

PROMTPRESS PUBLIC REPORT

Channel audit

FMBA of Russia



@fmba_of_russia

Official channel of the Federal Medical-Biological Agency

SUBSCRIBERS

26 847

+1983 per month

ERR (% SEE POSTS)

9.0%

within 24 hours 3.4%

REACH/POST

2.4K

ad reach 912/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 26 847 —	 SUBSCRIBER REACH 9.1% avg % subs see post	 VIEWS/POST 2.4K median 2.3K · 27 days	 POSTS/WEEK 7.0 over period
 7D TREND -13.8% vs previous week	 REACTIONS/POST 31.1 only 871 reactions, 348 reposts, 0 comments	 POST LENGTH 908 chars median 1,000 · 27 days	 POSTS ANALYZED 28 27 days
 AD REACH 912 24h avg	 CHURN / MONTH +1983 over last month	 CITATION RATE 327 citation index · 2,096 channels mentioned all time	 CHANNEL AGE 5 years 18 days created 01.07.2021

AI EDITOR SUMMARY

Channel «FMBA of Russia» — 26 847 subs. Each post averages 2.4K people (9% from subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1/day) — consistent. For the week of Jul 6–12, reach dropped -13.8% by the week of Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts over 27 days.
- 02 Dominant format – **Photo** (19/28 posts).
- 03 Avg post length – **908** chars (median 1,000).
- 04 Peak audience activity – **Wednesday**, 18:00 MSK.
- 05 Top posts get **3x** more views than the weakest (4.3K avg for top vs 1.6K for worst) – among 28 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 15:50 VIDEO  Digital assistant in OR - new FMBA surgery standard FMBA Pulmonology Research Institute launches innovative...	VIEWS 5 359 REPOSTS 42	REACTIONS 20 ER 20.0%
Nº2 20.06 · 21:01 VIDEO  FMBA head Veronika Skvortsova's Medical Worker Day greeting Dear...	VIEWS 4 271 REPOSTS 30	REACTIONS 63 ER 15.9%
Nº3 23.06 · 05:01 PHOTO  Admissions campaign starts at colleges & universities!  Students at educational research orgs...	VIEWS 3 361 REPOSTS 15	REACTIONS 26 ER 12.5%

Nº4 16.07 · 07:44 PHOTO  Gov't decree grants FMBA flagship centers National Medical Research status...	VIEWS 3 279 REPOSTS 42	REACTIONS 41 ER 12.2%
Nº5 28.06 · 14:27 PHOTO  From Kaliningrad to Vladivostok: youth chose donation 🙌 On Youth Day, festival venues across the country became a territory of...	VIEWS 2 936 REPOSTS 8	REACTIONS 30 ER 10.9%

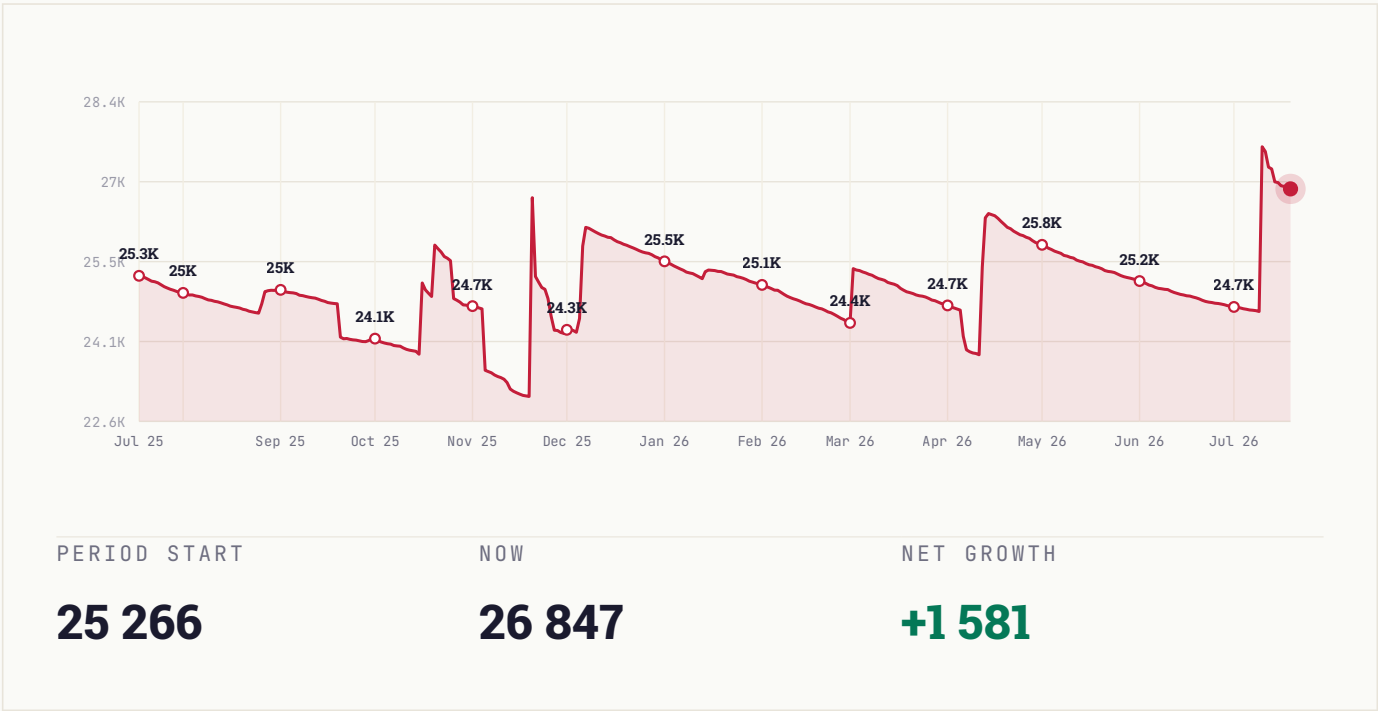
WORST 3

↓ 14.07 · 17:10 VIDEO  FMBA Russia provides medical support for Soyuz-2.1a launch from Baikonur  By head's order...	VIEWS 1 661 REPOSTS 5	REACTIONS 34 ER 6.2%
↓ 08.07 · 17:11 VIDEO 💕 Today Russia celebrates Family, Love & Fidelity Day 👨👩👧 Family is the foundation of all that's precious...	VIEWS 1 654 REPOSTS 4	REACTIONS 31 ER 6.2%
↓ 09.07 · 10:38 PHOTO  Veronika Skvortsova moderates strategic session "Biotechnologies of Regenerative Biomedicine: From Personalization to..."	VIEWS 1 616 REPOSTS 11	REACTIONS 32 ER 6.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

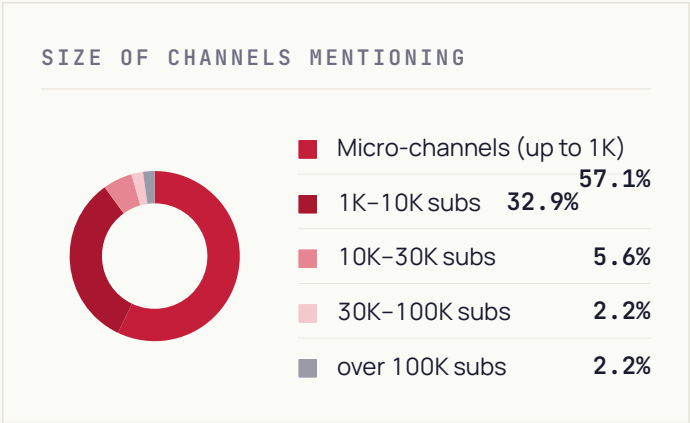
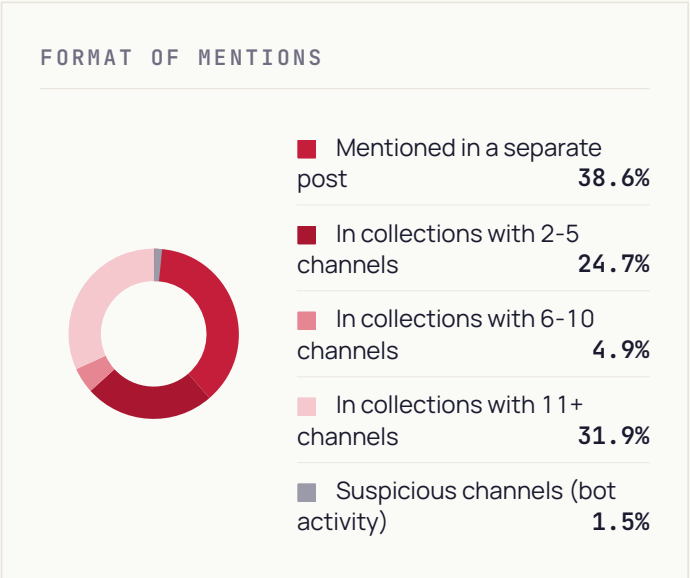
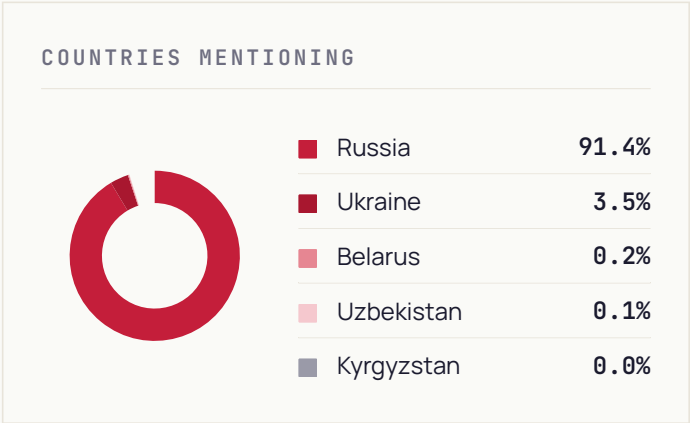
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

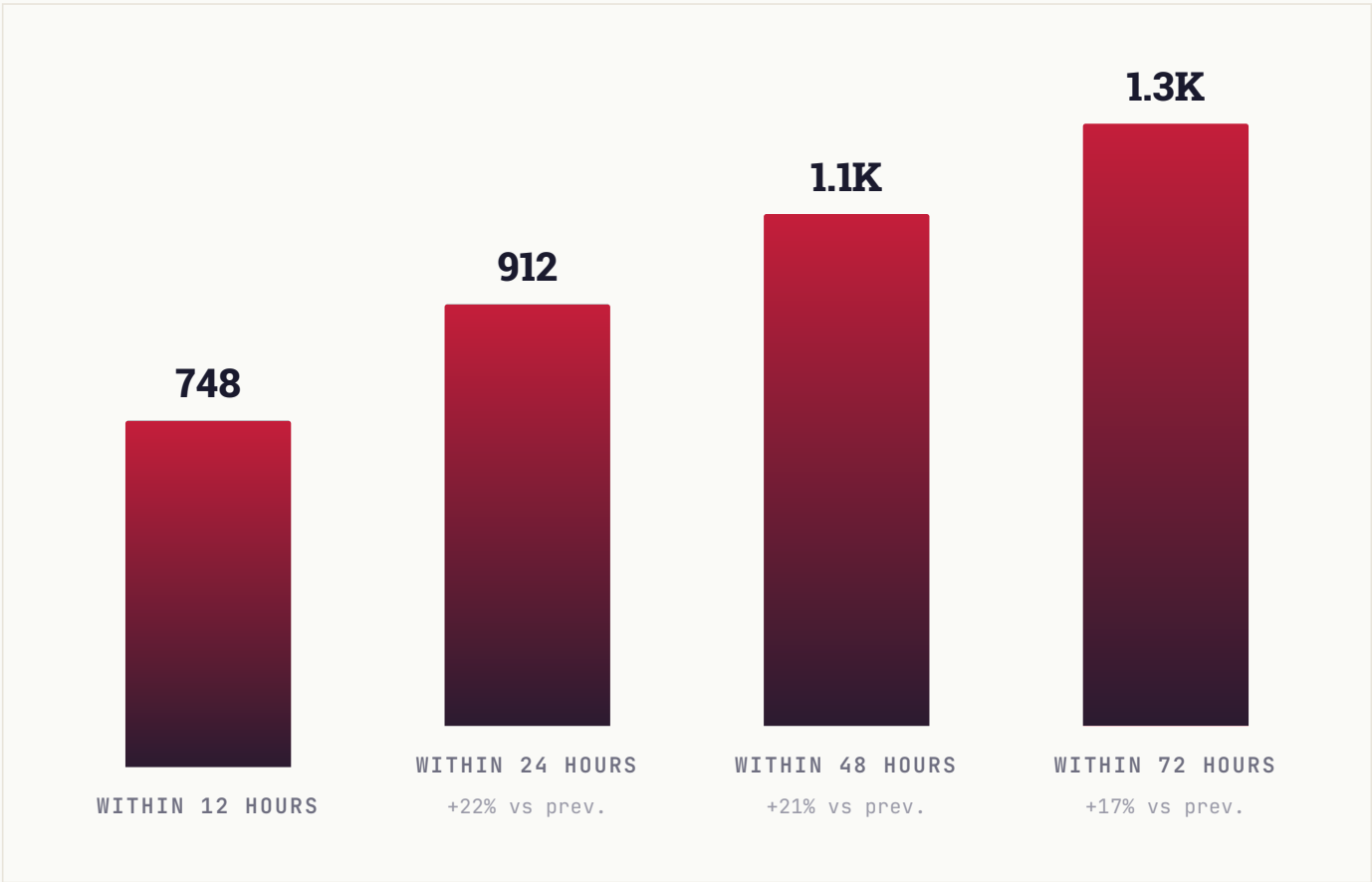
Citation index **327** – channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **2 096** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted – see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DT Dr Tel	755.5K
BI Blog from the morgue	354.1K
تا تعليم اللغة الإنجليزية 	328.2K
ا الجراحة  Surgery  - Crypto currency	318.4K
EM Endocrinologist Magerya	292.5K
EP Experienced Pharmacist	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
T  Traditional Medicine 	235.1K
3D ZdravKontrol	222.2K
FR FMBA of Russia YOU	26.8K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche – early growth stage. Niche leader – Dr Tel (755.5K), top-97 median: 103.2K. First goal: break into top-97 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 503**, they brought **8 476** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	139	100	157
December 2025	227	102	1 984
November 2025	417	195	3 613
October 2025	231	105	2 229
September 2025	274	194	60
August 2025	215	125	433

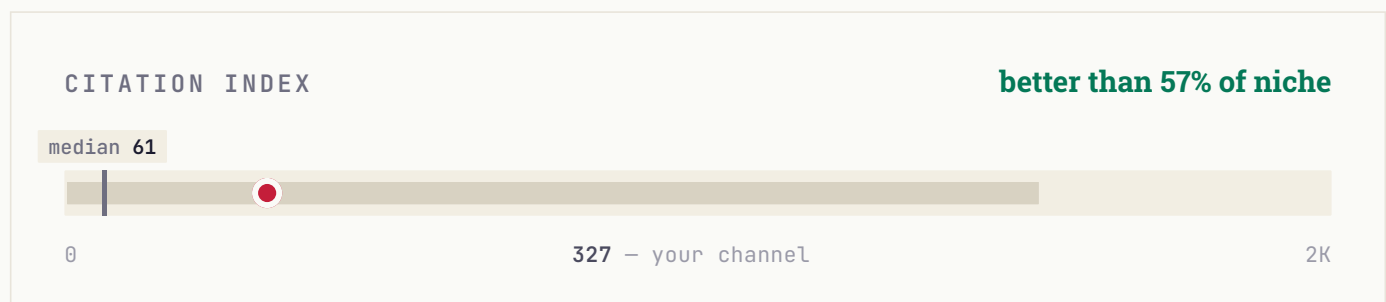
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 503	6	8 476

Where channel ranks in its league

SUBSCRIBERS 74% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 105.1K. The channel's count is 26,847, which is 74% below the median.

Metric	Value
Median	105.1K
Channel Count	26 847
Channel Count as % of Median	74% below median
Range (Min)	36.2K
Range (Max)	284.7K



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Wednesday
Audience most active on this day at 18:00 MSK. | 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 picks sources for your niche. | EFFECT
+1000-3000
subs |
| 03 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Cross-post with same-segment channels quarterly. 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 — it's a source of organic traffic. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager