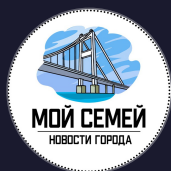


PUBLIC REPORT PROMTPRESS

Channel audit

МОЙ СЕМЕЙ



@gorodsemey

♥ Life & news of our beloved city – Semey in Telegram. 🔔 Turn on notifications to stay updated on all important news! 💬 Our chat: @chatsemey 🗣️ Complaints: @mysemey_bot

SUBSCRIBERS

18 864

-415 per month

ERR (% SEE POSTS)

57.0%

in 24 hrs **25.6%**

REACH/POST

10.5K

ad reach **4.8K/24h**

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 18 864 —	 SUBSCRIBER REACH 55.49% avg % of subs see post	 VIEWS/POST 10.5K median 10.3K · 24 days	 POSTS/WEEK 5.4 over period
 7D TREND +10.3% vs previous week	 REACTIONS/POST 195.7 total 3,718 reactions, 729 reposts, 503 comments	 POST LENGTH 391 chars median 387 · 24 days	 POSTS ANALYZED 19 24 days
 AD REACH 4.8K 24h avg	 CHURN / MONTH -415 last month	 CITATION RATE 1 citation index · 6 channels mentioned all time	 CHANNEL AGE 1 yr 8 mo created 16.10.2024

AI EDITOR SUMMARY

Channel «МОЙ СЕМЕЙ» — 18 864 subs. Each post gets avg 10.5K people (55% of subs), wide reach for a channel this size. Publishes 5 posts per week (~1/day) — rare. For week 22–28 Jun reach grew +10.3% by week 15–21 Jun — positive trend.

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 19 posts in 24 days.
- 02 Dominant format — Photo (9/19 posts).
- 03 Avg post length — 391 chars (median 387).
- 04 Audience peak — Monday, 12:00 ALMT.
- 05 Top posts get 2× more views than the weakest (13.8K avg for top vs 8K for worst) — among 19 posts in 24 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

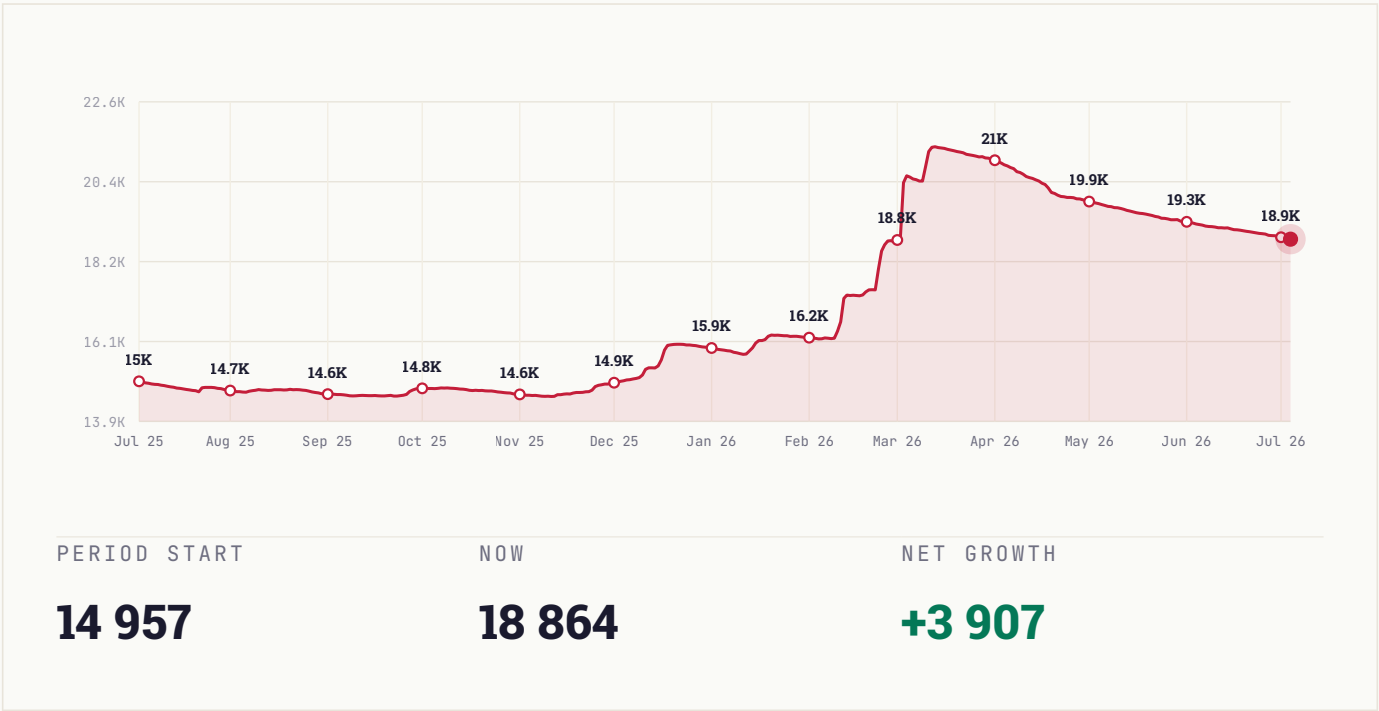
Nº1 18.06 · 12:44 PHOTO !! In Semey, 67-year-old Erik Begalinov missing. On June 18, resident of Vodny village Erik Begalinov, born 1958, left home and has not returned...	VIEWS 14 634 REPOSTS 79	REACTIONS 234 ER 77.6%
Nº2 22.06 · 07:17 PHOTO  Subscriber complaint. Hello! We were at Smoll on Bauyrzhan Momyshuly St., 34a, wanted to buy cheese, but it was expired. Why do employees...	VIEWS 14 175 REPOSTS 9	REACTIONS 210 ER 75.1%
Nº3 07.06 · 17:36 VIDEO WEDRINK in Semey — now even closer! 🥤✨ We keep delighting you with a huge selection of drinks: classic teas, refreshing...	VIEWS 12 614 REPOSTS 30	REACTIONS 188 ER 66.9%

Nº4 12.06 • 16:02 PHOTO  Sabantuy-2026 in Semey tomorrow! June 13 (Sat) on Beibitshilik Island – the traditional Sabantuy festival. For guests...	VIEWS 12 508 REPOSTS 44 REACTIONS 111 ER 66.3%
Nº5 12.06 • 11:26 VIDEO From a subscriber. What's happening in our city? Outrage beyond limits 🤔😡 t.me/gorodsemey	VIEWS 12 368 REPOSTS 22 REACTIONS 181 ER 65.6%
WORST 3	
↓ 12.06 • 04:16 PHOTO From a subscriber. Anyone know what coin this is? Is it valuable? Found it on the street t.me/gorodsemey	VIEWS 8 945 REPOSTS 9 REACTIONS 156 ER 47.4%
↓ 11.06 • 12:25 PHOTO Semey residents keep complaining about public transport. Despite promises to extend bus hours...	VIEWS 8 735 REPOSTS 21 REACTIONS 233 ER 46.3%
↓ 30.06 • 12:32 PHOTO Kaspi.kz announces Apple Pay launch. Now Kaspi Gold holders can pay with iPhone, Apple Watch, iPad and Mac in...	VIEWS 6 329 REPOSTS 43 REACTIONS 164 ER 33.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

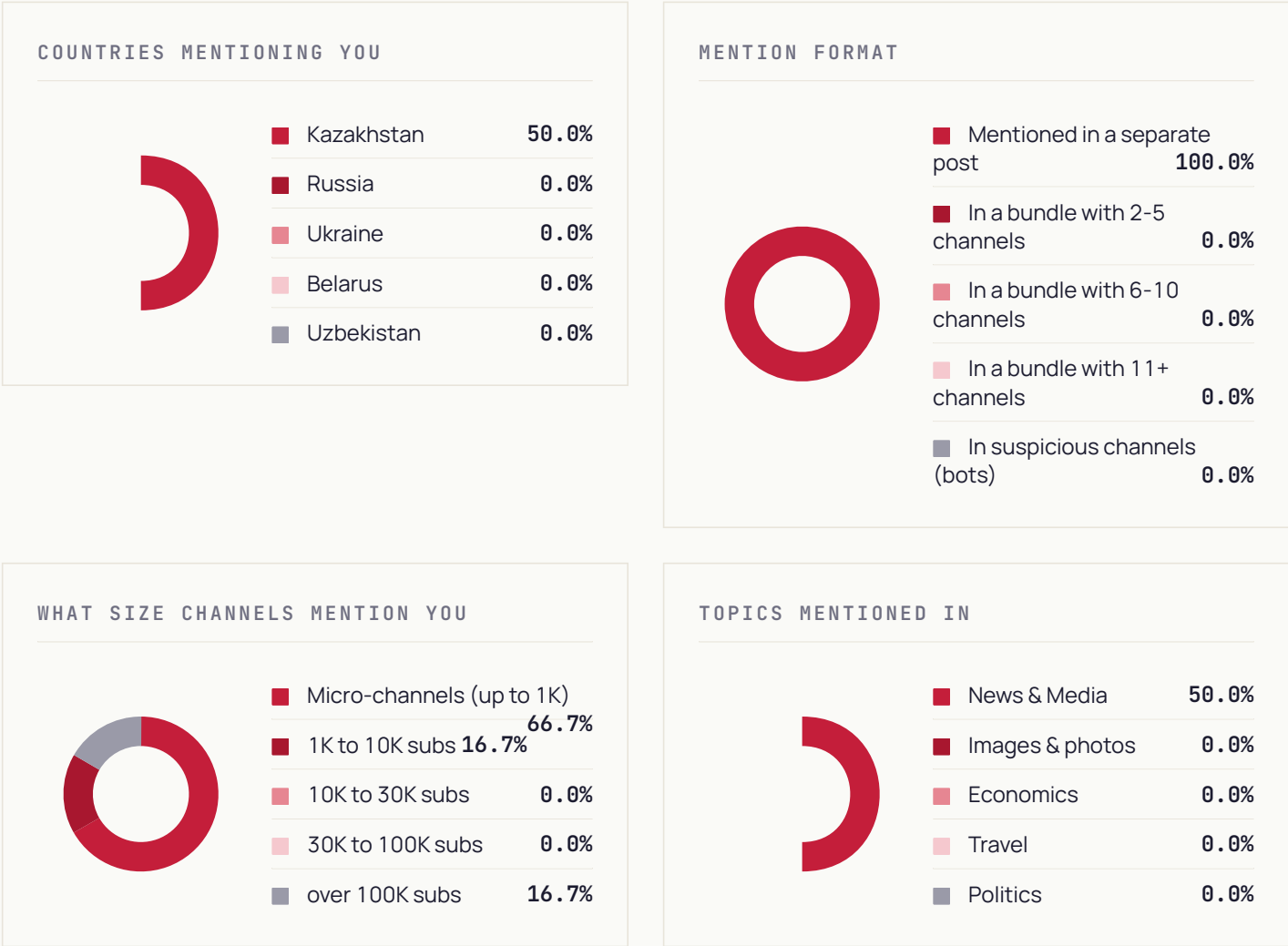
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

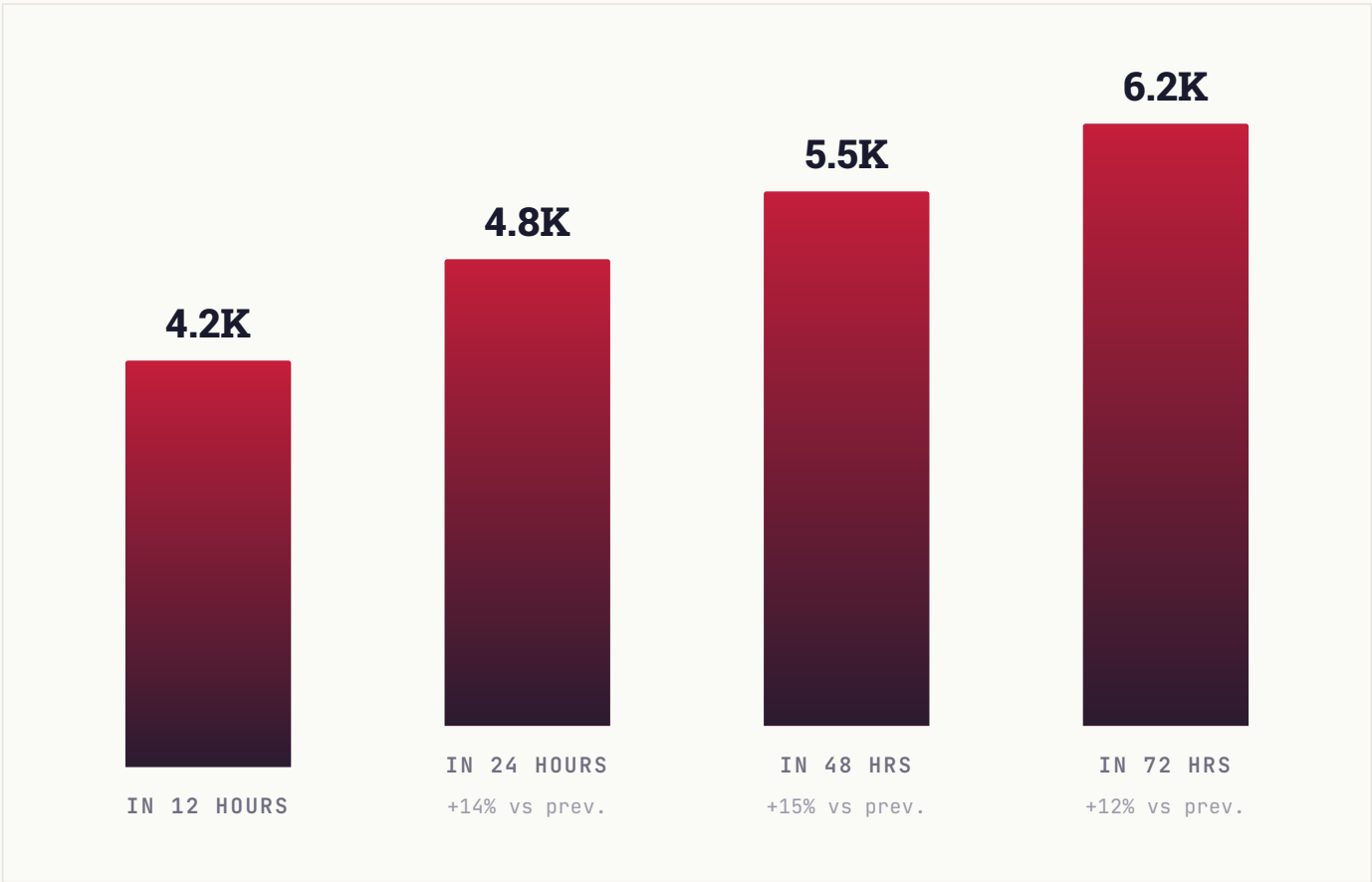
Citation index 1 — channel popularity score based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: 6 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by 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 peers.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and the world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NO NONEWS	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
MC МОЙ СЕМЕЙ YOU	18.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#55 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **2 392** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	536
December 2025	0	0	1 080
November 2025	1	1	371
October 2025	0	0	52
Sep 2025	0	0	239
August 2025	0	0	114

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	2 392

SECTION 08 · NICHE COMPARISON

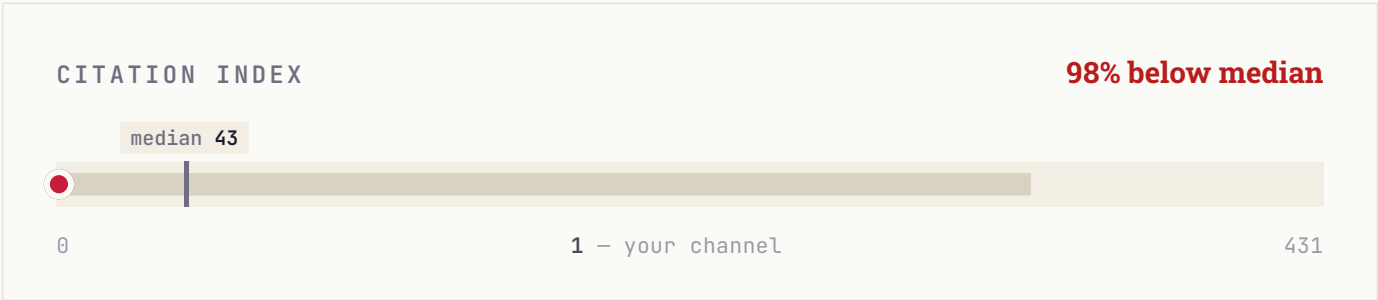
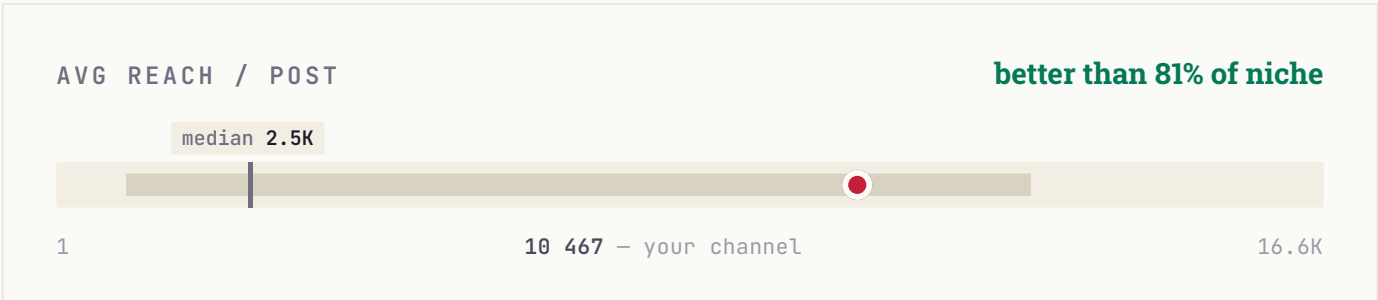
Where the channel ranks in its league

Took top-100 channels in category «News & Media» and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#55/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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

Best post day — Monday

Audience is most active on this day at 12:00 ALMT.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 typically boost ER by +5-15%. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring 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 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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