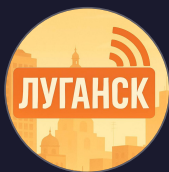


— PUBLIC REPORT BY PROMTPRESS

Channel audit

Lugansk na svyazi



@luganskwow

All about Luhansk life — news, places, events Ads: @evgeniy_adm

Partner: @swaymedia Buy ads:...

SUBSCRIBERS

87 034

+26653 per month

ERR (% SEE POSTS)

12.0%

daily 9.6%

REACH/POST

9.4K

ad reach 7.8K/24h

— CONTENTS · 2026

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 87 034 —	 SUBS REACH 10.83% avg % subs see post	 VIEWS/POST 9.4K median 9.8K · 29 days	 POSTS/WEEK 9.9 over period
 7D TREND -5.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 421 chars median 354 · 29 days	 POSTS ANALYZED 41 29 days
 AD REACH 7.8K 24h avg	 CHURN / MONTH +26653 last month	 CITATION RATE 6 citation index · 898 channels mentioned ever	 CHANNEL AGE 1 year 3 months created 10.04.2025

EDITOR AI SUMMARY

Channel «Lugansk na svyazi» — 87 034 subs. Each post averages 9.4K people (11% of subs), reach is low — consider expanding audience. Publishes 10 posts/week (~1/day) — regular schedule. Week Jul 6–12 reach dropped -5.6% by week Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts over 29 days.
- 02 Dominant format – Photo (35/41 posts).
- 03 Avg post length – 421 chars (median 354).
- 04 Peak audience activity – Wednesday, 12:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (10.7K avg for top vs 6.7K for worst) – among 41 posts over 29 days. Analyze what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 09:22 PHOTO «Luganskvoda» reported possible water supply interruptions in cities and districts of the Republic on July 8 due to repairs. Emergency crews...	VIEWS 11 953 REPOSTS 127	REACTIONS — ER 13.7%
Nº2 27.06 · 14:29 PHOTO June 28–July 10: traffic restricted on Kurchatov St in Luhansk. One side was closed earlier – now the other. From Oboronnaya...	VIEWS 10 144 REPOSTS 149	REACTIONS — ER 11.7%
Nº3 21.06 · 14:47 TEXT PSB warns about messenger account scams Attackers send fake messages from compromised...	VIEWS 10 117 REPOSTS 100	REACTIONS — ER 11.6%

Nº4 13.07 • 15:49 PHOTO PSB gave Luhansk Pedagogical University two new Lada Vesta cars The keys were handed to the rector Zhanna Marfina by...	VIEWS 10 034 REACTIONS — REPOSTS 140 ER 11.5%
Nº5 30.06 • 18:14 TEXT Warning: scam targeting families of SVO participants Victims are relatives of deceased SVO participants who received...	VIEWS 9 995 REACTIONS — REPOSTS 121 ER 11.5%

WORST 3

↓ 12.07 • 16:34 PHOTO Since early 2026, entrepreneurs from Donbass and Novorossia have received over 4,000 consultations via PSB's legal support service 'MultiJurist'...	VIEWS 7 905 REACTIONS — REPOSTS 1 ER 9.1%
↓ 09.07 • 12:45 VIDEO Pavel and Svetlana Borisov — with key news of Donbass and Novorossia. Today's focus: events in Luhansk People's...	VIEWS 6 888 REACTIONS — REPOSTS 3 ER 7.9%
↓ 09.07 • 12:45 PHOTO Launched mortgages for secondary housing in Donbass and Novorossia ♦ Apartments can be bought from individuals or legal entities...	VIEWS 5 411 REACTIONS — REPOSTS — ER 6.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

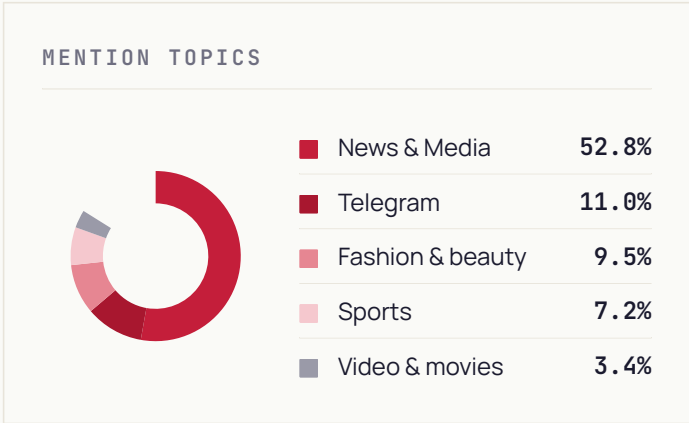
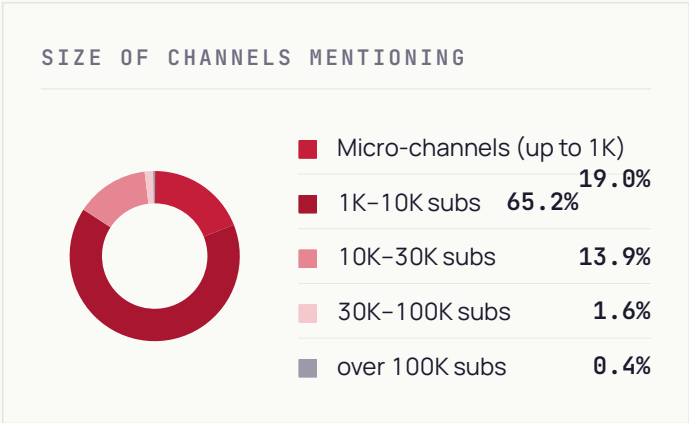
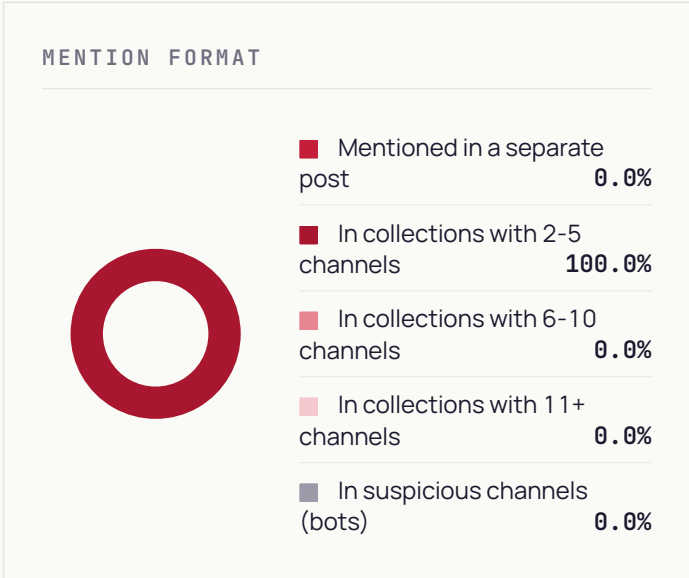
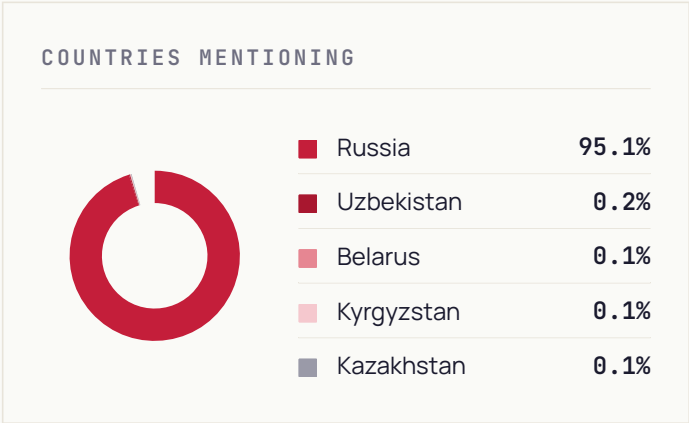
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. churn.



SECTION 04 · CITATIONS

Who mentions the channel and how

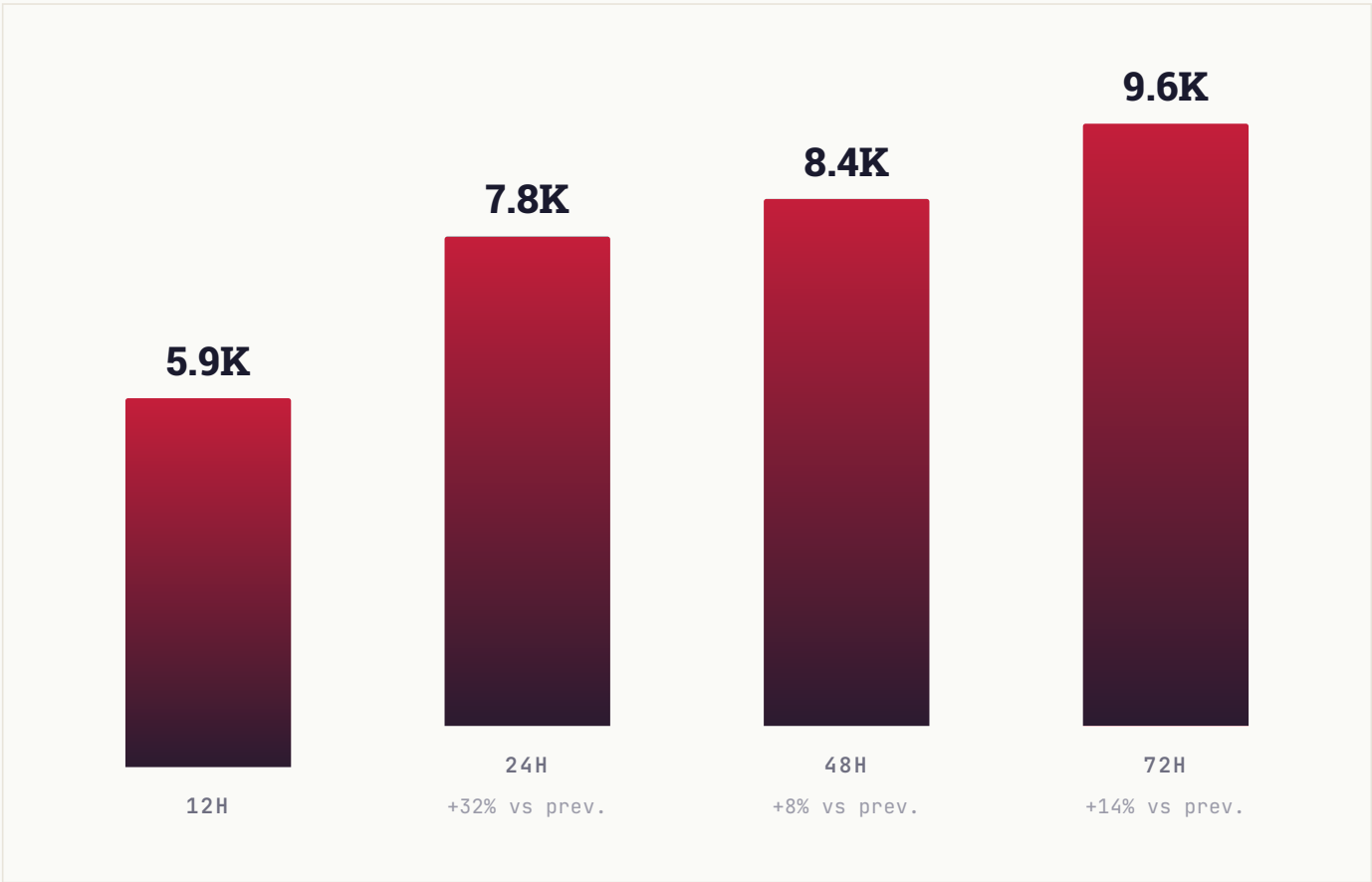
Citation index 6 – channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **898** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
ک ا کانال اخبار فوری خبر فوری	4.3M
PE Direct Stream • News	4.1M
TL Topor Live	4.1M
M• Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
LN Lugansk na svyazi YOU	87K

COMPARATIVE CONCLUSION

Channel not yet outside top-97 niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **883**, they brought **116 814** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	2	1	0	
December 2025	2	1	0	
Nov 2025	0	0	12 928	
Oct 2025	879	877	103 886	
September 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
883		6	116 814	

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the peer group range, a darker beige bar representing the median, and a vertical line indicating the channel's performance. A red dot on the left of each bar indicates the channel's position relative to the median.

- SUBSCRIBERS:** The median is 1.3M. The channel's performance is 87,034, which is 93% below the median. The range shown is from 498.9K to 4.1M.
- AVG REACH / POST:** The median is 93.7K. The channel's performance is 9,426, which is 90% below the median. The range shown is from 733 to 443.8K.
- CITATION INDEX:** The median is 1.9K. The channel's performance is 6, which is 99% below the median. The range shown is from 0 to 11.2K.

Metric	Channel Value	Median	Percentage Below Median	Range (Min-Max)
SUBSCRIBERS	87,034	1.3M	93%	498.9K - 4.1M
AVG REACH / POST	9,426	93.7K	90%	733 - 443.8K
CITATION INDEX	6	1.9K	99%	0 - 11.2K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Wednesday

Audience most active on this day at 12:00 MSK.

EFFECT

Best window for important posts
- 02

Increase share of video posts

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with similar channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target 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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