

PUBLIC PROMTPRESS REPORT

Channel audit

Leonid Pasechnik



@glava_lnr_info

Official channel of the Head of the Luhansk People's Republic Leonid Ivanovich Pasechnik. Official website: <https://главалнр.рф> Official VK page: https://vk.com/pasechnik_li Registered in the list...

SUBSCRIBERS

22 157

-36 per month

ERR (% SEE POSTS)

113.0%

daily 16.9%

REACH/POST

27.2K

ad reach 3.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 22 157 —	 SUBSCRIBER REACH 122.62% avg % subs see post	 VIEWS/POST 27.2K median 26.9K · 28 days	 POSTS/WEEK 11.1 over period
 7D TREND -12.3% vs previous week	 REACTIONS/POST 33.5 only 1,509 reactions, 3,933 reposts, 0 comments	 POST LENGTH 934 chars median 1000 · 28 days	 POSTS ANALYZED 45 28 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH -36 last month	 CITATION RATE 1 317 citation index · 3,527 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 04/05/2022

AI EDITOR SUMMARY

Channel «Leonid Pasechnik» – 22 157 subs. Each post avg views 27.2K people (123% from subs), wide reach for channel this size. Publishes 11 posts/week (~2/day) – regular schedule. Week Jun 29–Jul 5 reach dropped -12.3% to week Jun 22–28 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 45 posts over 28 days.
- 02 Dominant format — Photo (33/45 posts).
- 03 Avg post length — 934 chars (median 1000).
- 04 Peak audience activity — Saturday, 12:00 MSK.
- 05 Top posts get 5x more views than weakest (47.7K avg top vs 9.9K worst) — among 45 posts in 28 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 17:34 TEXT AFU launched terrorist strikes on civilians. As people were returning home from work, neo-Nazis attacked the city...	VIEWS	REACTIONS
	48 122	32
	REP.	ER
	171	217.2%
Nº2 01.07 · 07:01 PHOTO Today we pay tribute to those who defended state interests and protected civilians...	VIEWS	REACTIONS
	47 572	42
	REP.	ER
	92	214.7%
Nº3 13.06 · 15:15 PHOTO AFU committed another terrorist attack. In the morning, at the height of the weekend, an enemy drone struck the central market in Svatove. ...	VIEWS	REACTIONS
	47 548	39
	REP.	ER
	130	214.6%

Nº4

20.06 · 09:08

PHOTO

The Kyiv regime continues terror against civilians. At night, AFU used drones to drop explosive devices on a busy...

VIEWS

44 419

REACTIONS

44

REP.

534

ER

200.5%

Nº5

08.07 · 11:17

PHOTO

Since yesterday, the AFU has been launching chaotic strikes on our republic. The enemy hits civilians and infrastructure. Our...

VIEWS

42 380

REACTIONS

28

REP.

267

ER

191.3%

WORST 3

↓ 16.06 · 17:35 PHOTO Met with the Chairman of the Russian Union of Journalists Vladimir Solovyov. Discussed the role of media amid unprecedented information...	VIEWS 11 578 REACTIONS 26 REP. 21 ER 52.3%
↓ 02.07 · 16:37 PHOTO The number of regional projects more than doubled, and the allocated funds tripled. These are the results of implementing...	VIEWS 10 787 REACTIONS 16 REP. 23 ER 48.7%
↓ 02.07 · 12:15 PHOTO Today Luhansk TV celebrates 68 years since its first broadcast. Congratulations to everyone who...	VIEWS 7 318 REACTIONS 25 REP. 17 ER 33.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.

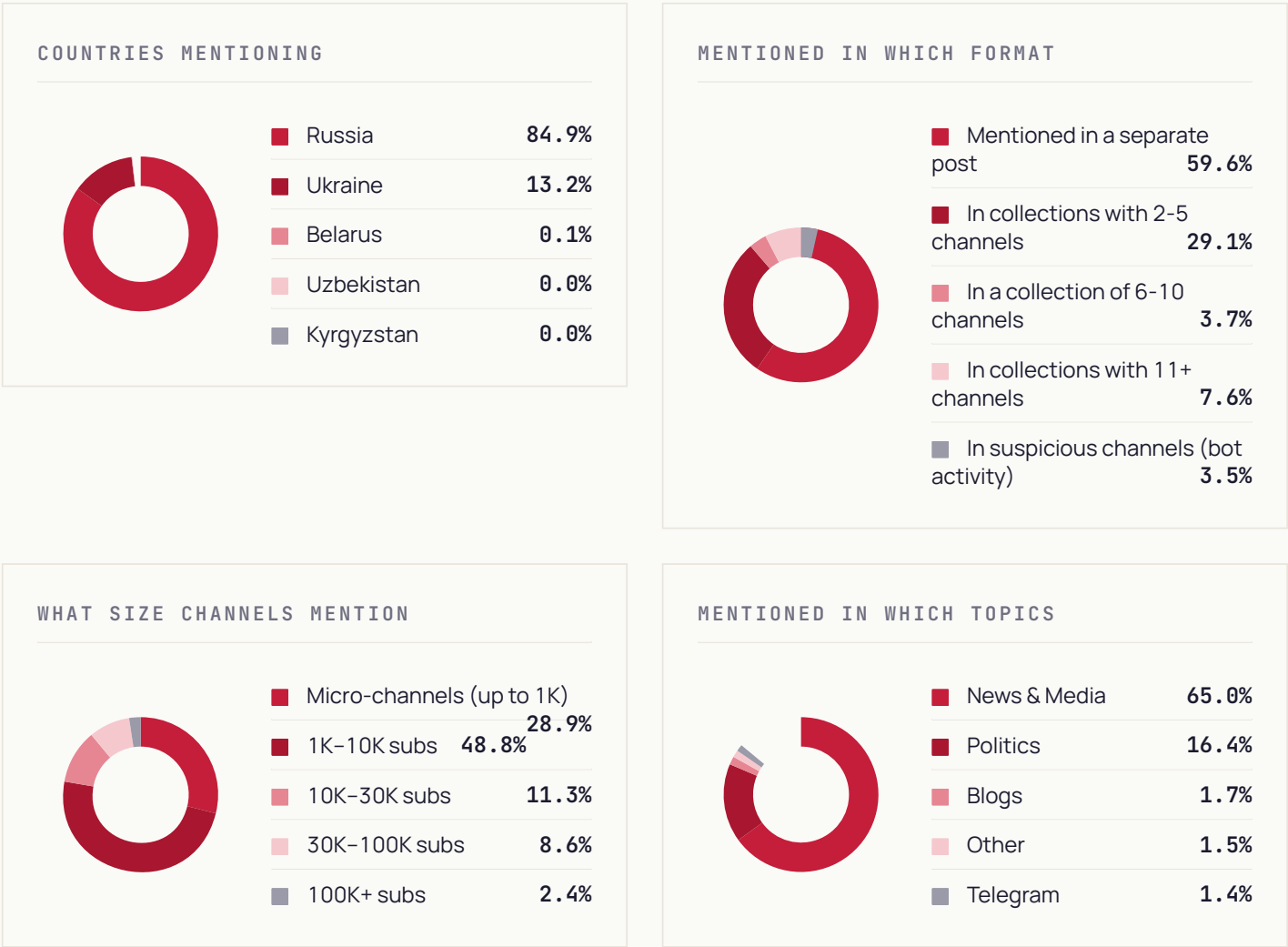


START DATE	NOW	NET GROWTH
24 214	22 157	-2 057

SECTION 04 · MENTIONS

Who and how mentions the channel

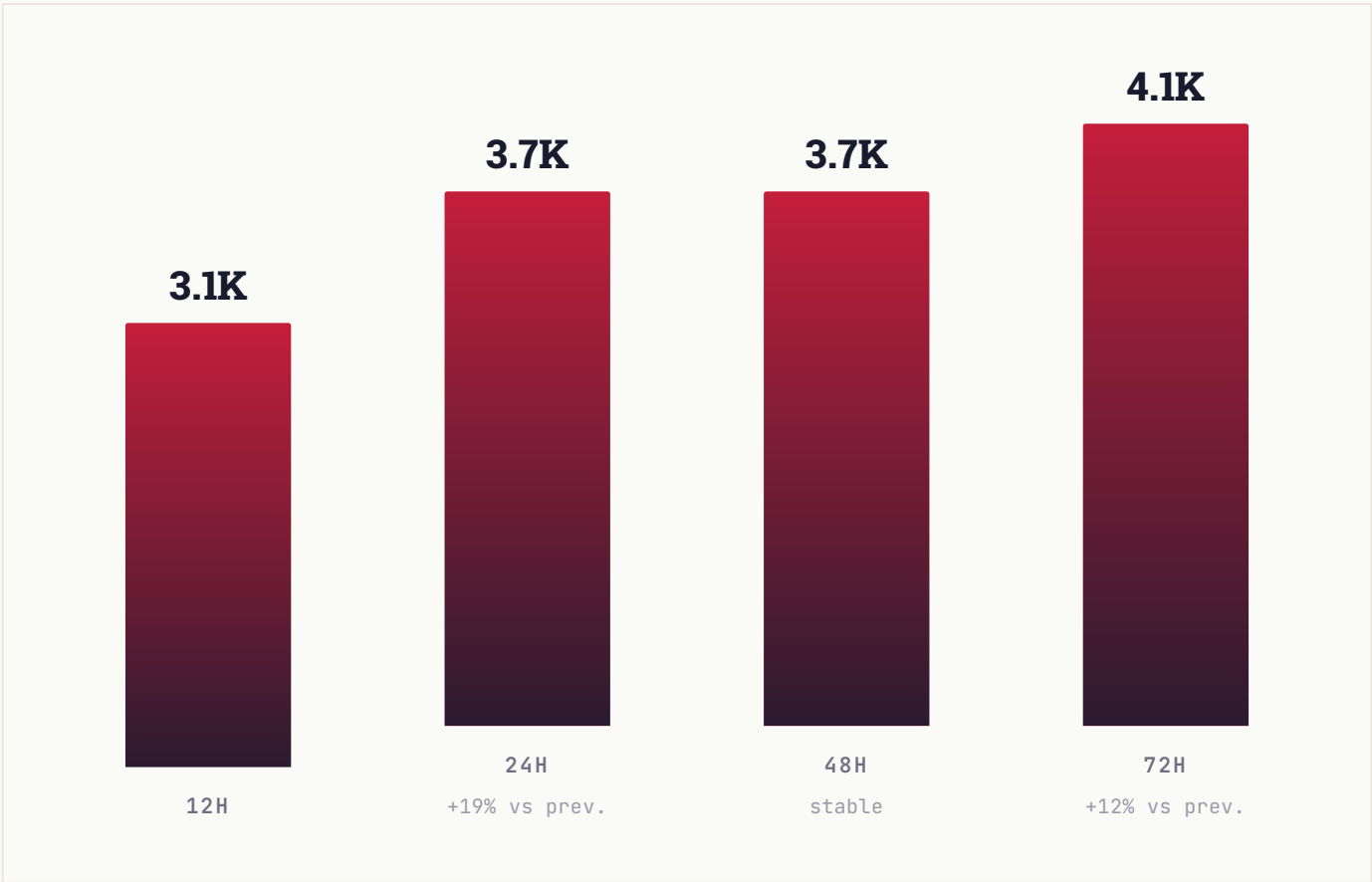
Citation index **1 317** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 527** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over 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 neighbors.

CHANNEL		SUBSCRIBERS
DM	Dima Maslennikov	2.2M
LI	LITVIN	1.6M
EX	Exile	1.4M
AZ	Alexander Zubarev	1.3M
B🍄	Booster 🍄	1.2M
KB	Bloody lady	1.1M
E1	EVELONE 192	1.1M
ZJ	brown lives here	1.1M
PA	PARADEEVICH	1M
NE	NEVZOROV	1M
LP	Leonid Pasechnik YOU	22.2K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

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 **3 876**, they brought **1 136** new subs.

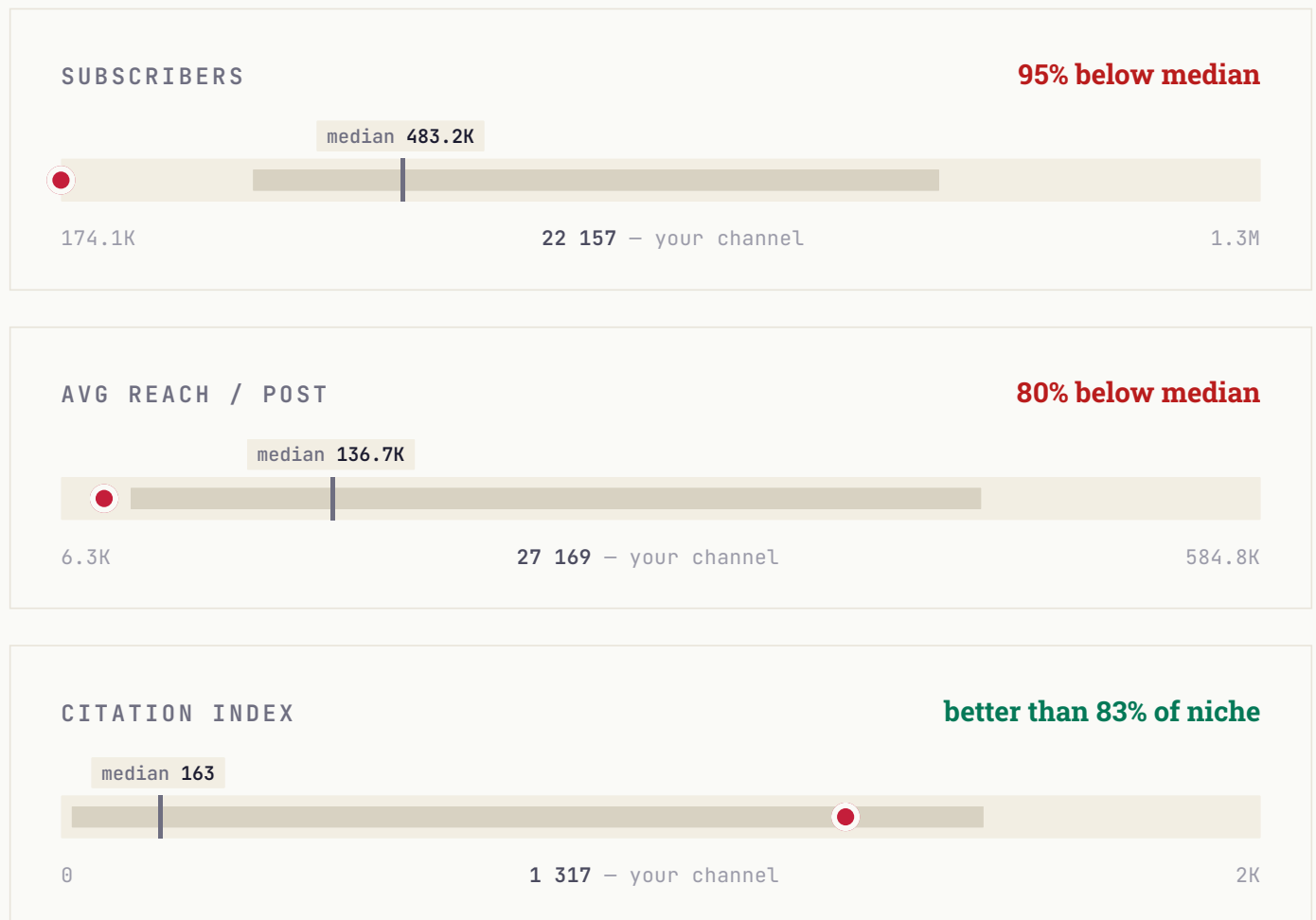
PERIOD	MENTIONS	CHANNELS	GAINED	SUBSCRIBERS
Jan 2026	310	100	81	
December 2025	565	167	82	
November 2025	935	181	539	
October 2025	794	170	221	
Sep 2025	648	186	28	
August 2025	624	179	185	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
3 876	6	1 136

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**Blogs**» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

On this day at 12:00 MSK the audience is most active.

EFFECT

**Best time for
important
posts**

02

Increase video posts 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**

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 & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on 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
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02	Contact manager	t.me/PromptPress_manager
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