

PUBLIC REPORT BY PROMTPRESS

Channel audit

Knowledge Center 'Mashuk'



@czmashuk

Knowledge Center 'Mashuk' — an all-Russian educational center for training educators and managers. #TeachingThoseWhoTeach VK: <https://vk.com/czmashuk> RKN statement number:...

SUBSCRIBERS

21 852

-242 per month

ERR (% SEE POSTS)

5.0%

daily 2.8%

REACH/POST

1K

ad reach 607/24h

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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 21 852 —	 SUBS REACH 4.77% avg % subs see post	 VIEWS/POST 1K median 1K · 29 days	 POSTS/WEEK 21.3 over period
 7D TREND -7.2% vs previous week	 REACTIONS/POST 9.3 total 842 reactions, 316 reposts, 7 comments	 POST LENGTH 604 chars median 572 · 29 days	 POSTS ANALYZED 91 29 days
 AD REACH 607 24h avg	 CHURN / MONTH -242 last month	 QUOTABILITY 363 citation index · 2,365 channels mentioned ever	 CHANNEL AGE 4 years 6 days created 09.07.2022

AI EDITOR SUMMARY

Channel «Mashuk Knowledge Center» — 21 852 subs. Each post avg views 1K people (5% of subs), low reach — expand audience. Publishes 21 posts/week (~3/day) — active posting. Week Jun 29–Jul 5 reach dropped -7.2% to week Jun 22–28 — analyze 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 **91** posts over 29 days.
- 02 Dominant format — **Photo** (49/91 posts).
- 03 Avg post length — **604** chars (median 572).
- 04 Peak audience activity — **Monday**, 14:00 MSK.
- 05 Top posts get **2x** more views than weakest (2.1K avg top vs 870 worst) — among 91 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

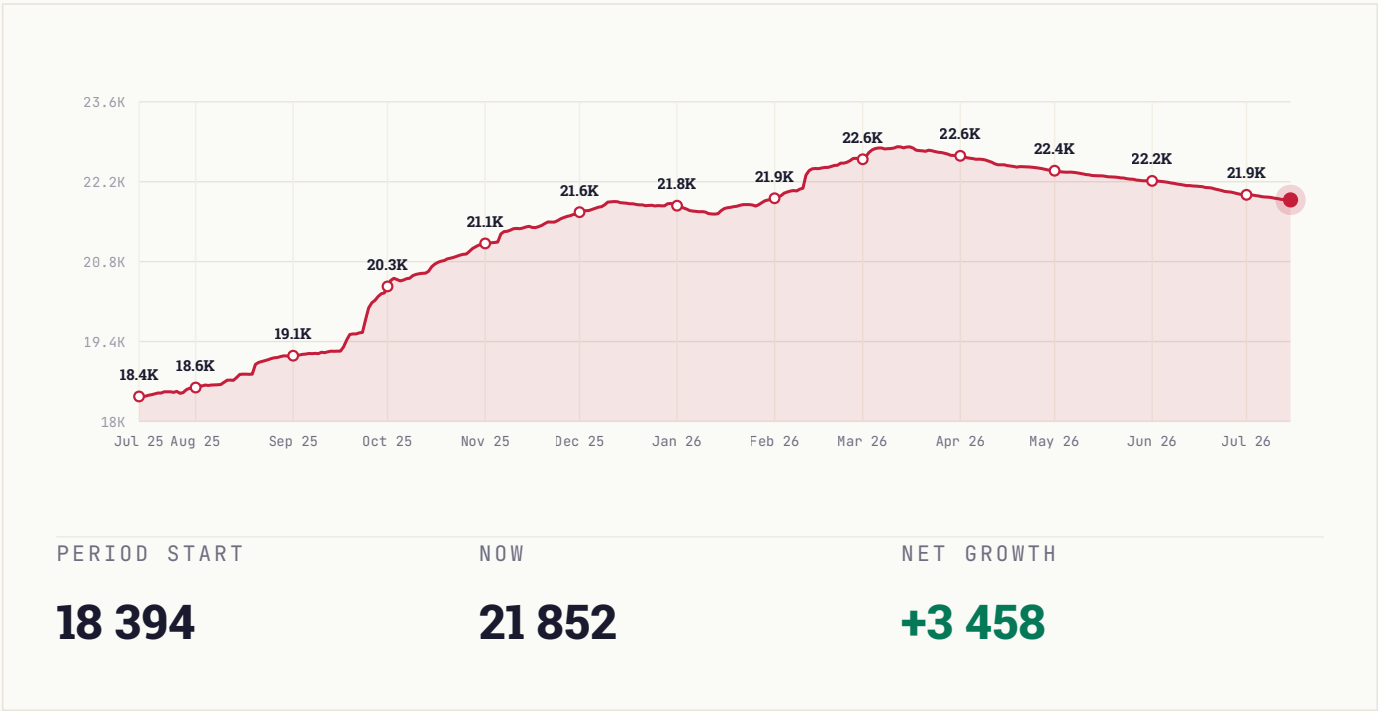
Nº1 15.06 · 11:33 VIDEO What do those who inspire and lead others say about the role of a mentor? 🗣️ At the educational seminar on developing the institute...	VIEWS 2 333 REPOSTS 8	REACTIONS 7 ER 10.7%
Nº2 24.06 · 16:03 PHOTO Warm afterglow of a big day ❤️ A week after the celebration, we share how the birthday of #AlumniCommunity of the Knowledge Center went...	VIEWS 2 080 REPOSTS 4	REACTIONS 16 ER 9.5%
Nº3 25.06 · 16:04 PHOTO KZ 'Mashuk' 🤝 Rosdetcenter: new joint educational program On June 27, the Knowledge Center 'Mashuk' launches a new educational...	VIEWS 1 839 REPOSTS 8	REACTIONS 11 ER 8.4%

Nº4 26.06 • 14:00 TEXT  Launch of new program 'Upbringing Starts with Me' began Live stream details on the program and innovations in...	VIEWS 1 399 REPOSTS 2 REACTIONS 7 ER 6.4%
Nº5 19.06 • 16:00 PHOTO 'Digital Mashuk' – knowledge center at home 📁 Want to study at Mashuk Knowledge Center but can't attend in-person programs?...	VIEWS 1 397 REPOSTS 3 REACTIONS 6 ER 6.4%
WORST 3	
↓ 06.07 • 14:02 VIDEO Dozens of practical solutions for youth workers in 1 day At the Mashuk Knowledge Center, the Interregional...	VIEWS 875 REPOSTS 1 REACTIONS 6 ER 4.0%
↓ 11.07 • 11:03 PHOTO Through the years – and back to Mashuk ❤️ At the educational event 'Pedagogical Dialogue: Mentoring Practices and Technologies in Digital...'	VIEWS 868 REPOSTS 3 REACTIONS 7 ER 4.0%
↓ 11.07 • 17:18 PHOTO 60,000 participants of educational programs at Mashuk Knowledge Center! 🎉 At the opening of the educational program 'Pedagogy of the Future: Implementing...'	VIEWS 868 REPOSTS 2 REACTIONS 8 ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

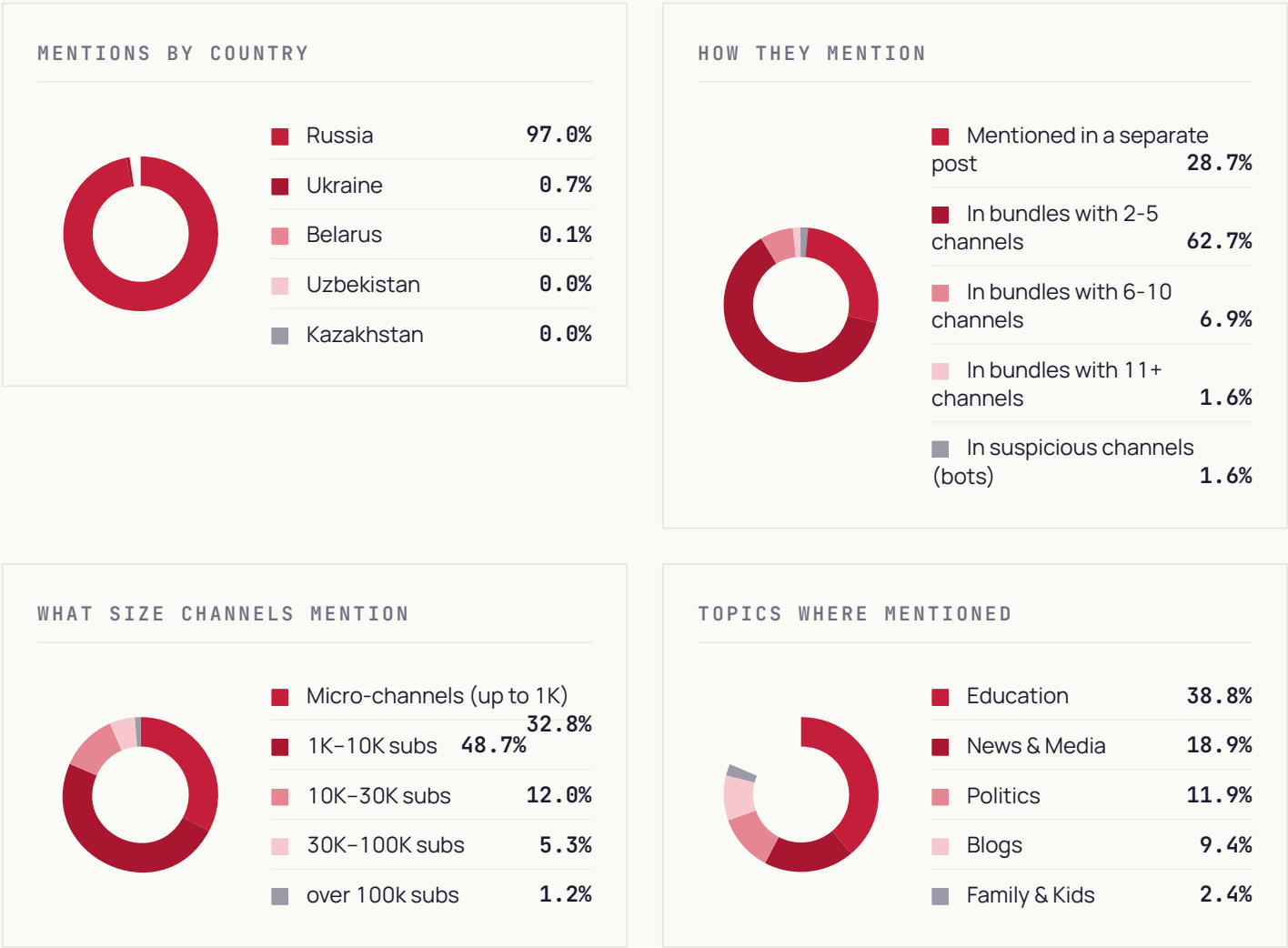
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions and how

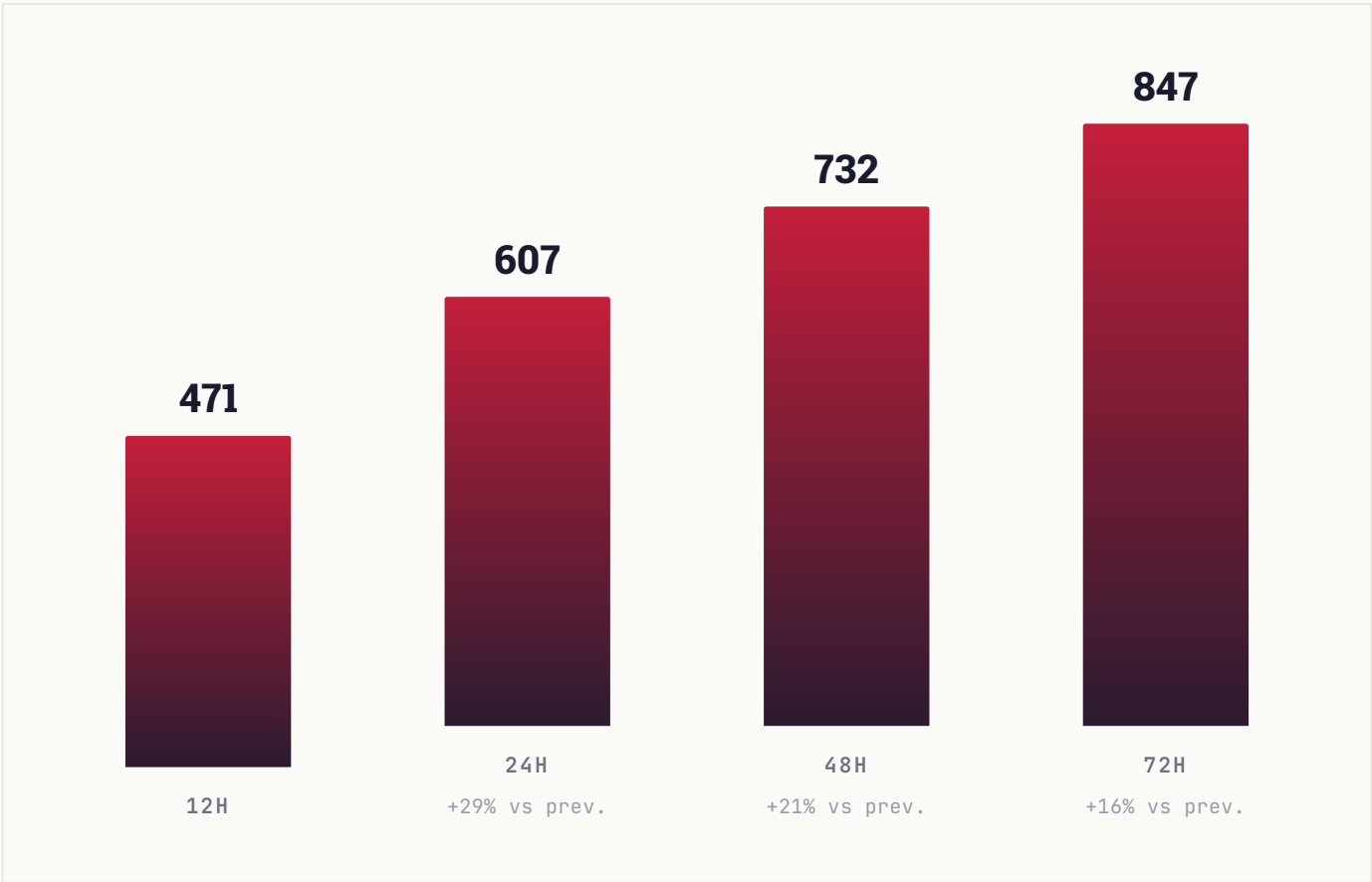
Citation index **363** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **2 365** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 — you can see its place 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 Umskul	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
KZ Knowledge Center 'Mashuk' YOU	21.9K

COMPARATIVE CONCLUSION

Channel not yet outside niche top-99 — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

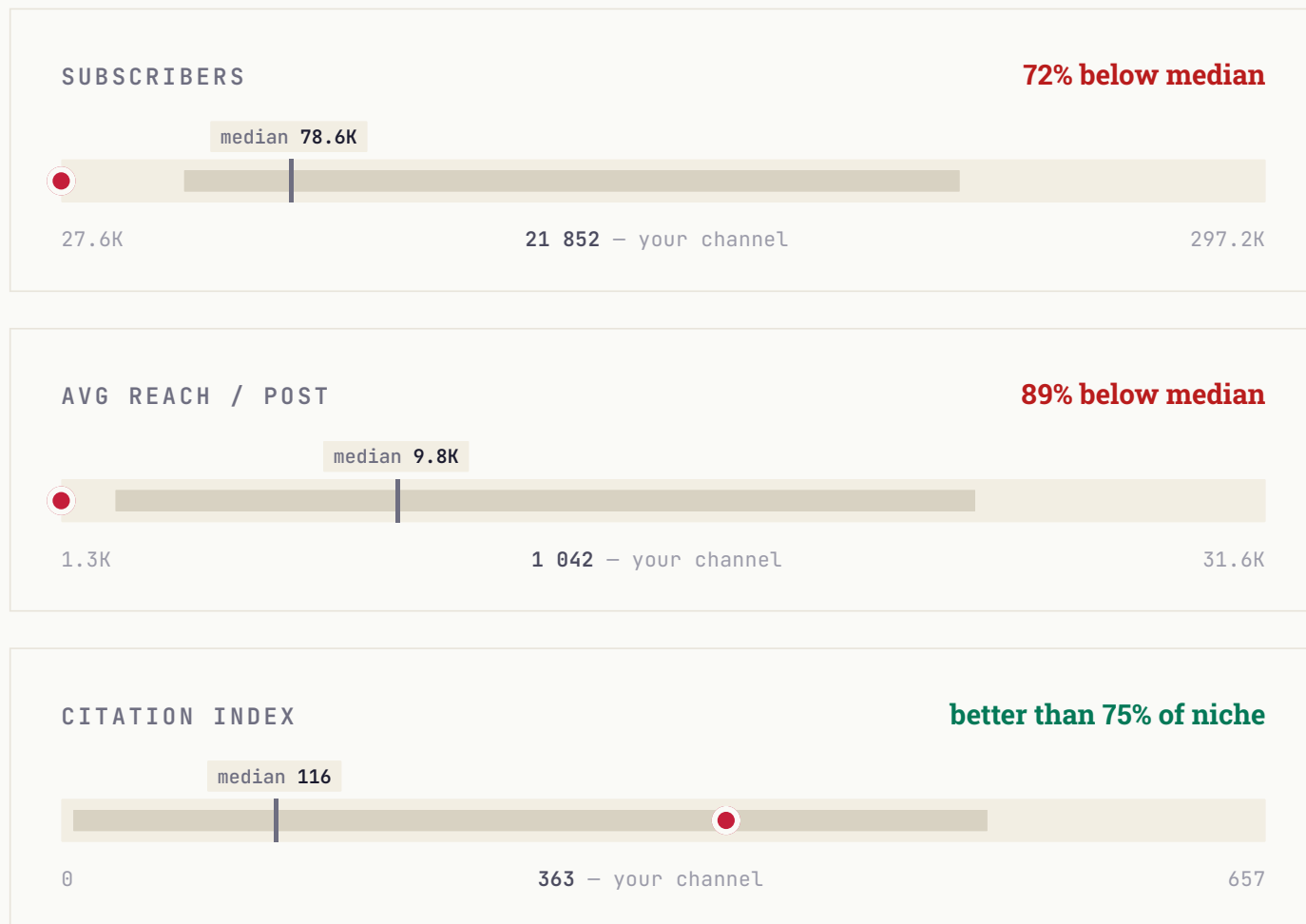
We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **1 182**, they brought **3 750** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	55	44	286
December 2025	223	151	281
Nov 2025	136	95	562
Oct 2025	216	146	892
September 2025	150	99	1 139
August 2025	402	297	590
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
1 182	6	3 750	

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category "Education» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10–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 this report in a month.

01

Top post of the week — Monday

Audience most active on this day at 14:00 MSK.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 4.77% vs norm 8.0%. Try polls and interactive formats.

EFFECT

+3.2pp ER

03

System Traffic Purchase

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 and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels 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 close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
