

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Ministry of Health of Russia

**@minzdrav_ru**

Official channel of the Russian Ministry of Health. We tell you how to stay healthy. Code of conduct: <https://clck.ru/333c4m> Feedback & suggestions: @MinzdravOtvechaet_bot Registered with RKN:...

SUBSCRIBERS

54 188

-423 per month

ERR (% SEE POSTS)

6.0%

per day 2.2%

REACH/POST

3.3K

ad reach 1.2K/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 54 188 —	 SUBS REACH 6.04% avg % subs see post	 VIEWS/POST 3.3K median 2K · 29 days	 POSTS/WK 30.9 for the period
 7D TREND -7.1% vs prev week	 REACTIONS/POST 11.4 only 1,477 reactions, 1,873 reposts, 70 comments	 POST LENGTH 930 chars median 1,000 · 29 days	 POSTS ANALYZED 130 29 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -423 last month	 CITATION RATE 1 546 citation index · 6,998 channels mentioned all time	 CHANNEL AGE 4 yr 3 mo created 03.03.2022

AI EDITOR SUMMARY

Channel «Ministry of Health of Russia» — 54 188 subs. Each post averages 3.3K people (6% from subs), reach is low — consider expanding audience. Publishes 31 posts per week (~4 per day) — active posting. For the week of June 15–21, reach dropped by -7.1% by week of June 8–14 — 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 **130** posts over 29 days.
- 02 Dominant format – **Photo** (122/130 posts).
- 03 Avg post length – **930** chars (median 1,000).
- 04 Peak audience activity – **Sunday**, 04:00 MSK.
- 05 Top posts get **13x** more views than the weakest (17.8K avg for top vs 1.3K for worst) – among 130 posts in 29 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

Nº1 13.06 · 06:02 PHOTO #SimpleRules: What is 'diver's trauma' and how to avoid it? This was reported by spinal surgeon of the National Medical Research Center of Traumatology and Orthopedics named after...	VIEWS	REACTIONS
	19 450	13
	REPOSTS	ER
	45	35.9%
Nº2 21.06 · 01:04 VIDEO 👨👩👧👦 Mikhail Murashko: Every day, medical workers follow their calling, showing high professionalism and preserving the health and lives of citizens...	VIEWS	REACTIONS
	18 952	23
	REPOSTS	ER
	99	35.0%
Nº3 02.06 · 06:02 PHOTO 👨👩 Human health is formed from childhood It is at a young age that habits are laid that later affect physical...	VIEWS	REACTIONS
	15 091	10
	REPOSTS	ER
	43	27.8%

Nº4 05.06 · 16:40 PHOTO ✖ Mikhail Murashko got acquainted with domestic developments at the stand of the Ministry of Health of Russia 'Healthy Society' at SPIEF-26 The Minister...	VIEWS 14 652 REPOSTS 21	REACTIONS 14 ER 27.0%
Nº5 31.05 · 16:25 PHOTO ✖ A nurse from the Novgorod region saved a woman who fell into a diabetic coma The senior nurse of the Central...	VIEWS 14 026 REPOSTS 8	REACTIONS 45 ER 25.9%

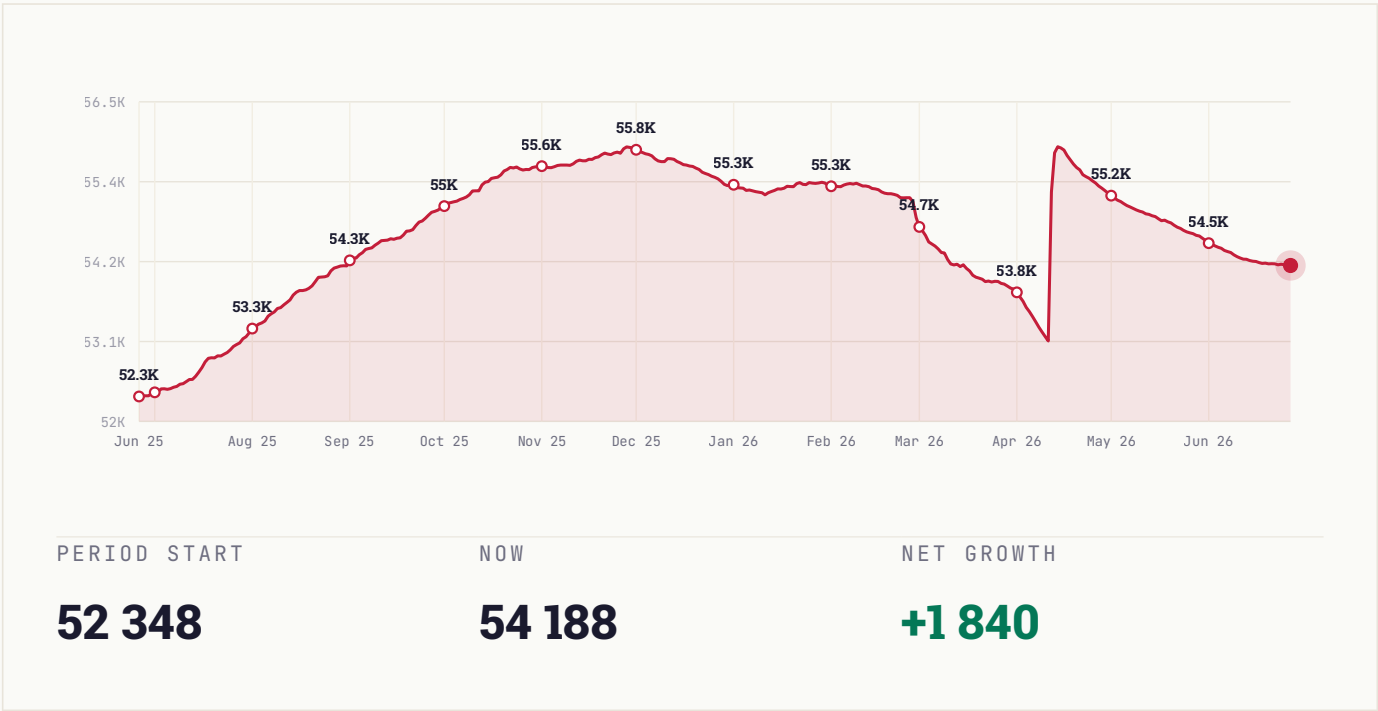
WORST 3

↓ 03.06 · 11:45 PHOTO ✖ Andrey Plutnitsky: Over 10 years, HIV incidence in Russia has dropped to a historic low This was stated by the Deputy...	VIEWS 1 413 REPOSTS 16	REACTIONS 15 ER 2.6%
↓ 24.06 · 17:05 PHOTO It's Wednesday, which means... #ScienceWednesday ✖ Specialists from the federal center of the Russian Ministry of Health have developed a concept for 3D surgical planning...	VIEWS 1 340 REPOSTS 5	REACTIONS 9 ER 2.5%
↓ 24.06 · 15:02 PHOTO ✖ Mikhail Murashko congratulated MIA 'Russia Today' on its 85th anniversary The Minister of Health of the Russian Federation Mikhail Murashko congratulated...	VIEWS 1 283 REPOSTS 4	REACTIONS 6 ER 2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

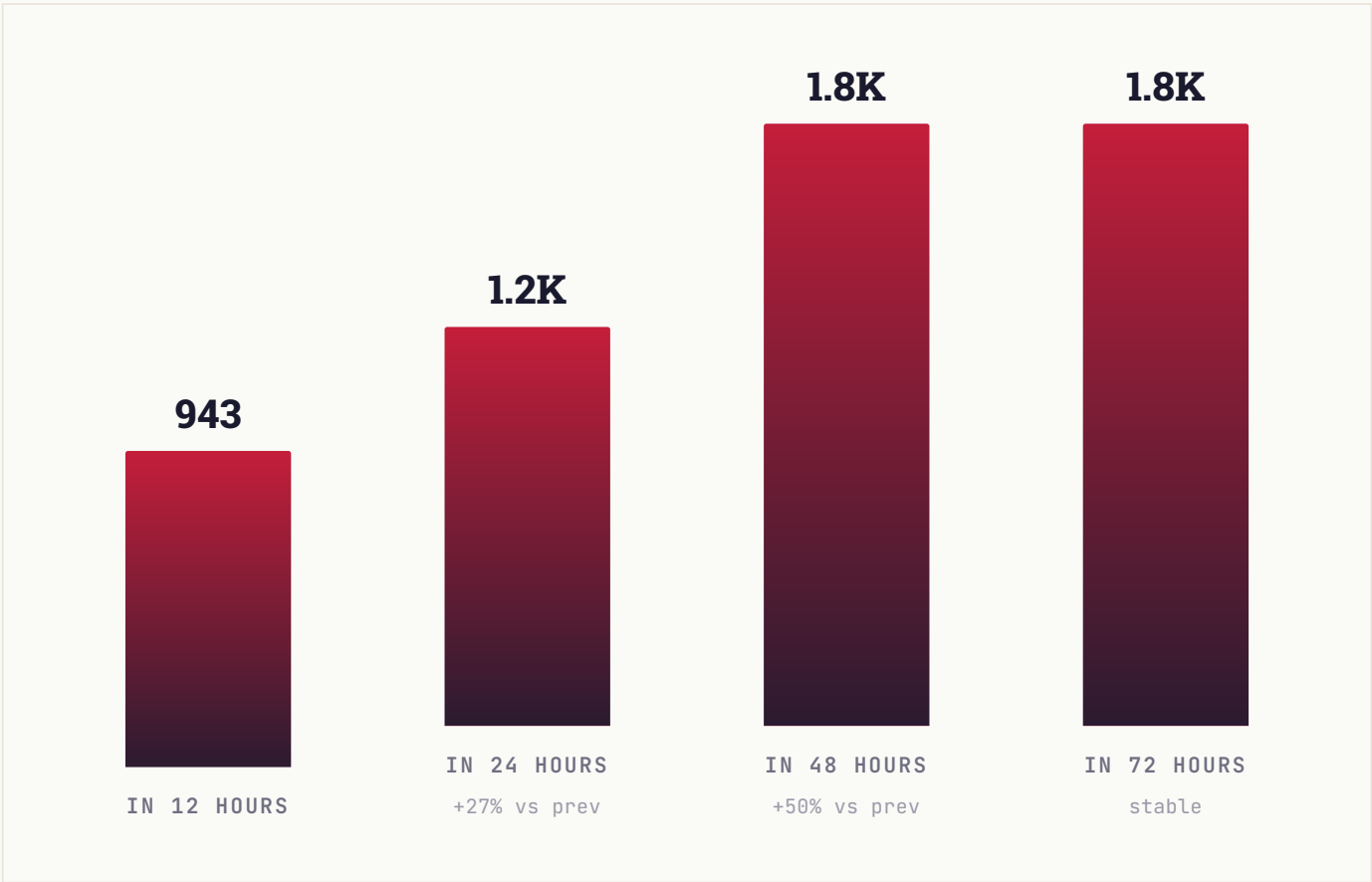
Yearly subscriber growth chart. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BI Blog from the Morgue	358.5K
EM Endocrinologist Magerya	293.7K
OF EXPERIENCED PHARMACIST	266.7K
MM Moscow Medicine	240.6K
ZD ZdravKontrol	223.5K
KD Dr. Shishonin's channel	215.2K
AT Anatomical Theater	201.3K
MR Mikerina. Giving birth? Call the midwife!	192.5K
DM DOCTOR MYASNIKOV	182.7K
ZS Forensic expert's notes	171.4K
MR Ministry of Health of Russia YOU	54.2K

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#75 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Blog from the Morgue (358.5K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 198**, they brought **3 659** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	407	266	50 
November 2025	302	170	352 
October 2025	426	260	627 
September 2025	400	298	825 
August 2025	316	232	944 
July 2025	347	254	861 
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS
2 198	6		3 659

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

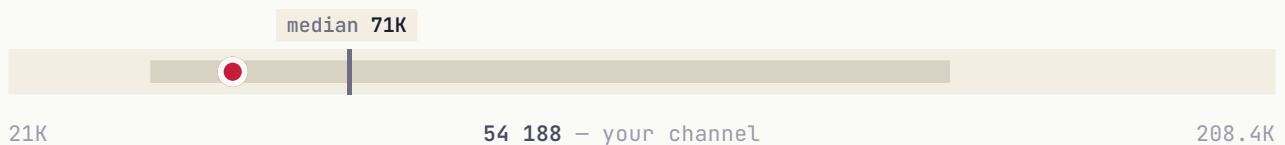
Took top-100 channels in category «**Medicine**» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.

#75/100

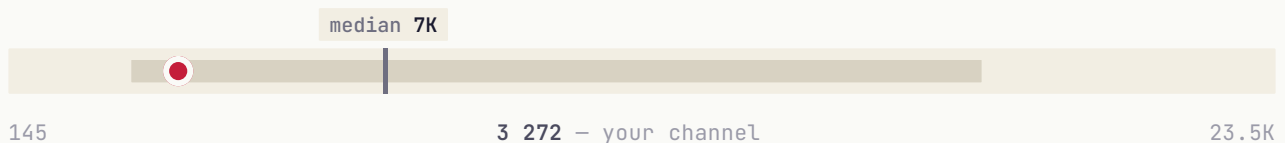
RANK IN NICHE

Channel in the bottom half of the ranking

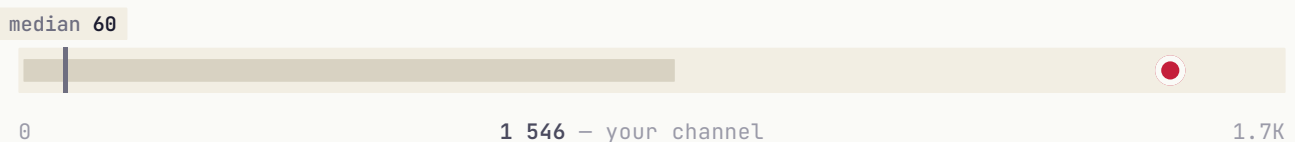
SUBSCRIBERS

24% worse than median


AVG REACH / POST

54% worse than median


CITATION INDEX

better than 90% of niche


— SECTION 08 · STRATEGY

What to do right now

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

01**Top post of the week — on Sunday**

Audience is most active on this day at 04:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****03****Systematic traffic buying**

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

EFFECT

+1K-3K subs**04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **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 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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