

PUBLIC REPORT BY PROMTPRESS

Channel audit

Legible handwriting



@minzdravmosreg

The information we provide here is supplied by the Moscow Region Ministry of Health. Therefore, it can be considered official. RKN:...

SUBSCRIBERS

17 309

-67 per month

ERR (% SEE POSTS)

15.0%

last 24 hrs 5.4%

REACH/POST

2.7K

ad reach 929/24h

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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 17 309 —	 SUBSCRIBER REACH 15.73% avg % subs see post	 VIEWS/POST 2.7K median 1.9K · 26 days	 POSTS/WEEK 12.3 for period
 7D TREND +53.3% vs previous week	 REACTIONS/POST 10.0 only 460 reactions, 549 reposts, 83 comments	 POST LENGTH 767 chars median 783 · 26 days	 POSTS ANALYZED 46 26 days
 AD REACH 929 24h avg	 CHURN / MONTH -67 last month	 CITATION RATE 343 citation index · 1,641 channels mentioned ever	 CHANNEL AGE 6 years 23 days created Jun 26, 2020

AI EDITOR SUMMARY

Channel «In Legible Handwriting» — 17 309 subs. Each post avg views 2.7K people (16% of subs), avg reach — room to grow. Publishes 12 posts/week (~2/day) — regular pace. Week Jul 6–12 reach grew +53.3% by week Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **46** posts over 26 days.
- 02 Dominant format — **Photo** (41/46 posts).
- 03 Avg post length — **767** chars (median 783).
- 04 Peak audience activity — **Friday, 15:00 MSK**.
- 05 Strongest posts gather **10x** more views than the weakest (11K avg for top vs 1.1K for worst) — among 46 posts in 26 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 10.07 · 12:35 PHOTO In Dolgoprudny, doctors restored vision to a 97-year-old patient. 👁️ The elderly man had almost completely lost his sight: he could no longer...	VIEWS 18 654 REPOSTS 45	REACTIONS 28 ER 107.8%
Nº2 10.07 · 10:15 PHOTO 👤 Contact Center 'Become a Mom in Moscow Region' — all about pregnancy and childbirth in the Moscow region. ☎️ Operators are happy to answer any...	VIEWS 9 001 REPOSTS 33	REACTIONS 6 ER 52.0%
Nº3 13.07 · 12:08 VIDEO Lidia Neuronovna doesn't waste time! 🥳 Our active AI granny got an AI license and helped organize a campaign «Check Your Health...	VIEWS 5 204 REPOSTS 33	REACTIONS 18 ER 30.1%

Nº4 25.06 • 12:15 PHOTO Telemedicine for kids! 📱 In Moscow region parents can consult a pediatrician online – without extra...	VIEWS 5 070 REPOSTS 21 REACTIONS 4 ER 29.3%
Nº5 21.06 • 07:04 VIDEO 🎆🎆🎆 HAPPY HEALTHCARE WORKER DAY! ❤️ Congratulations to everyone working in healthcare! 👩👨 Dear medical...	VIEWS 4 830 REPOSTS 23 REACTIONS 29 ER 27.9%

WORST 3

↓ 09.07 • 17:12 TEXT A deepfake allegedly featuring the head doctor of Mytishchi Hospital appeared on social networks banned in Russia. Moscow Region Ministry of Health officially...	VIEWS 1 186 REPOSTS 14 REACTIONS 1 ER 6.9%
↓ 15.07 • 12:40 PHOTO MONIKI neurosurgeons save woman with brainstem tumor 🏥 A woman was admitted to MONIKI named after M.F. Vladimirsky with...	VIEWS 1 082 REPOSTS 11 REACTIONS 25 ER 6.3%
↓ 16.07 • 13:36 PHOTO Nearly 150,000 residents of remote Moscow region areas received medical care in mobile units since the start of the year. 👩 During this...	VIEWS 996 REPOSTS 3 REACTIONS 6 ER 5.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained or lost subs.



PERIOD START

17 636

NOW

17 309

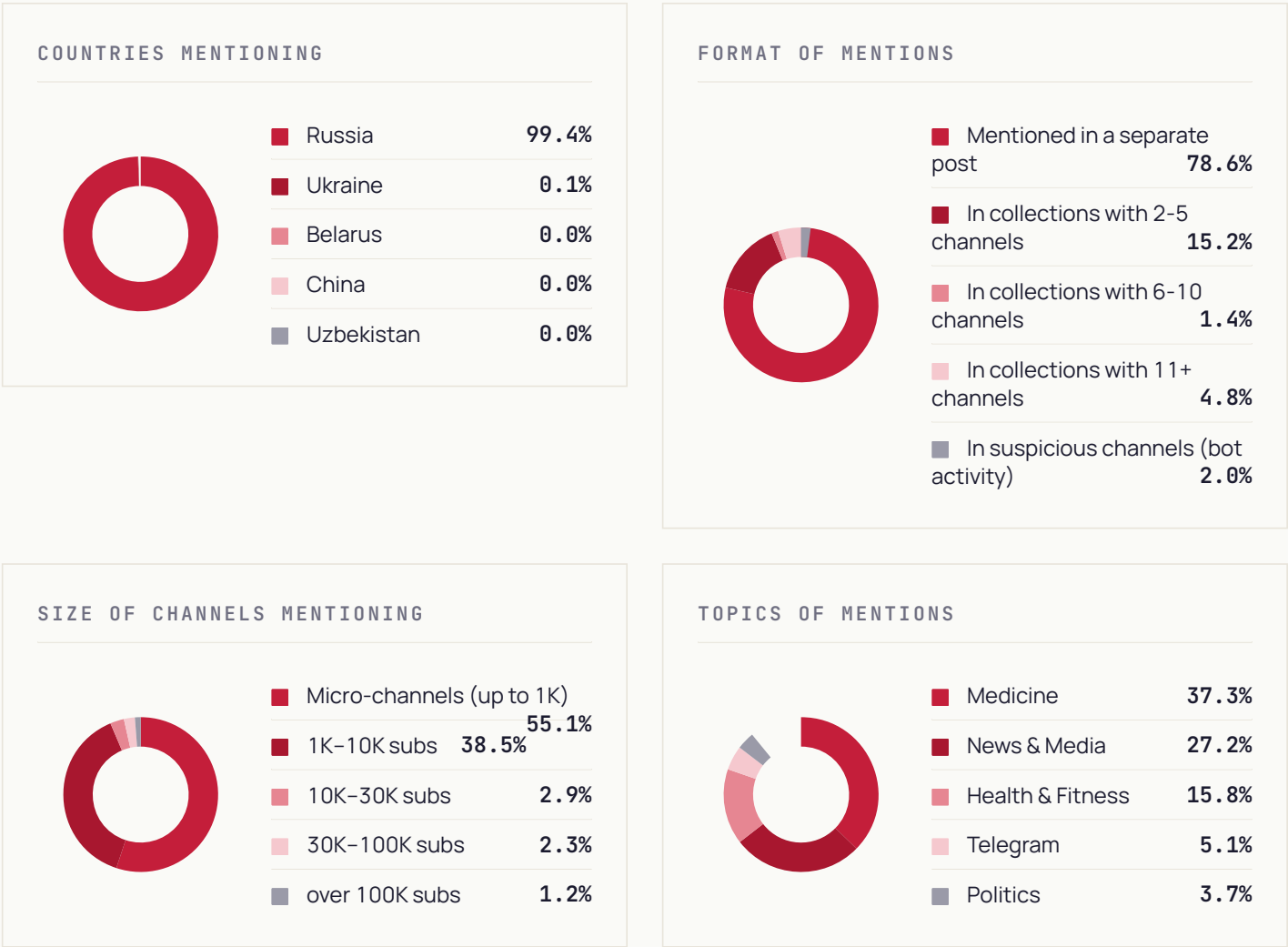
NET GROWTH

-327

SECTION 04 · CITATIONS

Who mentions the channel and how

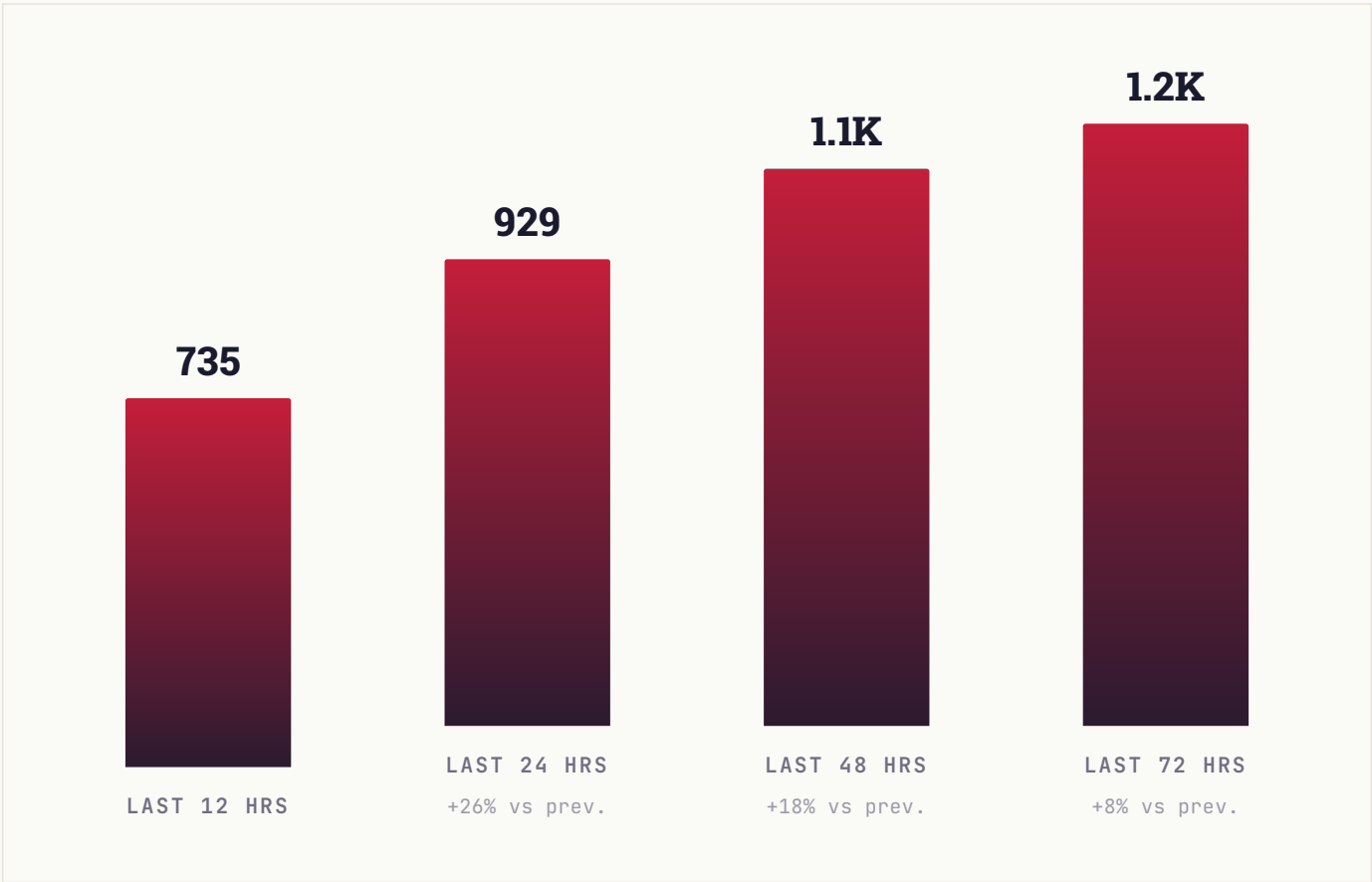
Citation index **343** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 641** different channels.



— 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 relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DT Dr Tel	755.5K
BI Blog from the morgue	354.1K
تا تعليم اللغة الإنجليزية 🧑🏫	328.2K
🩺 الجراحة 🩺 Surgery 🩺 - Crypto currency	318.4K
EM Endocrinologist Magerya	292.5K
EP EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
🌿 F 🌿 Folk Medicine 🌿	235.1K
Health HealthControl	222.2K
RP Legible handwriting YOU	17.3K

COMPARATIVE SUMMARY

Channel is still outside top 97 of niche — early growth stage. Niche leader — Dr Tel (755.5K), top-97 median: 103.2K. First goal: enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

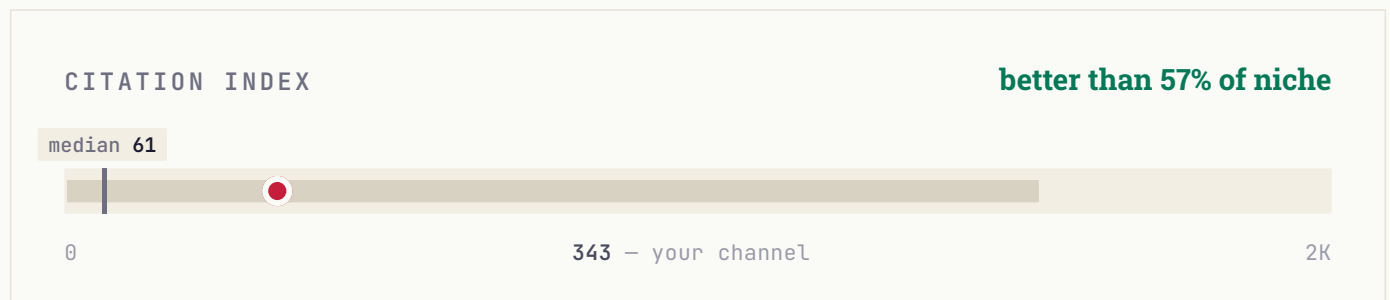
How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2 319**, they brought **1 777** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	317	115	61
December 2025	483	180	693
November 2025	531	343	361
October 2025	430	171	150
September 2025	207	124	121
August 2025	351	127	391
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
2 319	6	1 777	

Where the channel stands in its league

Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Friday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better processed by the algorithm. We recommend increasing its share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 is an easy win.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
