

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Plastic surgeon Nikolaeva Sandara Afanasyevna



@drnikolaevasandara

Rehabilitation channel!!! All before/after in my Instagram

dr.sandara_nikolaeva □ Appointment info: 📞 Frau Clinic phone
+74951200462 📱 WhatsApp/Telegram +7 926...

SUBS

89 935

ERR (% SEE POSTS)

17.0%

REACH/POST

15.9K

-348 per month

per day 7.5%

ad reach 6.7K/24h

— TABLE OF 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 **Citations**

Who mentions the channel and how

05 **Ad Potential**

How long a post brings reach

06 **Competitors**

Niche neighbors · your place

07 **Mention dynamics**

6 months · monthly

08 **Niche Comparison**

Position in «Medicine» category

09 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBS 89 935 —	 SUBSCRIBER REACH 17.71% avg % subs see post	 VIEWS/POST 15.9K median 16.7K · 25 days	 POSTS/WEEK 5.6 for the period
 7D TREND -2.7% vs previous week	 REACTIONS/POST 390.9 total 7,819 reactions, 353 reposts, 0 comments	 POST LENGTH 378 chars median 293 · 25 days	 POSTS ANALYZED 20 25 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH -348 last month	 CITATIONS 9 citation index · 21 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 28.02.2022

AI EDITOR SUMMARY

Channel «Plastic Surgeon Nikolaeva Sandara Afanasyevna» – 89 935 subs. Each post averages 15.9K people (18% from subs), that's average reach – room to grow. Publishes 6 posts per week (~1/day) – rare posts. For the week of June 8–14, reach stable (-2.7% vs week 1–7 Jun).

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 TOP POSTS SHARE

- 01 Analysis based on 20 posts in 25 days.
- 02 Dominant format — Video (18/20 posts).
- 03 Avg post length — 378 chars (median 293).
- 04 Audience peak activity — Wed, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (19.5K avg top vs 14K worst) — among 20 posts in 25 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 13:53 VIDEO 1 day after facelift, frontotemporal lift Larisa, 67. No cosmetic procedures. 20 years ago only...	VIEWS 20 690 REPOSTS 25	REACTIONS 461 ER 23.0%
Nº2 11.06 · 14:30 PHOTO Scar dynamics Scars at 1,2,6,11 months after facelift Patient is 54 years old. She applied Mepiform patch on...	VIEWS 20 092 REPOSTS 29	REACTIONS 458 ER 22.3%
Nº3 11.06 · 14:25 VIDEO 2 weeks after facelift, upper blepharoplasty Irina, 49 #facelift #deepplane #plasticsurgeon #facelift...	VIEWS 17 738 REPOSTS 24	REACTIONS 428 ER 19.7%

Nº4 30.05 · 13:49 VIDEO (captionless post – video)	VIEWS	REACTIONS
	17 725	280
	REPOSTS	ER
	22	19.7%

Nº5 02.06 · 11:54 VIDEO 7 months after facelift and laser resurfacing Complex face. Patient, 62. #facelift #deepplane #plasticsurgeon...	VIEWS	REACTIONS
	17 574	403
	REPOSTS	ER
	13	19.5%

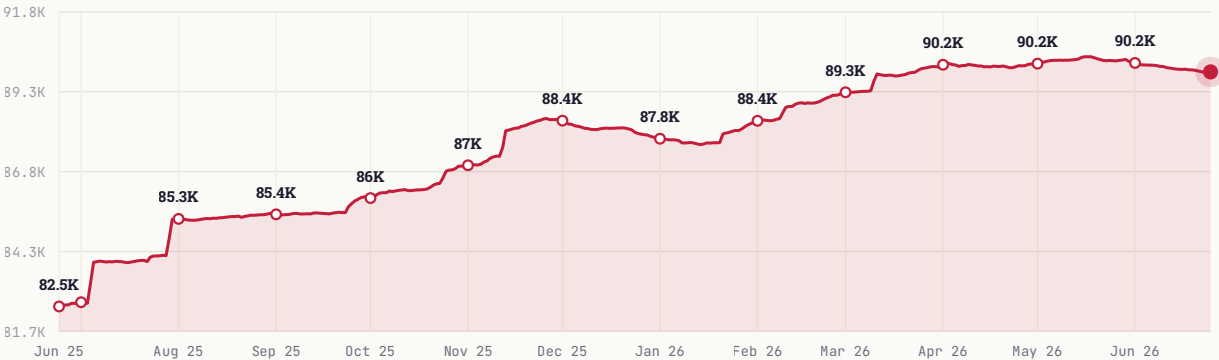
WORST 3

↓ 18.06 · 14:25 VIDEO 3.5 months after circular blepharoplasty with delicate temple lift Patient, 47. Previously shared her story...	VIEWS	REACTIONS
	15 179	669
	REPOSTS	ER
	36	16.9%
↓ 18.06 · 12:20 VIDEO 8 months after facelift, frontotemporal lift with laser resurfacing Elena, 54. Previously shared her...	VIEWS	REACTIONS
	14 770	538
	REPOSTS	ER
	22	16.4%
↓ 21.06 · 10:38 VIDEO Happy Medical Worker's Day!❤️🇷🇺	VIEWS	REACTIONS
	12 076	860
	REPOSTS	ER
	3	13.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START	NOW	NET GROWTH
82 534	89 934	+7 400

SECTION 04 • CITATIONS

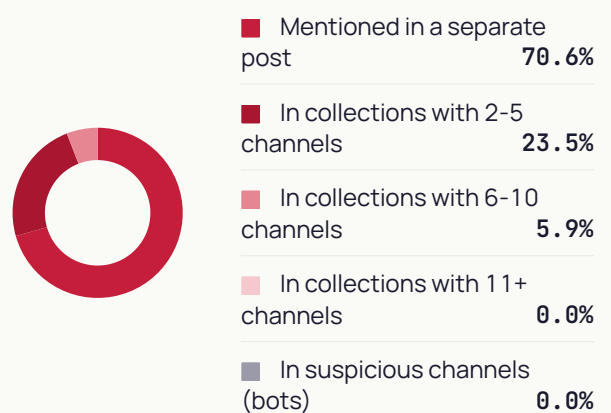
Who mentions the channel and how

Citation index **9** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel was mentioned **21** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



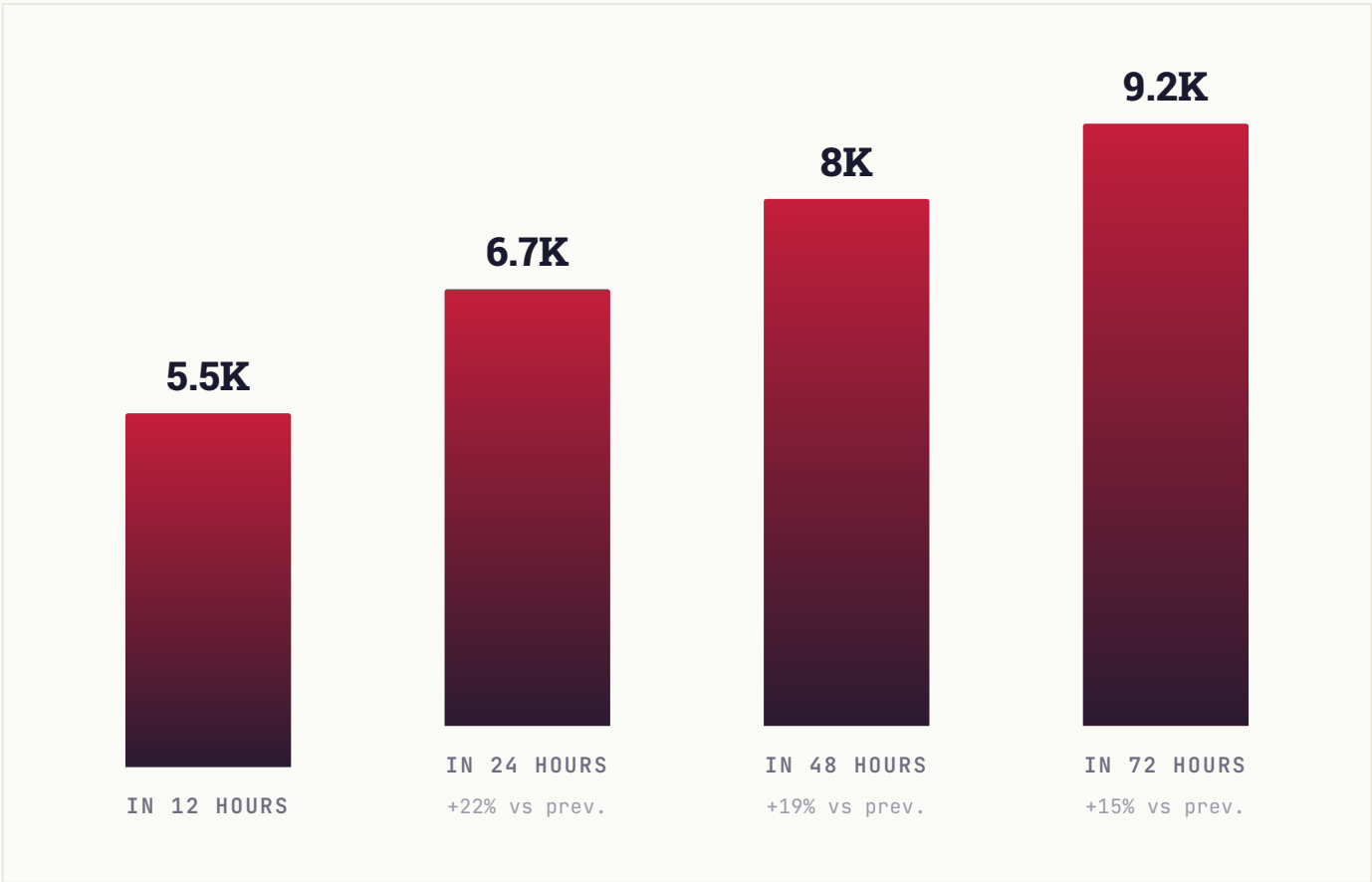
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 peers.

CHANNEL	SUBS
BI Blog from the Morgue	359.3K
EM Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
MM Moscow medicine	238.8K
ZD ZdravKontrol	223.6K
KD Dr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mykerina. Giving birth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Forensic Expert's Notes	171.5K
PH Plastic surgeon Nikolaeva Sandara Afanasyevna YOU	89.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#34 of 96). Niche leader — Blog from the Morgue (359.3K), median subs 70.8K. Aim for top quartile — realistic 6-12 month horizon.

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** mentions count **0**, they brought **6 358** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	62
Nov 2025	0	0	1 522
Oct 2025	0	0	1 065
September 2025	0	0	632
August 2025	0	0	274
July 2025	0	0	2 803

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	6 358

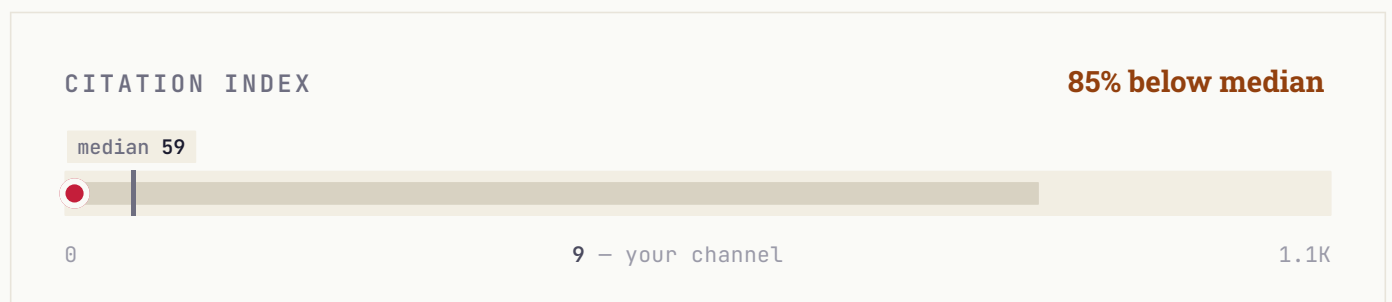
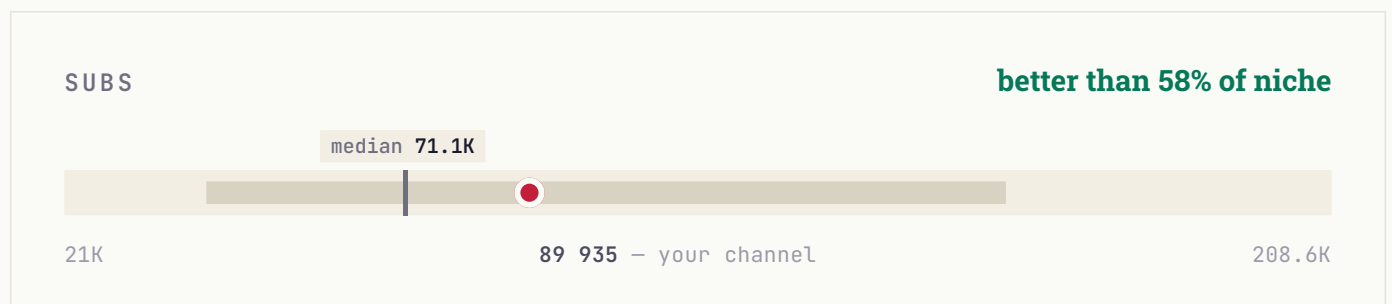
— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

#34 /100

POSITION IN NICHE
 Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Wednesday

Audience most active on this day at 16:00 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 finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

Test polls & 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
- 04

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 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 — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
