

PROMTPRESS PUBLIC REPORT

Channel audit

Design Weekend.



@dswnwknd

Образовательная миссия российского дизайн-сообщества.
Бесплатные дизайн-лагеря и дизайн-конференции в регионах.
сайт —> <https://designweekend.ru> чат участников —> <https://t.me/+Q8ZjalGHzAD8yJJs>

SUBSCRIBERS

15 875

-70 per month

ERR (% SEE POSTS)

23.0%

in 24 hrs **10.6%**

REACH/POST

3.7K

ad reach **1.7K/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 15 875 —	 SUBSCRIBER REACH 23.5% avg % subs see post	 VIEWS/POST 3.7K median 3.5K · 22 days	 POSTS/WEEK 2.2 for the period
 7D TREND — no data for period	 REACTIONS/POST 40.9 total 286 reactions, 470 reposts, 52 comments	 POST LENGTH 345 chars median 322 · 22 days	 POSTS ANALYZED 7 22 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -70 last month	 QUOTABILITY 42 citation index · 511 channels mentioned all time	 CHANNEL AGE 9 years 9 months created 10.10.2016

AI EDITOR SUMMARY

Channel «Design Weekend.» – 15 875 subs. Each post averages 3.7K people (24% of subs), average reach – room to grow. Posts 2 posts/week (~0/day) – rare posts.

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 7 posts over 22 days.
- 02 Dominant format – Text (3/7 posts).
- 03 Avg post length – 345 chars (median 322).
- 04 Peak audience activity – Wed, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.7K avg for top vs 2.8K for worst) – among 7 posts in 22 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 14:59 PHOTO Olnya! Yksa! On August 1-2 in Vyksa we're gathering the 3rd Design Weekend there and the 53rd overall. Theme: 'Branding, merch...	VIEWS 4 944 REPOSTS 309 REACTIONS 88 ER 31.1%
Nº2 18.06 · 12:21 TEXT Our friends from the 'City Producer' project are launching a reel series about creators developing their cities. We know there are such among you...	VIEWS 4 628 REPOSTS 16 REACTIONS 17 ER 29.2%
Nº3 24.06 · 09:55 TEXT Dropping this here, in case there are Kazan folks or anyone who'll be in Kazan this weekend. On Sunday we're doing a free design brunch about...	VIEWS 4 580 REPOSTS 38 REACTIONS 26 ER 28.9%

Nº4 01.07 · 07:56 TEXT See where we're going?)	VIEWS 3 509 REPOSTS 6	REACTIONS 23 ER 22.1%
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Nº5 02.07 · 07:56 PHOTO By the way, if you're not yet a fan of Vyksa, you have a unique chance to join our sect! Vyksa is a small and very cozy...	VIEWS 3 486 REPOSTS 39	REACTIONS 68 ER 22.0%
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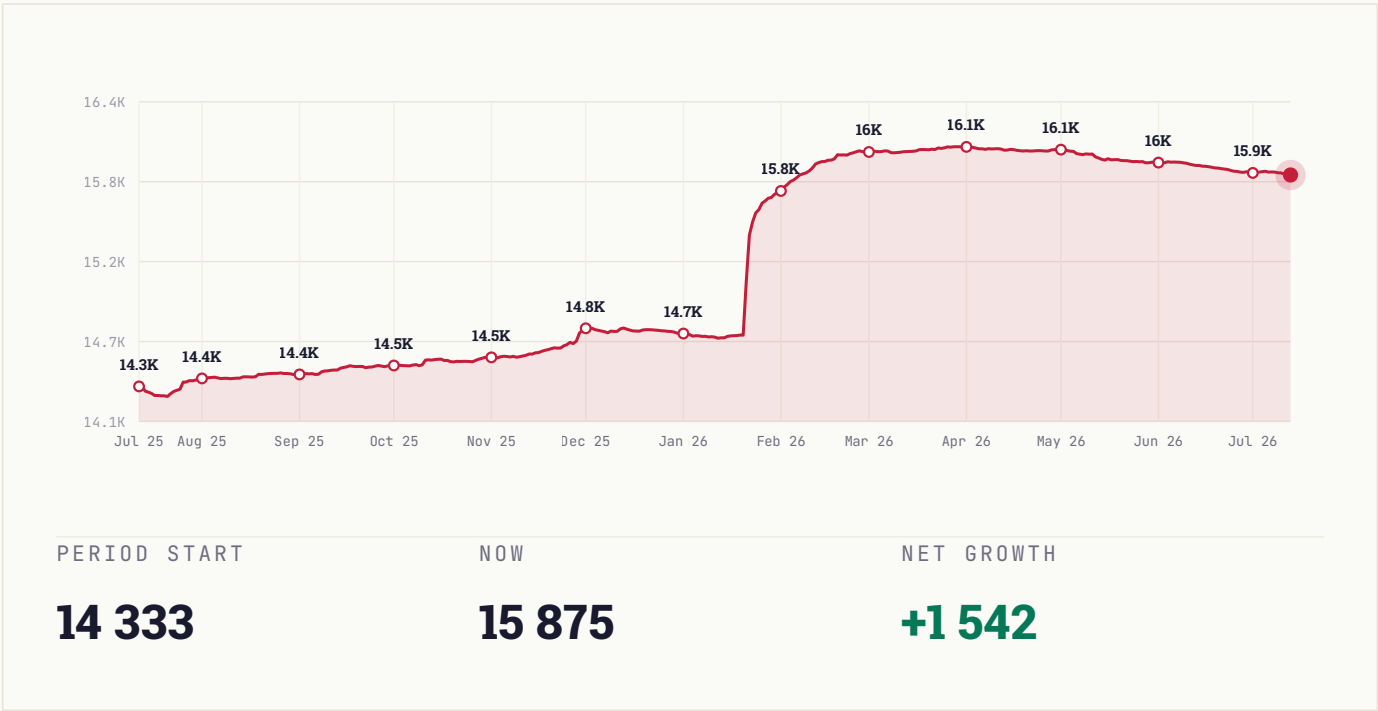
WORST 3

↓ 02.07 · 07:56 PHOTO By the way, if you're not yet a fan of Vyksa, you have a unique chance to join our sect! Vyksa is a small and very cozy...	VIEWS 3 486 REPOSTS 39	REACTIONS 68 ER 22.0%
↓ 01.07 · 07:56 VIDEO (captionless post – video)	VIEWS 3 420 REPOSTS 14	REACTIONS 39 ER 21.5%
↓ 10.07 · 19:36 PHOTO Mikhail Gubergrits, founder of LINII, gave a lecture on minimalism «Simplicity will save this world». The lecture is deep, philosophical and very...	VIEWS 1 548 REPOSTS 48	REACTIONS 25 ER 9.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

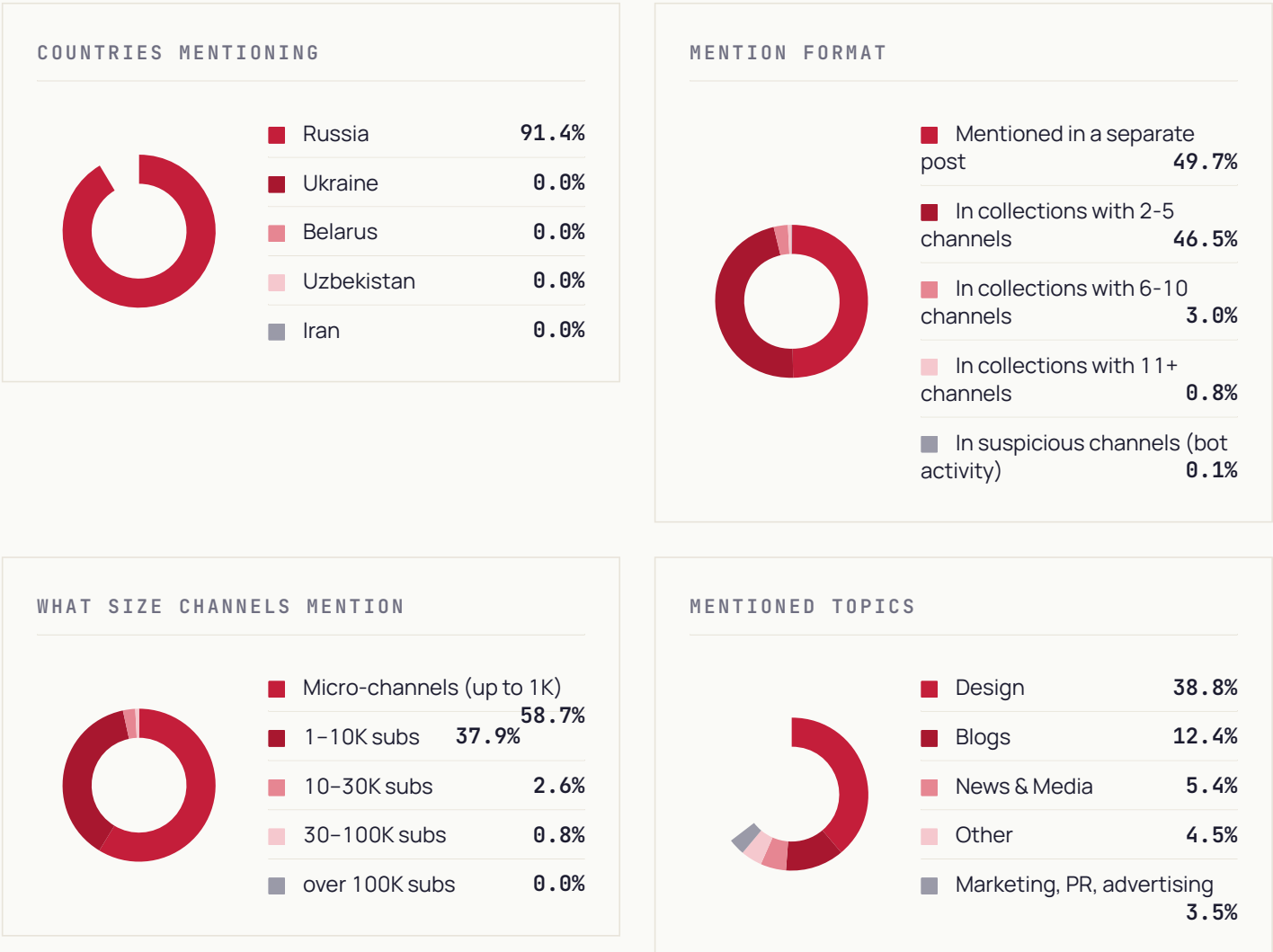
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

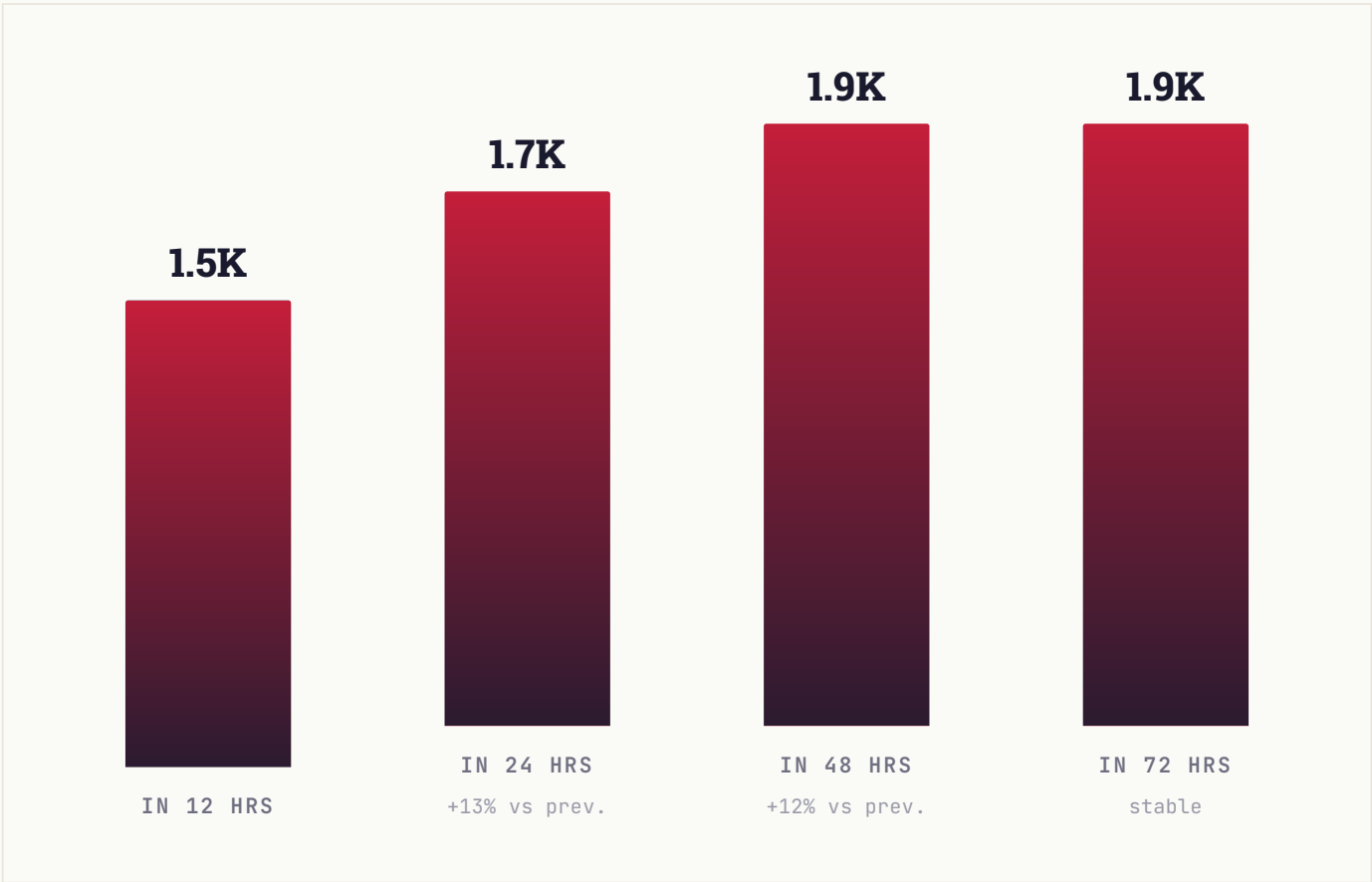
Citation index **42** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **511** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
AE After Effects Templates	181K
DG Designer Gang 🖐	147.4K
SZ STL Zone / 3D models / Free STL	136K
ER Sexy font. Cyrillic	134.7K
SHZ What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
SHT What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
CI Design Weekend. YOU	15.9K

COMPARATIVE CONCLUSION

Channel is not yet outside top 99 of niche — early growth stage. Niche leader — **After Effects Templates** (181K), top-99 median: 53.6K. First goal — enter top-99 through systematic traffic and content work.

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 were **36**, they brought **1 621** new subs.

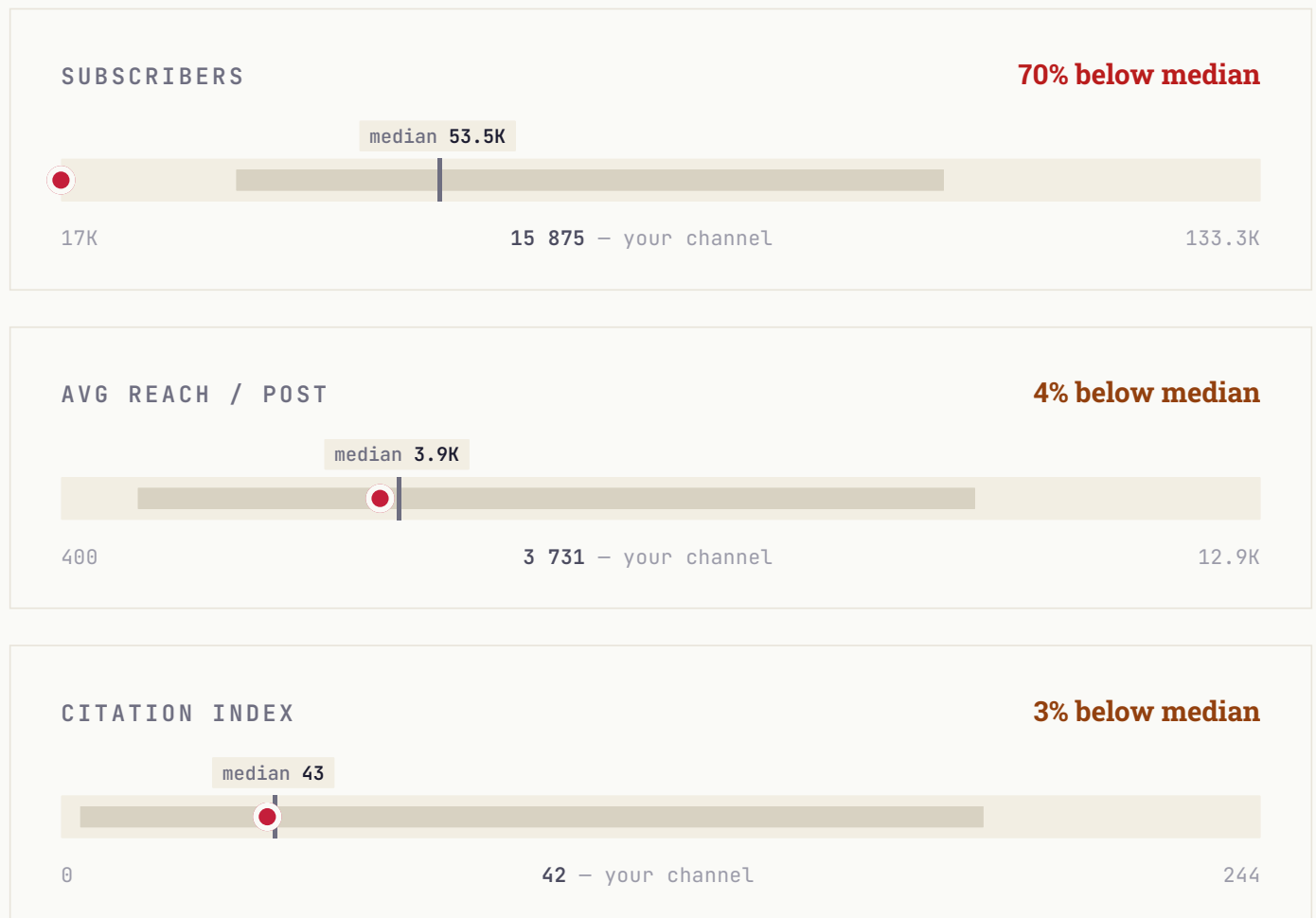
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	1 068	
December 2025	13	13	65	
November 2025	19	13	224	
October 2025	0	0	101	
September 2025	0	0	97	
August 2025	4	4	66	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
36	6	1 621

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Design» (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.



— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Increase posting frequency

Now 2.2 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Wednesday

Audience is most active on this day at 5:00 PM MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager