

PUBLIC PROMTPRESS REPORT

Channel audit

Jobs in Astana | Жұмыс



@zhumys_astana_kz

→ Place an ad → <https://wa.me/7075043376> ✓ Instagram:
https://www.instagram.com/rabota_astana_zhumys ✓ 13
 WhatsApp groups: https://chat.whatsapp.com/CIVk66ezJoDJY4f40PeaC?mode=gi_t

SUBSCRIBERS

18 386

-239 per month

ERR (% SEE POSTS)

7.0%

last day 4.5%

REACH/POST

1.1K

ad reach 836/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 18 386 —	 SUBSCRIBER REACH 6.18% avg % of subs see post	 VIEWS/POST 1.1K median 1.1K · 29 days	 POSTS/DAY 28.7 ~201 per week
 7D TREND +0.9% vs previous week	 REACTIONS/POST 0.9 total 770 reactions, 1,458 reposts, 0 comments	 POST LENGTH 461 chars. median 440 · 29 days	 POSTS ANALYZED 841 29 days
 AD REACH 836 24h average	 CHURN / MONTH -239 last month	 CITATION RATE 0 citation index · 1 channels mentioned ever	 CHANNEL AGE 2 years 3 months created 12.03.2024

AI EDITOR SUMMARY

Channel «Jobs in Astana | Жұмыс» — 18 386 subs. Each post averages 1.1K people (6% of subs), reach is low — consider expanding audience. Publishes 201 posts per week (~29/day) — very active posting. For week Jun 15–21, reach stable (+0.9% vs week 8–14 Jun).

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 **841** posts over 29 days.
- 02 Dominant format – **Text** (708/841 posts).
- 03 Avg post length – **461** chars (median 440).
- 04 Peak audience activity – **Sunday**, 18:00 ALMT.
- 05 Top posts drive the most **2×** more views than the weakest (1.8K avg for top vs 805 for worst) – among 841 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 13:20 TEXT 🕒 Urgently need 3 cleaners and 1 janitor for factory tomorrow. 💰 Pay: 12k 🕒 Time: 7:00 AM to 4:00 PM 📍 Address: Kendyrly 9, Almaty...	VIEWS 1 820 REACTIONS — REPOSTS 2 ER 9.9%
Nº2 14.06 · 11:40 TEXT 🕒 Sales reps needed for product distribution company. 💰 Salary 650,000 tenge. 📍 Official employment...	VIEWS 1 778 REACTIONS 2 REPOSTS — ER 9.7%
Nº3 05.06 · 12:18 PHOTO 📞 8-771-780-97-03	VIEWS 1 744 REACTIONS 3 REPOSTS 6 ER 9.5%

Nº4 07.06 • 12:12 **PHOTO**
 8-771-780-97-03

VIEWS
1 742
 REPOSTS
4
 REACTIONS
 —
 ER
9.5%

Nº5 07.06 • 14:00 **TEXT**

🟡 Driver needed for 5 days. 8, 11, 12, 13, 15. 💰 Pay 14k + 10L fuel.
 ✅ Need to deliver chemicals, supplies to sites. Preferably...

VIEWS
1 719
 REPOSTS
1
 REACTIONS
 —
 ER
9.3%

WORST 3

↓ 25.06 • 07:20 **TEXT**

🟡 Work with Wildberries — easy and nearby. • Pick orders in your area or across the city wherever convenient. • Open the app — immediately...

VIEWS
822
 REPOSTS
2
 REACTIONS
1
 ER
4.5%

↓ 25.06 • 06:32 **TEXT**

🟡 Kindergarten hiring: ✅ Educator 💰 Salary: 250,000 tenge + benefits 📋 Requirements: — Experience in kindergarten —...

VIEWS
818
 REPOSTS
 —
 REACTIONS
 —
 ER
4.4%

↓ 25.06 • 06:35 **TEXT**

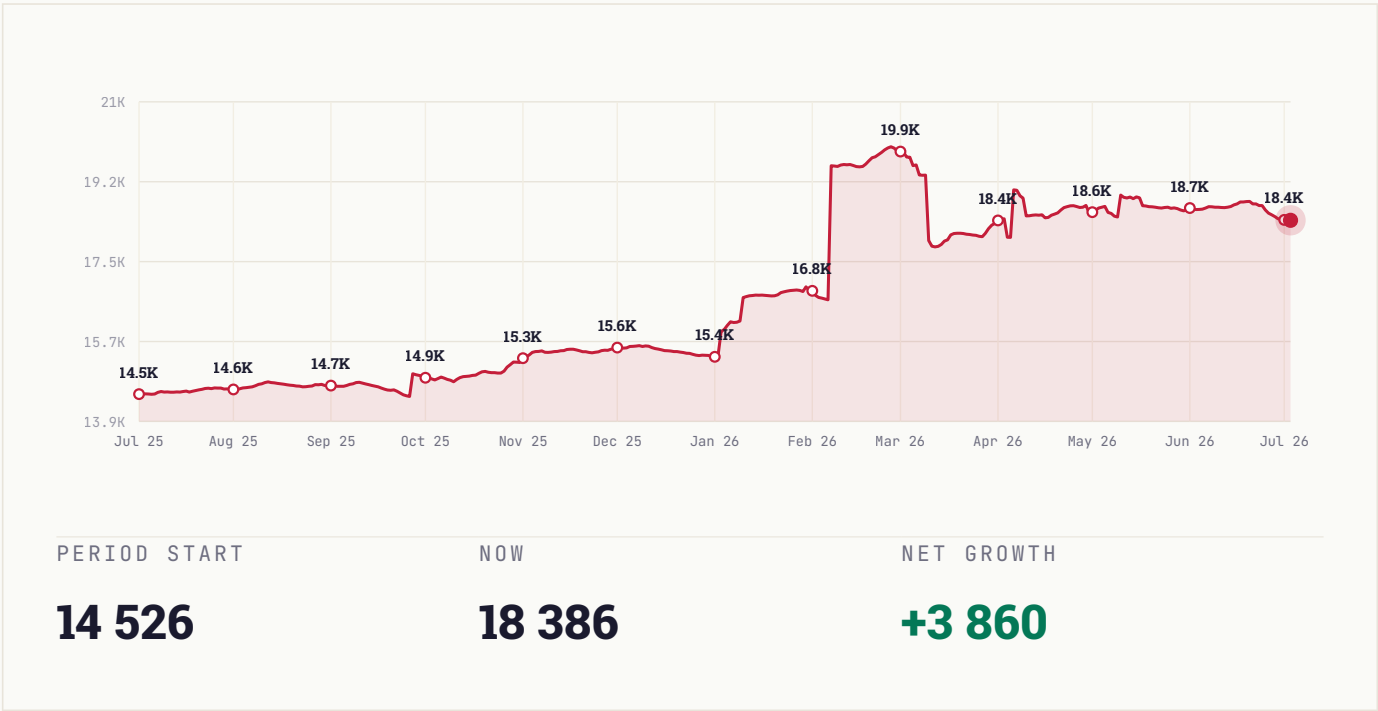
🟡 Looking for a doner chef ✅ At Shawarma Shop 📍 Omarova 25 💰 Salary negotiable. ⌚ Schedule negotiable. 📞 Contact...

VIEWS
777
 REPOSTS
 —
 REACTIONS
 —
 ER
4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

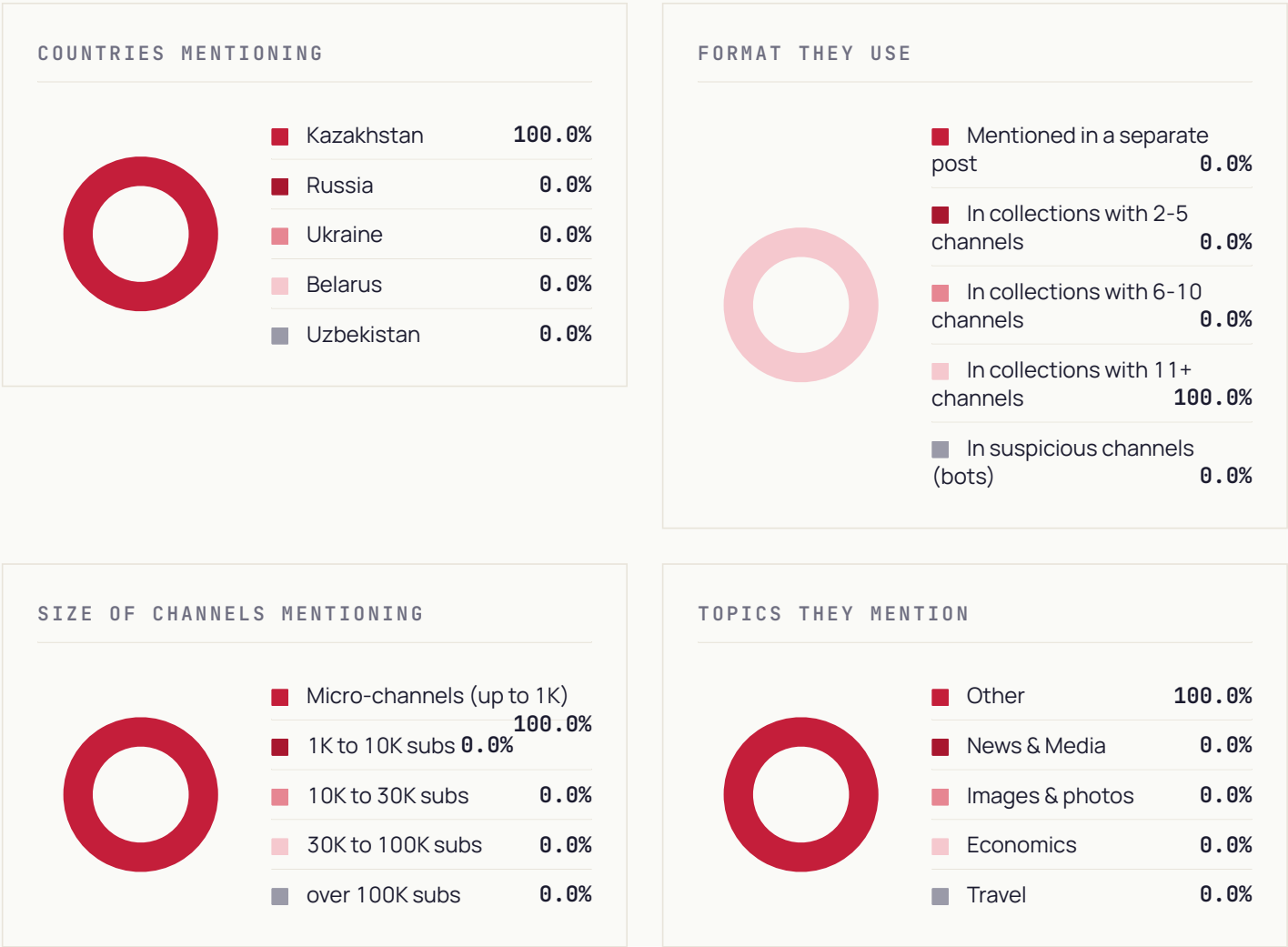
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

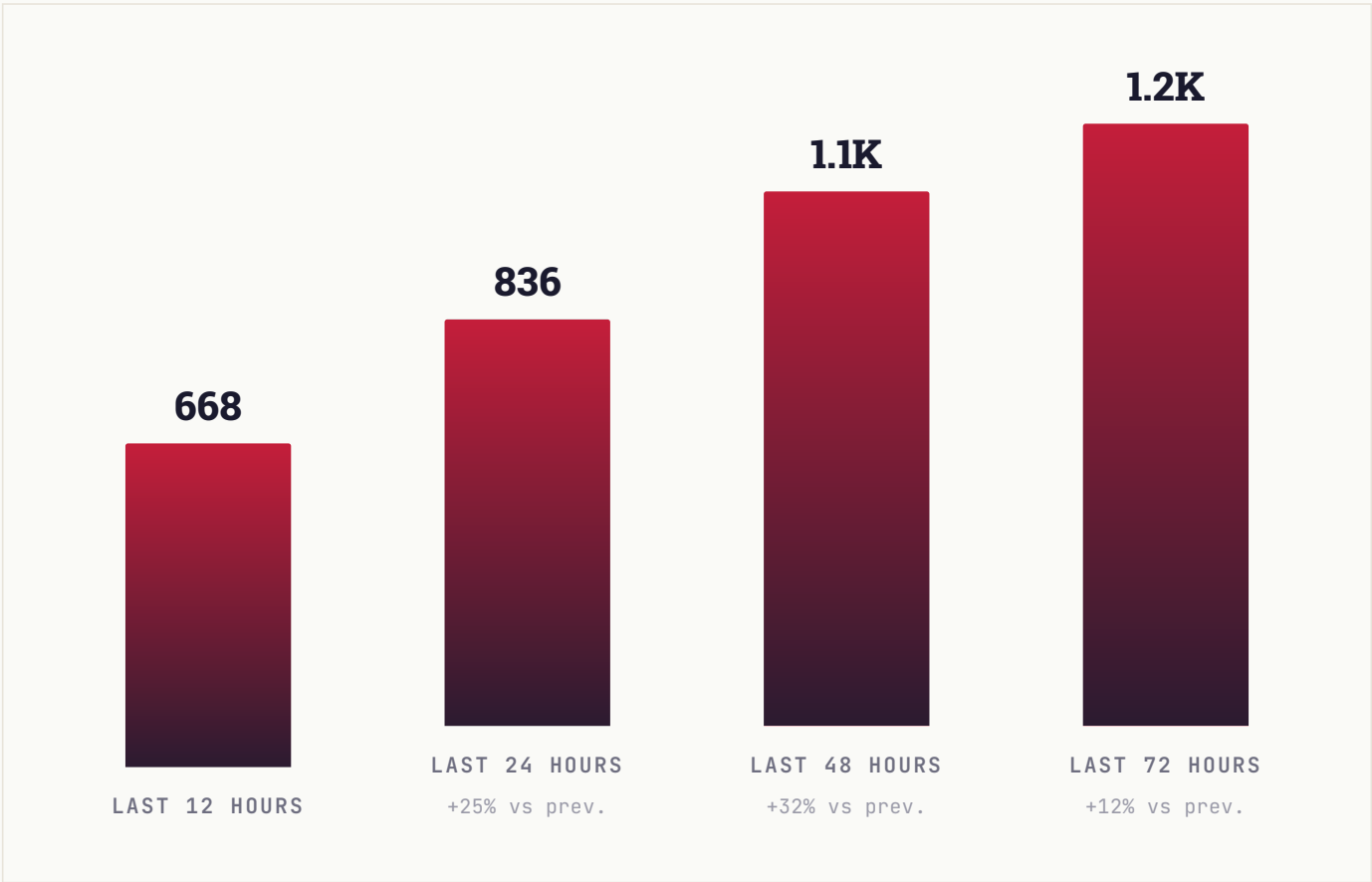
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays effective.



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
SJ GROWTH. KZ. CL. HAND. RK	50K
TV Almaty Job Fair Jobs Almaty	40.6K
JB JobKZ: вакансии / работа в Kazakhstane	34.5K
IB IT Вакансии Kazakhstan	33.3K
DK Dev KZ Vacancy	23.7K
RV Jobs in Astana Работа Астана Вакансии	23.2K
RV Jobs in Astana Жұмыс YOU	18.4K
RV Jobs in Uralsk - Жұмыс Оралда	18.2K
KC KAZAKHSTAN CASTING CLUB модели и актеры	18.2K
BK Bloggers of Kazakhstan ugc & micro-bloggers	18.1K
RV Jobs in Astana	15.7K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#7 of 90). Strong position. Niche leader: GROWTH. KZ. CL. HAND. RK (50K), room to grow to #1. Mutual cross-promos with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **3 525** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	1 626	
December 2025	0	0	98	
Nov 2025	0	0	421	
Oct 2025	0	0	539	
September 2025	0	0	604	
August 2025	0	0	237	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	3 525

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-91 channels in category «Career» and saw how your channel compares.
Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#7 /91

RANK IN NICHE

Channel in top 7% career



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Best post of the week – on Sunday

Audience is most active on this day at 18:00 ALMT.

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. We recommend reaching 15-25%.

EFFECT

**Video holds
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% ER. One poll per week on a hot topic is an easy win.

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 us to do this **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads through us and close 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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