

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Education



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educationdep Registration in...

SUBSCRIBERS

233 018

+24795 per month

ERR (% WHO SEE
POSTS)

8.0%

last day 1.7%

REACH/POST

12.4K

ad reach 4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Education»

09 Strategy

5 priority actions

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 233 018 —	 SUBSCRIBER REACH 5.34% avg % of subs see post	 VIEWS/POST 12.4K median 7.2K · 29 days	 POSTS/WEEK 43.3 for period
 7D TREND -37.2% vs previous week	 REACTIONS/POST 44.8 total 8 111 reactions, 8 203 reposts, 0 comments	 POST LENGTH 450 chars median 418 · 29 days	 POSTS ANALYZED 181 29 days
 AD REACH 4K 24h avg	 CHURN / MONTH +24795 last month	 CITATION RATE 1 077 citation index · 3 582 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 13.04.2020

AI-РЕЗЮМЕ РЕДАКТОРА

Channel «Moscow Education» – 233 018 subs. Each post averages 12.4K people (5% of subs), reach is low – consider expanding audience. Publishes 43 posts per week (~6/day) – active posting. For week Jun 29 – Jul 5 reach dropped -37.2% to week Jun 22–28 – 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.

ЧТО ОБЩЕГО У УСПЕШНЫХ ПОСТОВ

- 01 Analysis based on **181** posts over 29 days.
- 02 Dominant format — **Photo** (72/181 posts).
- 03 Avg post length — **450** chars (median 418).
- 04 Peak audience activity — **Tue, 09:00 MSK**.
- 05 Strongest posts get **42 times** more views than the weakest (194.1K avg for top vs 4.6K for worst) — among 181 posts over 29 days. Analyze what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 10:25 PHOTO Choosing a career path 9th graders get their OGE results and can decide on further education. «In this...	VIEWS 205 461 REACTIONS 27 REPOSTS 571 ER 88.2%
Nº2 17.06 · 07:49 VIDEO ★ Наши звёзды, выпускники! Этот праздник для вас! До Московского выпускного остаются считанные дни: он пройдёт в ночь с 26 на 27...	VIEWS 193 677 REACTIONS 44 REPOSTS 1 598 ER 83.1%
Nº3 16.06 · 06:54 PHOTO 17 План на 20 июня: найти профессию мечты! В колледжах столицы пройдёт единый день открытых дверей. «Учебные заведения подготовили...	VIEWS 183 124 REACTIONS 31 REPOSTS 704 ER 78.6%

Nº4 06.07 · 09:12 PHOTO Pre-professional class enrollment started High schoolers dive into real professional environment: cool internships, create...	VIEWS 109 219 REPOSTS 521	REACTIONS 25 ER 46.9%
Nº5 08.07 · 10:17 PHOTO ❤ Анастасия Ракова поздравила москвичей с Днём семьи, любви и верности «Семья — это главная ценность, которая остаётся с нами на всю...	VIEWS 108 515 REPOSTS 391	REACTIONS 26 ER 46.6%

|

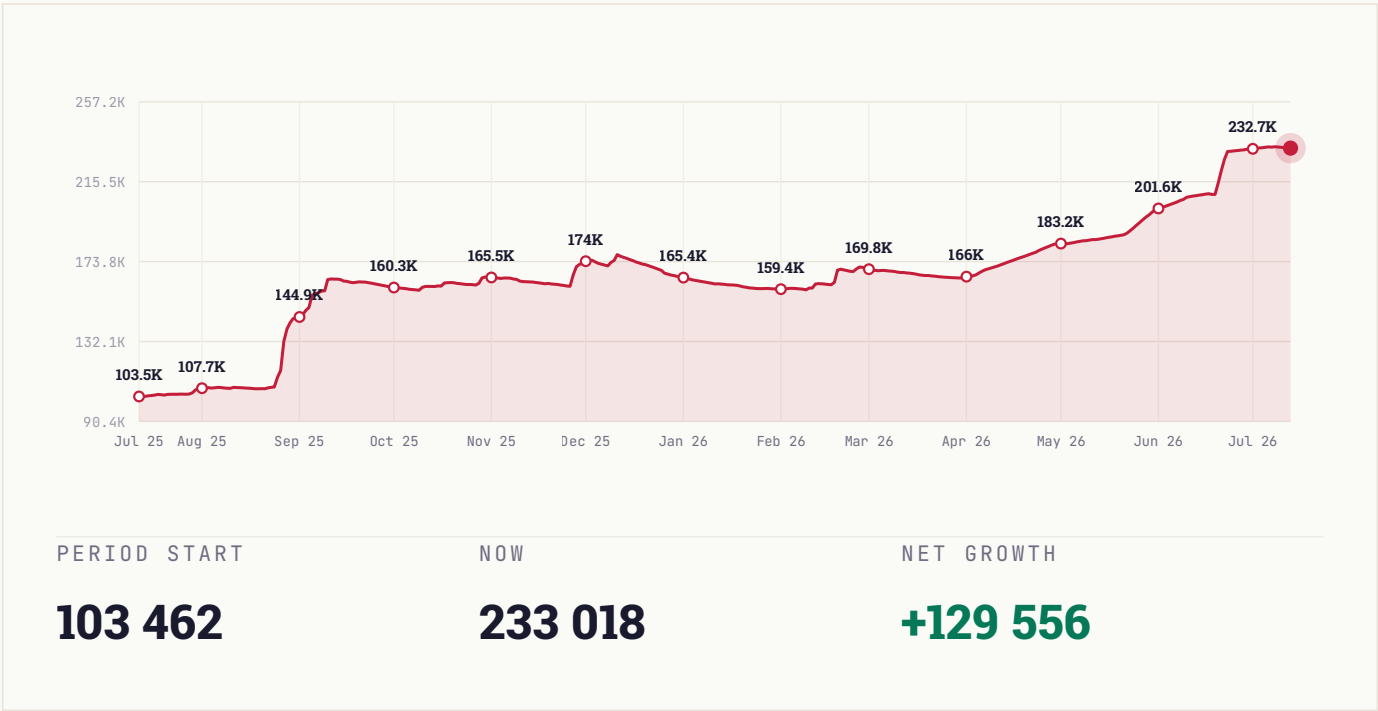
WORST 3

↓ 06.07 · 16:31 POLL (post without caption — poll)	VIEWS 4 743 REPOSTS —	REACTIONS 10 ER 2.0%
↓ 06.07 · 16:31 POLL (post without caption — poll)	VIEWS 4 580 REPOSTS —	REACTIONS 11 ER 2.0%
↓ 09.07 · 13:00 VIDEO (post without caption — video)	VIEWS 4 492 REPOSTS 22	REACTIONS 39 ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

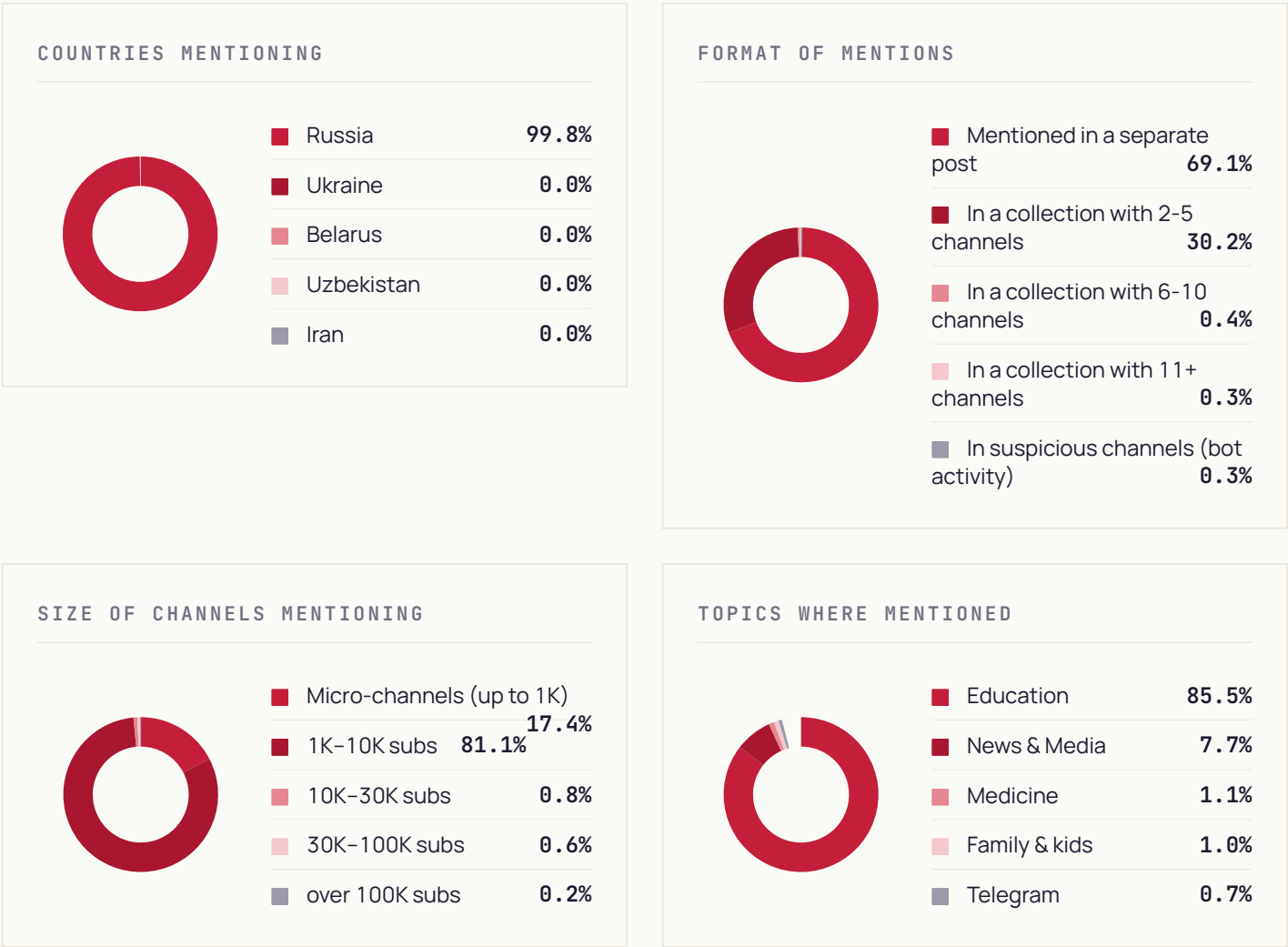
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

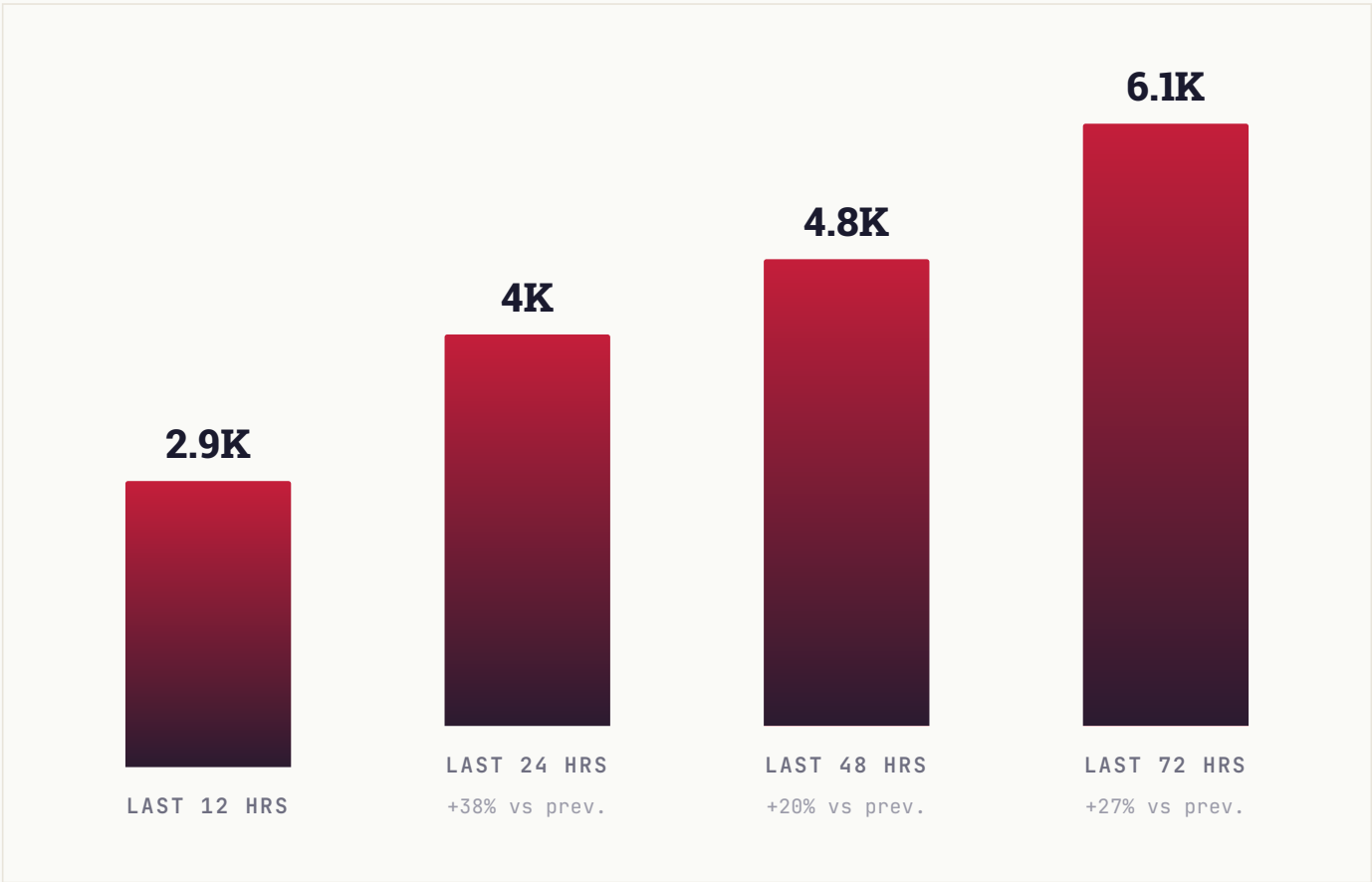
Citation index **1 077** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from a channel with 1k. All time channel was mentioned **3 582** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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 — shows 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 duty 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 YOU	233K
E2 EXAMS 2026 ANSWERS	228.1K

СРАВНИТЕЛЬНЫЙ ВЫВОД

Channel in top 10 of niche (#10 of 99). Strong position. Niche leader — Mathematician Andrey (1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention your channel monthly. Over the last **6 months** such mentions were **32 853**, they brought **87 759** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	3 111	592	156
December 2025	5 413	596	7 463
Nov 2025	4 645	619	12 474
Oct 2025	7 296	646	8 478
September 2025	8 269	679	20 956
August 2025	4 119	733	38 232
TOTAL MENTIONS			32 853
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			87 759

SECTION 08 · NICHE COMPARISON

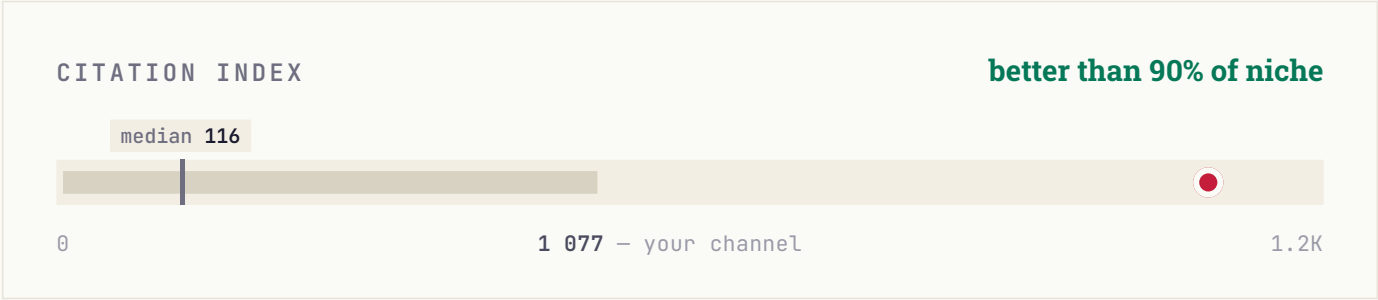
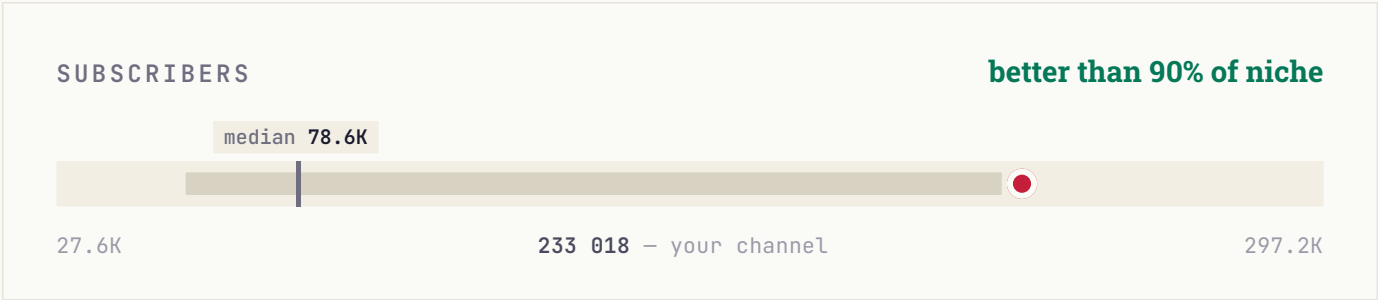
Where the channel ranks in its league

Took top-100 channels in category «Education» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#10/100

POSITION IN NICHE

Channel in top 10% Education Russia



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 — on Tuesday**

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 5.34% vs norm 8.0%. Try polls and interactive formats.

EFFECT

+2.7pp ER**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 and interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ ЧТО ДАЛЬШЕ

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
