

PUBLIC REPORT BY PROMTPRESS

Channel audit

Minprosveshcheniy Rossii



@minprosr

Official channel of the Ministry of Education of Russia All about education for parents, teachers and students Website → edu.gov.ru
VK → vk.com/minprosvet OK → ok.ru/minprosvet MAH → ...

SUBSCRIBERS

74 894

-744 per month

ERR (% SEE POSTS)

4.0%

per day 1.4%

REACH/POST

3.2K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

SUBSCRIBERS 74 894 —	SUBSCRIBER REACH 4.26% avg % subs see post	VIEWS/POST 3.2K median 2.2K · 29 days	POSTS/WEEK 35.9 over period
7D TREND -14.7% vs previous week	REACTIONS/POST 7.6 only 1,144 reactions, 3,500 reposts, 0 comments	POST LENGTH 800 chars median 985 · 29 days	POSTS ANALYZED 150 29 days
AD REACH 1.1K 24h avg	CHURN / MONTH -744 over last month	CITATION RATE 2 352 citation index · 12,059 channels mentioned all time	CHANNEL AGE 4 years 3 months created 07.04.2022

AI EDITOR SUMMARY

Channel «Minprosveshcheniya Rossii» — 74 894 subs. Each post averages 3.2K people (4% of subs), reach is low — consider expanding audience. Publishes 36 posts per week (~5/day) — active posting. For week Jun 29 – Jul 5, reach dropped -14.7% by week 22–28 Jun — 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 150 posts over 29 days.
- 02 Dominant format – Photo (115/150 posts).
- 03 Avg post length – 800 chars (median 985).
- 04 Peak audience activity – Monday, 12:00 MSK.
- 05 Top posts drive 23 times more views than the weakest (27.7K avg for top vs 1.2K for worst) – among 150 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 09:46 PHOTO !!!! The situation regarding the temporary suspension of children's vacations in the Republic of Crimea is under constant monitoring by the Ministry of Education...	VIEWS 45 845 REPOSTS 1 741	REACTIONS 30 ER 61.2%
Nº2 30.06 · 13:31 PHOTO 👉 The Federation Council summed up the results of the education system for 2025 and outlined plans for the coming years Deputy Minister of Education of the Russian Federation...	VIEWS 20 268 REPOSTS 19	REACTIONS 10 ER 27.1%
Nº3 26.06 · 19:06 PHOTO Children's departure from Artek completed As of June 26, organized departure of children from the International Children's...	VIEWS 17 093 REPOSTS 70	REACTIONS 19 ER 22.8%

Nº4 07.07 • 07:08 PHOTO !!!! In response to media reports about canceling homework in first grades, the Ministry of Education of Russia states: Learning without...	VIEWS 9 894 REACTIONS 11 REPOSTS 96 ER 13.2%
Nº5 21.06 • 11:04 PHOTO  Tula's heroic past – in the names of its streets Oboronnaya, Kurkovaya, Shtykovaya... Tula streets remember barricades, tank clatter, and determination...	VIEWS 9 205 REACTIONS 19 REPOSTS 4 ER 12.3%

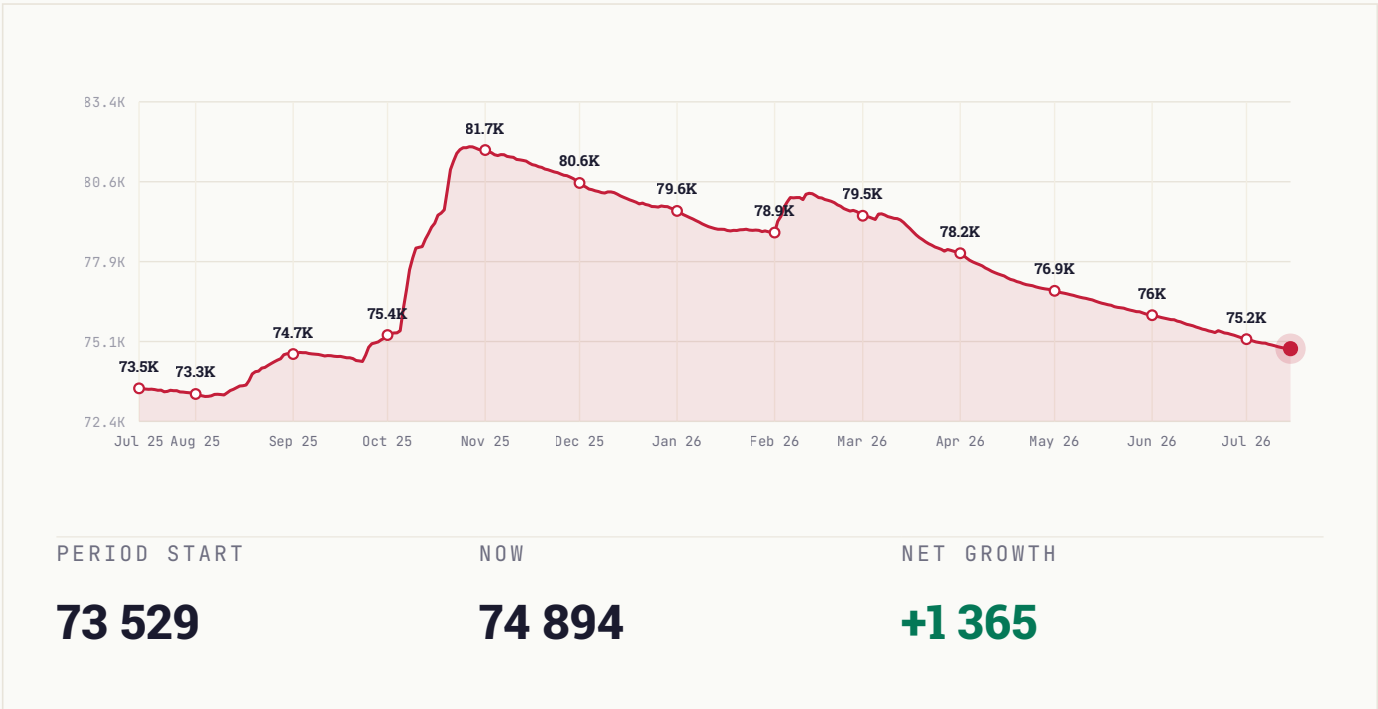
WORST 3

↓ 11.07 • 09:05 PHOTO  Weather decided to take a break from summer walks? We know what to do with the whole family!  We suggest going on a journey.....	VIEWS 1 289 REACTIONS 5 REPOSTS 4 ER 1.7%
↓ 10.07 • 12:02 PHOTO ! Finally everyone gathered – and the teacher opened the door outside! You and your friends run merrily along the path, trying to be the first...	VIEWS 1 255 REACTIONS 7 REPOSTS 3 ER 1.7%
↓ 24.06 • 15:03 VIDEO  Today we celebrate the keepers of children's secrets and the main generators of joy – our camp counselors! On the eve of International Day...	VIEWS 1 152 REACTIONS 1 REPOSTS 2 ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

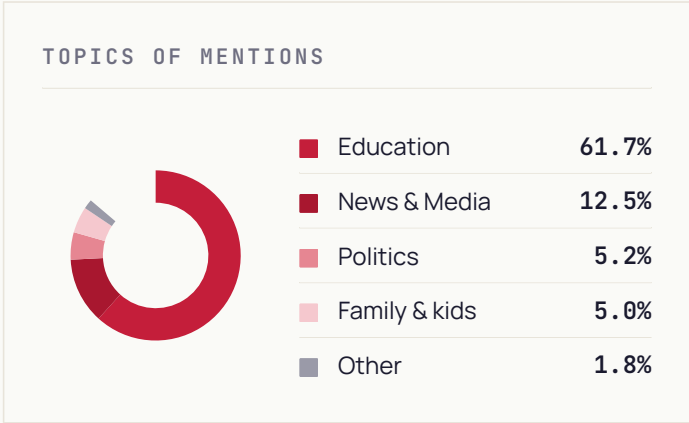
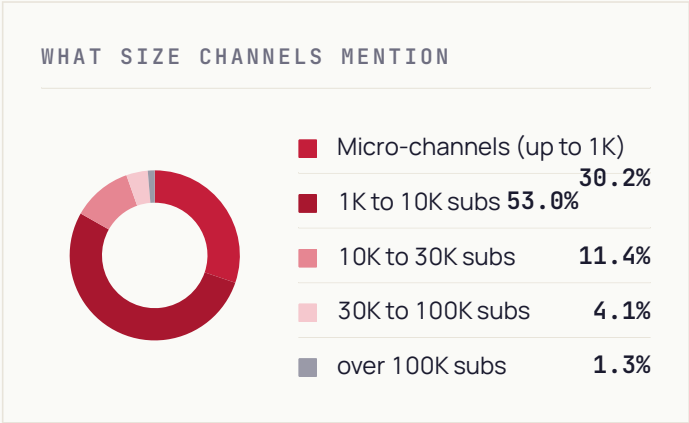
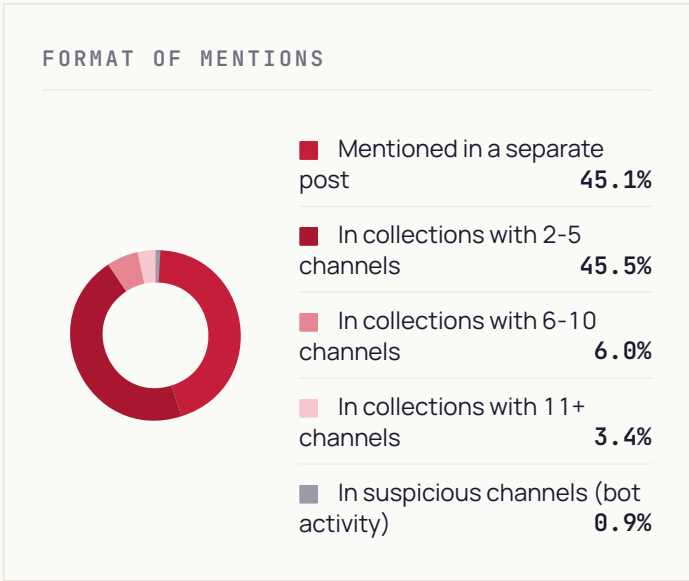
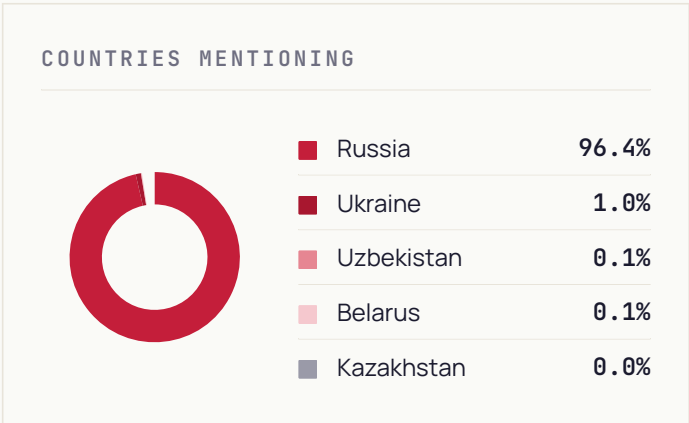
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

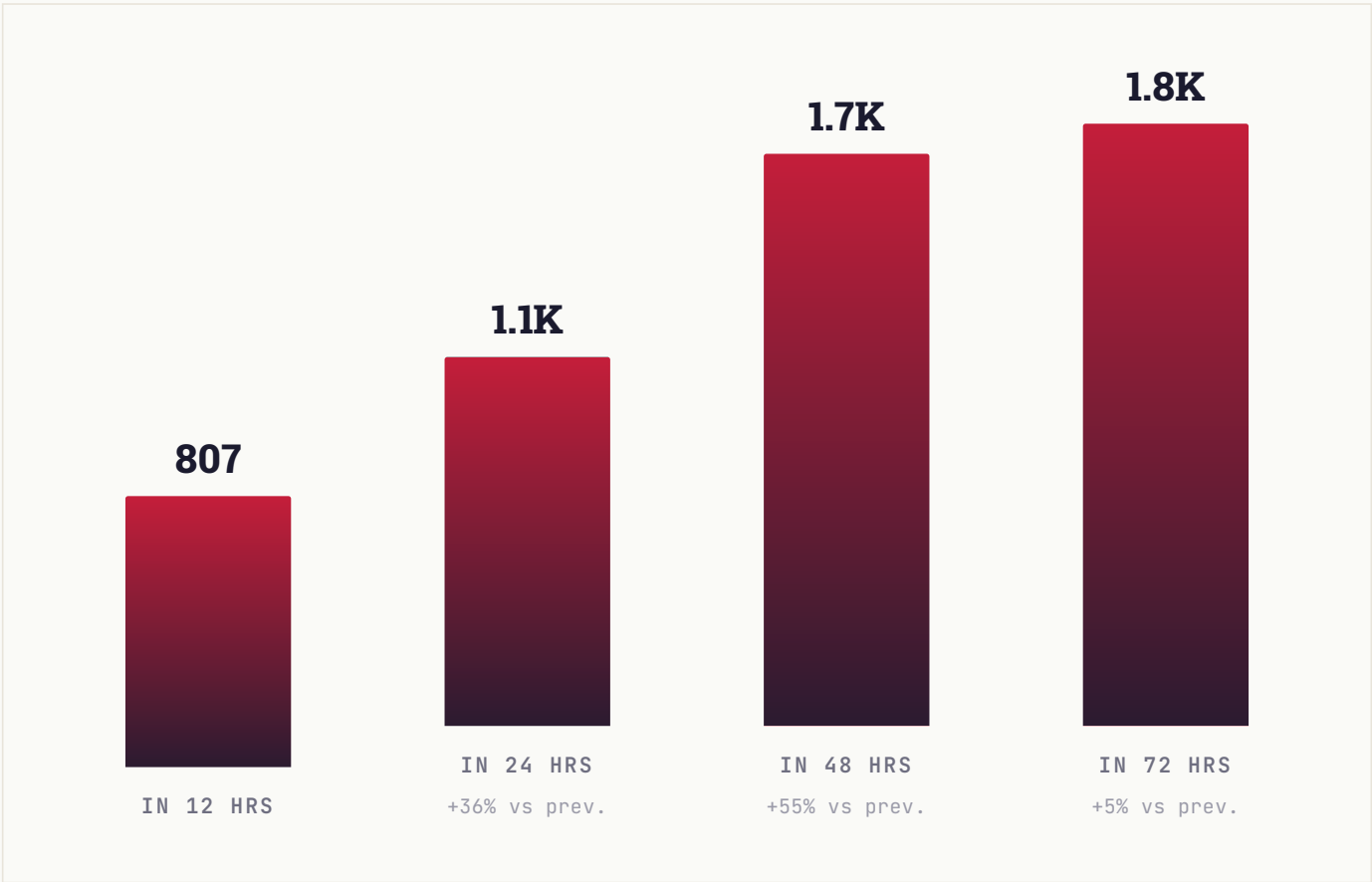
Citation index **2 352** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **12 059** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

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

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 Umskul	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 Minprosveshcheniya Rossii YOU	74.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#57 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 were **22 831**, they brought **9 205** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2 453	561	105
December 2025	3 563	781	105
Nov 2025	3 449	810	36
Oct 2025	4 112	985	6 588
Sep 2025	4 895	1 279	876
August 2025	4 359	1 282	1 495

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
22 831	6	9 205

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#57

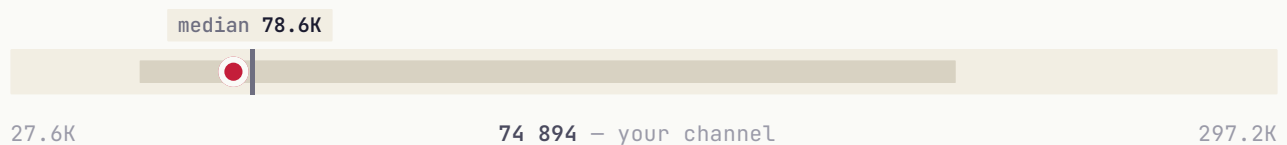
/100

POSITION IN NICHE

Channel in the bottom half of the ranking

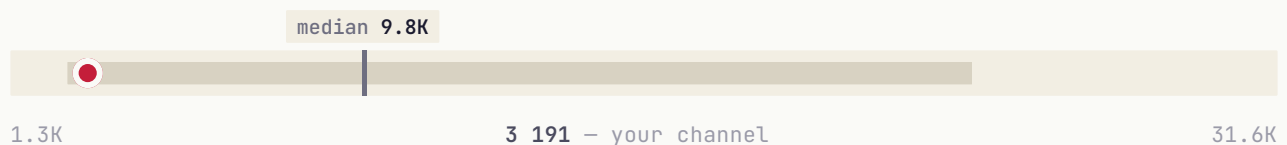
SUBSCRIBERS

5% below median



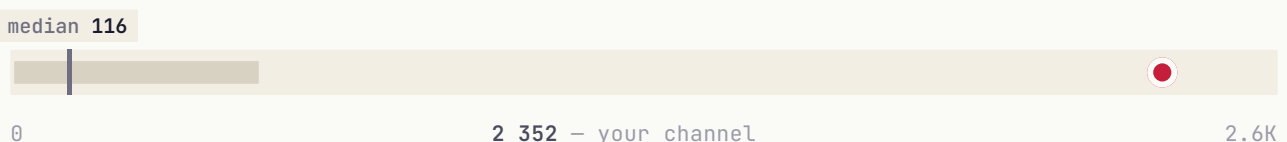
AVG REACH / POST

67% below median



CITATION INDEX

better than 90% of niche



— 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 Monday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.26% vs norm 8.0%. Try polls & interactive formats.

EFFECT

+3.7pp ER

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

Cross-post with channels in the same segment 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 — what we can do in minutes from public data. To go further — run ads through us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
