

PUBLIC REPORT BY PROMTPRESS

Channel audit

MGIMO. Official



@mgimo_university

Official channel of MGIMO University Key events, news, announcements Follow us: • MAX: max.ru/mgimo_university • DZEN: dzen.ru/mgimo_university Registered in the RKN list:...

SUBSCRIBERS

28 667

+169 per month

ERR (% SEE POSTS)

12.0%

per day 7.2%

REACH/POST

3.4K

ad reach 2.1K/24h

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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 28 667 —	 SUBS REACH 11.74% avg % subs see post	 VIEWS/POST 3.4K median 3.3K · 28 days	 POSTS/WEEK 23.2 over period
 7D TREND -3.0% vs previous week	 REACTIONS/POST 44.7 total 4,289 reactions, 1,704 reposts, 0 comments	 POST LENGTH 724 chars median 777 · 28 days	 POSTS ANALYZED 96 28 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +169 last month	 CITATION RATE 367 citation index · 2,041 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel «MGIMO. Official» — 28 667 subs. Each post averages 3.4K people (12% from subs), low reach — consider expanding audience. Posts 23 posts/week (~3/day) — active posting. Week Jun 29 – Jul 5 reach stable (-3.0% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **96** posts in 28 days.
- 02 Dominant format – **Photo** (60/96 posts).
- 03 Avg post length – **724** chars (median 777).
- 04 Peak audience activity – **Sunday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.2K avg top vs 2.6K worst) – across 96 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 17:39 VIDEO #абитуриенту_мгимо  Anatoly Torkunov: 'We are open to all!' In a conversation with the author and host of the program 'Clever Men and Clever Girls', head of...	VIEWS 6 599 REPOSTS 36	REACTIONS 73 ER 23.0%
Nº2 19.06 · 08:52 PHOTO #приемка2026 ⚡ Ready? 1 day left. Tomorrow thousands of applicants will take the first step toward their dream – MGIMO admissions campaign starts. And...	VIEWS 6 411 REPOSTS 85	REACTIONS 60 ER 22.4%
Nº3 23.06 · 07:15 VIDEO #Победа81 ⭐ MGIMO – on memory, unity and Victory Remembering how MGIMO held the Memory Watch and the 'Our Victory' Festival dedicated to the 81st...	VIEWS 5 579 REPOSTS 13	REACTIONS 49 ER 19.5%

Nº4 17.06 · 20:22 PHOTO 🇹🇷 Turkish Foreign Minister H. Fidan at MGIMO On June 17, Turkish Foreign Minister Hakan Fidan visited MGIMO...	VIEWS 5 335 REPOSTS 50	REACTIONS 78 ER 18.6%
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Nº5 01.07 · 18:05 PHOTO #новости_мгимо 🏆 SuperJob: MGIMO leads in graduate salaries SuperJob released its annual ranking of Russian universities by salary level...	VIEWS 5 335 REPOSTS 71	REACTIONS 46 ER 18.6%
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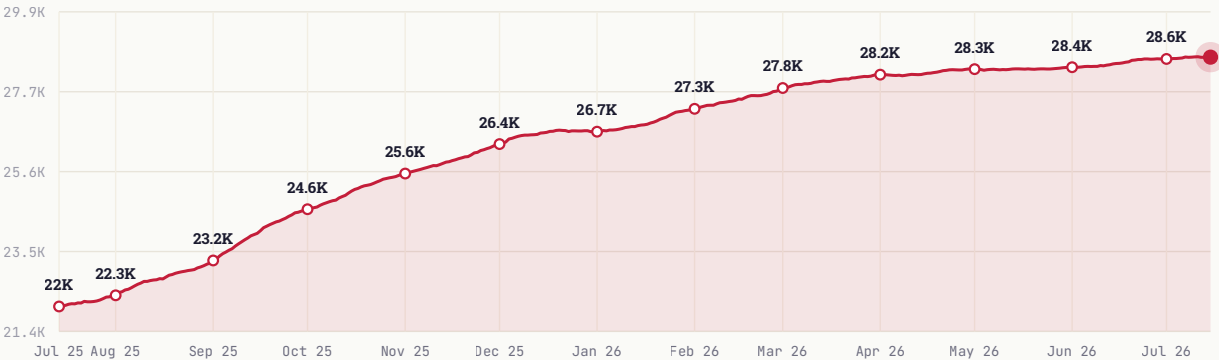
WORST 3

↓ 15.06 · 14:00 VIDEO #mgimofamily 🇷🇺 MGIMO students – for Russia Day ♦ Today we must use every opportunity to keep promoting our...	VIEWS 2 644 REPOSTS 8	REACTIONS 43 ER 9.2%
↓ 30.06 · 08:33 VIDEO (post without caption – video)	VIEWS 2 576 REPOSTS 6	REACTIONS 44 ER 9.0%
↓ 25.06 · 11:17 VIDEO (post without caption – video)	VIEWS 2 506 REPOSTS 13	REACTIONS 35 ER 8.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



PERIOD START

22 026

NOW

28 665

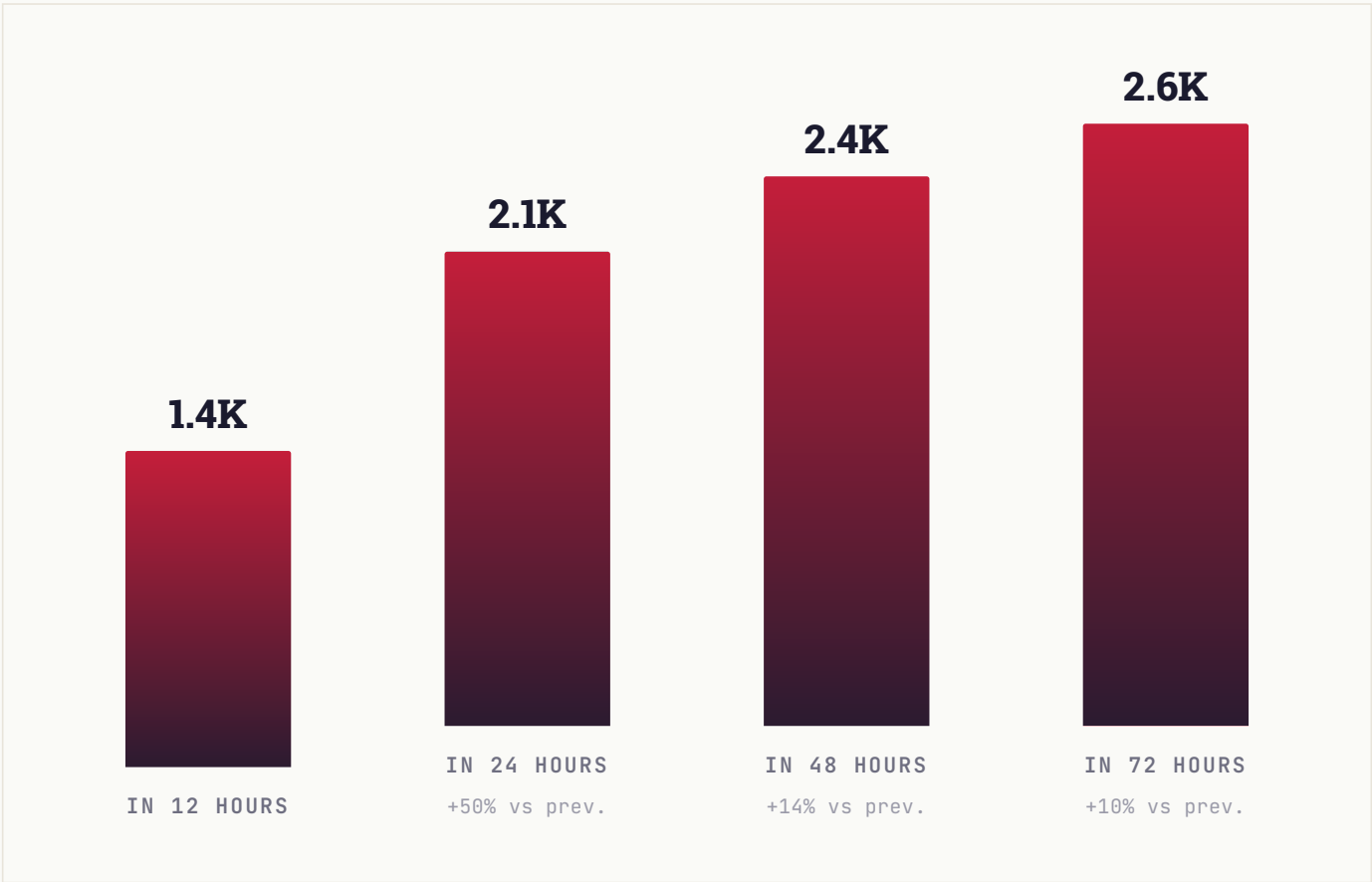
NET GROWTH

+6 639

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
OT ANSWERS	578.2K
OT ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umschool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umschool Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
MO MGIMO. Official YOU	28.7K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal — enter top-99 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **615**, they brought **5 042** new subs.

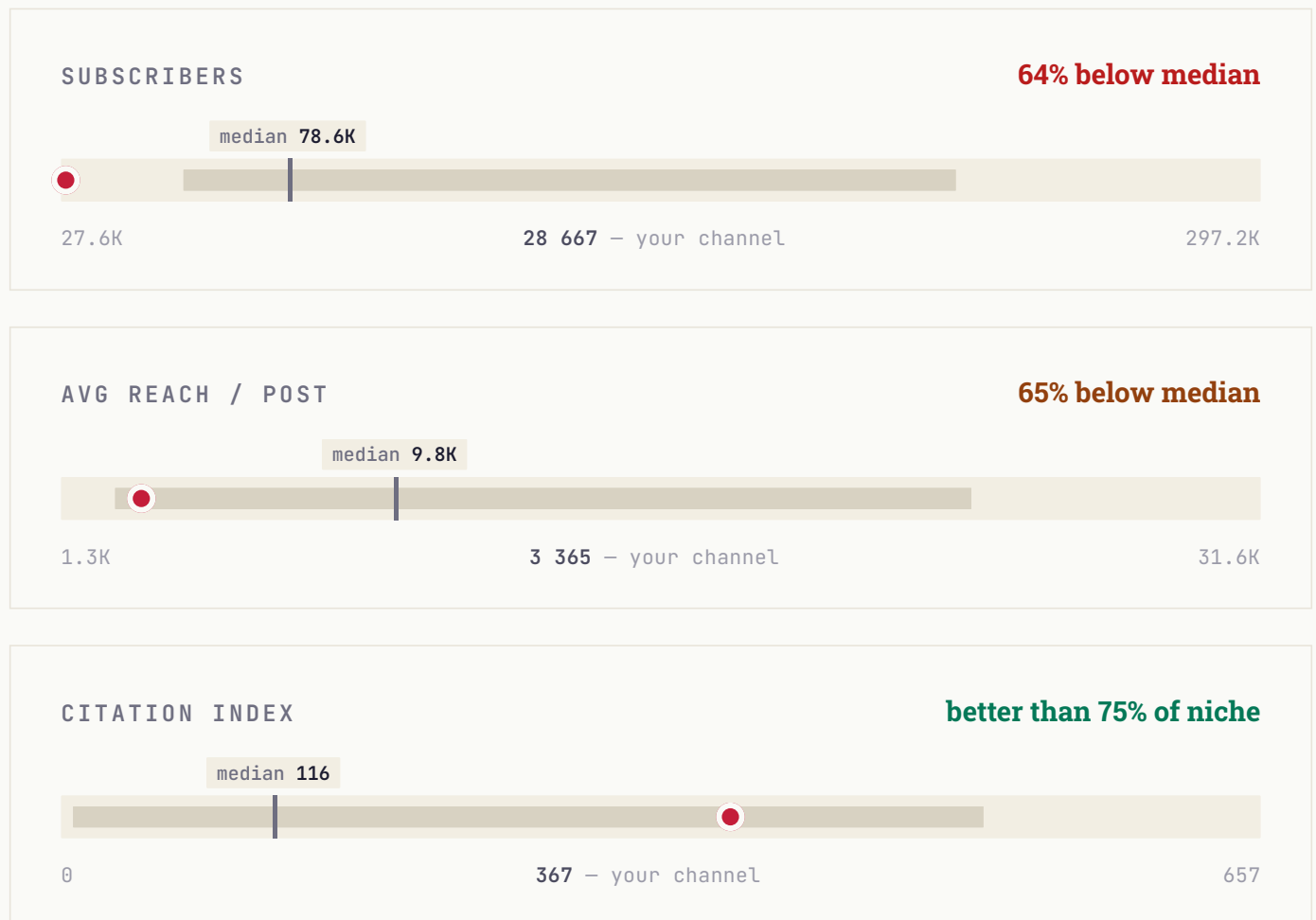
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	57	48	594	
December 2025	120	91	419	
November 2025	127	86	786	
October 2025	151	117	953	
September 2025	90	72	1 413	
August 2025	70	58	877	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
615	6	5 042

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · 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 Sunday

Audience is most active on this day at 20:00 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

+1K-3K subs

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 — that's organic traffic.

EFFECT

**Organic traffic
source**

★ NEXT STEPS

Want us to do this **PromptPress?**

This audit is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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