

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ministry of Education of Russia



@minobrnaukiofficial

Official channel of the Ministry of Science and Higher Education of the Russian Federation. Other...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
60 026	9.0%	5.2K
-488 per month 15.07.2026	last 24h 3.7% HTTPS://PROMTPRESS.COM/AUDIT/MINOBRNAUKIOFFICIAL	ad reach 2.2K/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 60 026 —	 SUBSCRIBER REACH 8.74% avg % subs see post	 VIEWS/POST 5.2K median 3.1K · 29 days	 POSTS/WEEK 41.3 for period
 7D TREND -28.4% vs previous week	 REACTIONS/POST 11.0 total 1,913 reactions, 3,452 reposts, 0 comments	 POST LENGTH 893 chars. median 1000 · 29 days	 POSTS ANALYZED 174 29 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH -488 last month	 CITATION RATE 2 082 citation index · 9,959 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 16.03.2020

AI EDITOR SUMMARY

Channel «Ministry of Education of Russia» — 60 026 subs. Avg views per post: 5.2K people (9% of subs), reach low — need to grow audience. Posts 41 posts/week (~6/day) — active. Week Jun 29 — Jul 5 reach dropped -28.4% by week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 174 posts over 29 days.
- 02 Dominant format – Photo (163/174 posts).
- 03 Avg post length – 893 chars (median 1000).
- 04 Peak audience activity – Monday, 13:00 MSK.
- 05 Top posts get 24× more views than the weakest (44K avg for top vs 1.9K for worst) – among 174 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 15:02 PHOTO ⚡ Valery Falkov: Rostekhnadzor issued a conclusion of compliance with all parameters and requirements of the SKIF Shared Research Facility The Minister of Science and Higher Education of Russia...	VIEWS 45 260 REP. 44	REACTIONS 28 ER 75.4%
Nº2 15.06 · 11:02 PHOTO Notable events at Russian Ministry of Education universities this past week 🧪 RTU MIREA created a polymer coating that turns scale into loose...	VIEWS 44 530 REP. 9	REACTIONS 9 ER 74.2%
Nº3 22.06 · 10:01 PHOTO Notable events at Russian Ministry of Education universities this past week 📡 Gubkin University developed an algorithm that speeds up...	VIEWS 42 200 REP. 13	REACTIONS 5 ER 70.3%

Nº4

22.06 · 09:15

PHOTO

Let's observe a minute of silence in memory of the heroes fallen in the Great Patriotic War.

VIEWS

29 813

REACTIONS

28

REP.

11

ER

49.7%

Nº5

15.06 · 15:34

PHOTO

Long-awaited activity ranking of Russian universities for May 2026 Top 20 overall: 1 RUDN University 2 ...

VIEWS

29 186

REACTIONS

24

REP.

51

ER

48.6%

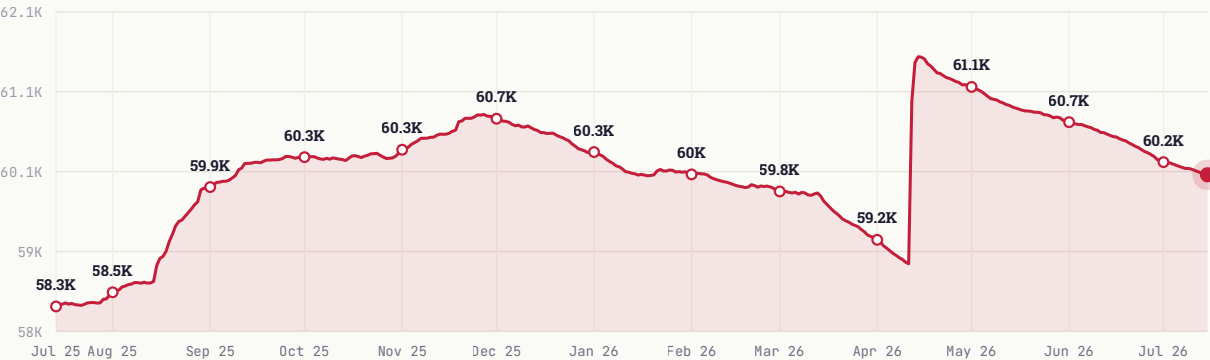
WORST 3

↓ 10.07 · 13:11 PHOTO UNESCO–Russia Mendeleev International Prize laureates announced for fundamental sciences 🧪 UNESCO...	VIEWS 1 997 REP. 5	REACTIONS — ER 3.3%
↓ 09.07 · 12:37 PHOTO Tatyana Golikova and Valery Falkov opened the II forum «Russia and the World: Trends in Healthy Longevity» Deputy Prime Minister Tatyana Golikova and the head...	VIEWS 1 902 REP. 4	REACTIONS 4 ER 3.2%
↓ 09.07 · 12:37 PHOTO Contest «It's a family thing» united families across Russia and 82 foreign countries Winners were awarded in Moscow...	VIEWS 1 655 REP. 6	REACTIONS 3 ER 2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel grew and which it lost subs.

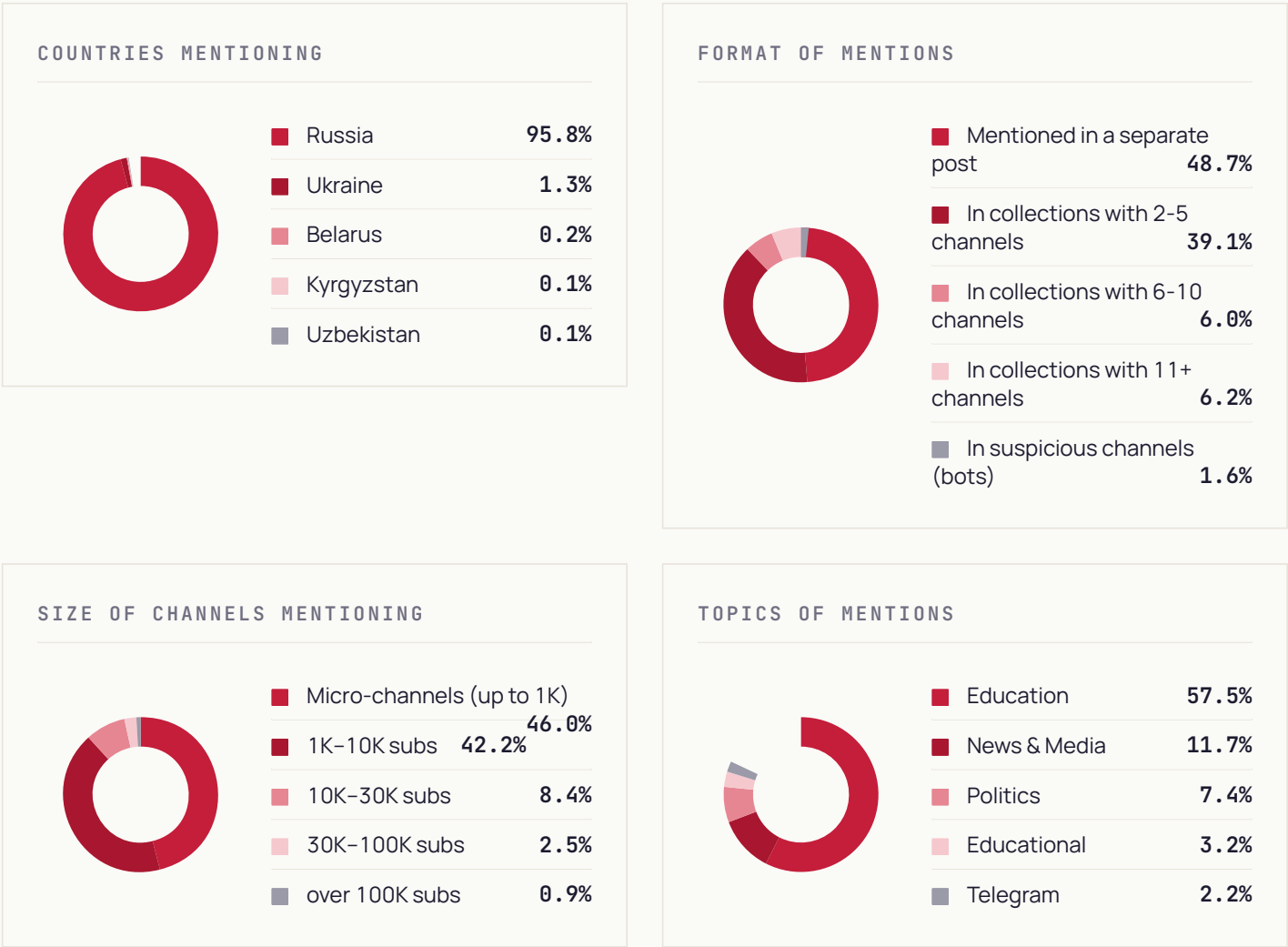


PERIOD START	NOW	NET GROWTH
58 344	60 026	+1 682

SECTION 04 · MENTIONS

Who mentions the channel and how

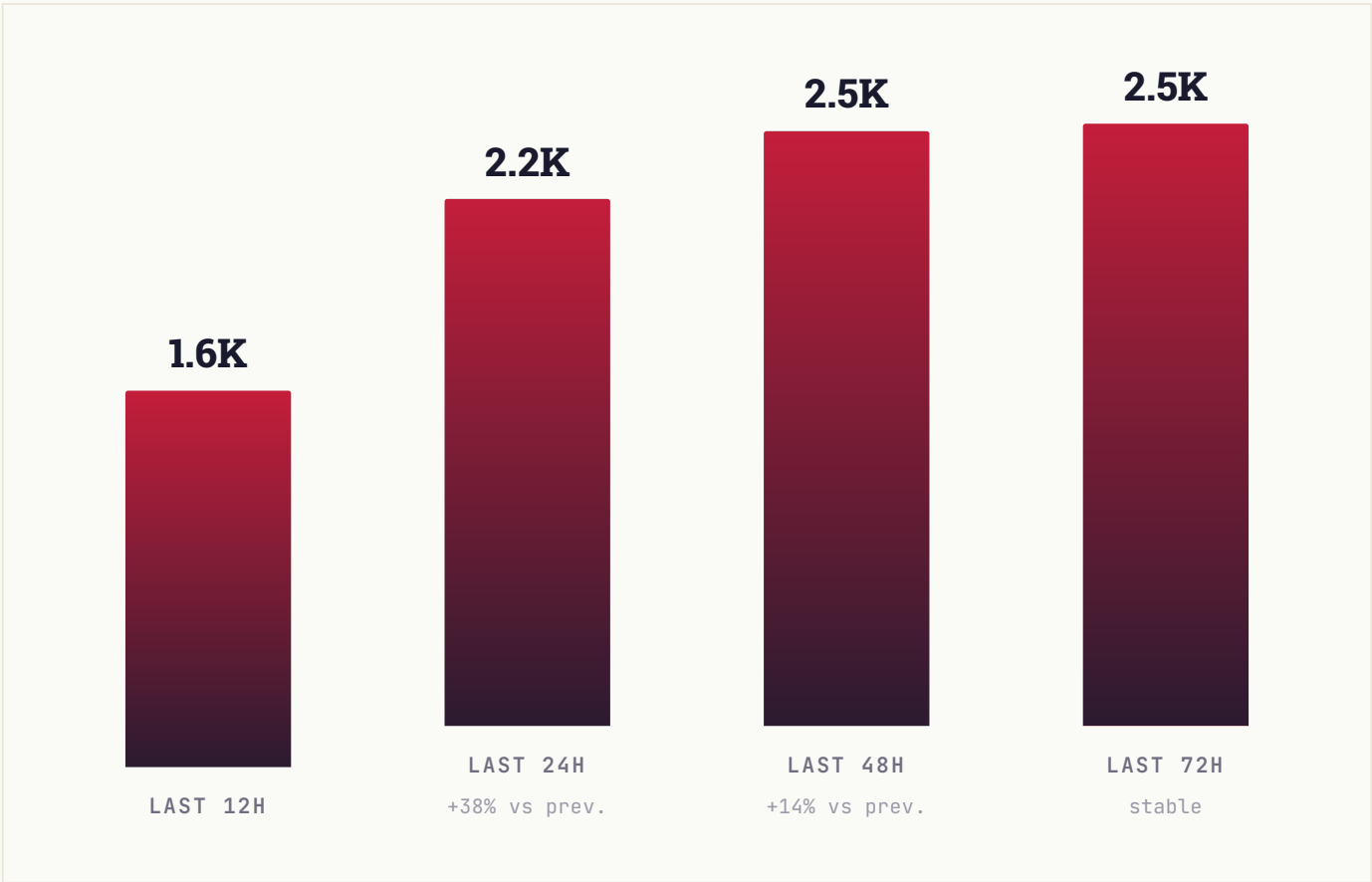
Citation index **2 082** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **9 959** different channels.



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 stays effective.



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
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umschool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSkul 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
MR Ministry of Education of Russia YOU	60K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#84 of 99). Niche median — 78.8K subs. First growth KPI — reach median. Leader: Mathematician Andrey (1M).

SECTION 07 · 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: **6 183**, they brought **2 709** new subs.

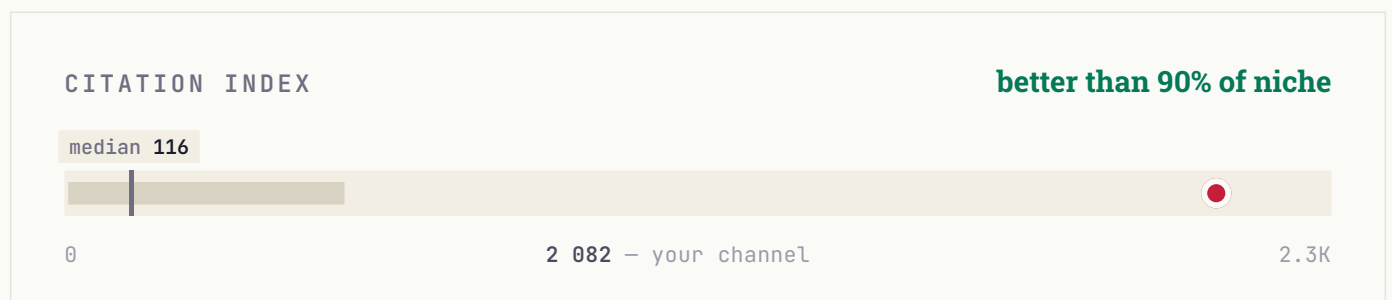
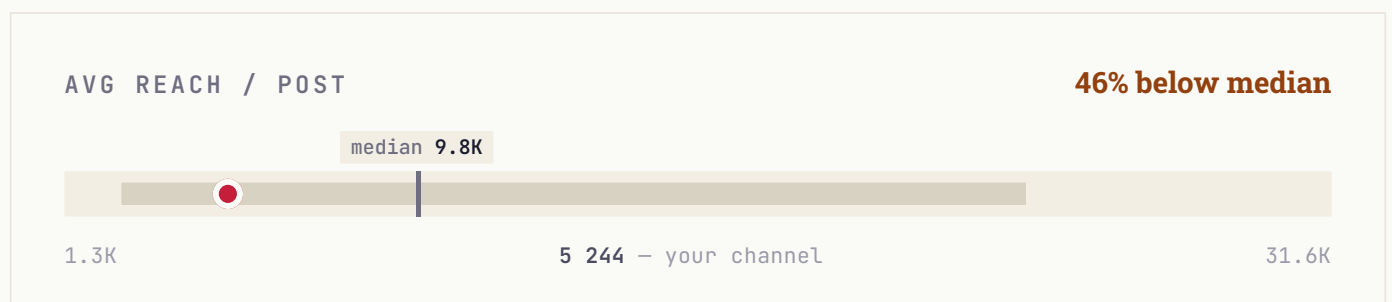
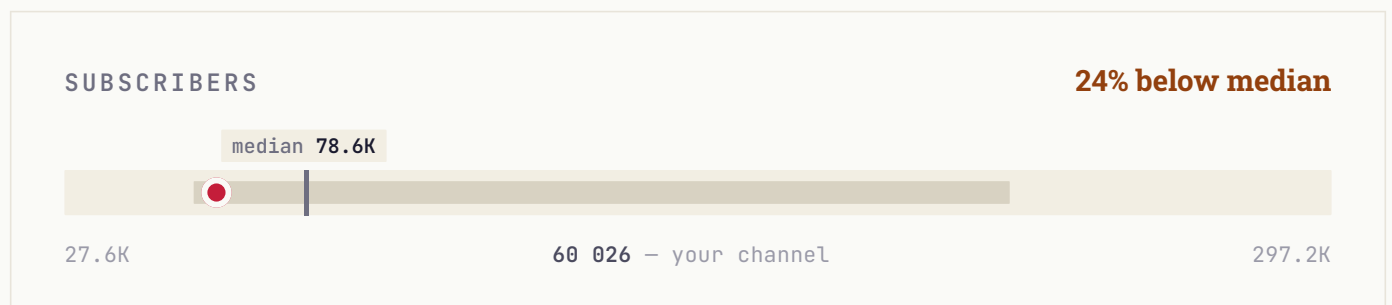
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	659	369	113	
December 2025	1 042	429	44	
November 2025	1 023	462	496	
October 2025	1 280	575	232	
September 2025	1 250	536	436	
August 2025	929	485	1 388	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
6 183	6	2 709

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top **100** channels in category «**Education**» (Russia) and compared your channel. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Monday

Audience most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 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 and 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 same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and close 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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