

PROMTPRESS PUBLIC REPORT

Channel audit

Leningrad Cyber Guard



@lencyber78

Information Telegram channel of the Department for Combating Illegal Use of Information and Communication Technologies of the Main Directorate of the Ministry of Internal Affairs of Russia for St. Petersburg and Leningrad Region

SUBSCRIBERS

149 575

+12316 per month

ERR (% SEE POSTS)

12.0%

last day 2.8%

REACH/POST

22.4K

ad reach 4.3K/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 generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Tech» 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 covers.

 SUBSCRIBERS 149 575 —	 SUBS REACH 14.97% avg % subs see post	 VIEWS/POST 22.4K median 25.2K · 29 days	 POSTS/WEEK 18.3 for period
 7D TREND +0.9% vs previous week	 REACTIONS/POST 425.5 total 32,761 reactions, 352 reposts, 0 comments	 POST LENGTH 709 chars median 885 · 29 days	 POSTS ANALYZED 77 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH +12316 last month	 CITATION RATE 31 citation index · 129 channels mentioned all time	 CHANNEL AGE 2 years 14 days created 12.06.2024

AI EDITOR SUMMARY

Channel «Leningrad Cyber Guard» — 149 575 subs. Each post averages 22.4K people (15% from subs), reach is low — consider expanding audience. Publishes 18 posts/week (~3/day) — regular schedule. Week Jun 15–21 reach stable (+0.9% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and underperformers – 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 (54/77 posts).
- 03 Avg post length – 709 chars (median 885).
- 04 Peak audience activity – Wed, 18:00 MSK.
- 05 Top posts get 2× more views than the weakest (26.9K avg for top vs 14.9K for worst) – among 77 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 04:04 TEXT Scammers have a new scheme: they call train passengers' relatives and pose as fellow travelers. They claim there's an urgent issue with your...	VIEWS	REACTIONS
	27 078	496
	REPOSTS	ER
	17	18.1%
Nº2 17.06 · 15:02 PHOTO ☒ REAL CITIZEN REPORT ON FRAUD: (Deception under the guise of winning a prize) I was scammed in a Telegram channel. Each...	VIEWS	REACTIONS
	26 841	616
	REPOSTS	ER
	5	17.9%
Nº3 16.06 · 14:00 PHOTO ☒ REAL CITIZEN REPORT ON FRAUD: (Fake call from "Delivery Service") I was contacted via messenger "VKontakte"...	VIEWS	REACTIONS
	26 691	518
	REPOSTS	ER
	4	17.8%

Nº4 09.06 • 03:59 TEXT Targeted iPhone attacks that work without user interaction. A special hidden iMessage lands on the device...	VIEWS 26 685 REPOSTS 13 REACTIONS 13 ER 17.8%
Nº5 19.06 • 04:02 PHOTO Scammers are actively sending emails, SMS, and messenger messages promising big prizes, expensive gifts, or exclusive...	VIEWS 26 539 REPOSTS 3 REACTIONS 626 ER 17.7%

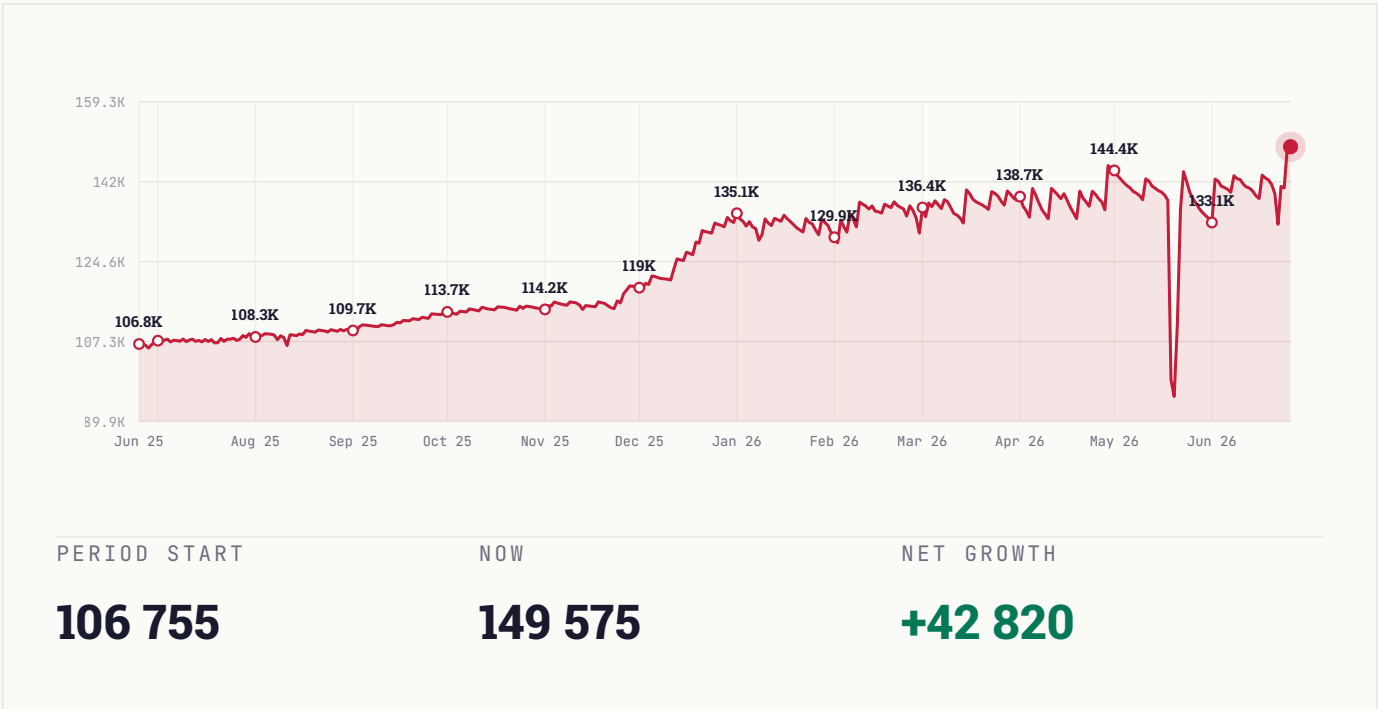
WORST 3

↓ 10.06 • 10:05 PHOTO ⚠️WHAT IS "ONLINE INSULT"? ✓ Administrative Code, Art. 5.61 ("Insult"), and Criminal Code, Art. 128.1 ("Defamation" - if it's about...	VIEWS 21 177 REPOSTS 3 REACTIONS 7 ER 14.2%
↓ 22.06 • 10:00 PHOTO ⚠️WHAT IS "ONLINE EXTREMISM AND VIOLENCE PROPAGANDA"? Criminal Code: Art. 280 ("Public calls for extremist...	VIEWS 21 164 REPOSTS 2 REACTIONS 12 ER 14.1%
↓ 22.06 • 14:02 PHOTO ⚠️ REAL CITIZEN REPORT ON FRAUD: (Fake call from the military enlistment office) Received a phone call, the caller...	VIEWS 2 471 REPOSTS 5 REACTIONS 10 ER 1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

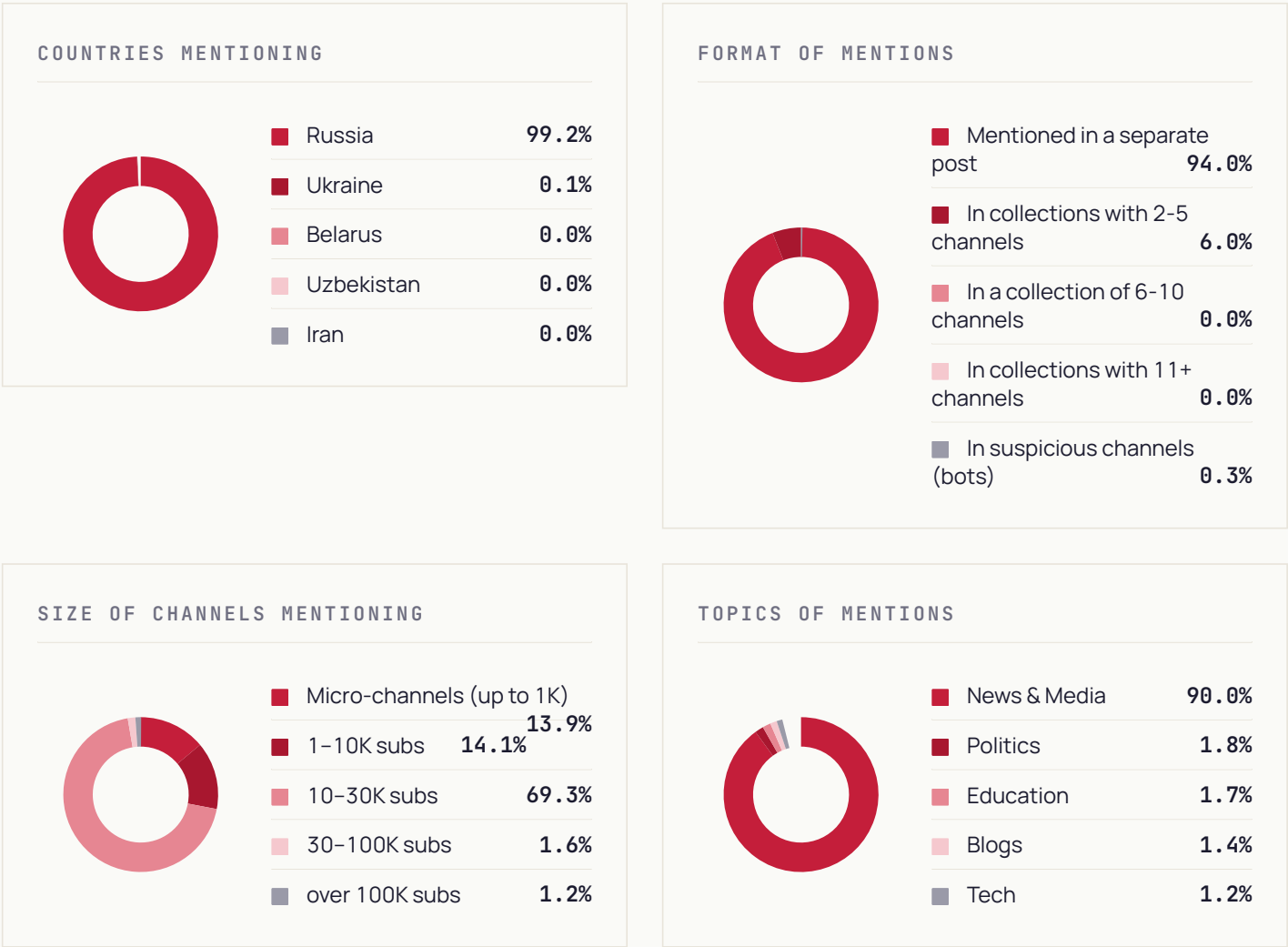
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

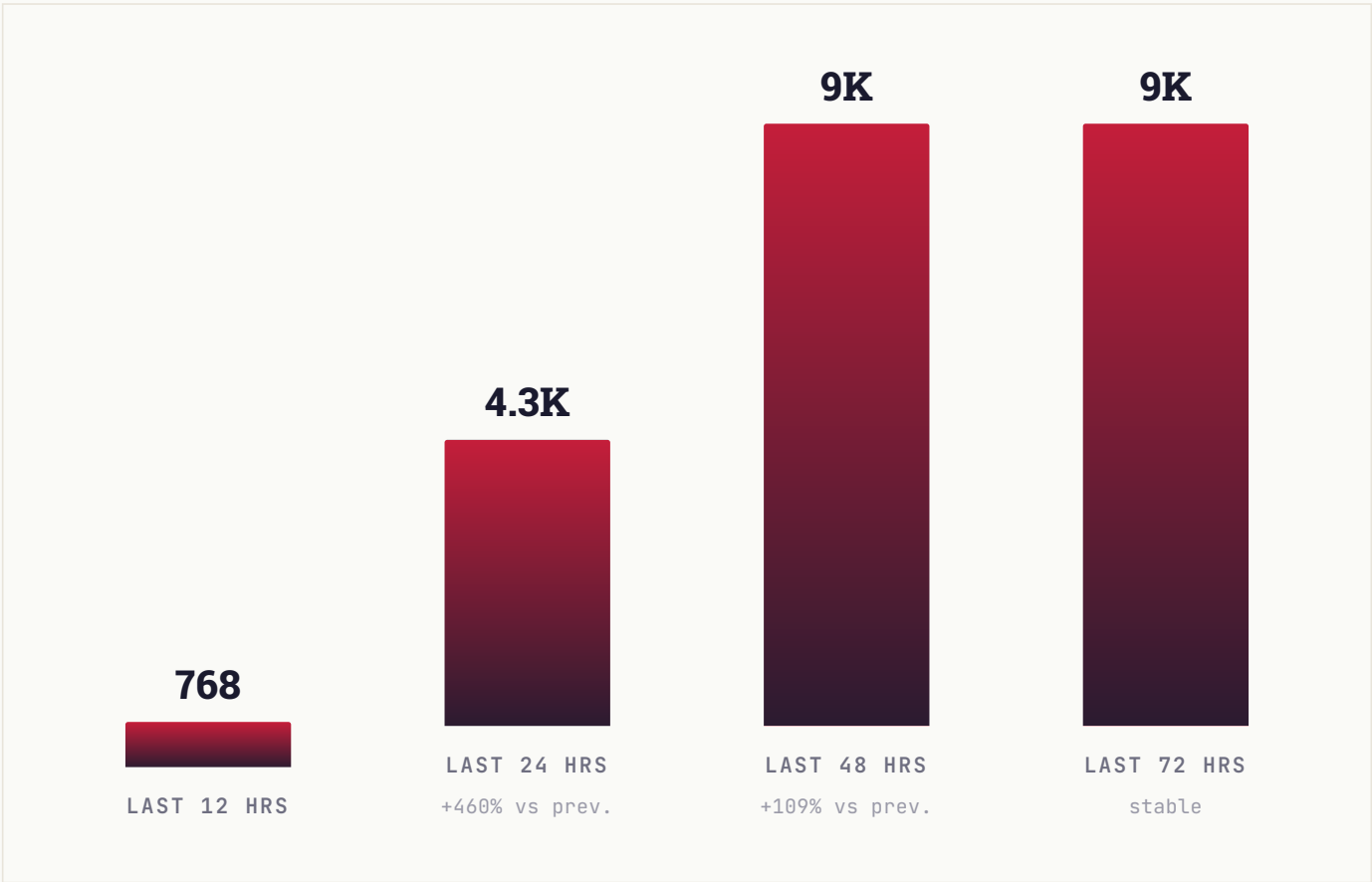
Citation index **31** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **129** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.2M
MT Trending topics	3.4M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
DC Digital Journal IT, Neural Nets	1.8M
ER Backdoor	1.8M
PM Leningrad Cyber Guard YOU	149.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#81 of 100). Niche median — 211.8K subs. First growth KPI — reach median. Leader: hitvpn_blog (4.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **488**, they brought **53 002** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	92	14	18 989
Nov 2025	79	13	9 749
Oct 2025	75	5	4 201
Sep 2025	64	1	5 776
August 2025	89	17	7 172
July 2025	89	6	7 115
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS
488		6	53 002

SECTION 08 · NICHE COMPARISON

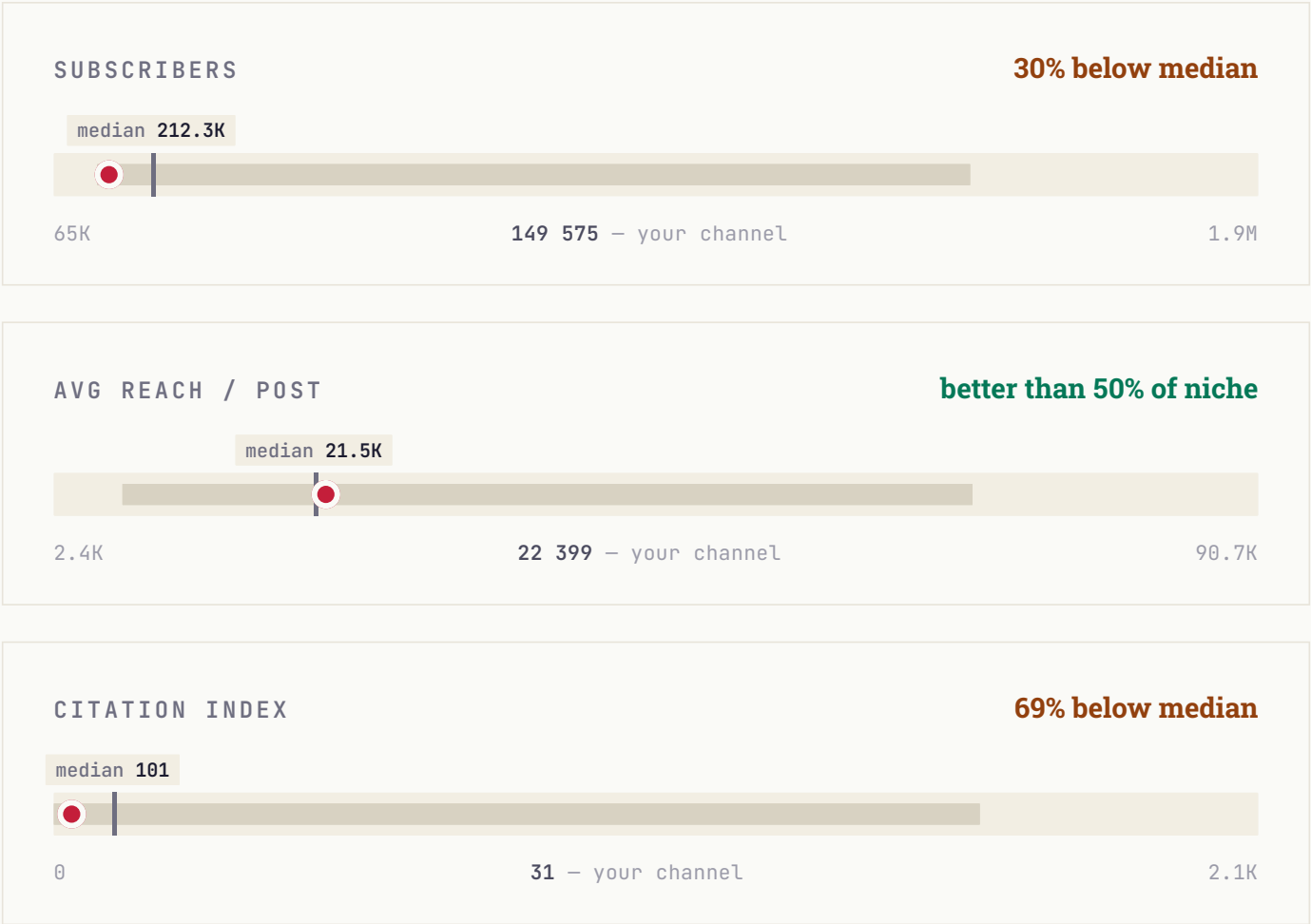
Where the channel stands in its league

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

#81/100

RANK 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

Top post of the week — on Wednesday

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

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

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 is an 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 us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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