

PROMTPRESS PUBLIC REPORT

# Channel audit

## Луганск сейчас | Новости



@lugansk\_tdy

All the latest news of the Lugansk People's Republic. Collaboration -  
@miraMtg #7CYSY Channel link: [https://t.me/+sNi3jZ\\_5xwtmMTRiN6356113905](https://t.me/+sNi3jZ_5xwtmMTRiN6356113905)

SUBS

**85 915**

+27268 per month

ERR (% SEE POSTS)

**10.0%**

per day 7.1%

REACH/POST

**8.3K**

ad reach 6.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number says for which period it is calculated.

|                                                                                                                                                    |                                                                                                                                                             |                                                                                                                                                                                   |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBS</div> <div>85 915</div> <div>—</div>                   | <div> SUBS REACH</div> <div>9.67%</div> <div>avg. % of subs see post</div> | <div> VIEWS/POST</div> <div>8.3K</div> <div>median 8.3K · 29 days</div>                          | <div> POSTS/WK</div> <div>17.9</div> <div>for period</div>                          |
| <div> TREND 7D</div> <div>-1.1%</div> <div>vs previous week</div> | <div> REACTS/POST</div> <div>—</div> <div>MTPROTO only</div>               | <div> POST LENGTH</div> <div>519 chars.</div> <div>median 429 · 29 days</div>                    | <div> POSTS ANALYZED</div> <div>76</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>6.1K</div> <div>avg over 24h</div>     | <div> CHURN / MONTH</div> <div>+27268</div> <div>last month</div>         | <div> CITATIONS</div> <div>11</div> <div>citation index · 187 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>10 months 12 days</div> <div>created 11.10.2025</div> |

EDITOR'S AI SUMMARY

Channel «Луганск сейчас | Новости» — 85 915 subscribers. Each post is watched on average 8.3K people (10% from subscribers), low reach — worth expanding audience. Publishes 18 posts per week (~3 per day) — regular. For week Aug 10–16 reach stable (-1.1% vs week 3–9 August).

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 **76** posts over 29 days.
- 02 Dominant format – **Photo** (63/76 posts).
- 03 Average post length – **519** chars (median 429).
- 04 Audience activity peak – **Friday, 16:00 MSK**.
- 05 Top posts get **2 x** more views than the weakest (13.2K avg for top vs 6.7K for worst) – among 76 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP-5 POSTS

Nº1

26.07 · 17:08

PHOTO

(post without caption – photo)

|         |        |
|---------|--------|
| VIEWS   | REACTS |
| 14 629  | —      |
| REPOSTS | ER     |
| 55      | 17.0%  |

Nº2

24.07 · 17:57

PHOTO

🎓

Admissions Campaign – 2026: Interim Results by the Numbers Universities across the republic are actively accepting applications. The administration...

|         |        |
|---------|--------|
| VIEWS   | REACTS |
| 14 251  | —      |
| REPOSTS | ER     |
| 89      | 16.6%  |

Nº3

31.07 · 16:47

PHOTO

🏠

Residential complex 'Krasnoyarsky' in Sverdlovsk comes under management of EUK LNR The regional government at its regular meeting adopted a resolution on...

|         |        |
|---------|--------|
| VIEWS   | REACTS |
| 10 814  | —      |
| REPOSTS | ER     |
| 65      | 12.6%  |

|                                                                                                                                                                                                                                                      |                                                                      |                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------|
| <div><div>Nº4</div><div>31.07 · 13:03</div><div>VIDEO</div></div> <div><div>✨</div><div>The fountain in Young Guard Square finally works! Cleaned and adjusted – now it's a delight again. In the evening, you'll see...</div></div>                 | <div>VIEWS</div> <div>10 681</div> <div>REPOSTS</div> <div>73</div>  | <div>REACTS</div> <div>—</div> <div>ER</div> <div>12.4%</div> |
| <div><div>Nº5</div><div>01.08 · 17:20</div><div>VIDEO</div></div> <div><div>🔧</div><div>Work at the Voroshilov monument is in full swing<br/>Specialists are pouring the concrete base for the future pedestrian zone, in some places...</div></div> | <div>VIEWS</div> <div>10 377</div> <div>REPOSTS</div> <div>103</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>12.1%</div> |

|

WORST 3

|                                                                                                                                                                                                                                      |                                                                     |                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------|
| <div><div>↓</div><div>30.07 · 11:43</div><div>PHOTO</div></div> <div><div>👍</div><div>New residential neighborhoods in Perevalsk will feature landscaped courtyards, parking, kids' and sports areas...</div></div>                  | <div>VIEWS</div> <div>7 274</div> <div>REPOSTS</div> <div>121</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>8.5%</div> |
| <div><div>↓</div><div>29.07 · 16:04</div><div>PHOTO</div></div> <div><div>Черноморнефтегаз</div><div>said whether gas meters need to be replaced in the LPR In the republic, fakes spread that by the end of 2026 all...</div></div> | <div>VIEWS</div> <div>6 537</div> <div>REPOSTS</div> <div>108</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>7.6%</div> |
| <div><div>↓</div><div>29.07 · 17:50</div><div>PHOTO</div></div> <div><div>In Russia, an updated GOST for glazed cheese curds will take effect from 2028 As reported by Rosstandart, the provisions of the new GOST...</div></div>    | <div>VIEWS</div> <div>6 339</div> <div>REPOSTS</div> <div>61</div>  | <div>REACTS</div> <div>—</div> <div>ER</div> <div>7.4%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

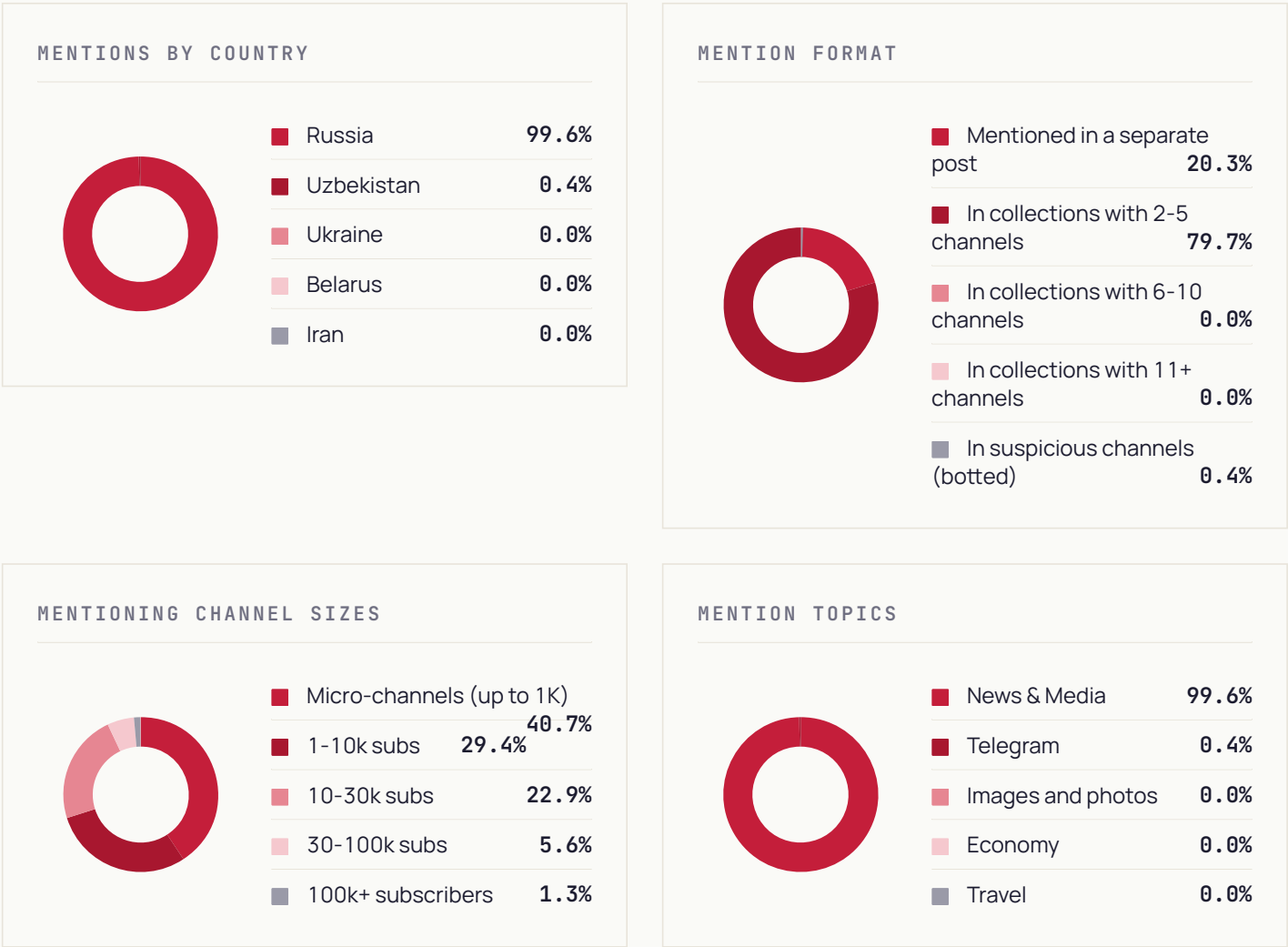
Subscriber growth chart for the year. On key months, exact subscriber count is shown. It shows in which months the channel gained, and in which months subscribers left.



SECTION 04 · CITATIONS

# Who mentions the channel and how

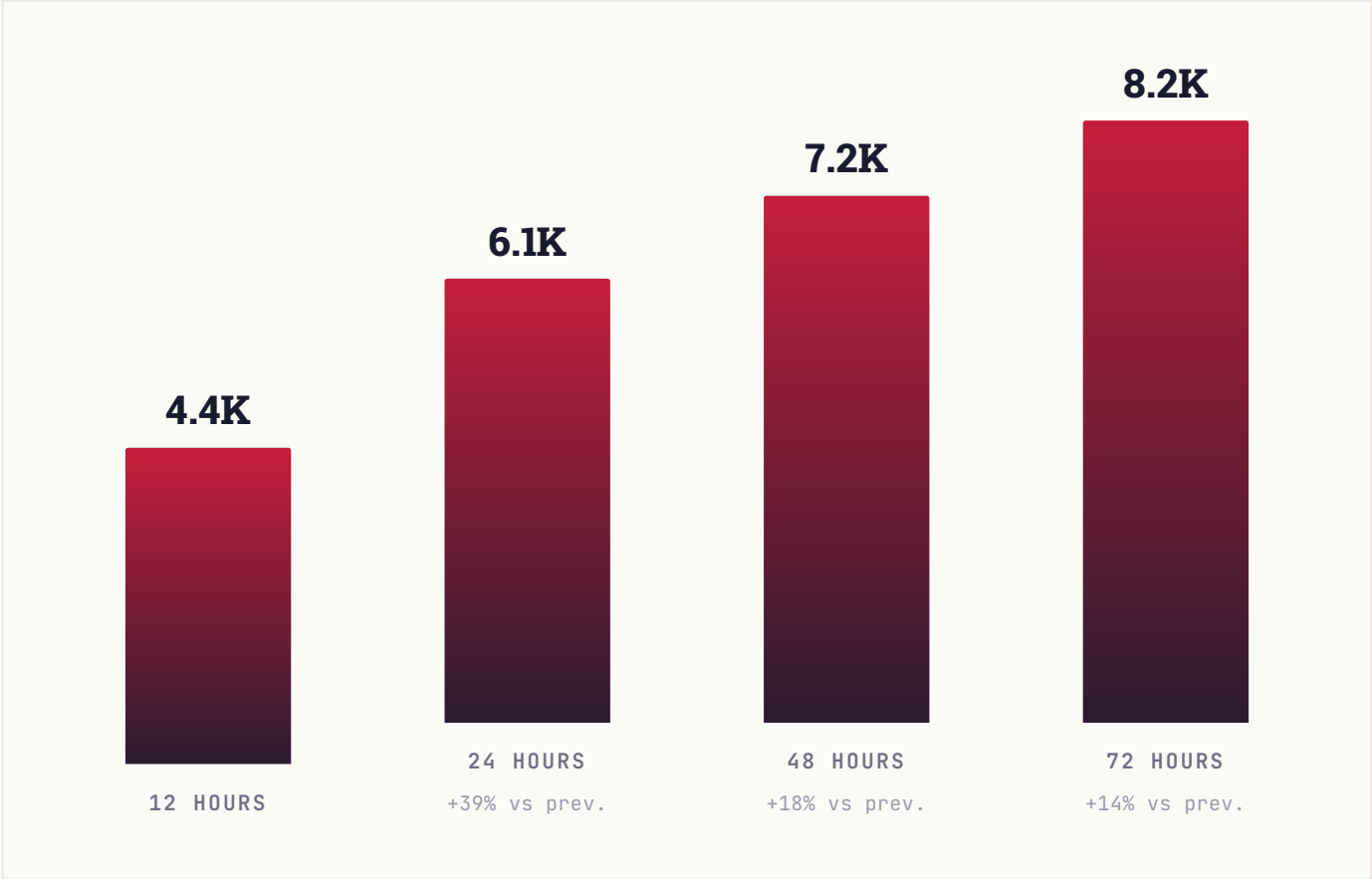
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100 K subs «weighs» more than from a channel with 1 K. All time the channel has been mentioned **187** different channels.



SECTION 05 · AD POTENTIAL

# Post reach duration

Average reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see what place it takes among niche neighbors.

| CHANNEL                                                      | SUBS  |
|--------------------------------------------------------------|-------|
| <div>М•</div> <b>Москвач • Moscow News</b>                   | 4.3M  |
| <div>TL</div> <b>Топор Live</b>                              | 4.1M  |
| <div>ПЭ</div> <b>Прямой Эфир • News</b>                      | 4M    |
| <div>М-</div> <b>Moscow is interesting</b>                   | 3.3M  |
| <div>ПМ</div> <b>Первый Московский</b>                       | 3.2M  |
| <div>МА</div> <b>Mash</b>                                    | 3.1M  |
| <div>РН</div> <b>РИА Новости</b>                             | 3M    |
| <div>MN</div> <b>Moscow News</b>                             | 2.7M  |
| <div>MS</div> <b>Moscow today</b>                            | 2.7M  |
| <div>Avg.</div> <b>Russian Media Non-Moscow</b>              | 2.6M  |
| <div>DM</div> <b>Луганск сейчас   Новости</b> <div>YOU</div> | 85.9K |

COMPARATIVE CONCLUSION

Channel so far outside niche top-99 — early growth stage. Niche leader — **Москвач • Moscow News** (4.3M), median top-99: 776.9K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTIONS DYNAMICS

# Channel mention frequency

Every month we track posts in other channels that mention your channel. Over the last **5 months** such mentions were **191**, they brought **748** new subs.

| PERIOD        | MENTIONS | CHANNELS | SUBS GAINED |             |
|---------------|----------|----------|-------------|-------------|
| February 2026 | 8        | 2        | 0           | <div></div> |
| January 2026  | 0        | 0        | 748         | <div></div> |
| December 2025 | 0        | 0        | 0           | <div></div> |
| Ноябрь 2025   | 0        | 0        | 0           | <div></div> |
| Октябрь 2025  | 183      | 183      | 0           | <div></div> |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | SUBS ATTRACTED |
| 191            | 5              | 748            |

SECTION 08 · NICHE COMPARISON

# Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and compared against them. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

# What to do now

5 priority actions sorted by expected impact. Mark as checklist and return to this report in a month.

01

## Main post of the week — Friday

Most active on this day at 16:00 MSK.

EFFECT

**Best time for a key post**

02

## Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for the niche.

EFFECT

**+1000-3000 subs**

03

## Test polls and interactive formats

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

EFFECT

**+5-15% ER**

04

## Cross-promo with adjacent channels

Once a quarter, swap posts with same-segment channels. No need daily — 2-3 collabs drive relevant growth.

EFFECT

**Growth from relevant audience**

05

## Update channel description for Telegram search

Telegram search indexes descriptions. Add 3-5 niche keywords — an organic traffic source.

EFFECT

**Organic traffic source**

★ WHAT'S NEXT

# Want this done? **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 hit your growth plan in a month.

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01 **Run ads in  
Telegram**

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

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02 **Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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