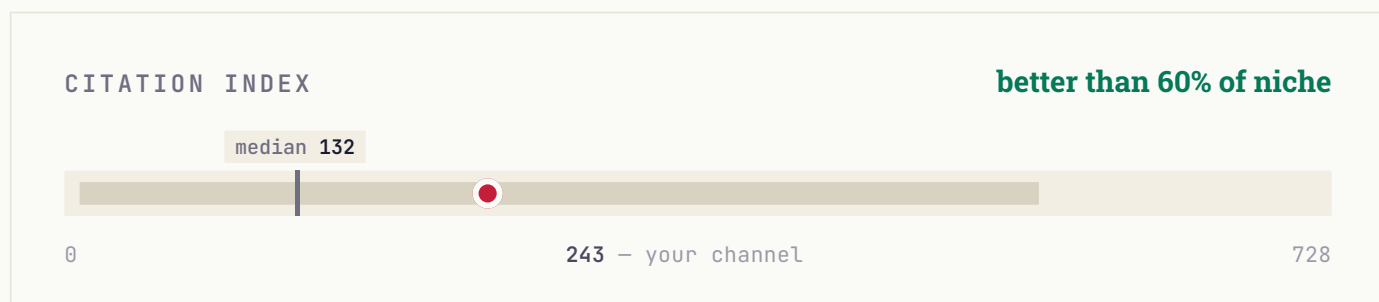
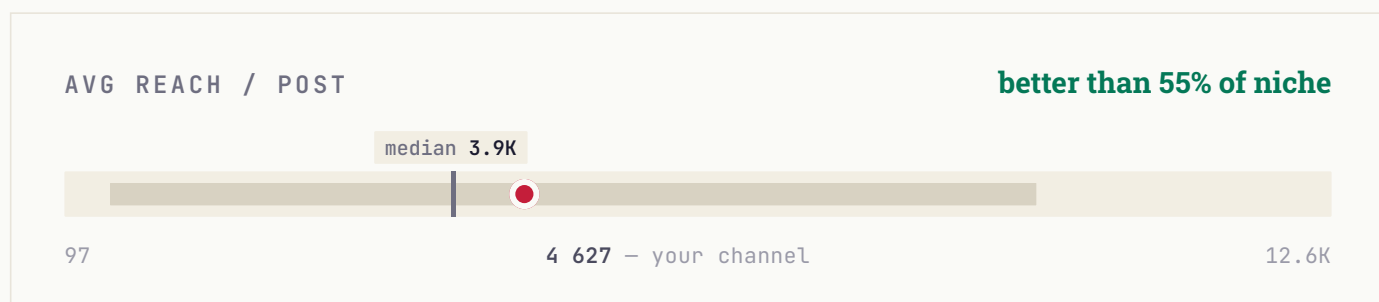
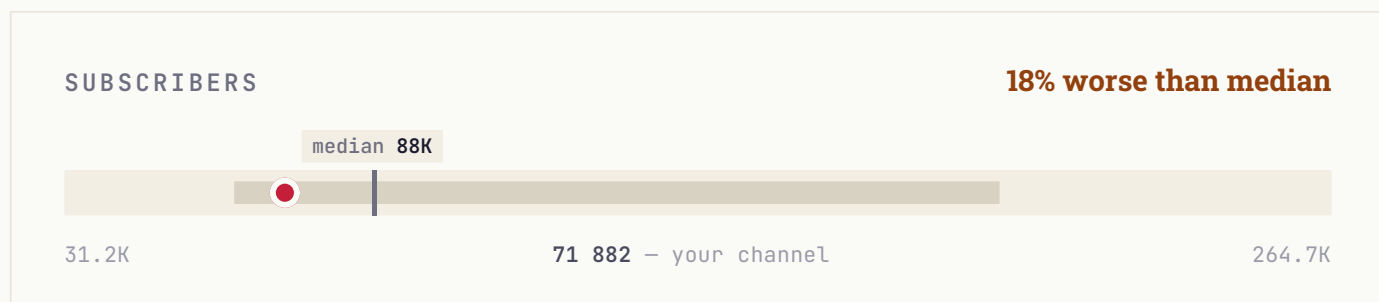
Where the channel stands in its league

Took top-100 channels in category «Career» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#71/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Thursday
Audience is most active on this day at 16:00 MSK. | EFFECT
Best time for key posts |
| 02 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. We recommend a share of 15-25%. | EFFECT
Video retains audience better |
| 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% to ER. One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs bring relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on 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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