

PUBLIC PROMTPRESS REPORT

Channel audit

Center Svarog. VMMP and BD.



@center_svarog

Our website: www.ctmsvarog.ru First aid and medicine. Photos/ videos from BD, course discussions, memories and more. Original content. Contact: @Center_Svarog_TG Sign up for...

SUBSCRIBERS

20 884

-154 per month

ERR (% SEE POSTS)

12.0%

per day **3.8%**

REACH/POST

2.5K

ad reach **786**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 20 884 —	 SUBS REACH 12.03% avg % subs see post	 VIEWS/POST 2.5K median 1.9K · 29 days	 POSTS/WEEK 13.9 over period
 7D TREND -11.8% vs previous week	 REACTIONS/POST 44.4 only 2,574 reactions, 1,165 reposts, 33 comments	 POST LENGTH 386 chars. median 313 · 29 days	 POSTS ANALYZED 58 29 days
 AD REACH 786 24h avg	 CHURN / MONTH -154 last month	 CITATION RATE 287 citation index · 604 channels mentioned all time	 CHANNEL AGE 3 years 10 months created 16.09.2022

AI EDITOR SUMMARY

Channel «Center Svarog. VMP and BD.» — 20 884 subs. Each post averages 2.5K people (12% of subs), reach is low — consider expanding audience. Publishes 14 posts per week (~2/day) — regular schedule. For week Jul 6–12, reach dropped -11.8% by week Jun 29 – Jul 5 — worth analyzing why.

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 SHARE

- 01 Analysis based on **58** posts over 29 days.
- 02 Dominant format — **Photo** (44/58 posts).
- 03 Avg post length — **386** chars (median 313).
- 04 Peak audience activity — **Wed**, 21:00 MSK.
- 05 Top posts get **6x** more views than the weakest (9.6K avg for top vs 1.7K for worst) — among 58 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 18:31 PHOTO Good night 🌃	VIEWS 11 958 REPOSTS 248	REACTIONS 80 ER 57.3%
Nº2 21.06 · 18:46 PHOTO 🔥 Fri, June 26 ⚡ Our next humanitarian class: "UAV, ESM, EW" SABEP & SEBEP Group of Companies Developer & manufacturer...	VIEWS 11 710 REPOSTS 40	REACTIONS 33 ER 56.1%
Nº3 30.06 · 10:47 PHOTO 😄😄 Svarog Center prepared material on: "Shrapnel Wounds: Assessment, Bleeding Control & Tourniquet Conversion" Shrapnel...	VIEWS 5 197 REPOSTS 151	REACTIONS 58 ER 24.9%

Nº4 05.07 • 07:30 PHOTO ⚠ Foreign-made individual chemical protection kits. ✓ Last time we discussed the history of IPP (individual...	VIEWS 3 959 REPOSTS 24 REACTIONS 32 ER 19.0%
Nº5 10.07 • 13:46 PHOTO ! By public demand, due to current events, an unscheduled lecture on "First Aid..." has been organized.	VIEWS 3 696 REPOSTS 39 REACTIONS 38 ER 17.7%

WORST 3

↓ 20.06 • 07:21 VIDEO 👍 Greetings, Leshy here! 🎯 Today we'll cover the contents of a medical kit provided by the Concern...	VIEWS 1 773 REPOSTS 18 REACTIONS 33 ER 8.5%
↓ 21.06 • 16:44 PHOTO 🇷🇺 Today, on Medical Worker's Day, the Svarog Tactical Medicine Center congratulates everyone who dedicated their lives to saving...	VIEWS 1 737 REPOSTS 2 REACTIONS 95 ER 8.3%
↓ 09.07 • 07:56 PHOTO 🤗 Welcome! Today we start a series of overview posts on drone detectors. 🛠️ #TrainingMaterials 🤗 #ExpertComment On the agenda...	VIEWS 1 718 REPOSTS 14 REACTIONS 28 ER 8.2%

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 or lost subs.

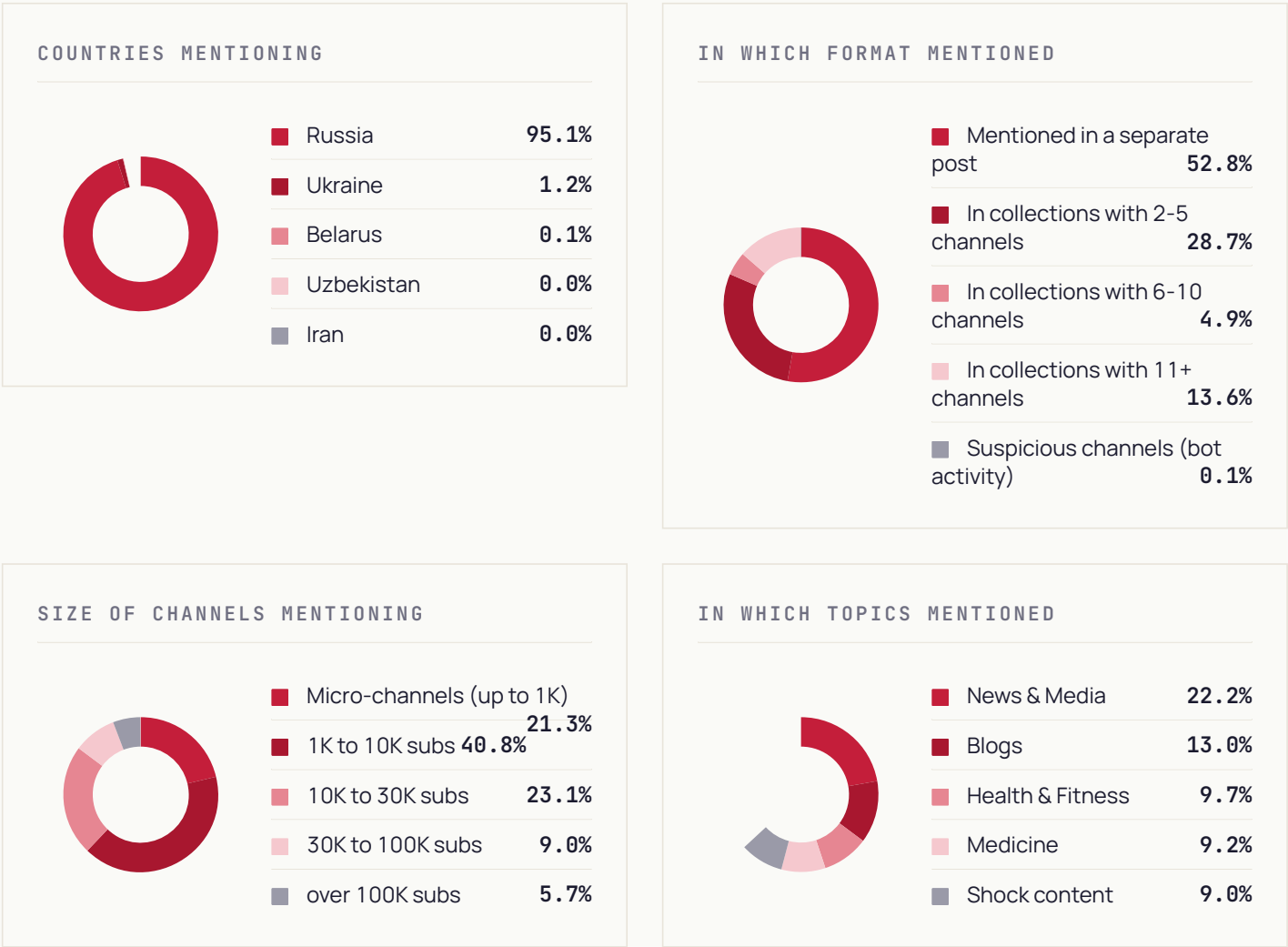


START OF PERIOD	NOW	NET GROWTH
21 063	20 884	-179

SECTION 04 · MENTIONS

Who mentions the channel and how

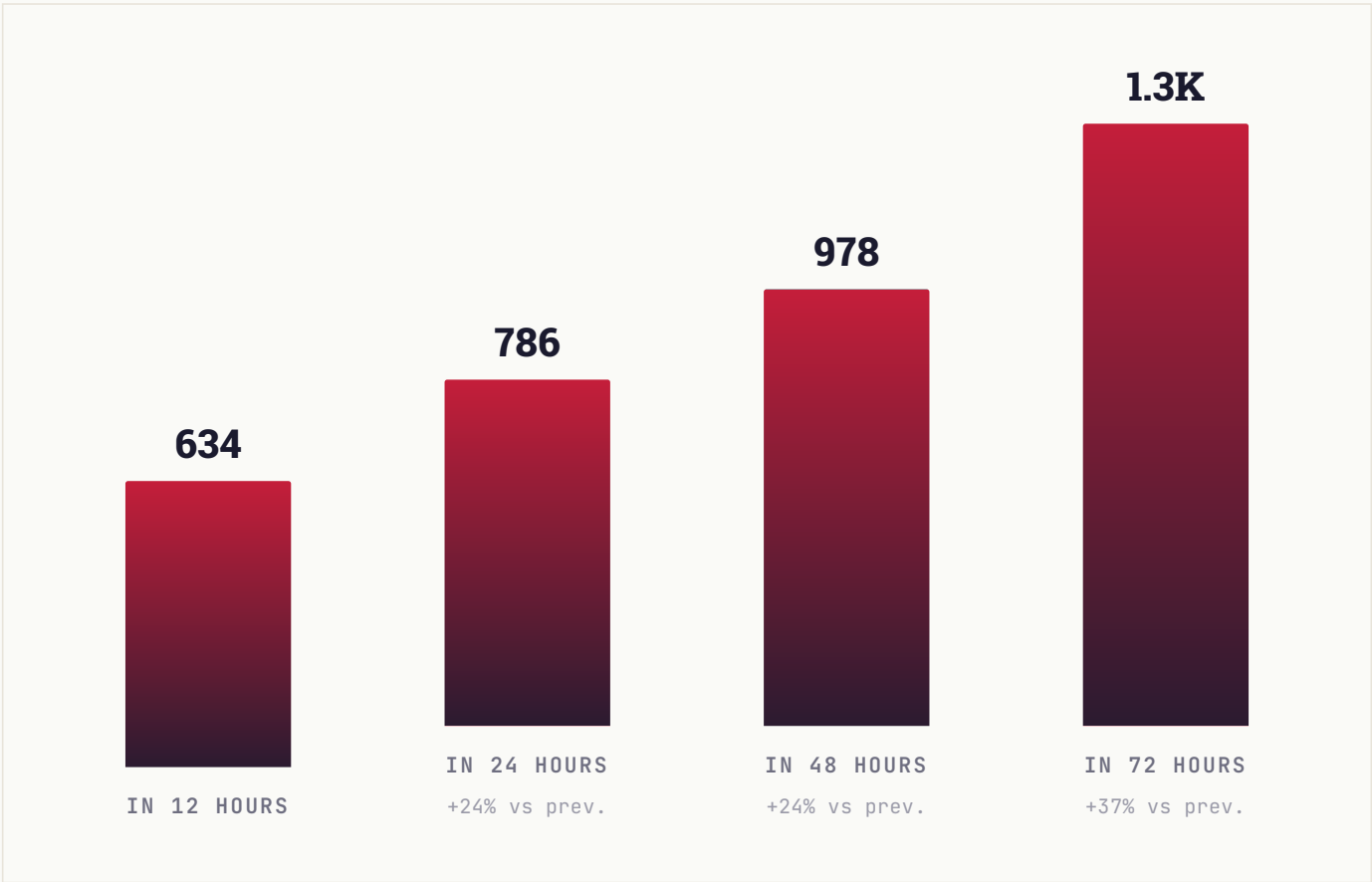
Citation index **287** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **604** different channels.



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 should 'live'.



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
DT Dr Tel	755.5K
BI Blog from the grave	354.1K
تا تعليم اللغة الإنجليزية 🧑🏫	328.2K
🩺 الجراحة 🩺 Surgery 🩺 - Crypto currency	318.4K
EM Endocrinologist Magerya	292.5K
EP EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
🌿 H 🌿 Folk Medicine 🌿	235.1K
Health ZdravKontrol	222.2K
TA Center Svarog. VMP and BD. YOU	20.9K

COMPARATIVE INSIGHT

Channel not yet outside top-97 of niche — early growth stage. Niche leader — Dr Tel (755.5K), median of top-97: 103.2K. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **150**, they brought **738** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	6	5	146	
December 2025	14	10	122	
Nov 2025	29	25	60	
Oct 2025	54	38	96	
Sep 2025	22	17	163	
August 2025	25	21	151	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
150	6	738

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Medicine» (Russia) and compared your channel to 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 sorted by expected impact. Check them off and revisit this report in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for important
posts****02**

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****03**

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**04**

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 — it's a source of organic traffic.

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 hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
