

PUBLIC REPORT BY PROMTPRESS

Channel audit

International Institute of Health



@insituteofhealth

Become a sought-after dietitian Dietetics course approved by the Ministry of Health State diploma application number for registration in the Roskomnadzor list 5538686746

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
12 421	7.0%	815
07.07.2026 ⁻¹³⁰ per month	daily ^{2.8%}	ad reach ³⁴⁷ /24h
HTTPS://PROMTPRESS.COM/AUDIT/INSITUTEOFHEALTH		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Career» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBSCRIBERS 12 421 —	 SUBSCRIBER REACH 6.56% avg % subs see post	 VIEWS/POST 815 median 856 · 21 days	 POSTS/WEEK 6.0 over period
 7D TREND -7.8% vs previous week	 REACTIONS/POST 16.4 total 312 reactions, 33 reposts, 35 comments	 POST LENGTH 760 chars median 950 · 21 days	 POSTS ANALYZED 19 21 days
 AD REACH 347 24h avg	 CHURN / MONTH -130 last month	 CITATION RATE 197 citation index · 181 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 20.02.2023

AI EDITOR SUMMARY

Channel «International Institute of Health» – 12 421 subs. Each post averages 815 people (7% of subs), reach is low – should expand audience. Publishes 6 posts per week (~1/day) – infrequent. For week Jun 22–28, reach dropped -7.8% to week Jun 15–21 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 19 posts over 21 days.
- 02 Dominant format – Text (8/19 posts).
- 03 Avg post length – 760 chars (median 950).
- 04 Peak audience activity – Saturday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (1K avg for top vs 511 for worst) – among 19 posts in 21 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 17:10 PHOTO Real case of our graduate A 40-year-old woman came in, hadn't had regular bowel movements since age 16 – 24 years!! She went once every 3-4...	VIEWS 1 138 REP. 3	REACTIONS 25 ER 9.2%
Nº2 13.06 · 15:21 TEXT If you think you don't need a dietitian... Chances are, you've needed one many times. You just didn't know it) Many people go for years...	VIEWS 1 035 REP. 4	REACTIONS 23 ER 8.3%
Nº3 15.06 · 10:06 TEXT LOSING WEIGHT YOURSELF DOESN'T MAKE YOU A STRONG SPECIALIST Many people enter the weight loss niche through personal experience...	VIEWS 947 REP. 1	REACTIONS 12 ER 7.6%

Nº4 13.06 • 13:24 **POLL**
(captionless post – poll)

VIEWS
926
REACTIONS
—
REP.
1
ER
7.5%

Nº5 26.06 • 14:52 **TEXT**
Messages like these make me want to work even more ❤️
When someone comes to us just to figure out nutrition and then changes their...

VIEWS
885
REACTIONS
9
REP.
1
ER
7.1%

WORST 3

↓ 01.07 • 11:11 **TEXT**
TODAY IS YOUR FIRST LESSON WITH REGINA DOCTOR 🔥🕒
Already at 15:00 MSK we meet on the program «Weight Loss and Body Correction». Topic of the first...

VIEWS
634
REACTIONS
—
REP.
1
ER
5.1%

↓ 03.07 • 16:46 **VIDEO**
I've got another HUGE NEWS for you 🥰 The most attentive may have spotted a hint in the last video... Yes, it's our new...

VIEWS
487
REACTIONS
37
REP.
2
ER
3.9%

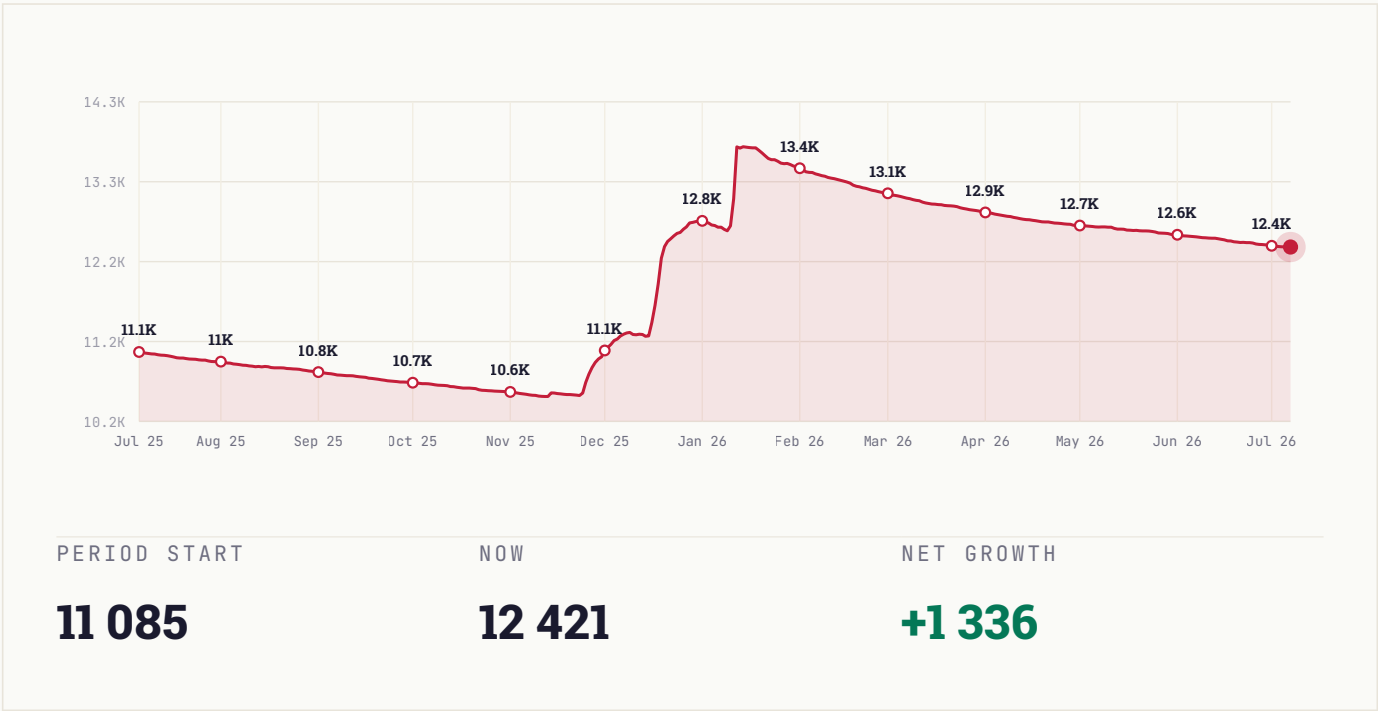
↓ 02.07 • 15:47 **VIDEO**
WE OPENED A CLINIC IN MOSCOW 🥺🎉 Finally, I can stop hiding and show everything! Dear patients, our flagship clinic with clinical...

VIEWS
414
REACTIONS
59
REP.
1
ER
3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

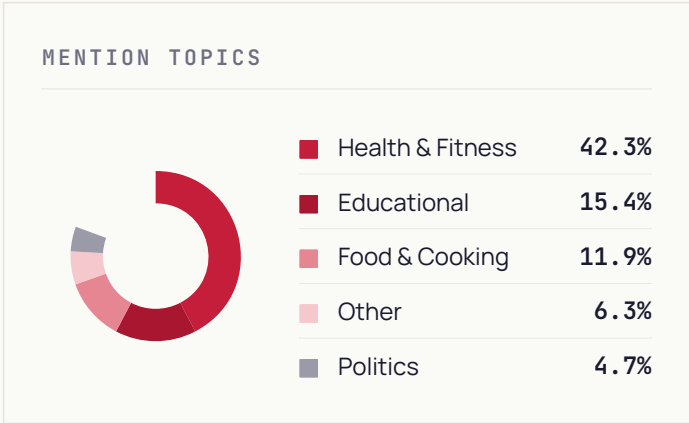
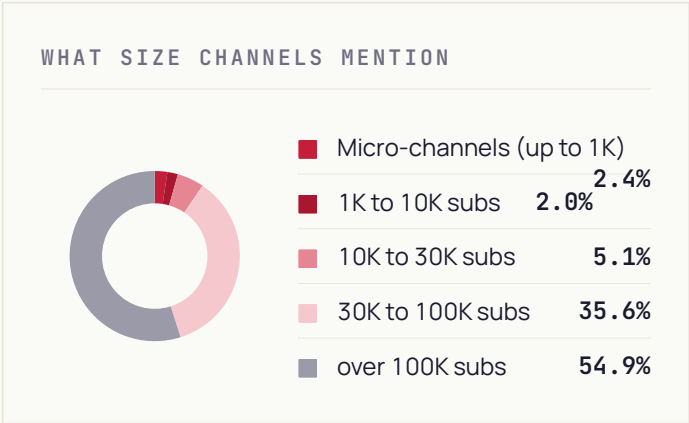
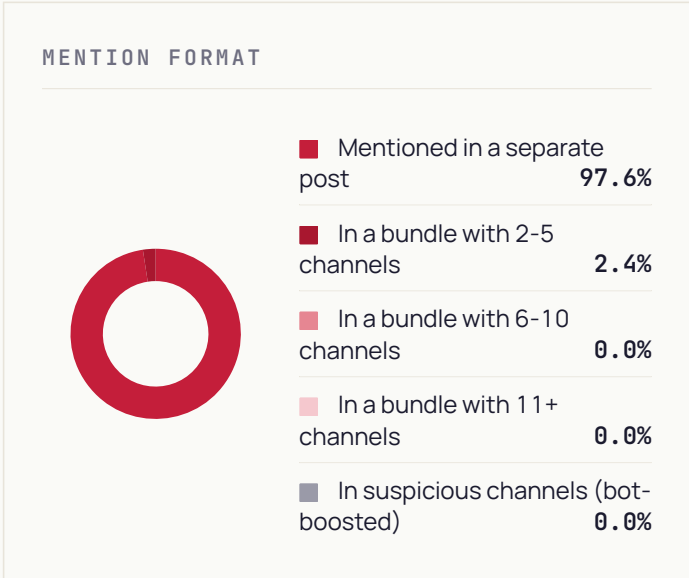
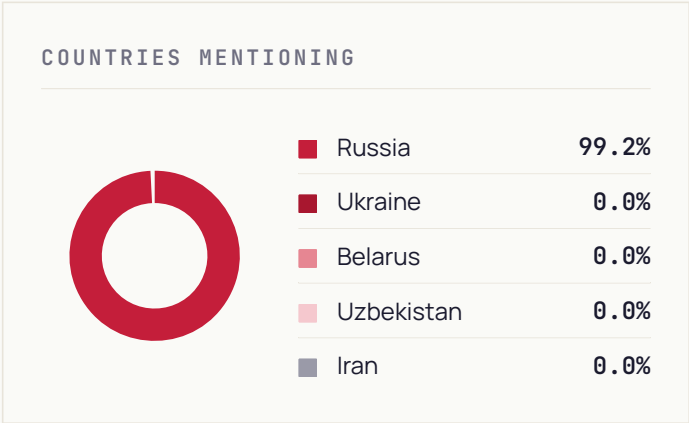
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

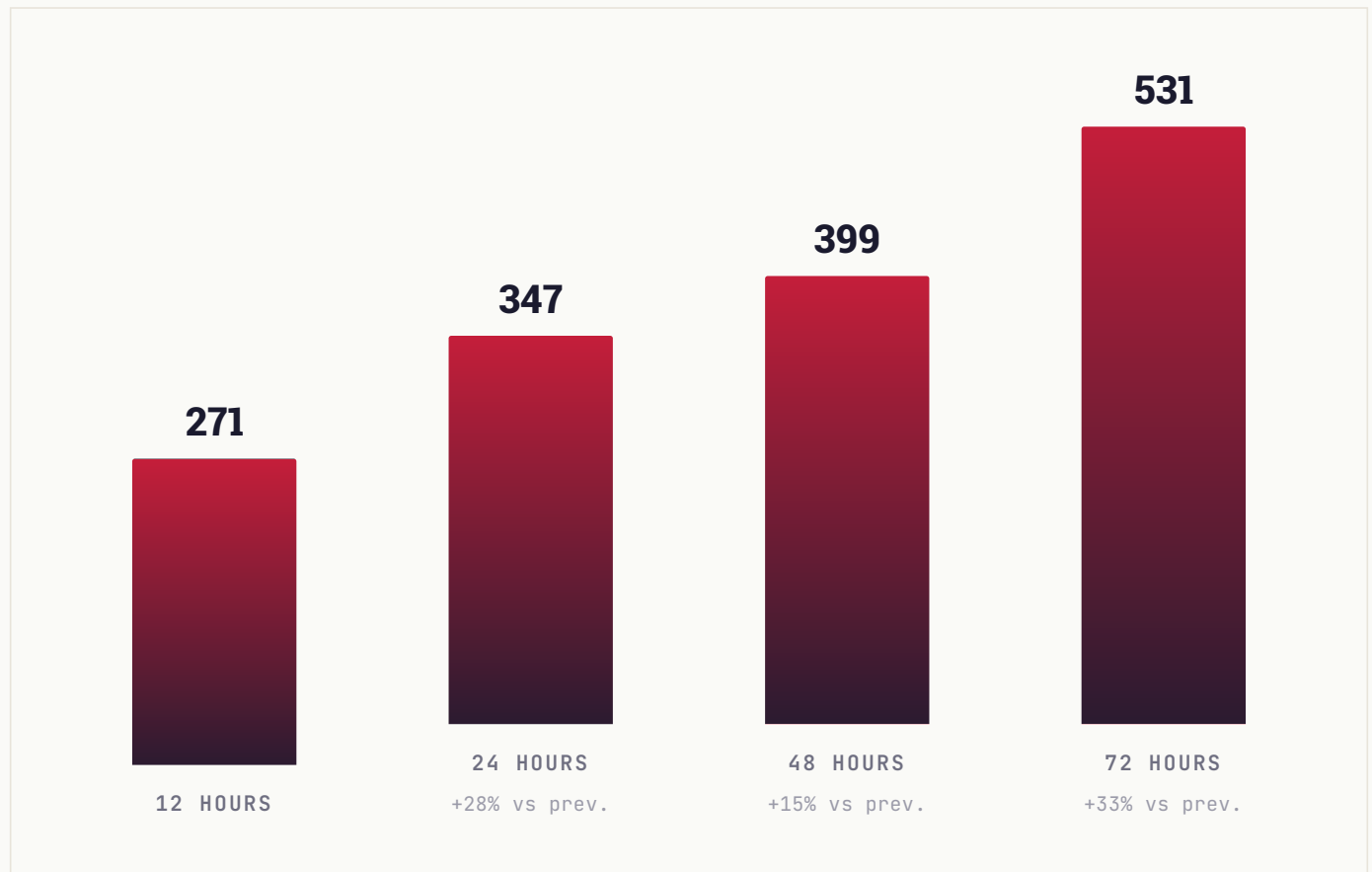
Citation index **197** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **181** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 peers.

CHANNEL	SUBSCRIBERS
UB Remote without experience - Freelance	795.9K
PM JOBS MOSCOW VACANCIES	504.8K
SI SeoJob Online earnings	434.8K
UI REMOTEKIN FREELANCE JOBS REMOTE	320.7K
FP Finder.work: jobs & vacancies	280.1K
X• HOME • Remote work • Freelance	252.2K
F Freelance Relocation Remote work Internships	246.5K
T TeleWork Freelance Remote work	225.9K
UM DREAM REMOTE - freelance / jobs	222.2K
FV FREELANCE. Jobs	221.1K
MI International Institute of Health YOU	12.4K

COMPARATIVE INSIGHT

Channel is not yet outside top 92 of niche — early growth stage. Niche leader — Remote without experience - Freelance (795.9K), top-92 median: 89.5K. First goal: enter top-92 through 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 **2**, they brought **3 419** new subs.

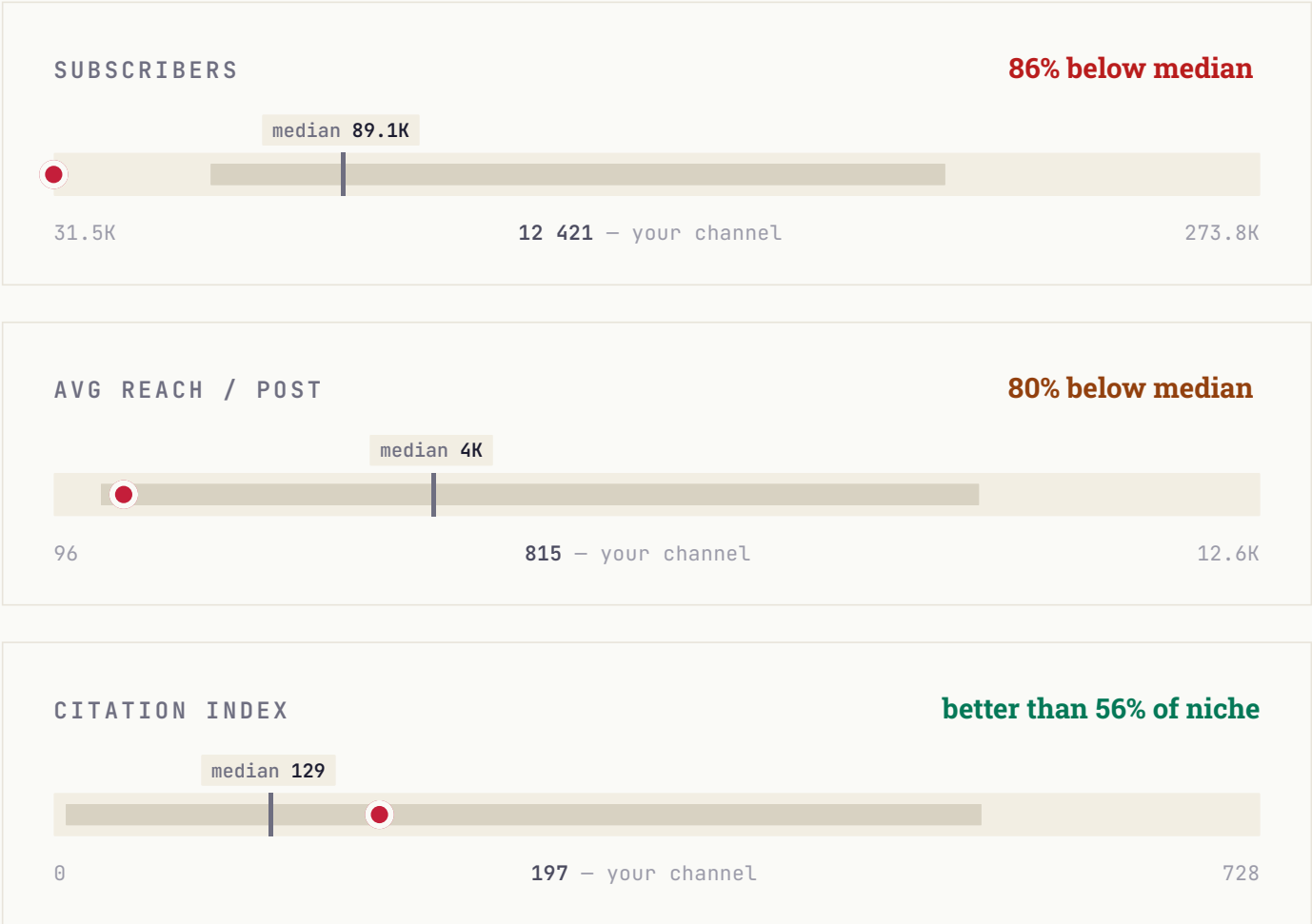
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	1 095	
December 2025	1	1	1 778	
November 2025	1	1	539	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	7	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2	6	3 419

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Career» (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 sorted by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Saturday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is something 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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
