

PUBLIC REPORT BY PROMTPRESS

Channel audit

Gosuslugi



@gosuslugi

Official channel of the Russian Federation public services portal. VK:
vk.com/gosuslugi OK: ok.ru/gosuslugi Dzen: dzen.ru/gosuslugi
Rutube: rutube.ru/u/gosuslugi YouTube:...

SUBSCRIBERS

1 008 132

-4654 per month

ERR (% SEE POSTS)

16.0%

per day 6.2%

REACH/POST

158.5K

ad reach 62.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

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 1 008 132 —	 SUBS REACH 15.73% avg % subs see post	 VIEWS/POST 158.5K median 164K · 27 days	 POSTS/WEEK 5.7 for period
 7D TREND -29.0% vs previous week	 REACTIONS/POST 495.7 total 10,905 reactions, 7,427 reposts, 0 comments	 POST LENGTH 878 chars. median 999 · 27 days	 POSTS ANALYZED 22 27 days
 AD REACH 62.3K 24h avg	 CHURN / MONTH -4654 last month	 CITATION RATE 1 381 citation index · 7,900 channels mentioned ever	 CHANNEL AGE 5 years 10 months created 16.07.2020

AI EDITOR SUMMARY

Channel «Gosuslugi» – 1 008 132 subs. Each post averages 158.5K people (16% from subs), this is average reach – room to grow. Publishes 6 posts per week (~1/day) – rare publications. For week 25–31 May, reach dropped -29.0% vs week 18–24 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **22** posts over 27 days.
- 02 Dominant format – **Text** (21/22 posts).
- 03 Avg post length – **878** chars (median 999).
- 04 Peak audience activity – **Tuesday**, 13:00 MSK.
- 05 Top posts get **2x** more views than the weakest (218.6K avg top vs 89.3K worst) – among 22 posts over 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.05 · 11:04 TEXT What Changes for Future Drivers' Exams New rules for driving license exams have been added. Some of...	VIEWS 234 060 REP. 1 338	REACTIONS 1 706 ER 23.2%
Nº2 09.05 · 07:03 PHOTO Memory of feats will live forever May 9 – Victory Day. A day that unites memory, gratitude, and pride for the generation...	VIEWS 215 618 REP. 77	REACTIONS 1 511 ER 21.4%
Nº3 19.05 · 10:59 TEXT Pension for working retirees: rules If a retiree continues working, the insurance pension is paid and indexed as usual...	VIEWS 205 988 REP. 272	REACTIONS 329 ER 20.4%

Nº4 20.05 · 11:01 TEXT Passport Q&A If applying in your region of registration, processing takes a month. If in...	VIEWS 197 780 REP. 149	REACTIONS 592 ER 19.6%
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Nº5 21.05 · 11:01 TEXT Can you take vacation after working less than 6 months? As a general rule, annual paid leave is granted after six months of work...	VIEWS 196 140 REP. 91	REACTIONS 283 ER 19.5%
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WORST 3

↓ 03.06 · 11:05 TEXT ⌕ Check Important Info Online on Gosuslugi ⌕ About work history Your statement also includes employer insurance contributions...	VIEWS 101 486 REP. 234	REACTIONS 394 ER 10.1%
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↓ 04.06 · 10:59 TEXT ⌕ Family Payment for 2025: Who, When & How Much From June 1, 2026, you can apply on Gosuslugi for the annual family...	VIEWS 96 181 REP. 548	REACTIONS 492 ER 9.5%
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↓ 05.06 · 11:01 TEXT ⌕ 10 Online Services for Certificates & Statements Bookmark this list and use these services in various situations. Share...	VIEWS 70 231 REP. 337	REACTIONS 335 ER 7.0%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

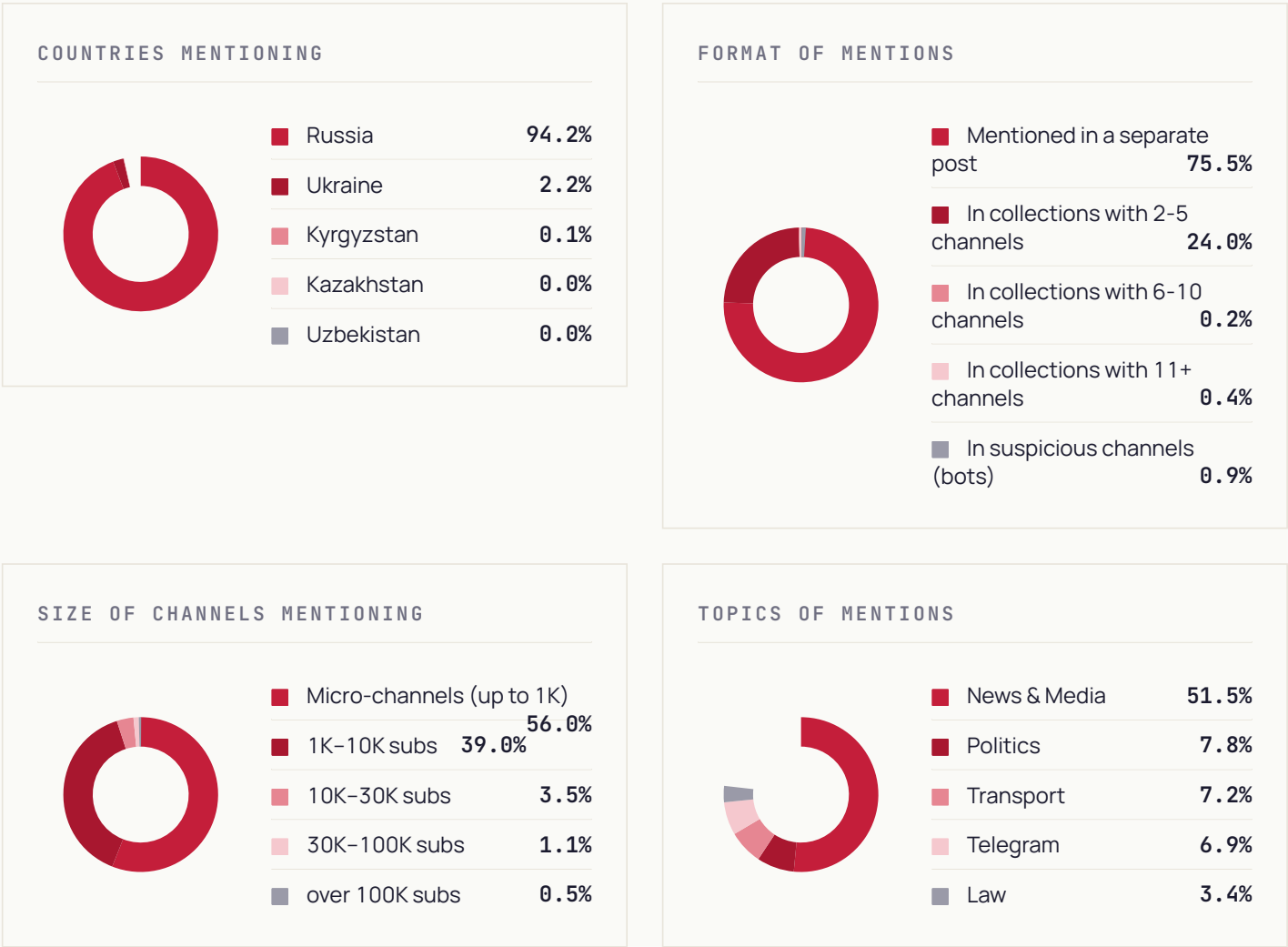
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

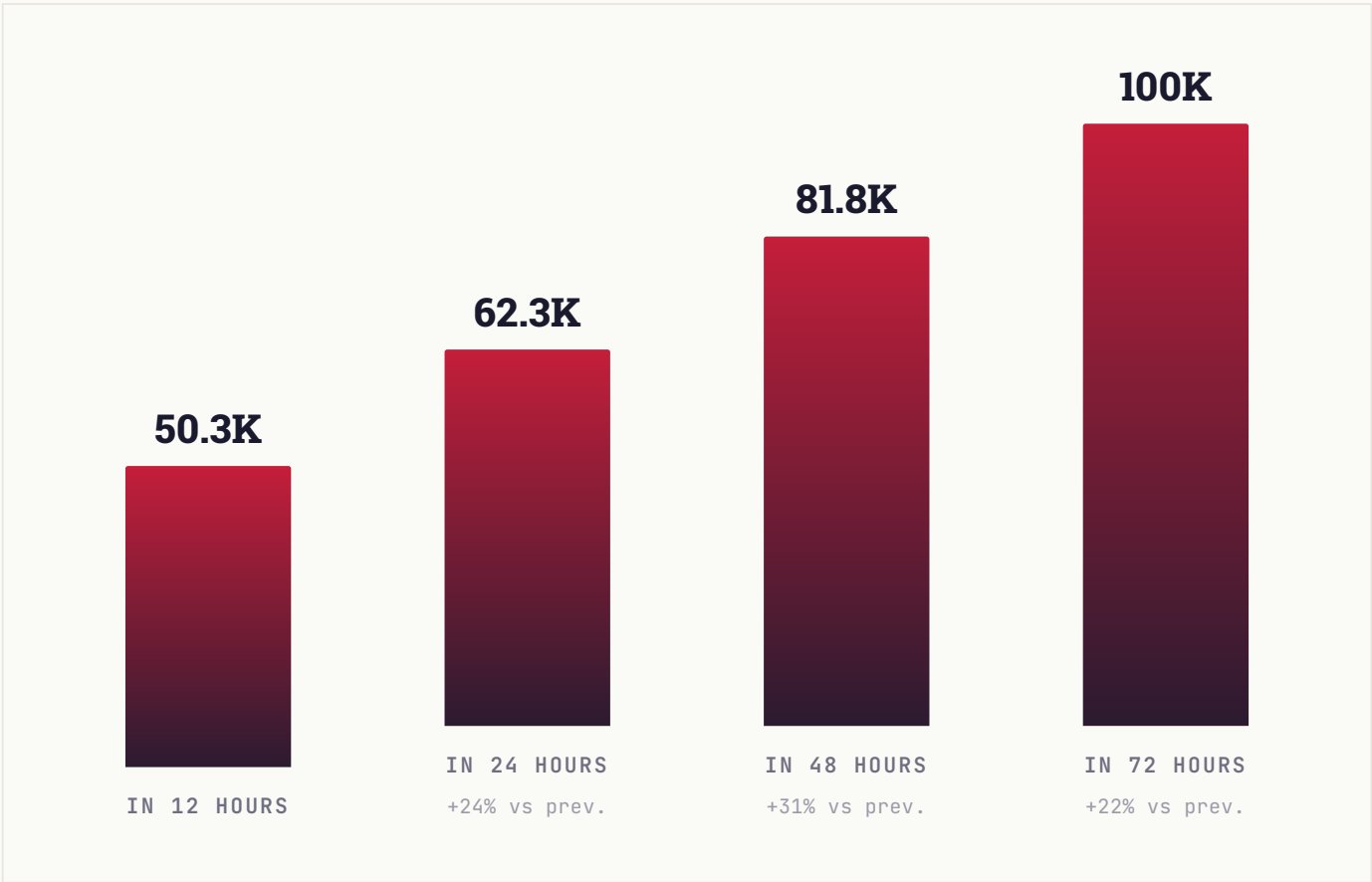
Citation index **1 381** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **7 900** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
Wed. Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
GO Gosuslugi YOU	1M

COMPARATIVE INSIGHT

Channel in top half of niche (#37 of 99). Niche leader — Live • News (4.1M), median subs 843.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions **2 957**, they brought **1 502** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	92	60	0	
Nov 2025	89	70	0	
Oct 2025	677	322	96	
Sep 2025	644	354	152	
August 2025	655	317	694	
July 2025	800	403	560	
TOTAL MENTIONS		MONTHS OF DATA	GAINED SUBS	
2 957		6	1 502	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

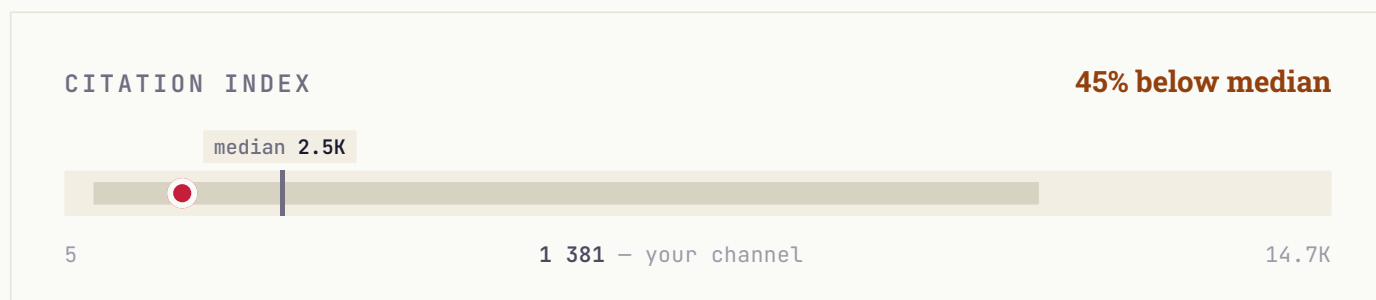
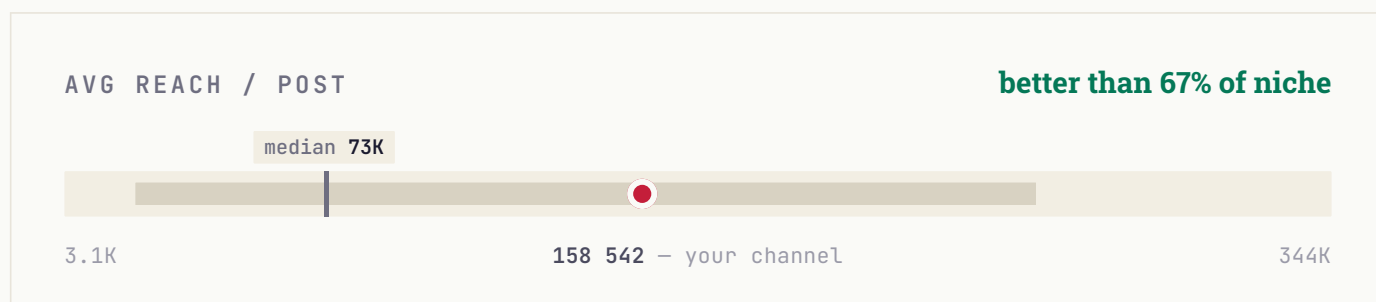
Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86

/100

POSITION 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

Main post of the week — on Tuesday

Audience most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

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**

04

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

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 close 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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