

PUBLIC REPORT BY PROMTPRESS

Channel audit

WORK ON



@workk_on

Subscribe to stay updated on the latest project vacancies Paid posting of resumes/vacancies - @workkonbot Collaboration and advertising - @udasty Our other channels - @workk_onagency

SUBSCRIBERS

80 598

-377 per month

ERR (% SEE POSTS)

7.0%

in 24 hrs **5.1%**

REACH/POST

5K

ad reach **4.1K/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 Quote 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

Position in «Career» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 80 598 —	 SUBS REACH 6.17% avg % subs see post	 VIEWS/POST 5K median 4.9K · 29 days	 POSTS/WEEK 35.2 for the period
 7D TREND -10.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 416 chars. median 388 · 29 days	 POSTS ANALYZED 150 29 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH -377 last month	 QUOTE RATE 11 citation index · 164 channels mentioned ever	 CHANNEL AGE 5 years 9 months created 10.09.2020

AI EDITOR SUMMARY

Channel «WORK ON» — 80 598 subs. Each post avg views 5K people (6% of subs), reach low — expand audience. Publishes 35 posts/week (~5/day) — active. Week 15–21 Jun reach dropped -10.0% to week 8–14 Jun — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 150 posts in 29 days.
- 02 Dominant format – Text (135/150 posts).
- 03 Avg post length – 416 chars (median 388).
- 04 Peak audience activity – Saturday, 11:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (6.5K avg for top vs 4.5K for worst) – among 150 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 15:15 TEXT Reel maker / Video editor Task: Edit Reel videos per ready scripts Requirements: Experience in editing Reels / short vertical...	VIEWS 6 696 REPOSTS 26	REACTIONS — ER 8.3%
Nº2 11.06 · 13:38 TEXT Online assistant Task: Perform simple actions on websites via online services per instructions Requirements: Age 18+, Russian citizenship...	VIEWS 6 417 REPOSTS 19	REACTIONS — ER 8.0%
Nº3 13.06 · 08:10 PHOTO Content Specialist We're looking for someone who loves working with texts, content, and modern social media...	VIEWS 6 264 REPOSTS 38	REACTIONS — ER 7.8%

Nº4 05.06 • 14:15 TEXT Reel/Short editor Task: Edit reel/short videos for a real estate expert in reference style Terms: 200-250 videos...	VIEWS 6 226 REACTIONS — REPOSTS 26 ER 7.7%
Nº5 08.06 • 09:15 TEXT Canva designer Task: Create Instagram carousels in Canva from provided materials and ideas Requirements: Proficient in...	VIEWS 6 156 REACTIONS — REPOSTS 22 ER 7.6%

| WORST 3

↓ 16.06 • 08:03 TEXT Presentation designer Task: Design proposals and presentations for clients Requirements: PowerPoint, Google Slides or...	VIEWS 4 497 REACTIONS — REPOSTS 15 ER 5.6%
↓ 29.06 • 08:15 TEXT Editor / Reel maker Task: Edit ready reels from raw material per brief or by example Requirements: Proficient...	VIEWS 4 477 REACTIONS — REPOSTS 24 ER 5.6%
↓ 29.06 • 09:15 TEXT Psychologist's assistant Task: Manual mailings and database collection per criteria Requirements: Female, responsible...	VIEWS 4 414 REACTIONS — REPOSTS 7 ER 5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.

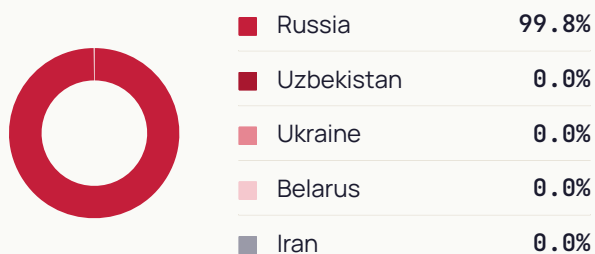


— SECTION 04 • CITATIONS

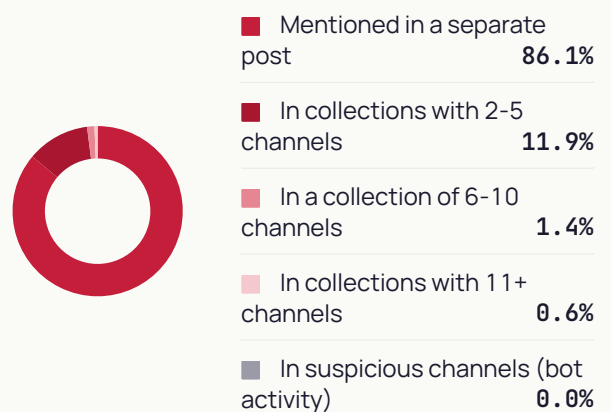
Who mentions the channel and how

Citation index **11** — 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 was mentioned **164** different channels.

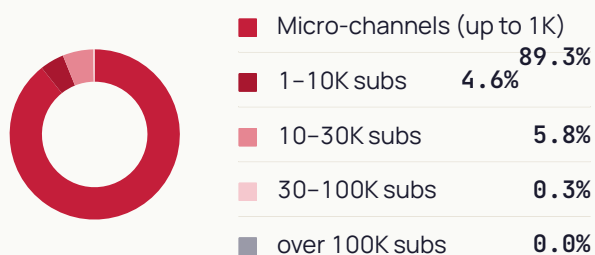
COUNTRIES MENTIONING



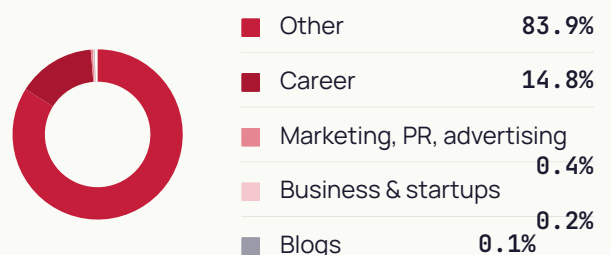
WHICH FORMAT MENTIONS



SIZE OF CHANNELS MENTIONING



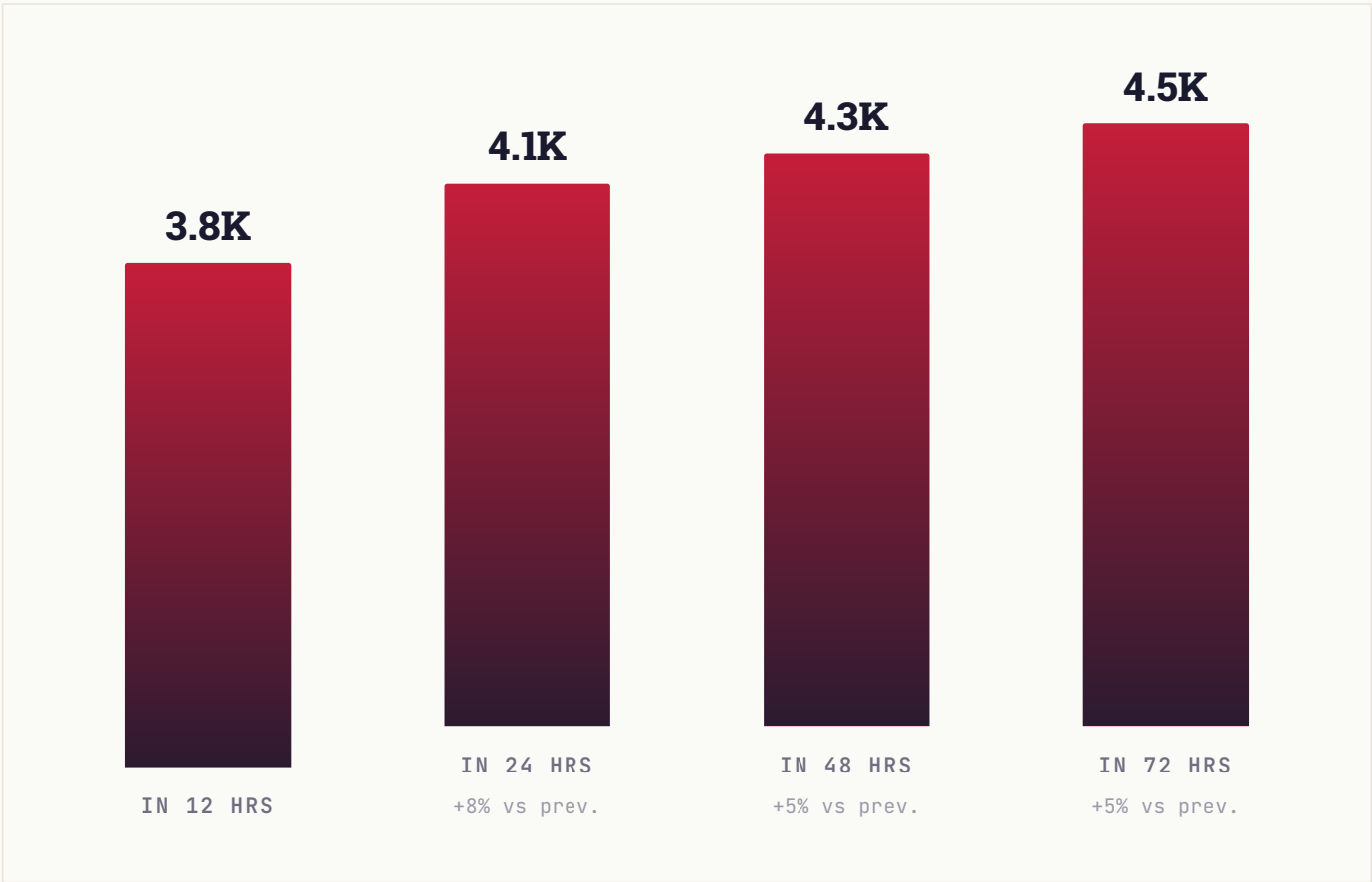
WHICH TOPICS MENTION



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 — you can 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
FP Finder.work: jobs & vacancies	280.5K
H• 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
WO WORK ON YOU	80.6K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#58 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **92**, they brought **16 937** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	3 567
December 2025	0	0	890
November 2025	14	1	3 211
October 2025	61	28	8 563
September 2025	0	0	411
August 2025	17	1	295

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
92	6	16 937

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

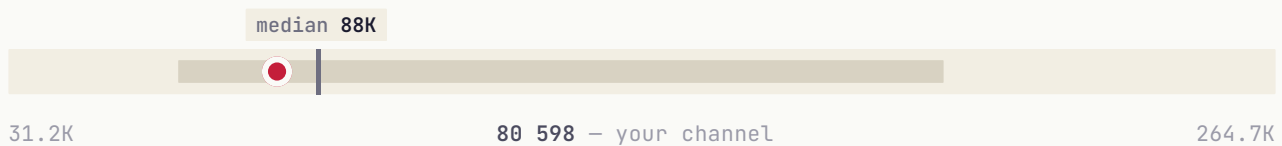
Took top-100 channels in category «Career» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#58 /100

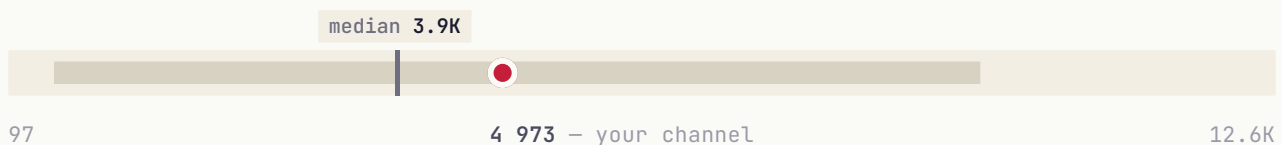
POSITION IN NICHE

Channel in the bottom half of the ranking

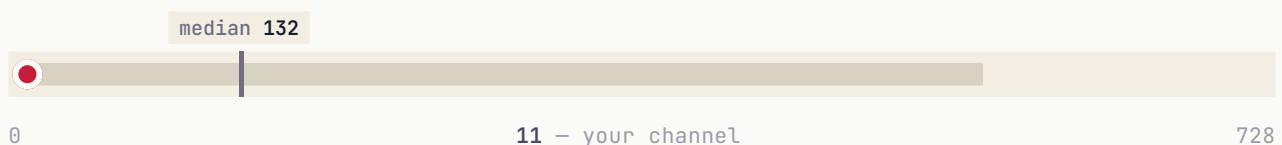
SUBSCRIBERS

8% below median

AVG REACH / POST

better than 57% of niche

CITATION INDEX

92% below median

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

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

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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

Exchange posts with channels in the same segment once a quarter. 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 based on public data. If you 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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