

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Bolshaya Peremena RF



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On changes in school education. Feedback & collab:
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SUBSCRIBERS

16 771

-215 per month

ERR (% SEE POSTS)

5.0%

per day 1.6%

REACH/POST

855

ad reach 264/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number tells the period it was calculated for.

 SUBSCRIBERS 16 771 —	 SUBS REACH 5.1% avg % subs see post	 VIEWS/POST 855 median 891 · 19 days	 POSTS/WEEK 2.9 for the period
 7D TREND — no data for period	 REACTIONS/POST 15.0 only 120 reactions, 28 reposts, 0 comments	 POST LENGTH 620 chars. median 666 · 19 days	 POSTS ANALYZED 8 19 days
 AD REACH 264 24h avg	 CHURN / MONTH -215 for the last month	 CITATION RATE 467 citation index · 3 451 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 16.03.2020

AI EDITOR SUMMARY

Channel "Bolshaya Peremena RF" — 16 771 subs. Each post averages 855 people (5% from subs), reach is low — consider expanding audience. Publishes 3 posts per week (~0 per day) — rare publications.

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 8 posts over 19 days.
- 02 Dominant format — Photo (6/8 posts).
- 03 Avg post length — 620 chars (median 666).
- 04 Peak audience activity — Friday, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (1K avg for top vs 660 for worst) — among 8 posts in 19 days. Analyze what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 26.06 · 19:41 PHOTO Children's departure from Artek completed As of June 26, organized departure of children from the International Children's...	VIEWS 1 068 REPOSTS 4	REACTIONS 9 ER 6.4%
Nº2 17.06 · 13:36 VIDEO  No camera or big experience, but want to create? That's a start! 'Media Class at TASS 5.0' helps unlock creative potential and...	VIEWS 1 034 REPOSTS 3	REACTIONS 11 ER 6.2%
Nº3 25.06 · 13:59 PHOTO  New profession, new opportunities, new stage of life! Business program of the Professional Skills Championship for SVO participants...	VIEWS 972 REPOSTS 2	REACTIONS 4 ER 5.8%

Nº425.06 · 12:14 PHOTO 🤔 From September 1, 2028, schools will use a single geography textbook, said Sergey Kravtsov. ▀ Source: TASS	VIEWS	REACTIONS
	902	2
	REPOSTS	ER
	6	5.4%

Nº525.06 · 11:59 PHOTO 🤔 Russia's Ministry of Education summed up the All-Russian Forum of School Presidents The Ministry of Education of the Russian Federation on June 23...	VIEWS	REACTIONS
	880	32
	REPOSTS	ER
	6	5.2%

WORST 3

↓ 01.07 · 06:01 PHOTO 🤔 Athletics to be developed in Russian schools and colleges Minister of Education Sergey Kravtsov and Chairman of the All-Russian...	VIEWS	REACTIONS
	792	8
	REPOSTS	ER
	4	4.7%

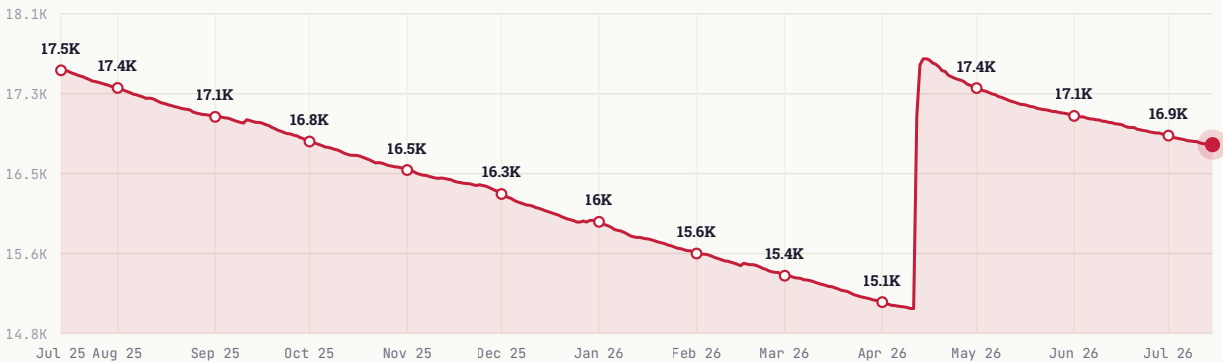
↓ 23.06 · 08:51 VIDEO 🌟 A city where the theater looks like a grand piano, and real works of art are hidden underground. Young correspondent Alina Zubkova shows Rostov-on-Don...	VIEWS	REACTIONS
	686	42
	REPOSTS	ER
	1	4.1%

↓ 06.07 · 14:24 PHOTO ⚓ They supplied the Red Army under bombings and found crossings where it seemed impossible. Today, on Navy and...	VIEWS	REACTIONS
	503	12
	REPOSTS	ER
	2	3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



PERIOD START

17 543

NOW

16 771

NET GROWTH

-772

— SECTION 04 • CITATIONS

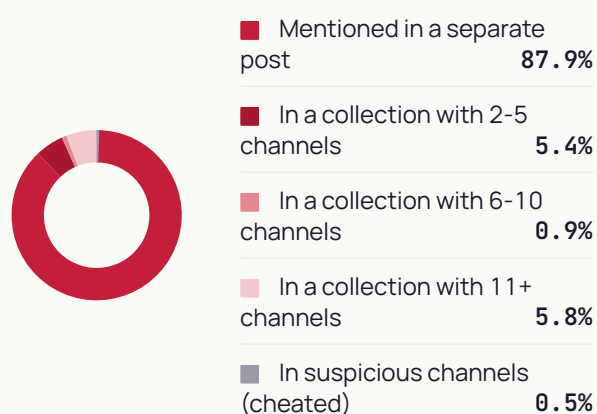
Who and how mentions the channel

Citation index **467** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **3 451** different channels.

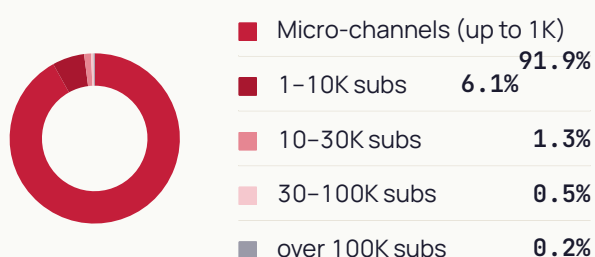
COUNTRIES MENTIONING



FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



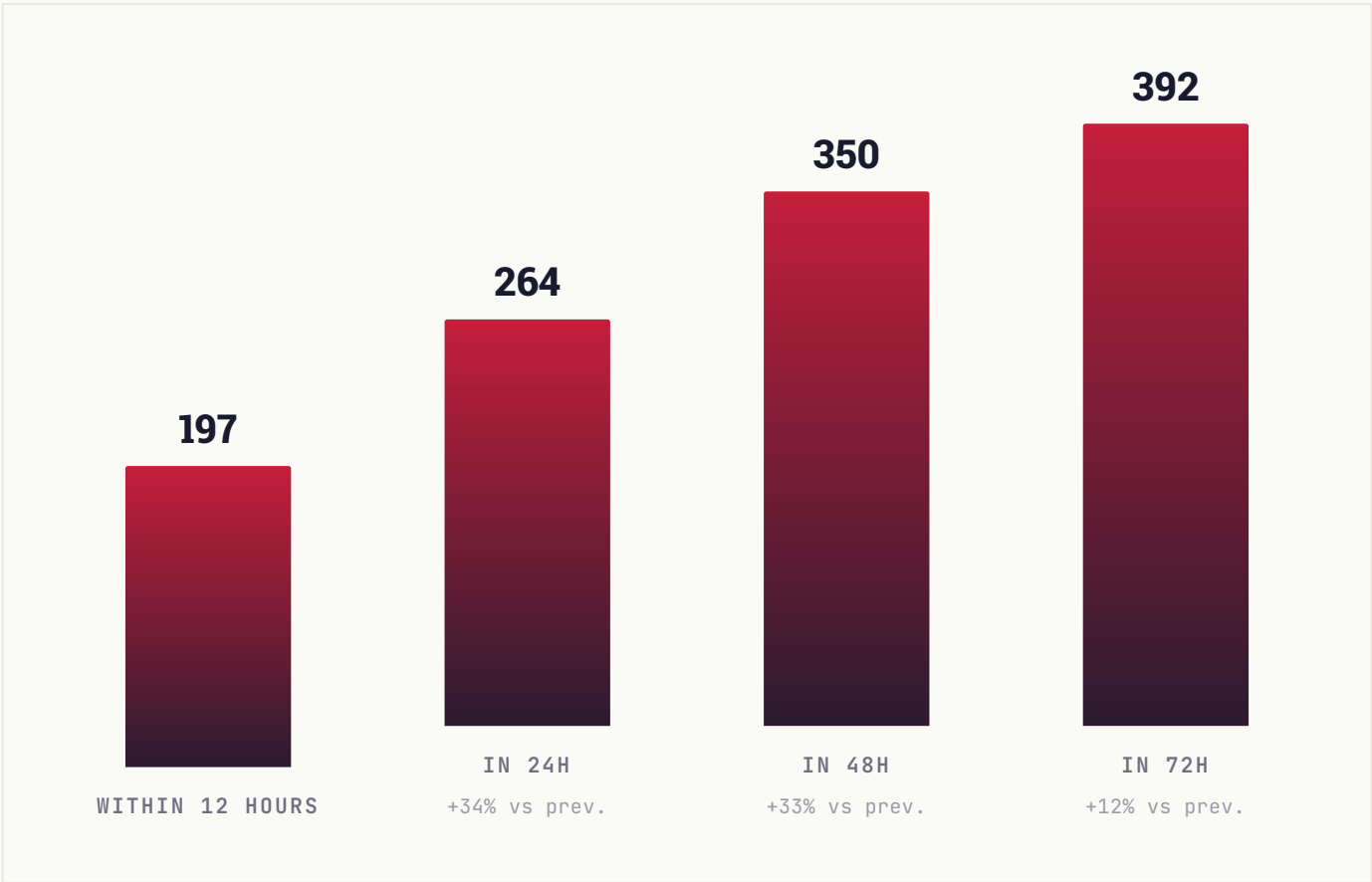
TOPICS MENTIONED IN



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 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 neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umschool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
BP Bolshaya Peremena RF YOU	16.8K

COMPARATIVE CONCLUSION

Channel yet outside top 99 of niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 493**, they brought **82** new subs.

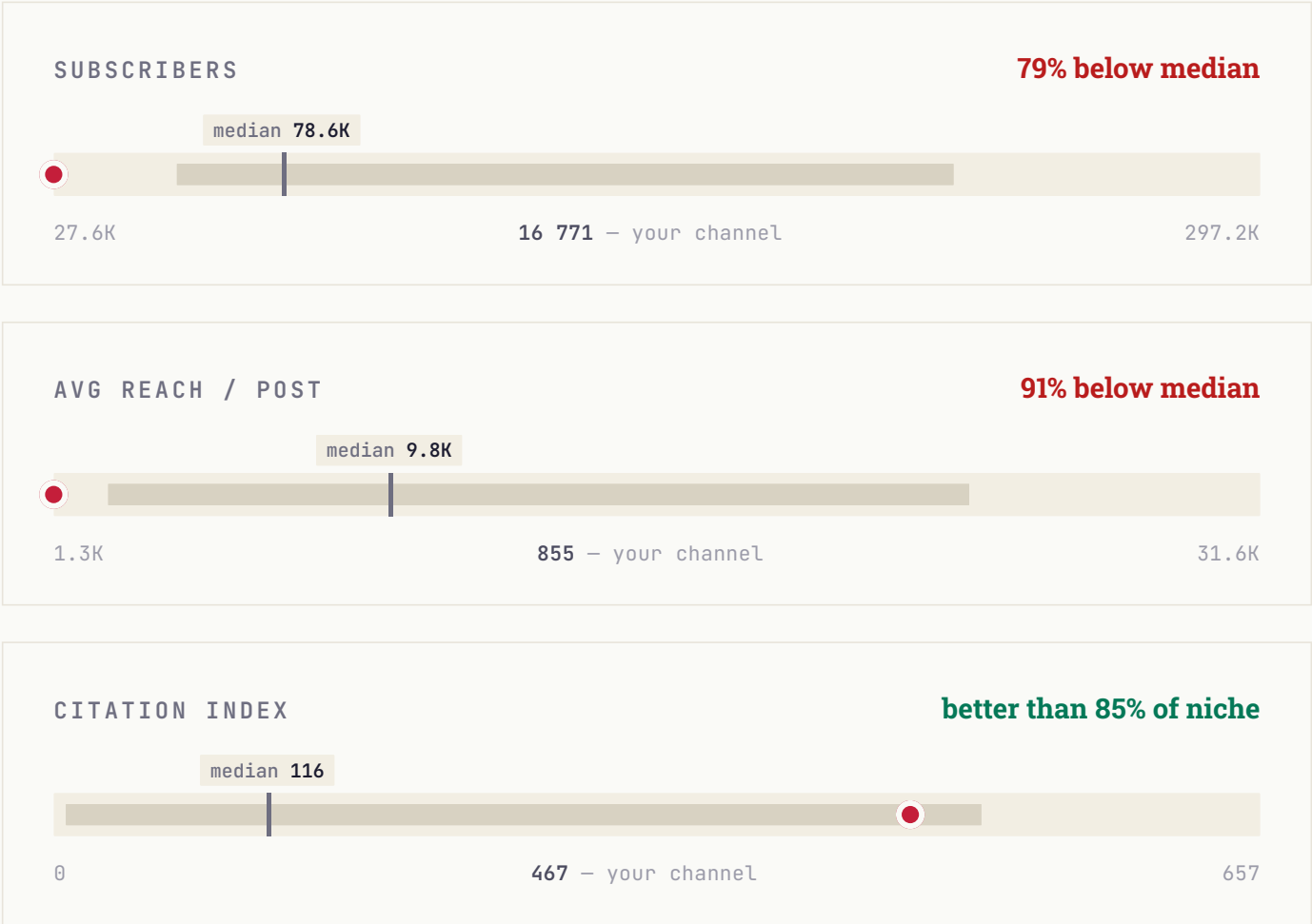
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	201	4	0	
December 2025	236	5	30	
Nov 2025	242	6	10	
Oct 2025	273	6	2	
September 2025	261	8	37	
August 2025	280	10	3	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 493	6	82

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in «Education» (Russia) and compared your channel against them. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.



— 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

Increase posting frequency

Now 2.9 posts/week. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

On this day and at 22:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

ER below niche benchmark — rethink formats

Current ER 5.1% vs norm 8.0%. Try polls and interactive formats.

EFFECT

+2.9pp ER

04

System traffic purchase

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

EFFECT

**+1000-3000
subs**

05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 **Launch ad in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
