

PUBLIC REPORT PROMTPRESS

Channel audit

HSE Art and Design School



@hsedesign

HSE ART AND DESIGN SCHOOL / design.hse.ru Our gallery and branches: @hseartgallery / @hsedesignspb / @hsedesignnn / @hsedesignkids Our concept store: @hsedesign_store For collaboration:...

SUBSCRIBERS

18 584

+165 per month

ERR (% SEE POSTS)

10.0%

per day 5.3%

REACH/POST

1.8K

ad reach 986/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 18 584 —	 SUBS REACH 9.54% avg % subs see a post	 VIEWS/POST 1.8K median 1.7K · 29 days	 POSTS/WEEK 18.4 for the period
 7D TREND -14.3% vs prev. week	 REACTIONS/POST 24.6 only 1,895 reactions, 1,098 reposts, 7 comments	 POST LENGTH 702 chars median 746 · 29 days	 POSTS ANALYZED 77 29 days
 AD REACH 986 24h avg	 CHURN / MONTH +165 for the last month	 CITATION RATE 160 citation index · 703 channels mentioned all time	 CHANNEL AGE 9 years 11 months Created Aug 17, 2016

AI EDITOR SUMMARY

Channel «HSE Art and Design School» — 18 584 subs. Each post gets avg 1.8K people (10% from subs), reach is low — need to grow audience. Publishes 18 posts per week (~3/day) — steady pace. For week Jul 6–12, reach dropped by -14.3% By week Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 77 posts over 29 days.
- 02 Dominant format – Photo (69/77 posts).
- 03 Avg post length – 702 characters (median 746).
- 04 Audience peak – Friday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.8K avg for top vs 1.4K for worst) – among 77 posts in 29 days. Worth analyzing what top posts have in common: topic, format, posting time.

TOP 5 POSTS

Nº1 29.06 · 15:42 PHOTO Timeless antiqua by Matthew Carter 🙄 Matthew Carter's fonts are everywhere! He's one of the few type designers who contributed to almost...	VIEWS 3 017 REACTIONS 18 REPOSTS 20 ER 16.2%
Nº2 24.06 · 16:44 VIDEO Wonderful season: Design School graduation – 2026 🎓 Viewings and defenses are almost done, so one of the most important...	VIEWS 2 706 REACTIONS 21 REPOSTS 115 ER 14.6%
Nº3 26.06 · 14:10 PHOTO 🎓💡 We recommend not stopping and invite you to study in our master's program! Admissions campaign 2026 has just started, featuring...	VIEWS 2 635 REACTIONS 15 REPOSTS 24 ER 14.2%

Nº4

24.06 • 15:20

PHOTO

pinning the material: our bachelor's admission campaign has started 📌📌 this year in 4 campuses of HSE Art and Design School we are enrolling for 9...

VIEWS

2 449

REPOSTS

22

REACTIONS

18

ER

13.2%

Nº5

16.07 • 15:00

PHOTO

graduation 2026 is tomorrow! 🎓 On July 17 and 18, HSE Art and Design School will award diplomas to graduates, and if you can't be in the hall in person...

VIEWS

2 434

REPOSTS

147

REACTIONS

46

ER

13.1%

WORST 3

↓ 06.07 • 15:27 PHOTO

📌 July 7 we invite you to the opening of the exhibition "The Art of the Book. From Sign to Media" – a new project in a series dedicated to modern...

VIEWS

1 433

REPOSTS

11

REACTIONS

21

ER

7.7%

↓ 14.07 • 09:15 PHOTO

What is the Big Exhibition – and why you should apply now? 👁️ The Big Exhibition is an annual project of the HSE Art and Design School...

VIEWS

1 429

REPOSTS

6

REACTIONS

12

ER

7.7%

↓ 08.07 • 08:47 TEXT

Telling about our campus in Nizhny Novgorod 😊🌟👉 Read the interview with its program director on the cards! Also, we remind that...

VIEWS

1 409

REPOSTS

—

REACTIONS

10

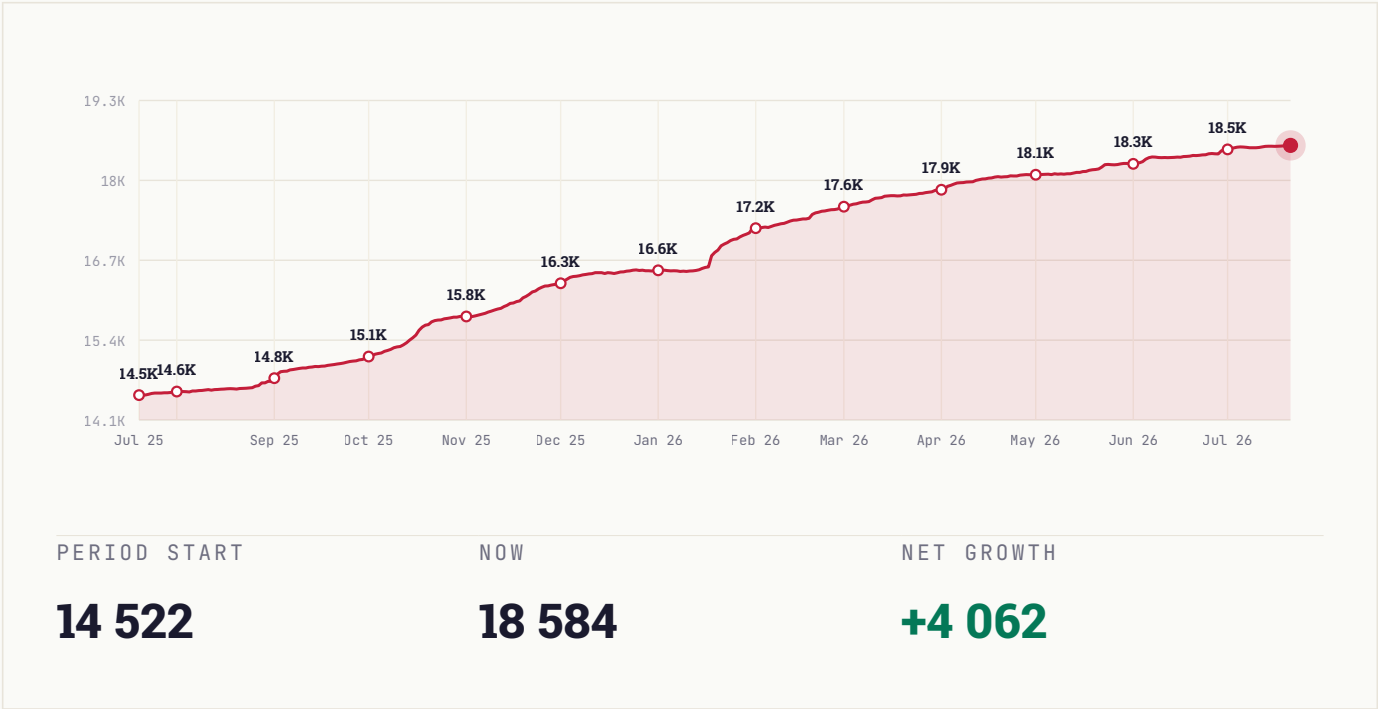
ER

7.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

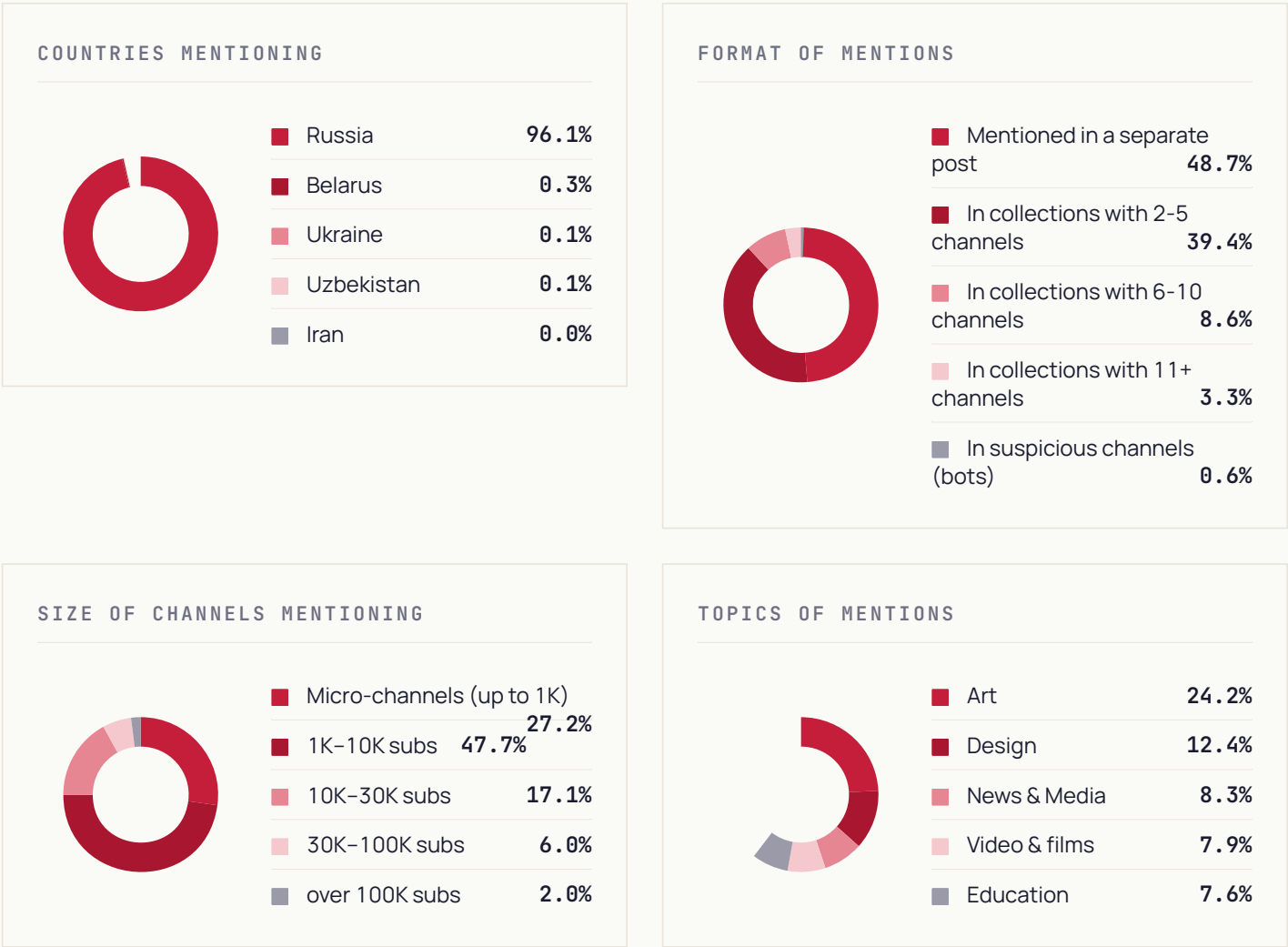
Subscriber growth over the year. Key months show exact subs. See gains & losses.



SECTION 04 · MENTIONS

Who & how mentions the channel

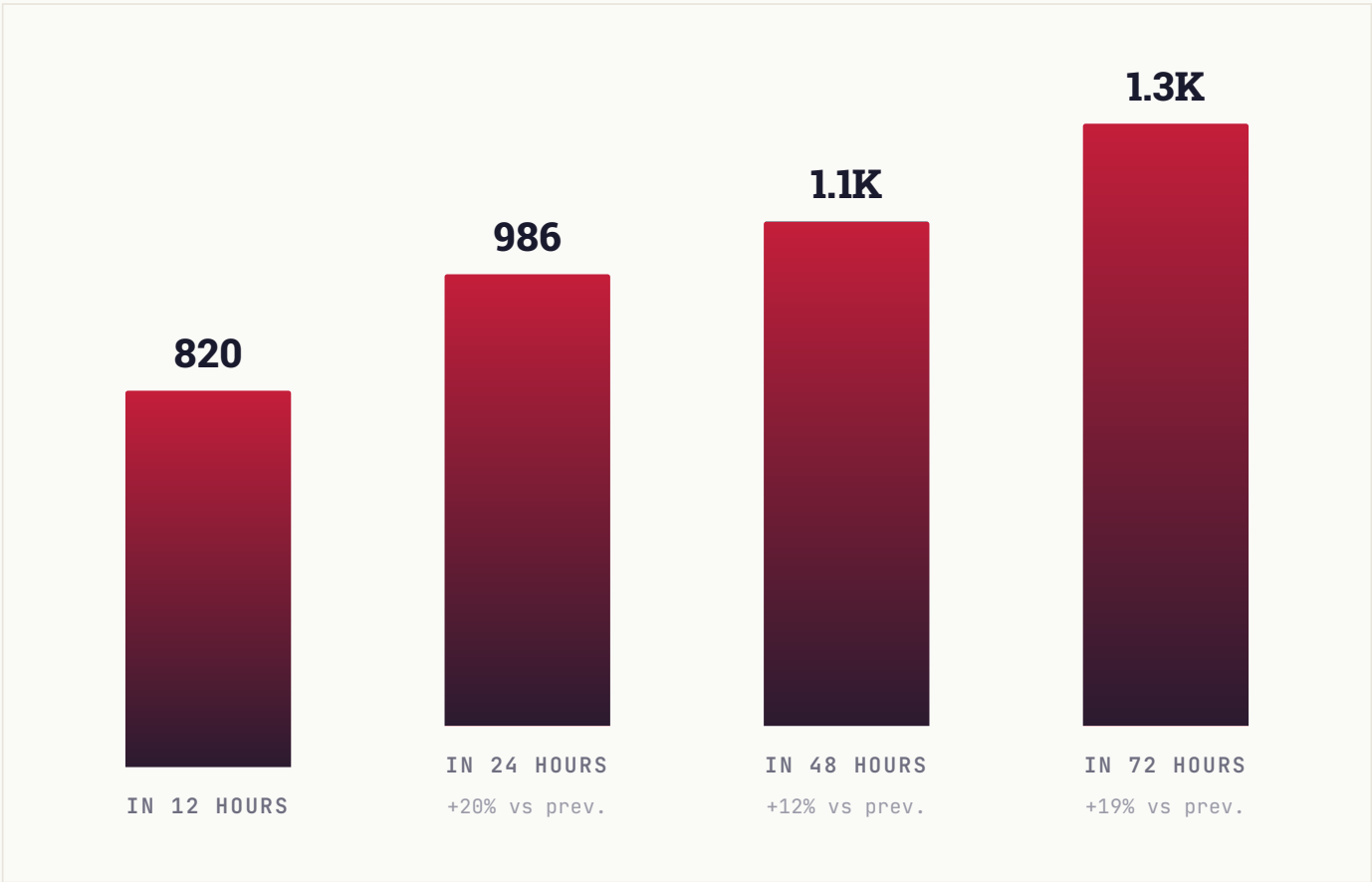
Citation index **160** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **703** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
6 66Lottery 🏆🏆 CRYPTO	387.4K
缅甸 缅甸缅北吃瓜新闻曝光	257.3K
AE After Effects Templates	181.4K
R R	178.6K
3D 3Dline.net	173.8K
DG Designer Gang 🖐	147.1K
TC template canva gratis 😊🐱	144.3K
TS Tube Sensei	137.2K
SZ STL Zone / 3D models / Free STL	136.8K
ER Sexy font. Cyrillic	134.7K
HSE HSE Art and Design School YOU	18.6K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — 66Lottery 🏆🏆 CRYPTO (387.4K), top-99 median: 65.4K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **139**, they brought **2 769** new subs.

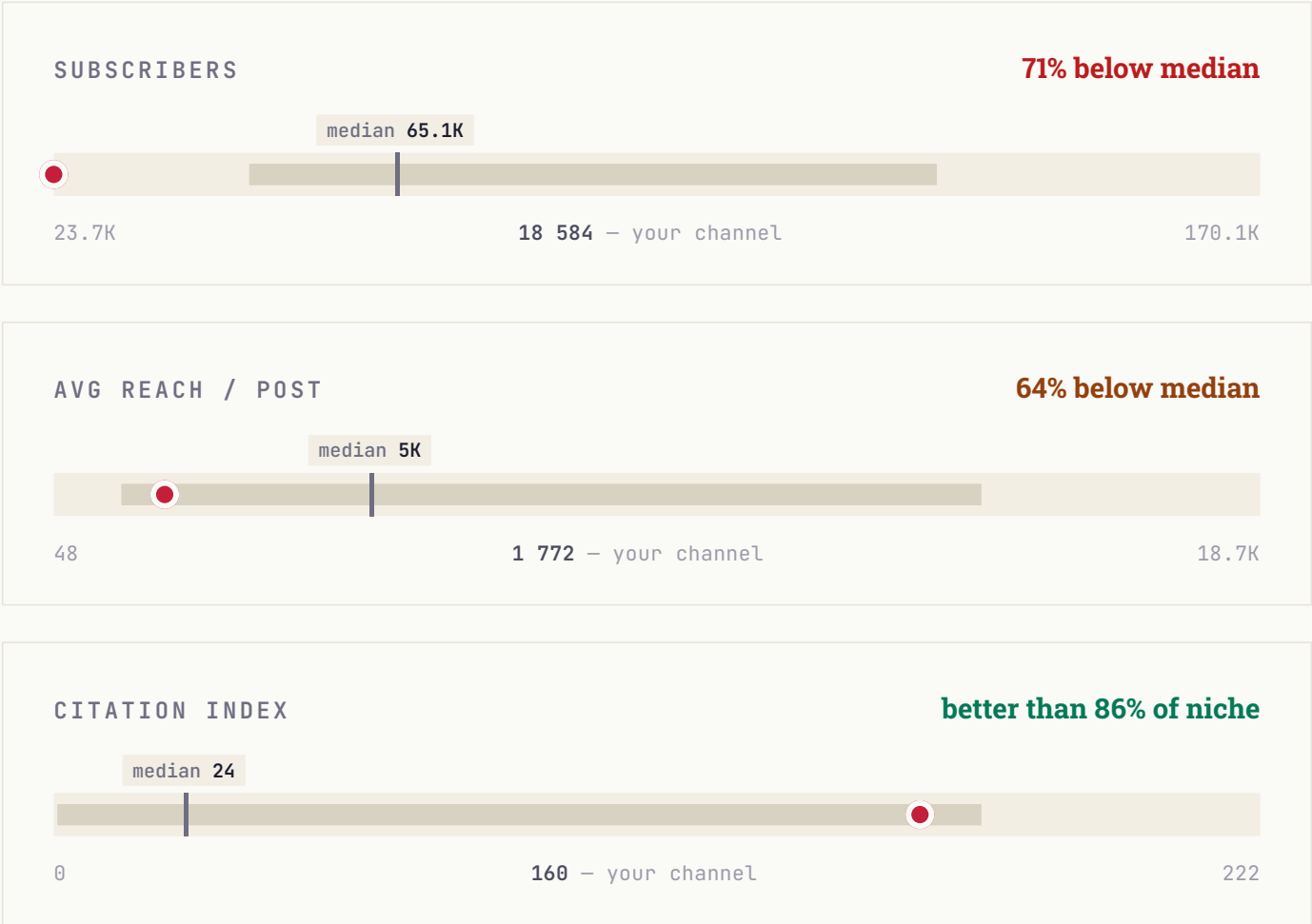
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	28	27	716	
December 2025	24	21	271	
November 2025	32	26	527	
October 2025	34	28	682	
September 2025	16	10	377	
August 2025	5	3	196	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
139	6	2 769

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category "Design» (Russia) and compared your channel. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video posts share**

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 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 — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap 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 a few minutes based on public data. If you want to go further — run ads through 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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