

PUBLIC PROMTPRESS REPORT

Channel audit

Moscow Urban Policy



@gradpolitica_mos

Registered in RKN list: <https://clck.ru/3N9joT> Moscow Urban Planning Policy Dept. Latest on renovation, city projects, urban development. All that...

SUBS

48 504

+4362 per month

ERR (% SEE POSTS)

7.0%

per day 5.4%

REACH/POST

3K

ad reach 2.6K/24h

— CONTENTS · 2026

What's inside the report

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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.

 SUBS 48 504 —	 SUB REACH 6.19% avg % subs see post	 VIEWS/POST 3K median 2.9K · 29 days	 POSTS/WEEK 30.2 for the period
 7D TREND +20.8% vs previous week	 REACTIONS/POST 17.3 total 2,237 reactions, 1,250 reposts, 0 comments	 POST LENGTH 442 chars. median 430 · 29 days	 POSTS ANALYZED 129 29 days
 AD REACH 2.6K 24h avg	 CHURN/MONTH +4362 last month	 CITATION RATE 669 citation index · 1,255 channels mentioned all time	 CHANNEL AGE 6 years 8 months created 29.10.2019

AI EDITOR SUMMARY

Channel «Moscow Urban Policy» — 48 504 subs. Each post avg views 3K people (6% from subs), reach is low — consider expanding audience. Publishes 30 posts per week (~4/day) — active posting. Week 22–28 Jun reach up +20.8% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **129** posts in 29 days.
- 02 Dominant format — **Photo** (81/129 posts).
- 03 Avg post length — **442** chars (median 430).
- 04 Peak audience activity — **Sunday**, 12:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4.8K avg top vs 2.1K worst) — among 129 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 13:01 PHOTO  Vote for Best Construction Projects of the Year on Active Citizen Starting today, residents can vote for the best project from...	VIEWS 5 033 REP. 60	REACTIONS 30 ER 10.4%
Nº2 27.06 · 16:01 VIDEO When relocation notice arrived	VIEWS 4 776 REP. 12	REACTIONS 35 ER 9.8%
Nº3 28.06 · 11:09 TEXT Dmitrovsky district welcomes a kindergarten for 150 kids: a place for joy and creativity It will be built next to renovation program homes...	VIEWS 4 736 REP. 3	REACTIONS 13 ER 9.8%

Nº4 28.06 • 16:02 PHOTO Business for people in renovation homes 🏠 Ground floors often host cafes, beauty salons, educational clubs, shops...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>4 593</td><td>11</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>5</td><td>9.5%</td></tr> </table>	VIEWS	REACTIONS	4 593	11	REP.	ER	5	9.5%
VIEWS	REACTIONS								
4 593	11								
REP.	ER								
5	9.5%								
Nº5 29.06 • 09:32 VIDEO 🏆 Integrated Development with Sports Focus In Nizhny Novgorod district, four integrated development projects will build neighborhoods with sports...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>4 491</td><td>14</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>12</td><td>9.3%</td></tr> </table>	VIEWS	REACTIONS	4 491	14	REP.	ER	12	9.3%
VIEWS	REACTIONS								
4 491	14								
REP.	ER								
12	9.3%								

WORST 3

↓ 10.06 • 08:01 TEXT «Технопарк Щербинка»: import substitution and 1300+ jobs Moscow starts construction of Innovation and Import Substitution Center...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>2 177</td><td>12</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>3</td><td>4.5%</td></tr> </table>	VIEWS	REACTIONS	2 177	12	REP.	ER	3	4.5%
VIEWS	REACTIONS								
2 177	12								
REP.	ER								
3	4.5%								
↓ 10.06 • 18:40 PHOTO Up-to-date and reliable info on construction — here: 🕒 Moscow Urban Development Complex — everything about city development: from...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>2 101</td><td>11</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>15</td><td>4.3%</td></tr> </table>	VIEWS	REACTIONS	2 101	11	REP.	ER	15	4.3%
VIEWS	REACTIONS								
2 101	11								
REP.	ER								
15	4.3%								
↓ 10.06 • 18:40 PHOTO 🕒 Not everything you see on social media is true Different channels often post renders of future residential complexes, public spaces...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>1 924</td><td>13</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>9</td><td>4.0%</td></tr> </table>	VIEWS	REACTIONS	1 924	13	REP.	ER	9	4.0%
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1 924	13								
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel grew and which lost subs.

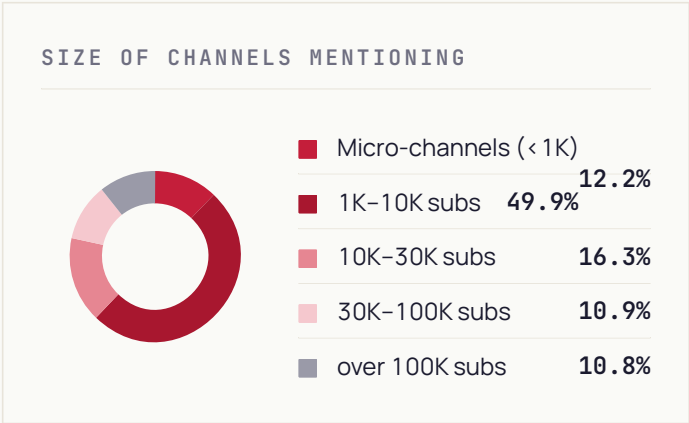
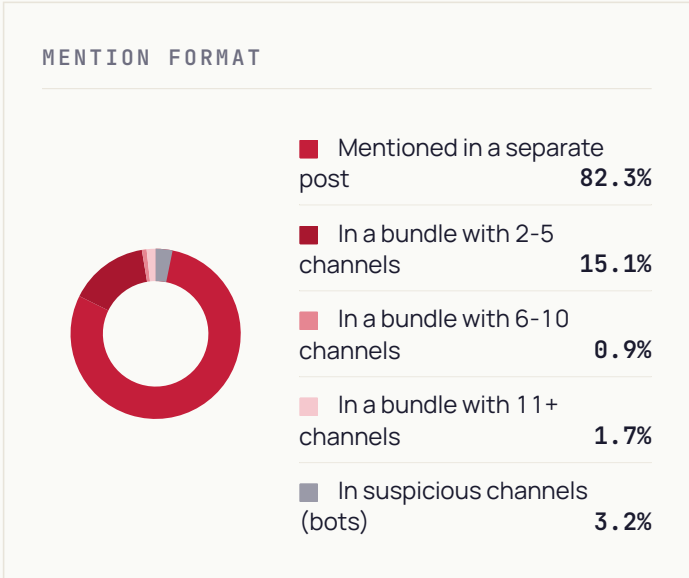
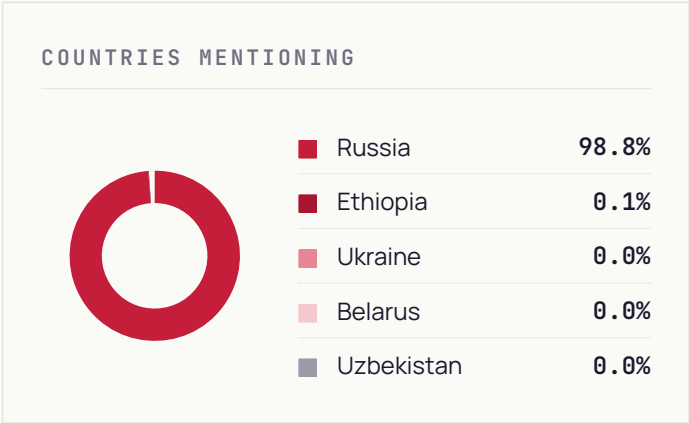


START DATE	NOW	NET GROWTH
20 343	48 504	+28 161

SECTION 04 · MENTIONS

Who mentions the channel and how

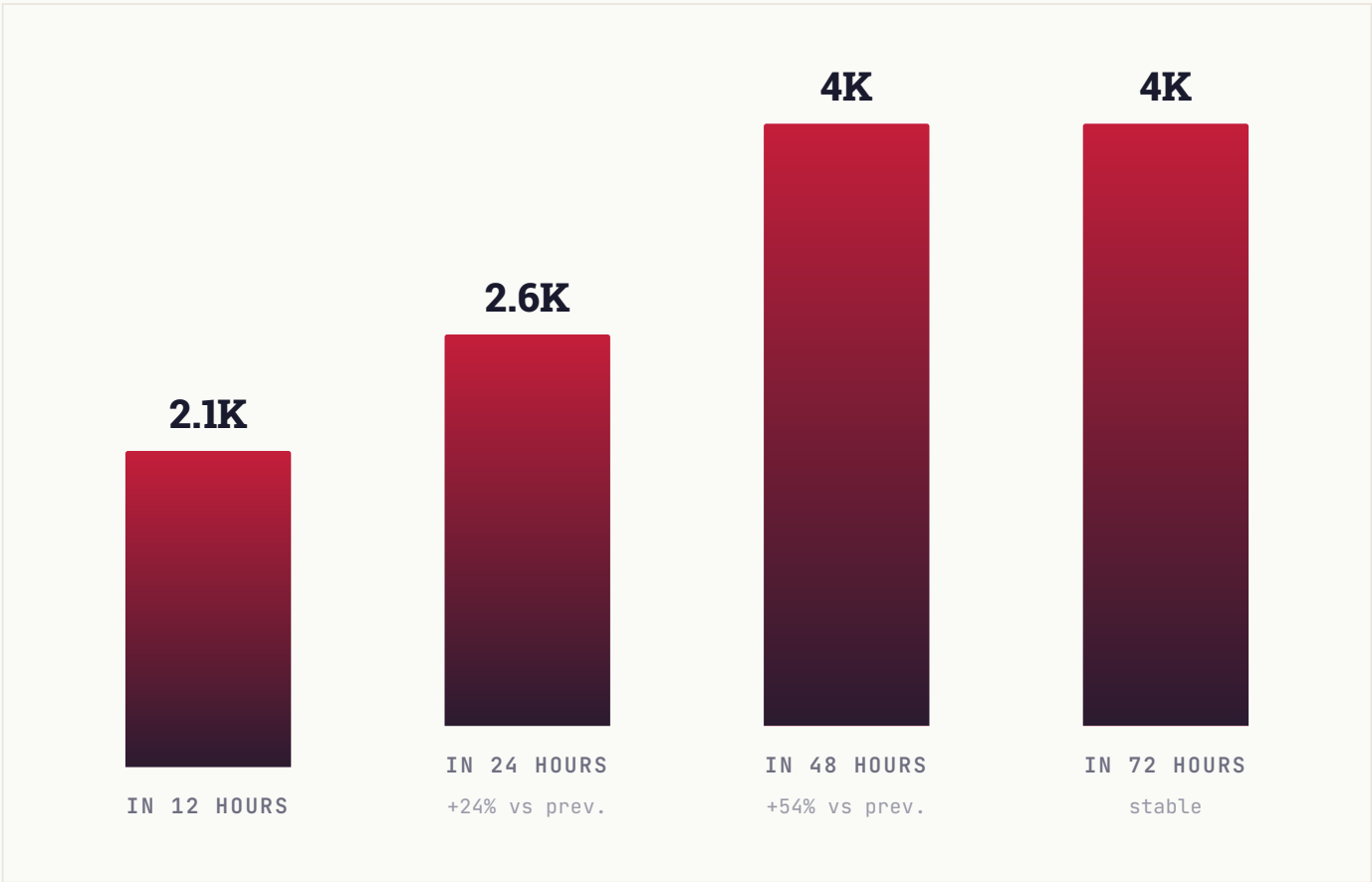
Citation index **669** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 255** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long 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	SUBS
ДД DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Layout	453.6K
AI Interior & decor	450K
МК My apt	427.9K
MS Wise Builder	410.2K
LK Favorite apt	408.6K
GF GC FSK	378.1K
PR ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
GM Moscow Urban Policy YOU	48.5K

COMPARATIVE INSIGHT

Channel not yet outside top-89 niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), top-89 median: 108.5K. First goal: enter top-89 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 173**, they brought **15 458** new subs.

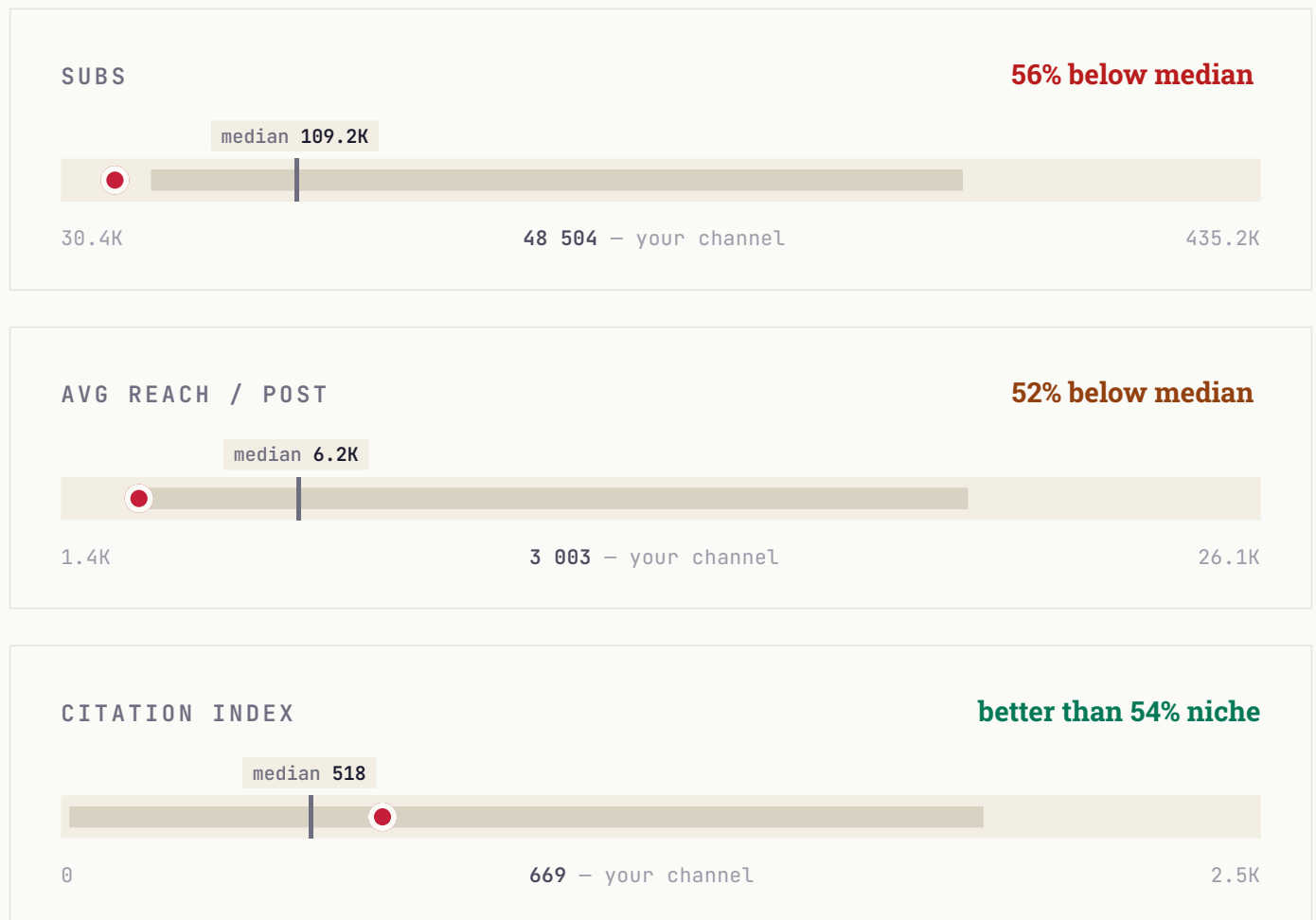
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	3	3	1 116
December 2025	622	541	6 521
Nov 2025	9	9	185
Oct 2025	18	10	406
September 2025	34	12	1 830
August 2025	487	471	5 400

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
1 173	6	15 458

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category "Interior & construction» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = 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 — Sunday | <small>EFFECT</small>
Best slot for key posts |
| | Audience most active on this day at 12:00 MSK. | |
| 02 | Systematic traffic buying | <small>EFFECT</small>
+1000-3000 subs |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | |
| 03 | Test polls & interactive formats | <small>EFFECT</small>
+5-15% ER |
| | Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever. | |
| 04 | Cross-promo with neighboring channels | <small>EFFECT</small>
Growth from relevant audience |
| | Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily. | |
| 05 | Update channel description for Telegram search | <small>EFFECT</small>
Organic traffic source |
| | Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source. | |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with us & close your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager