

PUBLIC REPORT BY PROMTPRESS

Channel audit

Cyberpolice

Russia Bulletin



@cyberpolice_rus

Official Telegram channel of the MIA of Russia. <https://мвд.рф/mvd/structure1/Upravlenija/y6k> Chat bot @cyberpolicerussia_bot
Registration in RKN: <https://gosuslugi.ru/snet/6790f8b2a0ce005128462e84>

SUBSCRIBERS

84 884

-369 per month

ERR (% SEE POSTS)

11.0%

last 24 hrs **4.7%**

REACH/POST

9.5K

ad reach **4K**/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 shows the period it covers.

 SUBSCRIBERS 84 884 —	 SUBS REACH 11.24% avg % subs see post	 VIEWS/POST 9.5K median 7K · 29 days	 POSTS/WEEK 17.4 for period
 7D TREND +81.7% vs previous week	 REACTIONS/POST 40.7 only 2,969 reactions, 4,063 reposts, 0 comments	 POST LENGTH 853 chars median 1000 · 29 days	 POSTS ANALYZED 73 29 days
 AD REACH 4K 24h avg	 CHURN / MONTH -369 last month	 CITATION RATE 1 435 citation index · 7,464 channels mentioned all time	 CHANNEL AGE 3 years 3 months created 07.04.2023

AI EDITOR SUMMARY

Channel «Cyberpolice Russia Bulletin» — 84 884 subs. Avg views per post: 9.5K people (11% of subs), low reach — consider expanding audience. Publishes 17 posts/week (~2/day) — regular. Week Jun 29 – Jul 5 reach grew +81.7% to week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **73** posts over 29 days.
- 02 Dominant format – **Photo** (46/73 posts).
- 03 Avg post length – **853** chars (median 1000).
- 04 Peak audience activity – **Wed**, 07:00 MSK.
- 05 Top posts get **11x** more views than the weakest (53.6K avg for top vs 4.7K for worst) – among 73 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 04:45 TEXT ! Scammers now increasingly use two-stage phone scams based on social engineering. ➡First...	VIEWS 108 580 REPOSTS 487	REACTIONS 51 ER 127.9%
Nº2 17.06 · 04:44 TEXT War correspondent, but not that one ! We record a new pretext for first contact that scammers use against relatives of participants...	VIEWS 31 081 REPOSTS 75	REACTIONS 50 ER 36.6%
Nº3 18.06 · 04:45 PHOTO Fake «cyberpolice antivirus» ! Malware disguised as «official...	VIEWS 21 191 REPOSTS 115	REACTIONS 54 ER 25.0%

Nº4

21.06 • 08:02

PHOTO

! Paradox: we teach kids road safety and stranger danger because those are obvious threats. But in...

VIEWS

14 275

REPOSTS

121

REACTIONS

39

ER

16.8%

Nº5

28.06 • 08:02

PHOTO

Not new schemes 🤝 Together with colleagues from the Investigative Department of the Russian Ministry of Internal Affairs, we analyzed criminal case materials for the first...

VIEWS

14 008

REPOSTS

98

REACTIONS

34

ER

16.5%

WORST 3

↓ 25.06 • 13:33 PHOTO

Today deputies passed a law to combat cyber threats, wrote in his MAX channel the Chairman of the State Duma. «A legal framework has been created...

VIEWS

4 929

REPOSTS

21

REACTIONS

32

ER

5.8%

↓ 11.07 • 11:02 PHOTO

🐈 Extremism is the adherence of individuals, groups, or organizations to extreme, radical views and actions. ➡ It...

VIEWS

4 799

REPOSTS

39

REACTIONS

33

ER

5.7%

↓ 11.07 • 06:03 PHOTO

Weekly digest of key IT events 🎓 The Russian government plans to submit a third package to the State Duma in the fall...

VIEWS

4 440

REPOSTS

20

REACTIONS

29

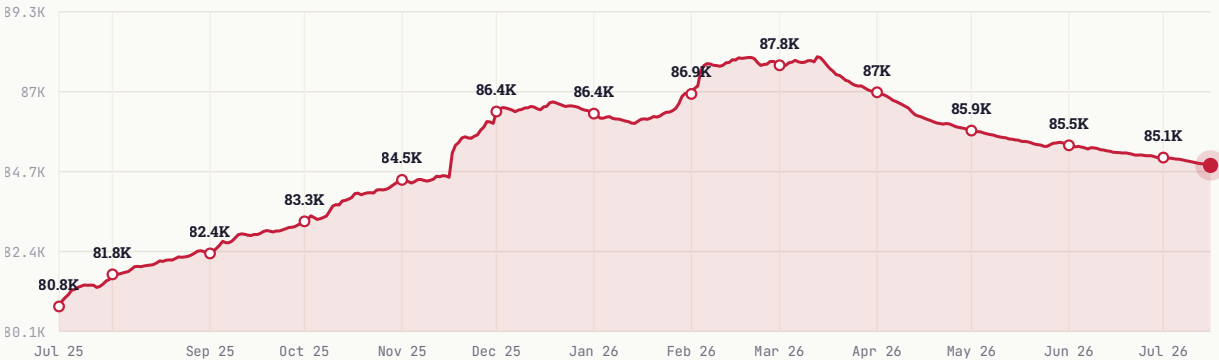
ER

5.2%

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 grew and which it lost subs.

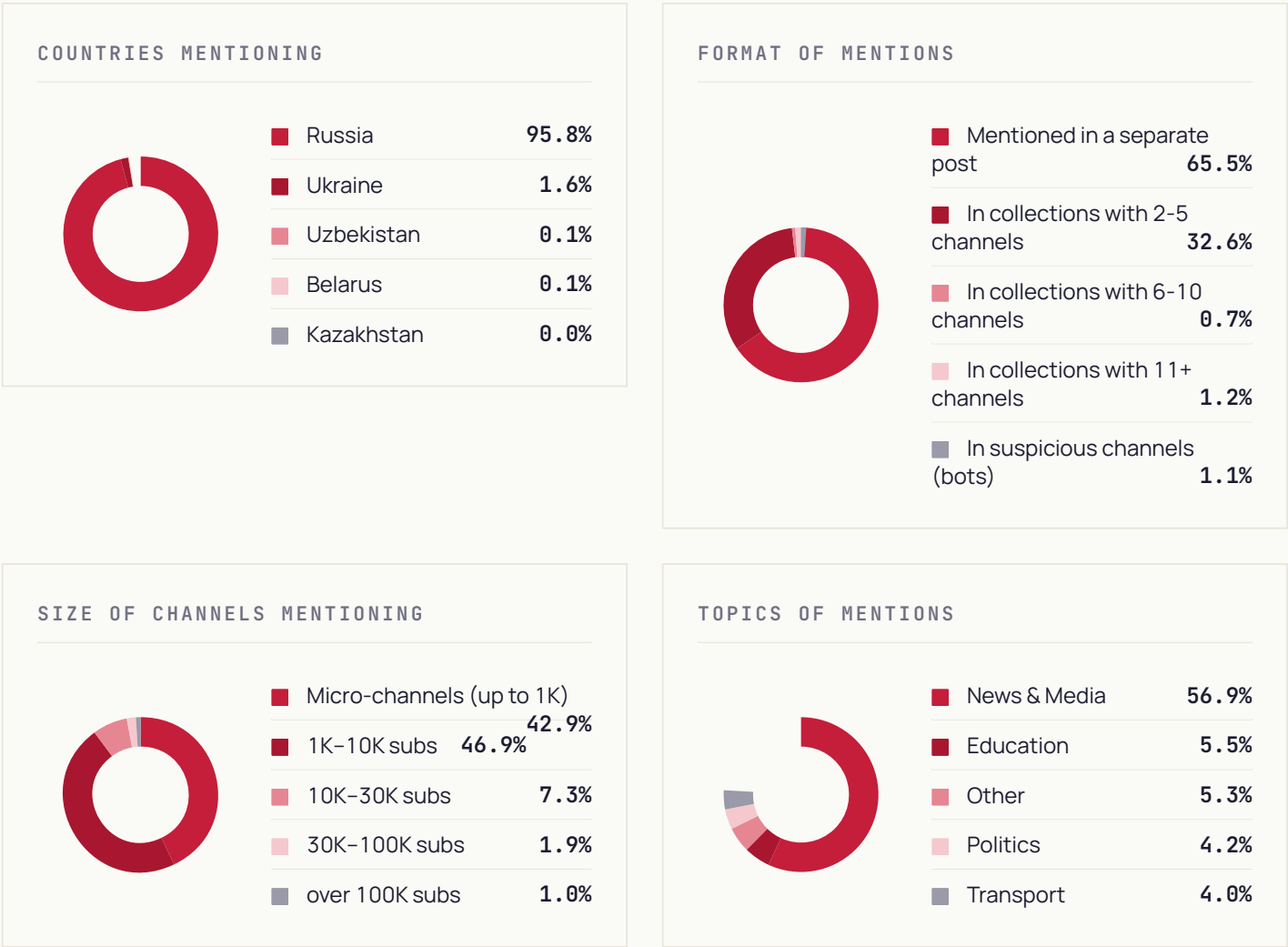


PERIOD START	NOW	NET GROWTH
80 845	84 885	+4 040

SECTION 04 · CITATIONS

Who mentions the channel and how

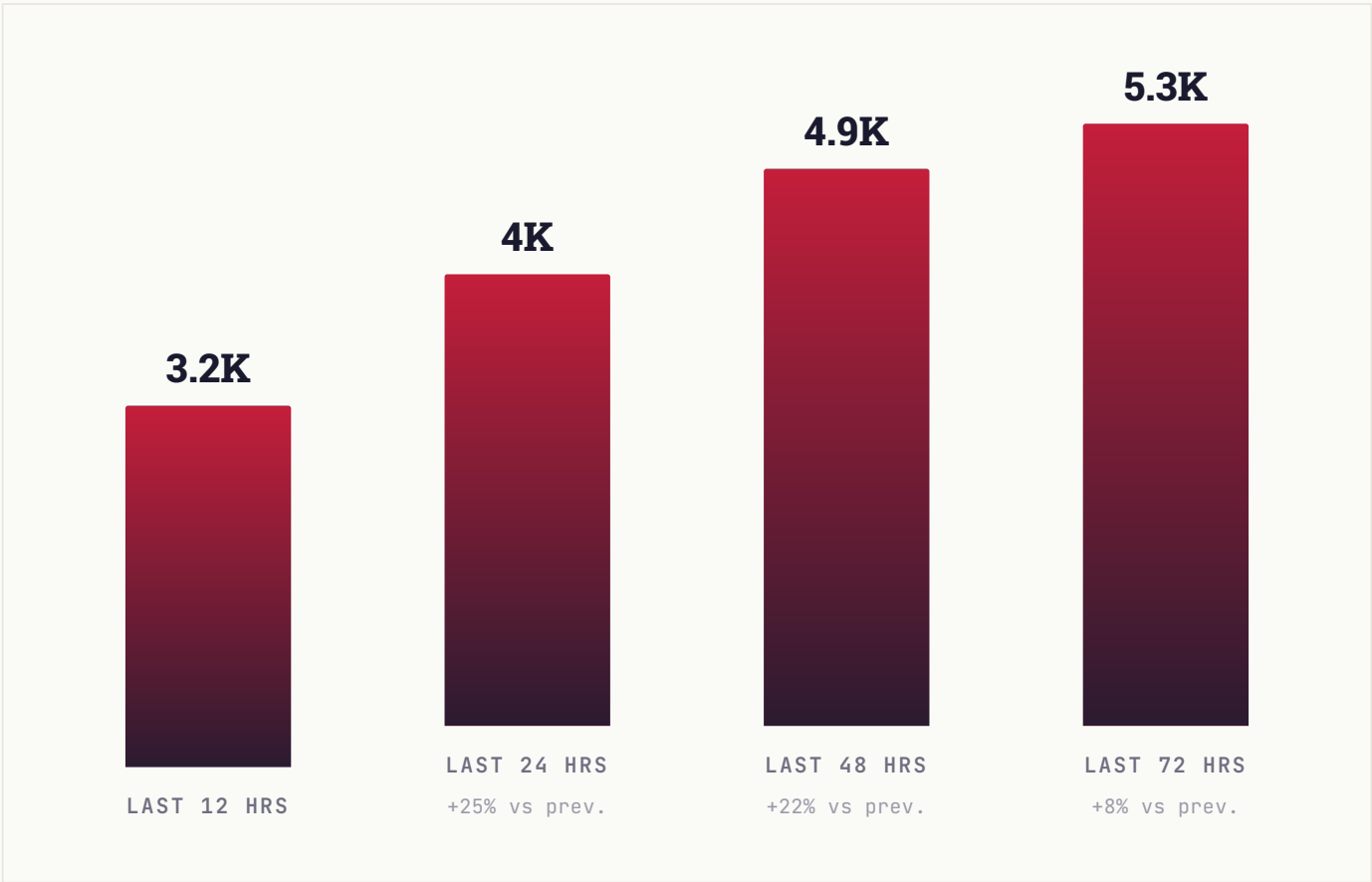
Citation index **1 435** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **7 464** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trending world	3.3M
TE Techchat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE – Telegram, AI и технологии	2M
VK Cyberpolice Russia Bulletin YOU	84.9K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal — enter top-100 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 your channel. Over the last **6 months** such mentions: **9 451**, they brought **6 988** new subs.

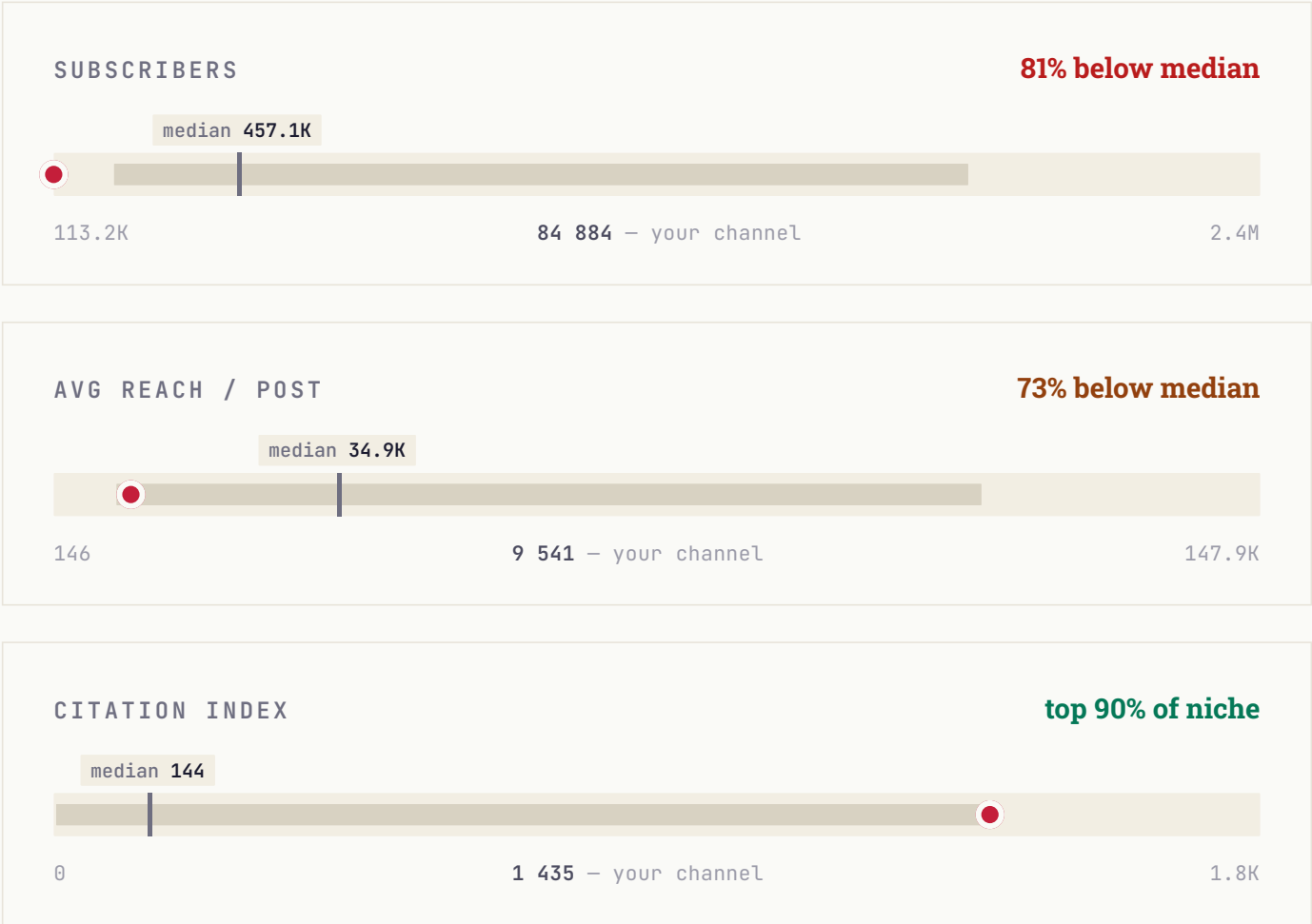
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1 387	612	945
December 2025	1 985	714	841
Nov 2025	1 673	697	1 928
Oct 2025	1 456	589	1 398
Sep 2025	1 346	501	989
August 2025	1 604	672	887

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
9 451	6	6 988

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Tech» (Russia) and compared your channel.
Gray band – range for 80% of niche channels (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 off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Wednesday
Audience most active on this day at 07:00 MSK. | EFFECT
Best window
for an
important post |
| 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
Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |
| 05 | Update channel description for Telegram search
Telegram search looks at 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 using public data.
Want to go further — run ads with 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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