

PROMTPRESS PUBLIC REPORT

Channel audit

IT Вакансии Kazakhstan



@workitkz

This is not headhunter (.hh.kz), this is #workITkz! Only jobs with salary listed. Job discussions at <https://t.me/itmankz/29634> How to post and rules...

SUBSCRIBERS

33 312

+700 per month

ERR (% SEE POSTS)

33.0%

Daily **17.7%**

REACH / POST

10.6K

Ad reach **5.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 33 312 -	 SUBSCRIBER REACH 31.92% Avg % subs see post	 VIEWS / POST 10.6K Median 11K · 29 days	 POSTS / WEEK 17.2 Period
 7D TREND -8.8% vs previous week	 REACTIONS / POST 7.2 516 reactions, 3,409 reposts, 0 comments	 POST LENGTH 947 chars. Median 1,000 · 29 days	 POSTS ANALYZED 72 29 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH +700 Last month	 CITATION RATE 3 Citation index · 46 channels mentioned all time	 CHANNEL AGE 6 years 10 months Created 28.08.2019

AI EDITOR SUMMARY

Channel «IT Вакансии Kazakhstan» – 33 312 subs. Each post avg views 10.6K people (32% From subs), good reach. Publishes 17 posts/week (~2/day) – regular. Week Jun 15–21 reach dropped -8.8% Week of Jun 8–14 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 72 posts in 29 days.
- 02 Dominant format – Text (71/72 posts).
- 03 Avg post length – 947 chars (median 1,000).
- 04 Audience peak – Friday, 09:00 ALMT.
- 05 Strongest posts get 1x More views than weakest (14.2K avg top vs 9.5K worst) – among 72 posts in 29 days. Analyze top’s common traits: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 12:29 TEXT #вакансия #астана #оффлайн #workITkz #php, #fullstack Position: Full-Stack Developer Company: LLP "Ertumar" https://oqylyq.kz/ City...	VIEWS 14 422 REP. 34	REACTIONS 10 ER 43.3%
Nº2 05.06 · 04:29 TEXT #вакансия #астана #оффлайн #workITkz #uiux Position: Frontend Developer Company: JSC "Center of Electronic Finance" ecc.kz/ru City...	VIEWS 14 322 REP. 55	REACTIONS 5 ER 43.0%
Nº3 19.06 · 09:29 TEXT #вакансия #астана #удаленка #workITkz #qa Position: QA Engineer Company: LLP "Digital Alliance" https://dugal.kz/ City...	VIEWS 13 780 REP. 171	REACTIONS 15 ER 41.4%

Nº4 12.06 · 04:29 TEXT #вакансия #астана #оффлайн #workITkz #1c Position: 1C Developer Company: Engineering and Technical Center of the Presidential Administration of the RK...	VIEWS 13 592 REP. 44	REACTIONS 8 ER 40.8%
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Nº5 04.06 · 10:29 TEXT Job #astana #offline #workITkz #python, #backend Position: Python Middle/Senior Developer Company: Digital Silk Road...	VIEWS 13 572 REP. 57	REACTIONS 16 ER 40.7%
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WORST 3

↓ 16.06 · 09:29 TEXT #вакансия #астана #оффлайн #workITkz #аналитик Position: Lead Analyst Company: JSC "Center of Electronic...	VIEWS 9 621 REP. 40	REACTIONS — ER 28.9%
↓ 16.06 · 10:29 TEXT #вакансия #астана #гибрид #workITkz #backend Position: Lead Backend Developer Company: JSC "Center of Electronic...	VIEWS 9 502 REP. 44	REACTIONS 2 ER 28.5%
↓ 23.06 · 09:28 TEXT #вакансия #астана #оффлайн #workITkz #helpdesk Position: Technical Support Engineer Company: Tandem...	VIEWS 9 451 REP. 25	REACTIONS 10 ER 28.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

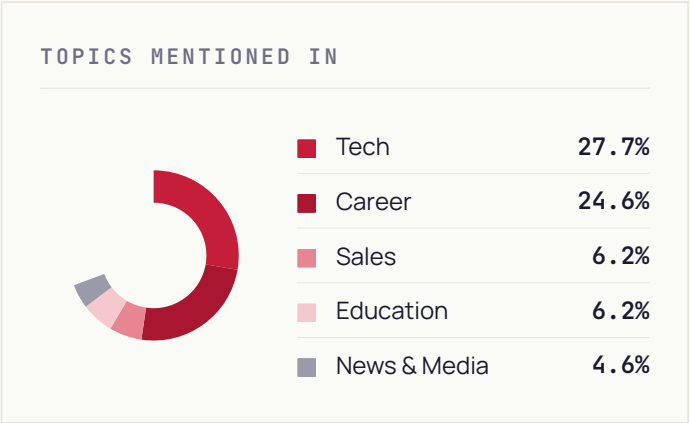
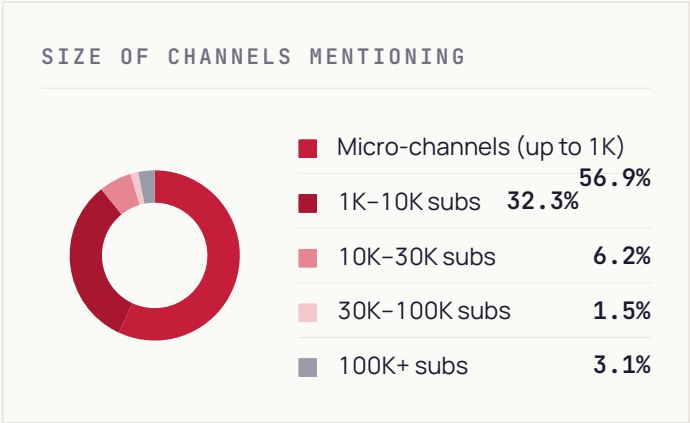
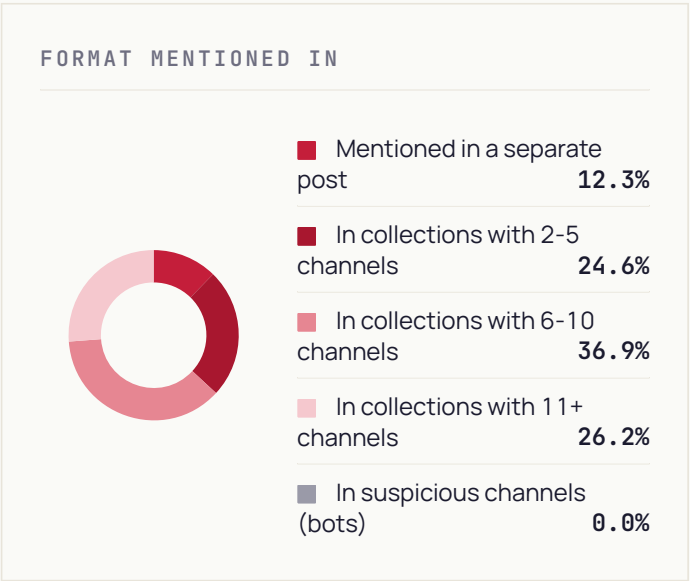
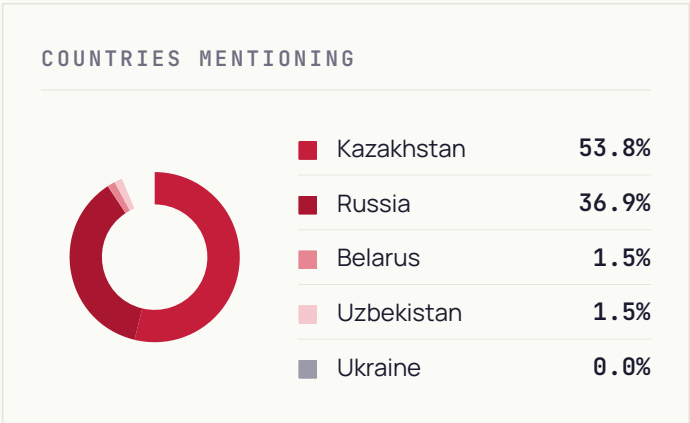
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

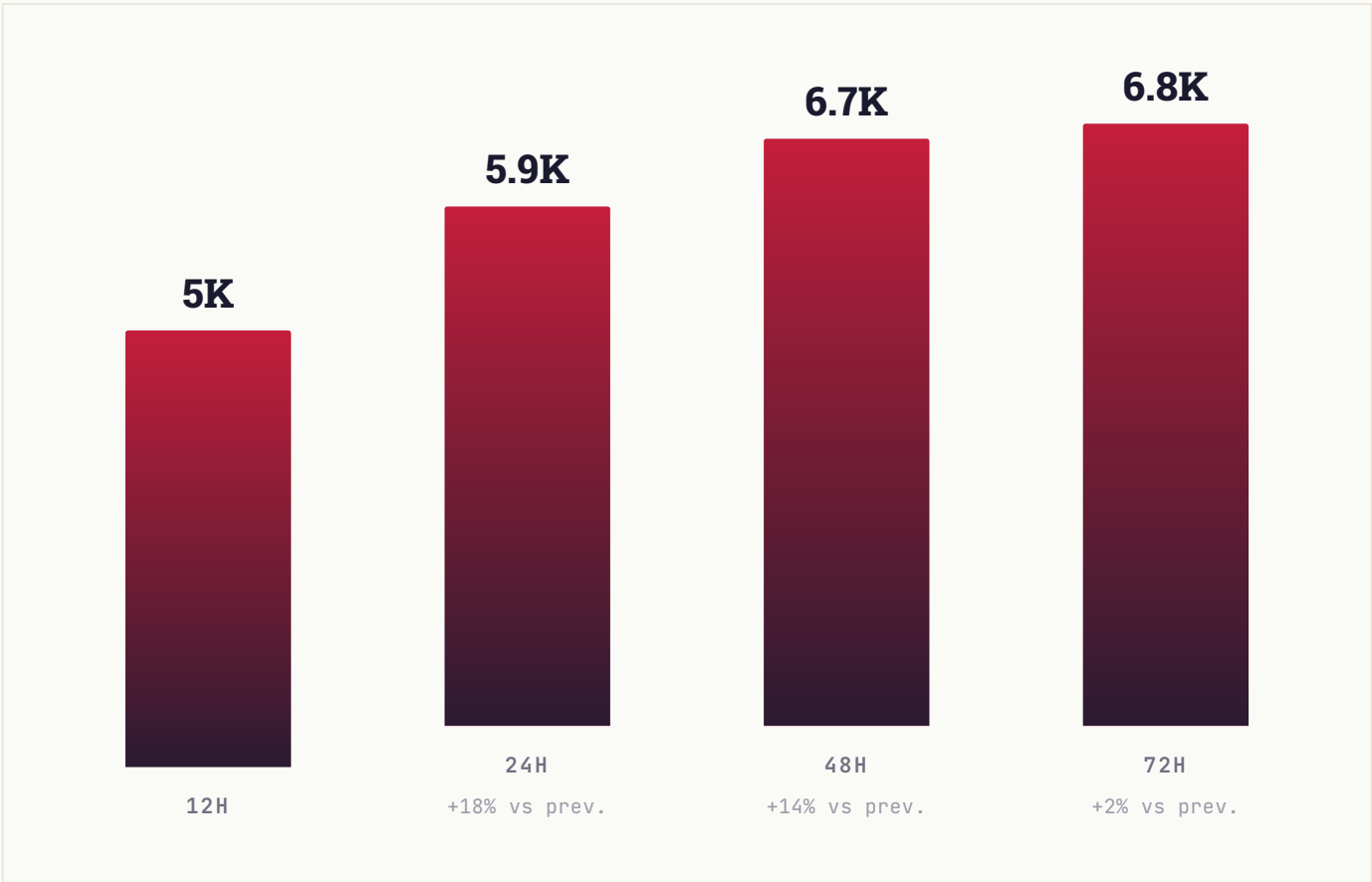
Citation index **3** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **46** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
SJ SYNYP ZHET. KR. KL. RUK. RK	50K
YAV Almaty Job Fair Jobs Almaty	40.6K
JB JobKZ: вакансии / работа в Kazakhstane	34.5K
IB IT Вакансии Kazakhstan YOU	33.3K
DK Dev KZ Vacancy	23.7K
ER Jobs in Astana Work Astana Vacancies	23.2K
ER Jobs in Astana Жұмыс	18.4K
ER Jobs in Uralsk - Жұмыс Оралда	18.2K
KC KAZAKHSTAN CASTING CLUB модели и актеры	18.2K
BK Bloggers of Kazakhstan ugc & microbloggers	18.1K
ER Jobs in Astana	15.7K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#4 of 90). Strong position. Niche leader — SYNYP ZHET. KR. KL. RUK. RK (50K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** Such mentions were **4**, they brought **3 739** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	705
December 2025	0	0	379
November 2025	1	1	551
October 2025	0	0	553
September 2025	1	1	635
August 2025	2	2	916

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
4	6	3 739

SECTION 08 · NICHE COMPARISON

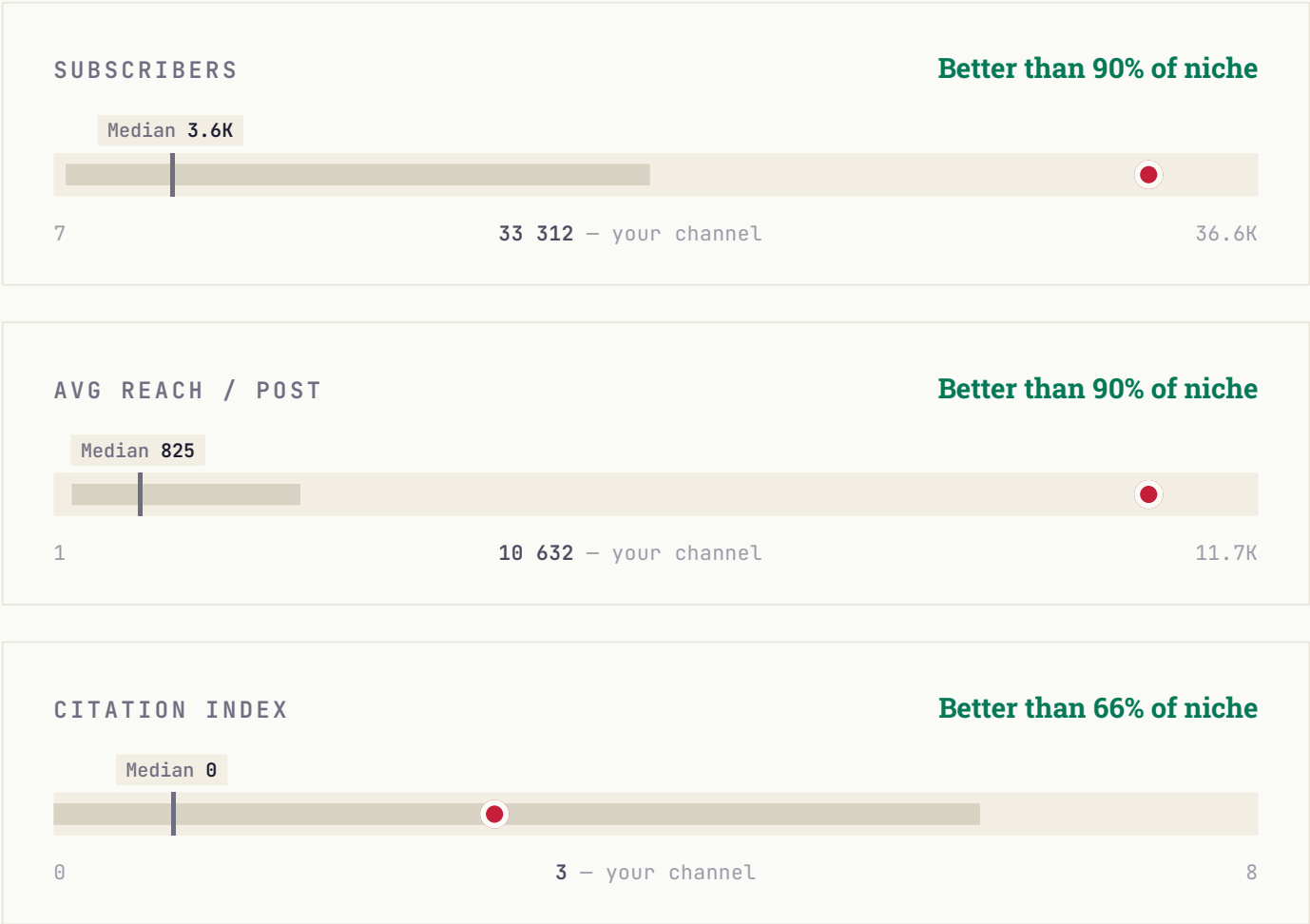
Where the channel stands in its league

Took top-91 Channels in category "Career» and saw how the channel looks against them. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#4/91

RANK IN NICHE

Channel in top 4% career



— 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 Friday

Audience is most active on this day at 09:00 ALMT.

EFFECT

Best time for an important post
- 02

Increase share of video posts

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

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

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from 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