

PUBLIC REPORT BY PROMTPRESS

Channel audit

Family Doctor



@fdoctor_ru

Private clinic chain in Moscow 📍Site: fdoctor.ru Appointments: fdoctor.ru/#appointments Tel.: +7(495)480-75-08 Promos: fdoctor.ru/offers/ On nerves https://t.me/fdoctor_psy Registration in...

SUBSCRIBERS

83 533

+5014 per month

ERR (% SEE POSTS)

8.0%

per day 4.4%

REACH/POST

6.6K

ad reach 3.7K/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 83 533 —	 SUBSCRIBER REACH 7.84% avg % subs see post	 VIEWS/POST 6.6K median 6.7K · 29 days	 POSTS/WEEK 14.2 over period
 7D TREND +13.0% vs previous week	 REACTIONS/POST 36.3 only 2,139 reactions, 764 reposts, 88 comments	 POST LENGTH 651 chars median 678 · 29 days	 POSTS ANALYZED 59 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +5014 last month	 CITATION RATE 29 citation index · 467 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Family Doctor» — 83 533 subs. Each post averages 6.6K people (8% from subs), reach is low — need to grow audience. Posts 14 posts per week (~2/day) — consistent. Week Jun 8–14 reach grew +13.0% vs week Jun 1–7 — positive trend.

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 **59** posts over 29 days.
- 02 Dominant format — **Photo** (36/59 posts).
- 03 Avg post length — **651** chars (median 678).
- 04 Audience peak activity — **Friday**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (9.9K avg for top vs 5K for worst) — among 59 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 13:32 VIDEO ☒ Jaw clicking? Frequent headaches? Worn teeth or chewing discomfort? Sometimes the cause of these symptoms lies...	VIEWS 10 069 REPOSTS 26	REACTIONS 47 ER 12.1%
Nº2 11.06 · 13:35 PHOTO ☒ This picture hides a famous health proverb. Hint: it reminds that not all good things are pleasant...	VIEWS 9 969 REPOSTS 9	REACTIONS 44 ER 11.9%
Nº3 12.06 · 08:04 PHOTO Happy Russia Day! This day reminds us of the strength, unity, and centuries-old history of our country. Of people who, through work, talent, and...	VIEWS 9 563 REPOSTS 4	REACTIONS 57 ER 11.4%

Nº4 08.06 • 14:10 PHOTO Skin can tell a lot about a person, including how they feel. Today cosmetology is not just about aesthetics...	VIEWS 8 721 REACTIONS 25 REPOSTS 5 ER 10.4%
Nº5 30.05 • 09:33 PHOTO Fun fact ☒ We are on Telegram and MAX	VIEWS 8 698 REACTIONS 48 REPOSTS 13 ER 10.4%

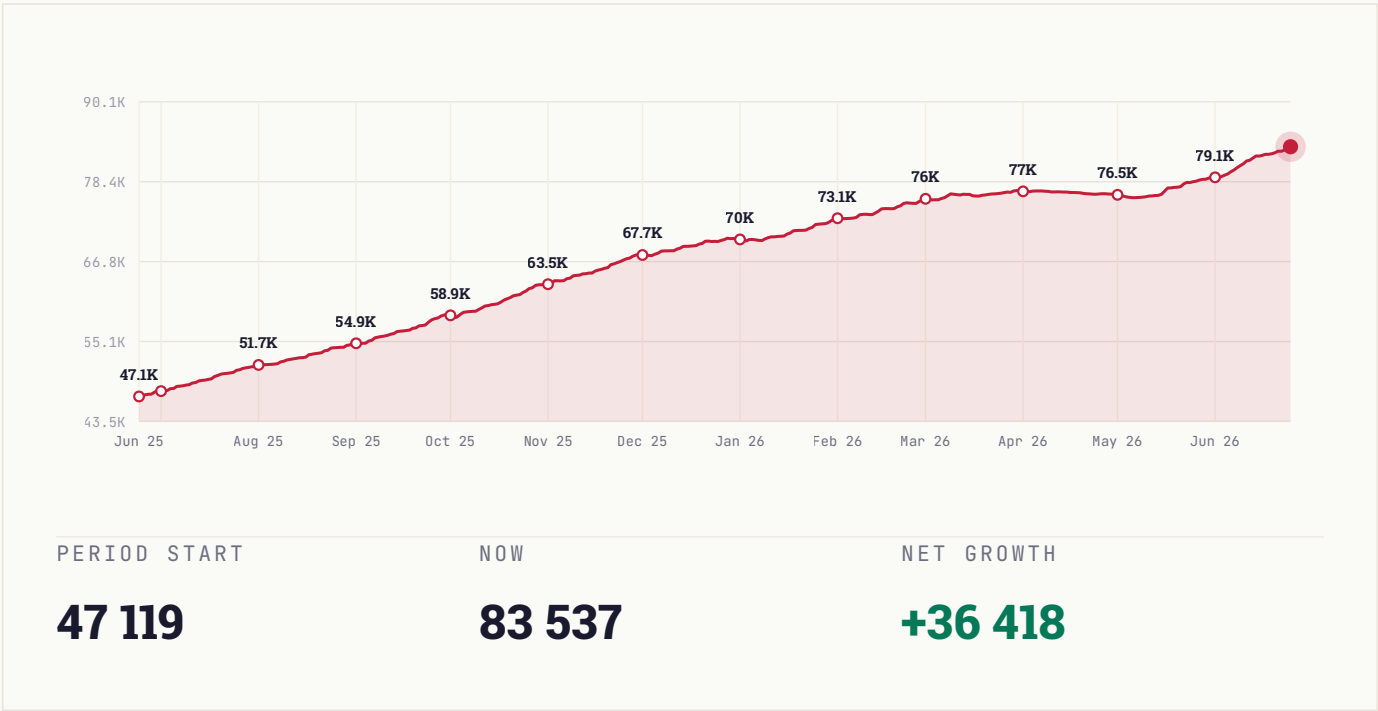
WORST 3

↓ 01.06 • 12:45 VIDEO Talking about clinic No.8 «Family Doctor» at Belorussky Station square ☒ Here you'll find doctors in over 30...	VIEWS 5 459 REACTIONS 35 REPOSTS 4 ER 6.5%
↓ 22.06 • 12:10 PHOTO Sometimes the most important treatment outcome is not symptom removal but return to normal life. ☒ Taraki Breschna Mirza, gastroenterologist...	VIEWS 4 915 REACTIONS 69 REPOSTS 11 ER 5.9%
↓ 22.06 • 09:13 PHOTO With age, changes in the body become noticeable after 30. What happens in the body during this time? How...	VIEWS 4 703 REACTIONS 25 REPOSTS 5 ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

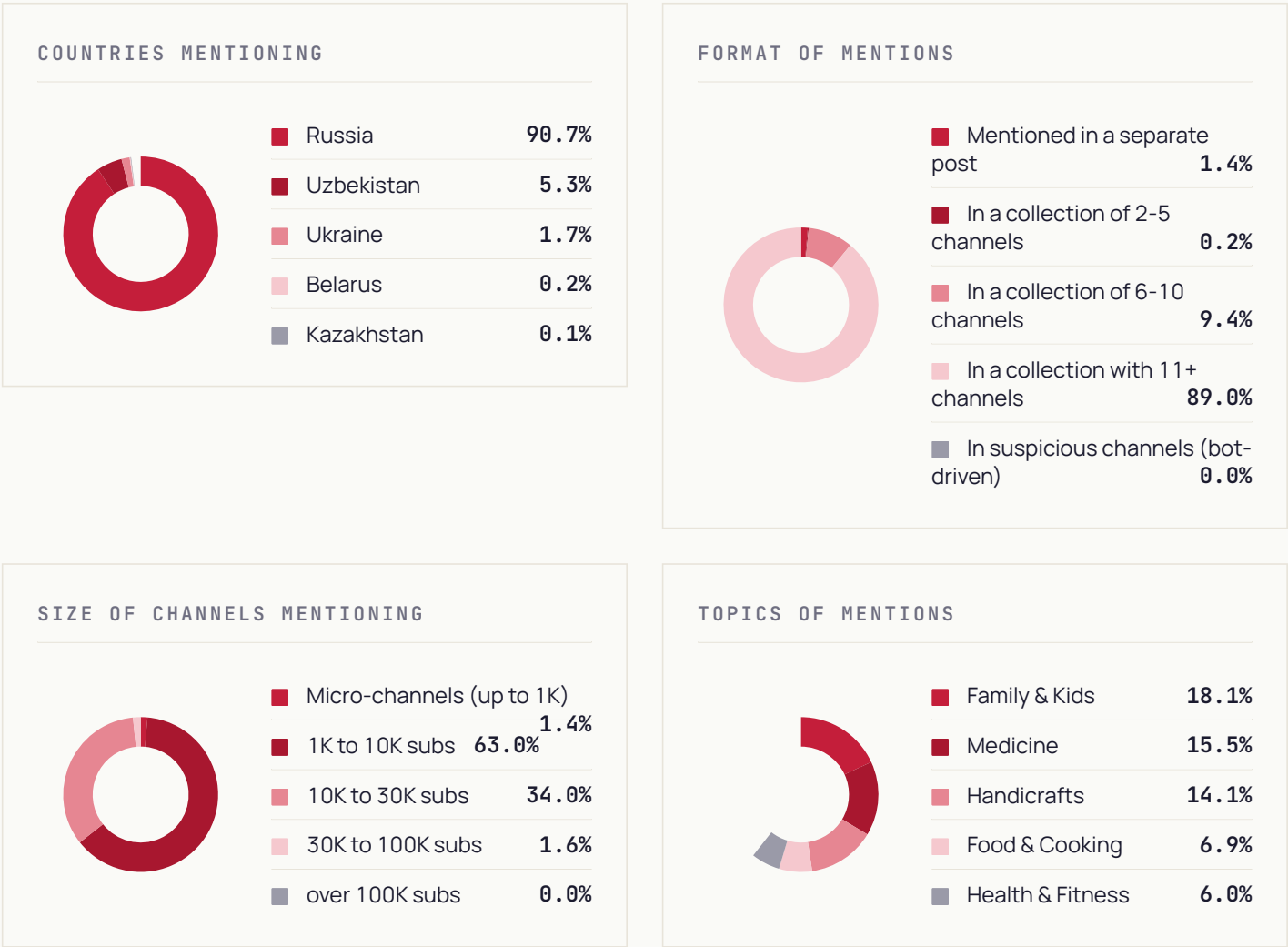
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

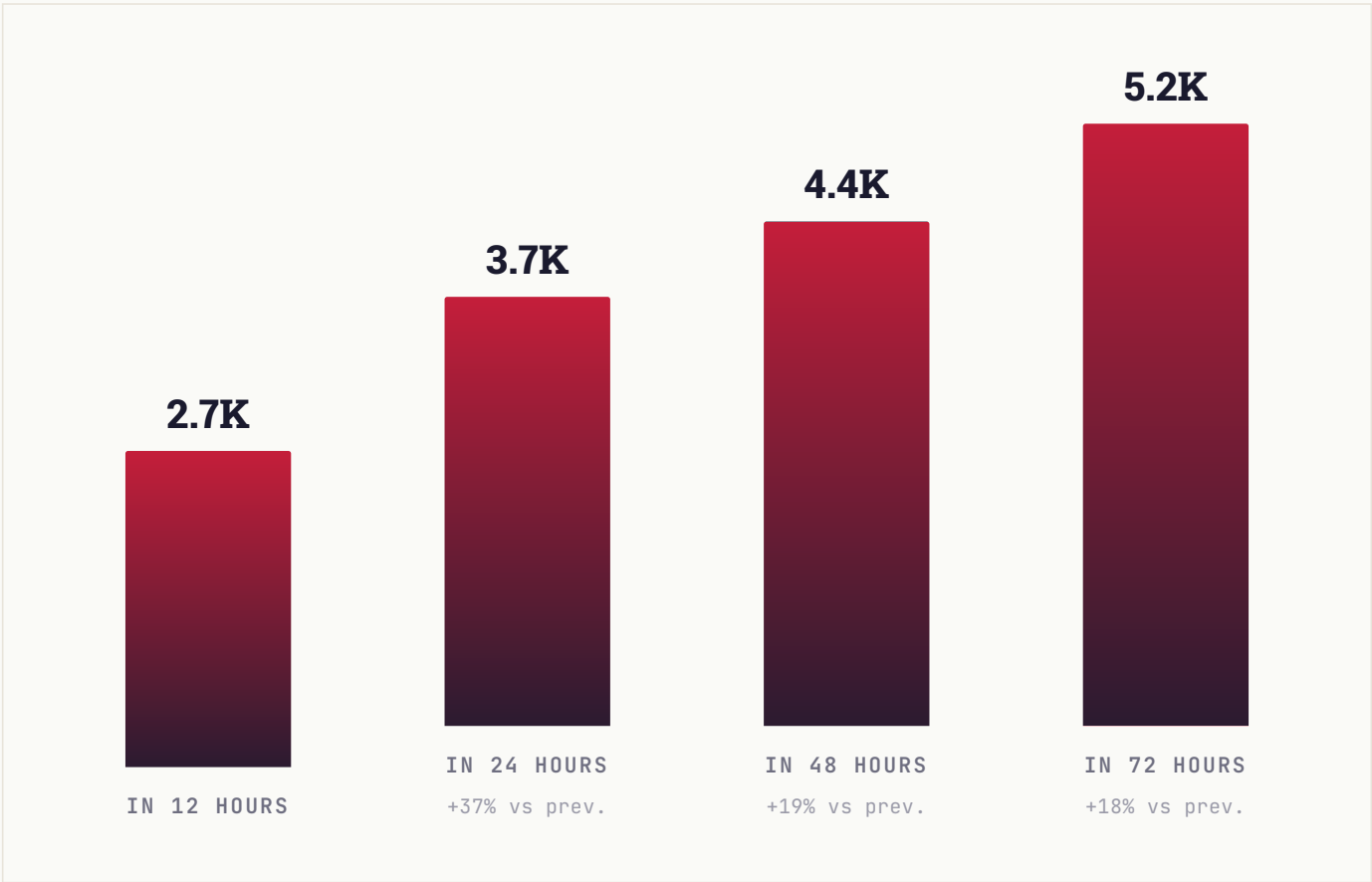
Citation index **29** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **467** different channels.



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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	359.3K
EM Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
MM Moscow Medicine	238.8K
Health HealthControl	223.6K
KD Dr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
Lifestyle Notes of a Forensic Expert	171.5K
SD Family Doctor YOU	83.5K

COMPARATIVE INSIGHT

Channel into top half of niche (#41 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

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 564**, they brought **23 191** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	243	126	2 670	
November 2025	228	128	4 399	
October 2025	476	154	4 899	
September 2025	204	104	4 218	
August 2025	184	102	3 399	
July 2025	229	123	3 606	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 564	6	23 191

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

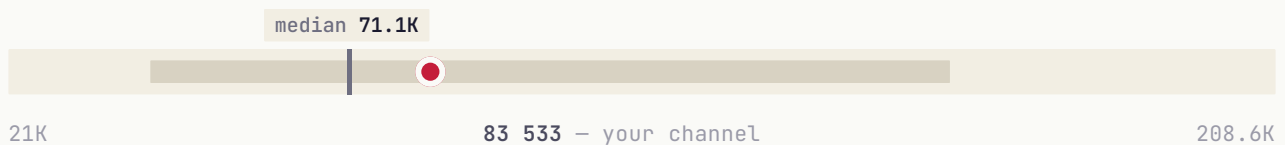
#41/100

POSITION IN NICHE

Channel in top half of ranking

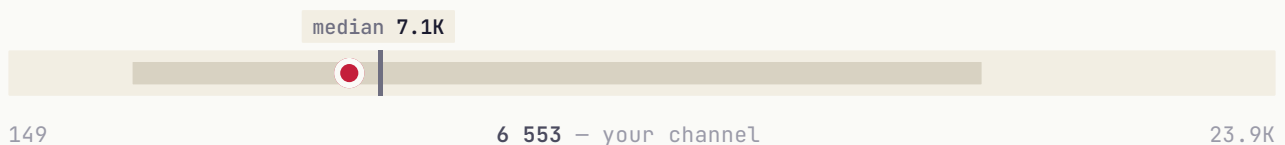
SUBSCRIBERS

better than 55% of niche



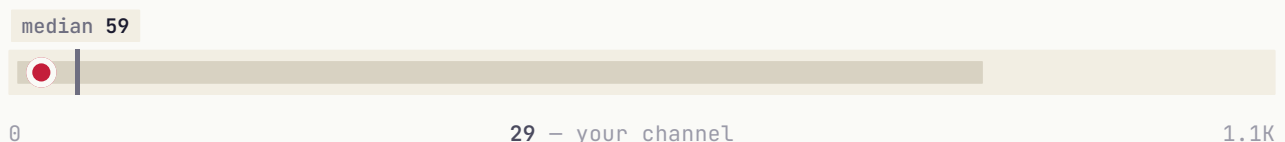
AVG REACH / POST

8% below median



CITATION INDEX

52% below median



— 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 | Main post of the week — on Friday
On this day at 16:00 MSK audience is most active. | EFFECT
Best window
for important
posts |
| 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 give +5-15% ER. One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighbor channels
Swap posts quarterly with channels in the same segment. 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 — what we can do in minutes using public data. Want to go further — run ads with us and hit your growth target in a month.

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

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