

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Institute of Nuclear Medicine JSC "Medicina"



@inuclear_medicina

Institute of Nuclear Medicine. Channel created for everyone interested in a comprehensive approach to diagnosis and treatment of socially significant diseases using modern breakthrough radiological...

SUBSCRIBERS

ERR (% SEE POSTS)

REACH/POST

52 910

-11559 per month

1.0%

per day 0.1%

151

ad reach 42/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 52 910 —	 SUBSCRIBER REACH 0.28% avg % subs see post	 VIEWS/POST 151 median 97 · 29 days	 POSTS/WEEK 8.8 for period
 7D TREND -35.7% vs previous week	 REACTIONS/POST 0.3 11 reactions, 96 reposts, 6 comments	 POST LENGTH 952 chars median 1000 · 29 days	 POSTS ANALYZED 37 29 days
 AD REACH 42 24h avg	 CHURN / MONTH -11559 last month	 CITATION RATE 10 citation index · 65 channels ever mentioned	 CHANNEL AGE 4 years 3 months created 03.03.2022

AI EDITOR SUMMARY

Channel «Institute of Nuclear Medicine JSC "Medicina"» – 52 910 subs. Each post avg views 151 people (0% from subs), reach low – expand audience. Publishes 9 posts/week (~1/day) – regular. Week Jun 8–14 reach dropped -35.7% to week Jun 1–7 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts in 29 days.
- 02 Dominant format – Photo (31/37 posts).
- 03 Avg post length – 952 chars (median 1000).
- 04 Peak audience activity – Saturday, 12:00 MSK.
- 05 Top posts get 8x more views than weakest (576 avg top vs 70 worst) – among 37 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

N01 06.06 · 09:30 PHOTO PET/CT under OMS: a checklist so your exam isn't canceled You got a referral for PET/CT. To make everything go smoothly and you don't get sent...	VIEWS 1 135 REPOSTS 34	REACTIONS — ER 2.1%
N02 01.06 · 09:59 PHOTO PET/CT in simple terms: what it shows, what it misses, and why it's not 'CT with contrast' You've heard about PET/CT. The doctor says: 'You need...'	VIEWS 324 REPOSTS 8	REACTIONS — ER 0.6%
N03 14.06 · 10:28 PHOTO ⚡ 7 Myths About Radiation Therapy: Debunking Scary Stories Once and For All Radiation therapy (radiotherapy) is one of the most effective methods...	VIEWS 271 REPOSTS 3	REACTIONS — ER 0.5%

Nº410.06 · 09:55 PHOTO ☒ Brachytherapy for Prostate Cancer: Treatment from Within Without a Scalpel Prostate cancer is the most common cancer in men. And one of the most...	VIEWS	REACTIONS
	257	—
	REPOSTS	ER
	2	0.5%

Nº508.06 · 09:14 PHOTO ☒ Prostate Cancer: Patient Journey from PSA to Treatment Choice Prostate cancer is the most common oncological disease in men...	VIEWS	REACTIONS
	240	—
	REPOSTS	ER
	11	0.5%

WORST 3

↓ 15.06 · 11:58 PHOTO ☒ Radioiodine Therapy: Treating the Thyroid with One Capsule Diagnosed with thyroid cancer or Graves' disease? Surgery scares you, and...	VIEWS	REACTIONS
	77	—
	REPOSTS	ER
	—	0.1%

↓ 21.06 · 20:06 PHOTO ☒ Happy Medical Workers' Day! On the third Sunday of June, those who chose a profession where the cost of a mistake is measured...	VIEWS	REACTIONS
	72	—
	REPOSTS	ER
	1	0.1%

↓ 22.06 · 13:55 PHOTO ☹️ "No Pain" Doesn't Mean All Clear. Why Breast Cancer Can't Be Put Off "I'm just tired." "Not now..."	VIEWS	REACTIONS
	61	1
	REPOSTS	ER
	—	0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

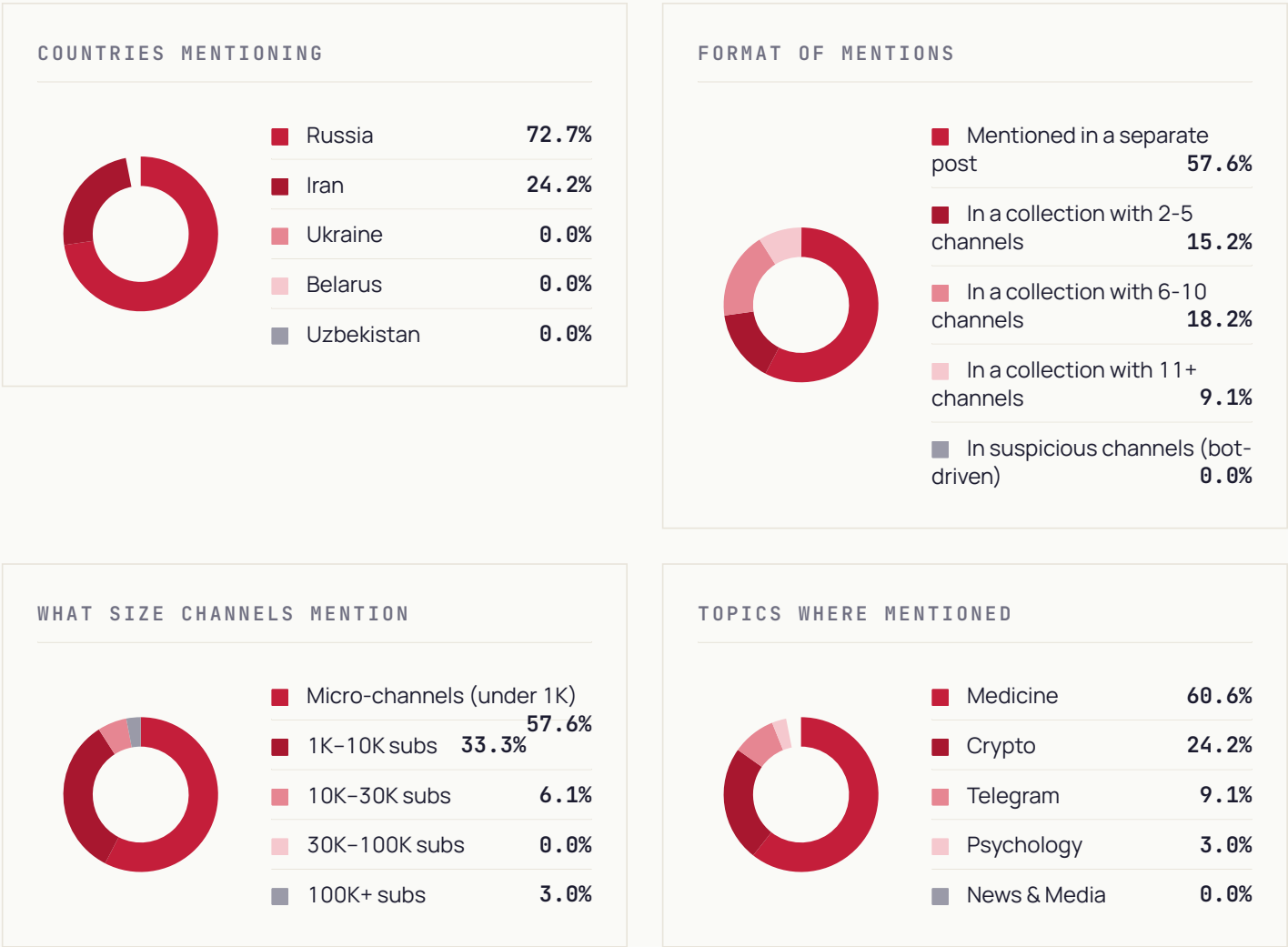
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel & how

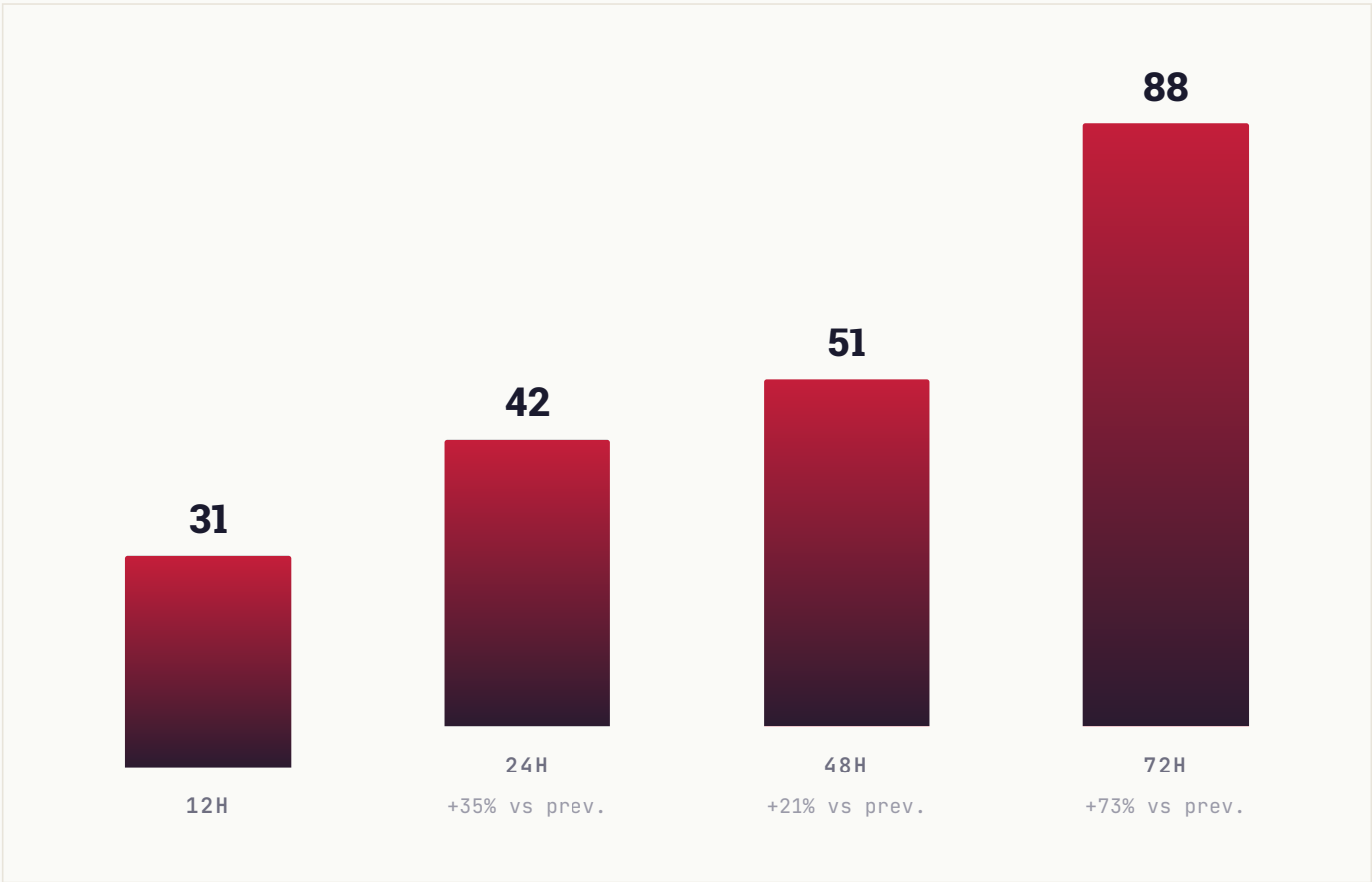
Citation index **10** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **65** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	359.3K
EM Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
MM Moscow Medicine	238.8K
ZD ZdravKontrol	223.6K
KD Dr. Shishonin's channel	215.4K
AT Anatomical theater	201.6K
MR Mikerina. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Forensic Expert's Notes	171.5K
IY Institute of Nuclear Medicine JSC "Medicina" YOU	52.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#76 of 96). Niche median — 70.8K subs. First growth KPI — reach median. Leader: Blog from the morgue (359.3K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **16**, they brought **278 649** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	5	2	128 986	
Nov 2025	4	2	22 466	
Oct 2025	1	1	26 880	
September 2025	0	0	40 844	
August 2025	2	1	25 454	
July 2025	4	4	34 019	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
16	6	278 649

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#76/100

RANK IN NICHE

Channel in bottom half of rating



— 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 Saturday

On this day at 12:00 MSK audience is most active.

EFFECT

**Best time for
key posts**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 0.28% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+5.2pp ER

04

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**

05

Test polls and interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager
