

PUBLIC REPORT PROMTPRESS

Channel audit

Young&&Yandex



@young_and_yandex

Your career start with Yandex 🐱 Internships, events & other career opportunities. Sharing useful materials for interview prep & life in big IT. Our site:...

SUBSCRIBERS

109 639

+1155 per month

ERR (% SEE POSTS)

12.0%

daily 8.4%

REACH/POST

13.4K

ad reach 9.2K/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

Year 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. Subtitle shows the period.

SUBSCRIBERS 109 639 —	SUBS REACH 12.18% avg % subs see post	VIEWS/POST 13.4K median 13.3K · 29 days	POSTS/WEEK 19.4 over period
7D TREND -7.6% vs previous week	REACTIONS/POST 75.5 total 6,114 reactions, 5,566 reposts, 318 comments	POST LENGTH 387 chars median 330 · 29 days	POSTS ANALYZED 81 29 days
AD REACH 9.2K 24h avg	CHURN / MONTH +1155 last month	QUOTABILITY 127 citation index · 438 channels mentioned ever	CHANNEL AGE 3 years 1 month created 17.05.2023

AI EDITOR SUMMARY

Channel «Young&&Yandex» — 109 639 subs. Each post avg views 13.4K people (12% from subs), reach low — expand audience. Publishes 19 posts/week (~3/day) — regular. Week Jun 15–21 reach dropped -7.6% to week Jun 8–14 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **81** posts in 29 days.
- 02 Dominant format — **Video** (39/81 posts).
- 03 Avg post length — **387** chars (median 330).
- 04 Peak audience activity — **Friday**, 11:00 MSK.
- 05 Top posts get **2x** more views than weakest (top avg 18.3K vs worst 10.9K) — among 81 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 13:01 PHOTO At Yandex on vacation Seva finished 10th grade and came for an internship at DCIM. In the cards — his story: from KIT — school for DevOps and SRE...	VIEWS 19 752 REPOSTS 178	REACTIONS 127 ER 18.0%
Nº2 19.06 · 15:03 VIDEO Managers, your turn 🦖 Internship vacancies for product and project managers in various Yandex teams → Product and project managers in Urban...	VIEWS 17 822 REPOSTS 274	REACTIONS 67 ER 16.3%
Nº3 10.06 · 11:59 PHOTO Festival lineup: headliners on ⚡⚡ ТОХІ\$ АЛЕКСАНДР ПУШНОЙ СЕРГЕЙ МЕЗЕНЦЕВ TRITIA УТОPIA SHOW ТИМА ИЩЕТ СВЕТ ИЛЬЯ КУРУЧ Meet...	VIEWS 17 198 REPOSTS 95	REACTIONS 68 ER 15.7%

Nº4 05.06 · 08:31 **PHOTO**

NEUROCALENDAR FINALE: BRING YOUR FUTURE TO LIFE
Today we test the 'Animate photo' mode and turn home shots into portraits of a successful...

VIEWS	REACTIONS
17 075	68
REPOSTS	ER
21	15.6%

Nº5 04.06 · 08:34 **PHOTO**

ALISA AI LISTENS – TASK & PRIZES DAY 9 Today Alisa AI works in support mode and gives useful tips for tough...

VIEWS	REACTIONS
16 050	39
REPOSTS	ER
28	14.6%

WORST 3↓ 03.06 · 13:20 **PHOTO**

🏆 **Finalists Announced** Ranking table is live – **BATTLE** finalists from 31 universities across the country. June 25 at **YOUNG CON...**

VIEWS	REACTIONS
11 030	49
REPOSTS	ER
53	10.1%

↓ 04.06 · 11:04 **VIDEO**

⚡ **Register for YOUNG CON by June 14 – LAST CALL** June 25, **Live Arena – Yandex's big techfest** on careers. Apply and...

VIEWS	REACTIONS
10 966	44
REPOSTS	ER
101	10.0%

↓ 18.06 · 09:11 **PHOTO**

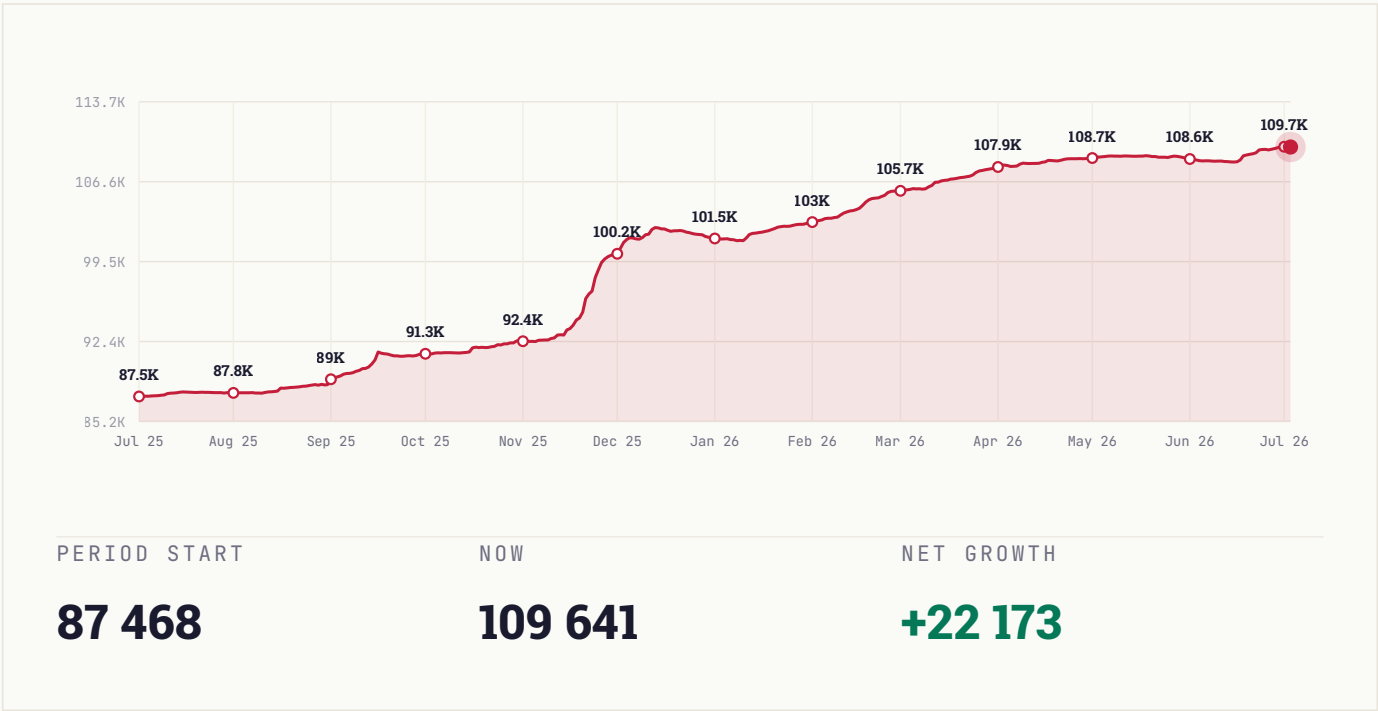
⚡⚡ **AI, tech & your career – watch online** June 25 40+ **Yandex speakers, University Battle final & Yandex ML Challenge. ...**

VIEWS	REACTIONS
10 597	61
REPOSTS	ER
18	9.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

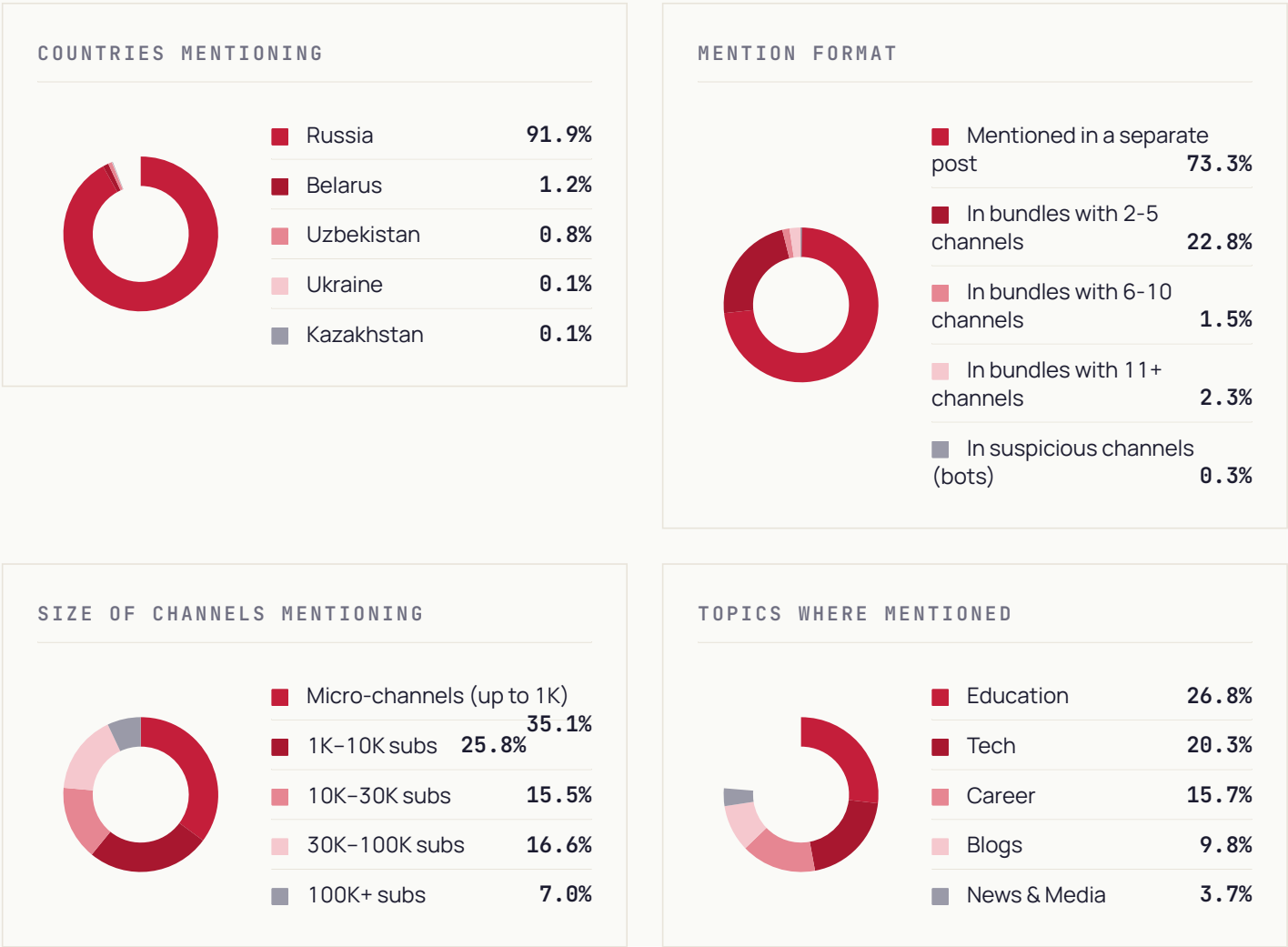
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

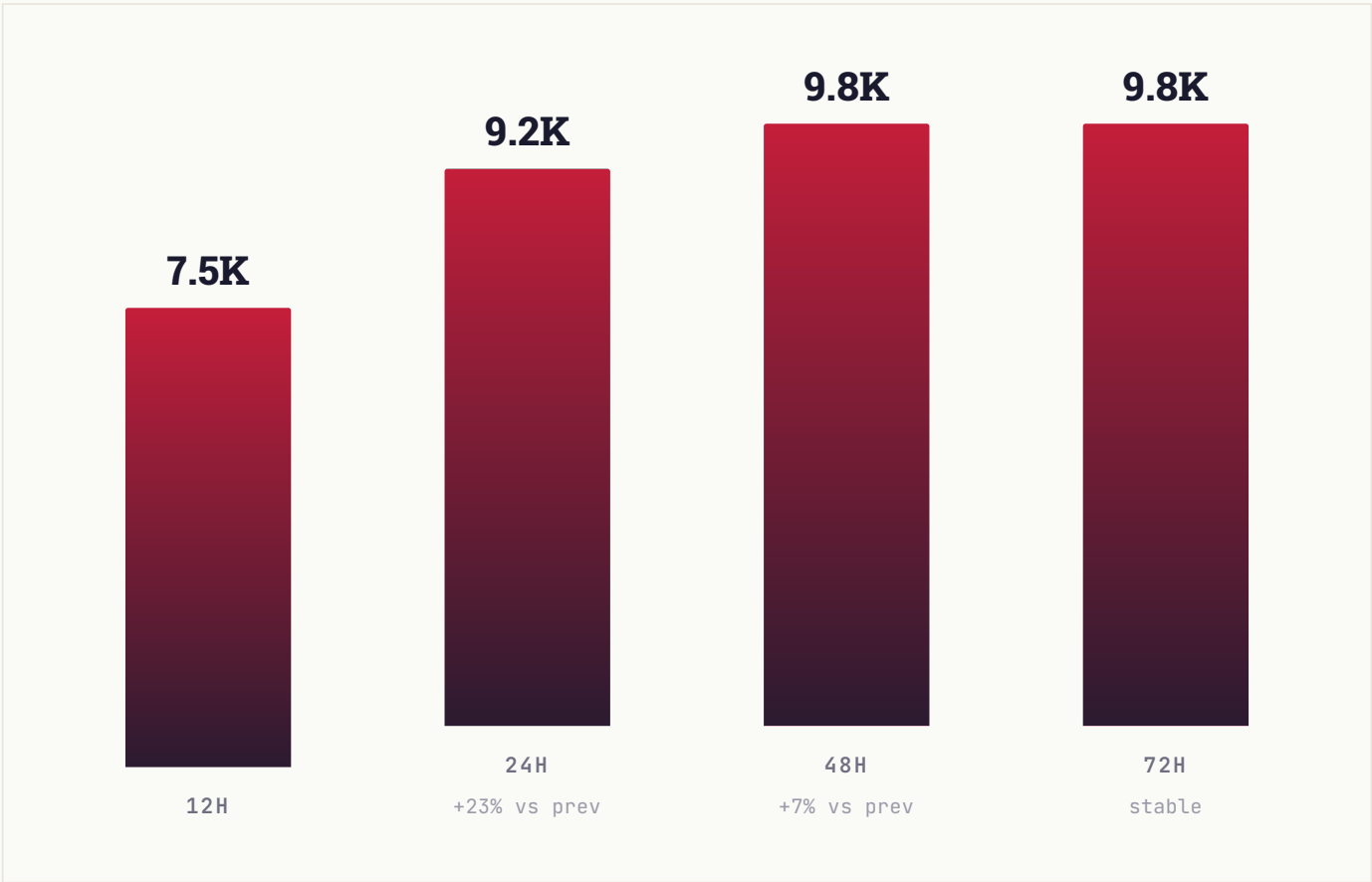
Citation index **127** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **438** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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. Highlighted your channel — shows its rank among niche neighbors.

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
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
YO Young&&Yandex YOU	109.6K

COMPARATIVE INSIGHT

Channel intop half of niche (#33 of 92). Niche leader — Remote no experience - Freelance (797.9K), median subs 88.6K. Aim for the top quartile — a realistic 6-12 month horizon.

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 **125**, they brought **17 369** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	15	14	1 642
December 2025	29	26	2 601
Nov 2025	38	35	7 759
Oct 2025	11	10	1 314
Sep 2025	16	13	3 150
August 2025	16	11	903

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
125	6	17 369

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

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

#33 /100

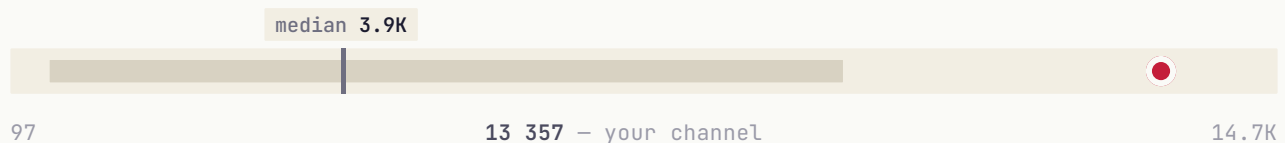
RANK IN NICHE

Channel in top half of ranking

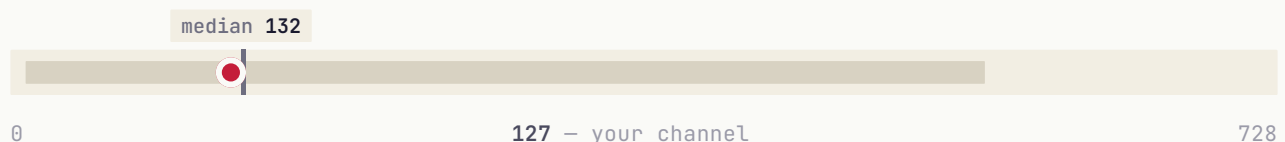
SUBSCRIBERS

better than 57% of niche


AVG REACH / POST

better than 90% of niche


CITATION INDEX

4% below median


— 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 most active on this day at 11:00 MSK.

EFFECT

**Best window
for important
post****02****System traffic buy**

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

EFFECT

**+1000-3000
subs****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
