

PUBLIC REPORT BY PROMTPRESS

Channel audit

Waiting for resumes I Lifehacker



@zdemcv

Digital & media jobs from @lifehackerru. Post a job: <https://clck.ru/3J5urX> Questions: @zdemcvbot Ads: @semenyukk Our channels:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
74 912	8.0%	5.3K
+759 per month 02.07.2026	per day 2.3% HTTPS: //PROMTPRESS.COM/AUDIT/ZDEMCV	ad reach 1.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 74 912 —	 SUBS REACH 7.07% avg % of subs see a post	 VIEWS/POST 5.3K median 5.5K · 28 days	 POSTS/WEEK 7.7 for the period
 7D TREND -17.1% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 965 chars. median 1000 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH +759 last month	 CITATION RATE 37 citation index · 222 channels mentioned it ever	 CHANNEL AGE 5 years 9 months created 10.09.2020

AI EDITOR SUMMARY

Channel «Waiting for resumes | Lifehacker» — 74 912 subs. Each post averages 5.3K people (7% of subs), reach is low — need to grow audience. Posts 8 posts per week (~1/day) — steady pace. For week Jun 15–21 reach dropped -17.1% by week Jun 8–14 — worth analyzing 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts in 28 days.
- 02 Dominant format — Text (29/31 posts).
- 03 Avg post length — 965 chars (median 1000).
- 04 Peak audience activity — Friday, 15:00 MSK.
- 05 Top posts drive the most 2x more views than the weakest (6.7K avg for top vs 3.5K for worst) — among 31 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 08:36 TEXT Scriptwriter Where: Virginia Beowulf — English school founded by practicing linguists. Salary: up to 30,000 ₺ (part-time...	VIEWS 6 751 REPOSTS 80	REACTIONS — ER 9.0%
Nº2 10.06 · 08:31 TEXT B2B marketer for China and Southeast Asia markets Where: ANCOR — staffing group, recruiting specialists for...	VIEWS 6 690 REPOSTS 24	REACTIONS — ER 8.9%
Nº3 09.06 · 08:29 TEXT B2C Sales Manager Where: Tetrika — online school for kids. Salary: 50,000–80,000 ₺. About the job: Responsibilities: — Make calls to...	VIEWS 6 613 REPOSTS 19	REACTIONS — ER 8.8%

Nº4 08.06 • 13:16 TEXT PR Practice Lead Where: PR Partner – PR & marketing agency with international projects in Asia...	VIEWS 6 602 REACTIONS — REPOSTS 18 ER 8.8%
Nº5 05.06 • 08:40 TEXT Intern / Assistant Editor-in-Chief Where: Zakon.ru – legal social network & professional journal publisher. Salary: from 25,000 ₺...	VIEWS 6 562 REACTIONS — REPOSTS 87 ER 8.8%

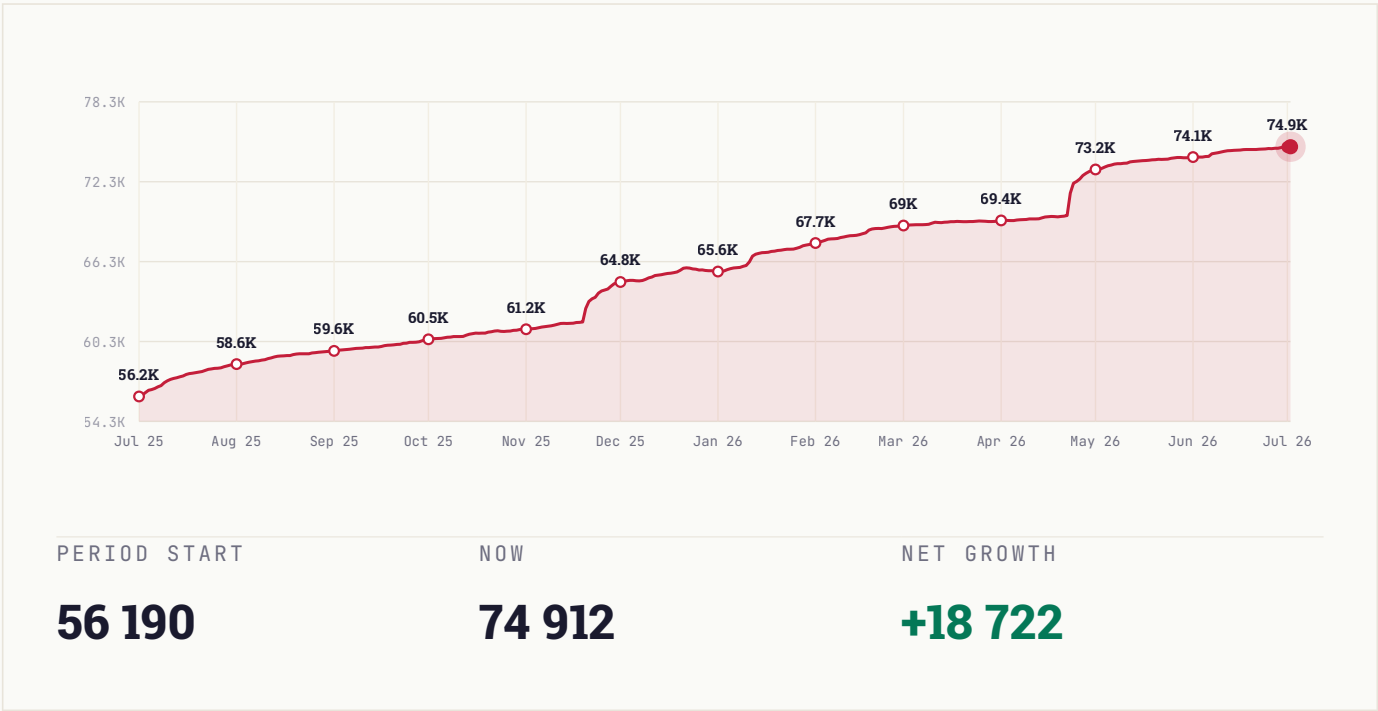
WORST 3

↓ 27.06 • 16:28 TEXT Art historian / Teacher Where: Academy «OP-POP-ART» – educational organization in art history. Salary: from 50,000 ₺. A...	VIEWS 3 540 REACTIONS — REPOSTS 37 ER 4.7%
↓ 27.06 • 11:24 TEXT Targetologist Where: Hello World – online programming school for kids. Salary: 75,000–110,000 ₺. About the job: Responsibilities: – launch...	VIEWS 3 513 REACTIONS — REPOSTS 16 ER 4.7%
↓ 27.06 • 08:21 TEXT SMM manager Where: INFORMAT – office supplies and own brand goods company. Salary: 70 000 ₺. O...	VIEWS 3 501 REACTIONS — REPOSTS 36 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

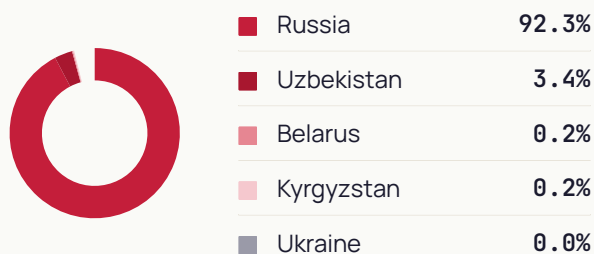


SECTION 04 • MENTIONS

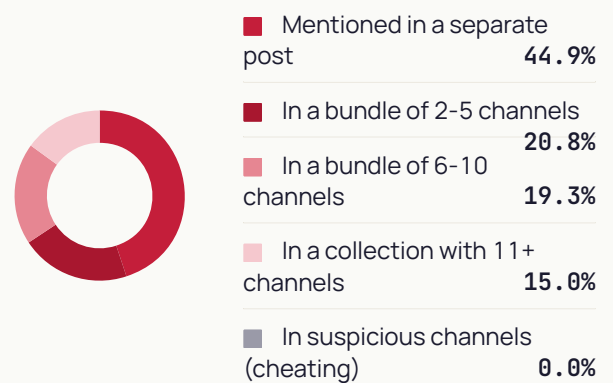
Who mentions the channel and how

Citation index **37** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than one with 1K subs. All time channel was mentioned **222** different channels.

COUNTRIES MENTIONING



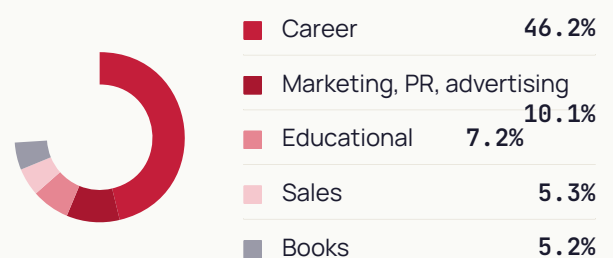
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



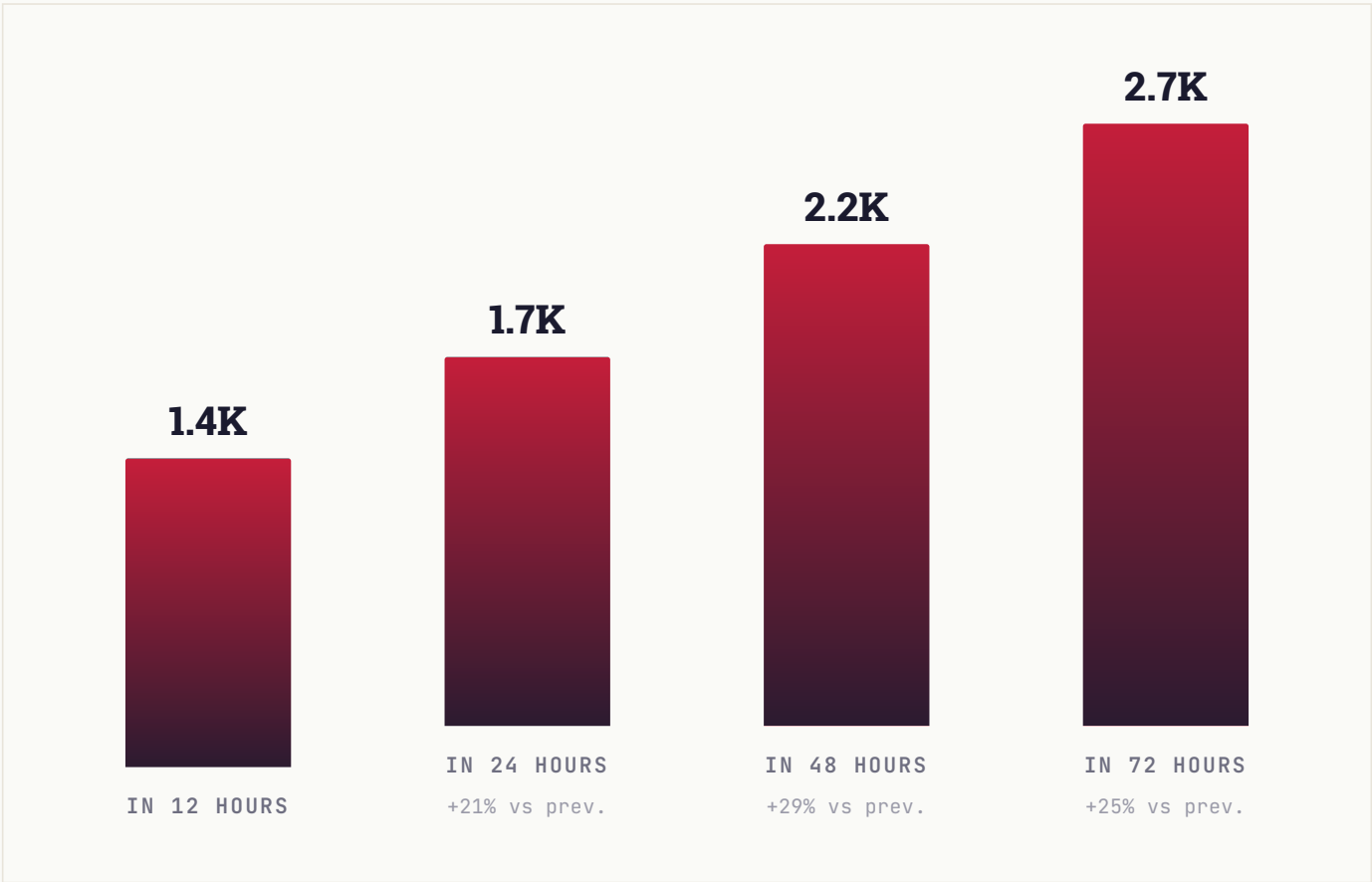
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 peers.

CHANNEL	SUBSCRIBERS
 Remote no experience - Freelance	797.9K
 JOBS MOSCOW VACANCIES	511K
 SeoJob Earn online	436K
 Finder.work: jobs & vacancies	280.5K
 HOME • Remote work • Freelance	252.3K
 Freelance Relocation Remote work Internships	246.6K
 TeleWork Freelance Remote work	226.2K
 DREAM REMOTE - freelance / jobs	222.6K
 FREELANCE. Jobs	221.5K
 Remote 🏠	202.9K
 Waiting for resumes Lifehacker 	74.9K

| COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#67 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 yours. Over the last **6 months** such mentions were **31**, they brought **9 493** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	3	3	2 091
December 2025	4	4	1 186
Nov 2025	3	3	3 499
Oct 2025	2	2	848
September 2025	5	3	865
August 2025	14	3	1 004

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
31	6	9 493

SECTION 08 · NICHE COMPARISON

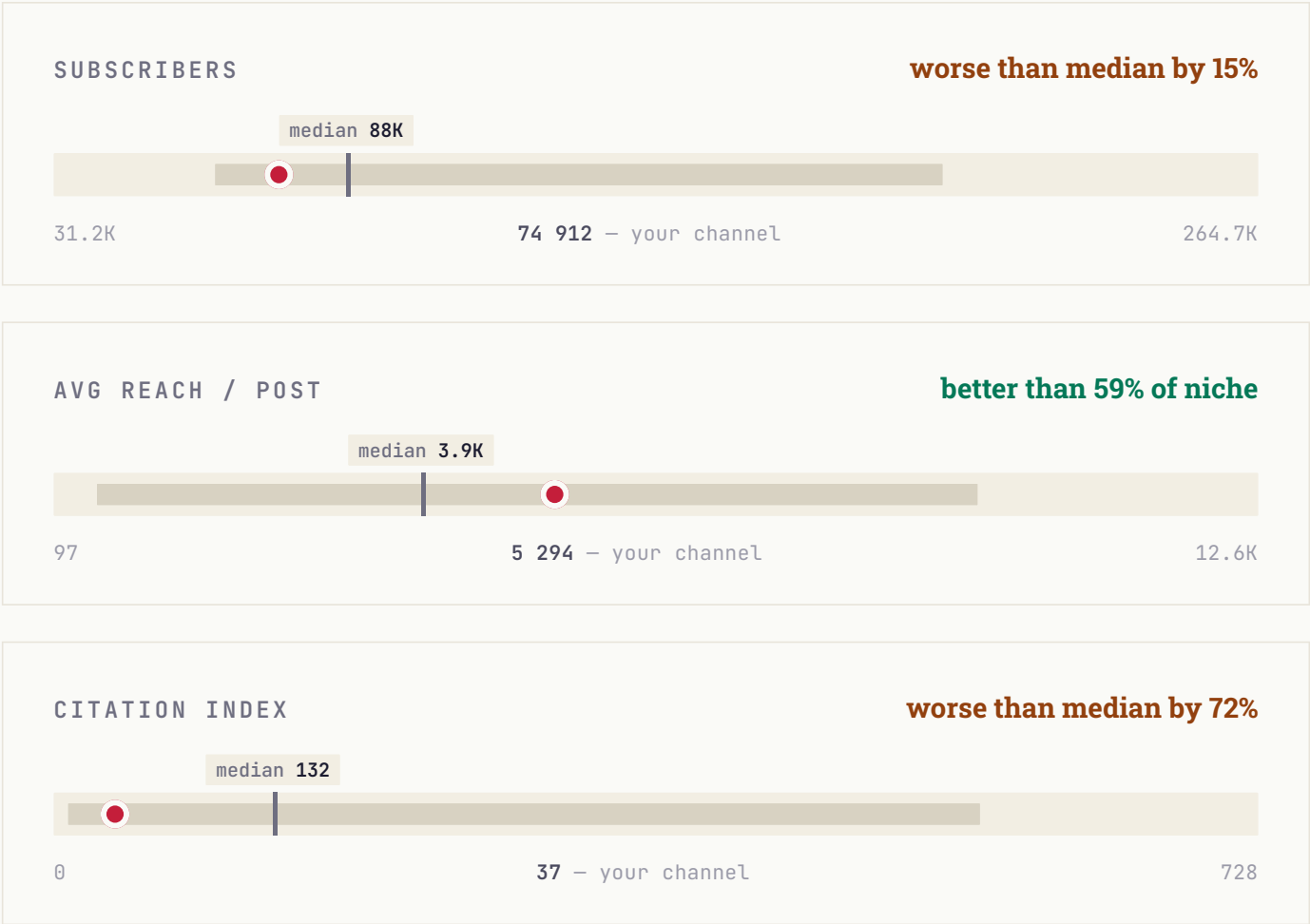
Where channel ranks in its league

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

#67/100

POSITION IN NICHE

Channel in bottom half of ranking



— 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

On this day at 15:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. 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

Swap 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 a few 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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