

PUBLIC PROMTPRESS REPORT

Channel audit

Russian Health Ministry News



@minzdravru

Unofficial channel with news of the Russian Ministry of Health. Buy ads: <https://telega.in/c/minzdravru> Registered in Roskomnadzor list:...

SUBSCRIBERS

11 015

-52 per month

ERR (% WHO SEE POSTS)

4.0%

last day 1.6%

REACH/POST

384

ad reach 174/24h

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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 11 015 —	SUBSCRIBER REACH 3.48% avg % subs see post	VIEWS/POST 384 median 280 · 29 days	POSTS/WEEK 32.9 for period
7D TREND +103.3% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 884 chars. median 999 · 29 days	POSTS ANALYZED 137 29 days
AD REACH 174 24h avg	CHURN / MONTH -52 last month	CITATION RATE 169 citation index · 1 460 channels mentioned all time	CHANNEL AGE 6 years 10 months created 04.09.2019

AI EDITOR SUMMARY

Channel «Russian Ministry of Health News» — 11 015 subs. Each post averages 384 people (3% from subs), reach is low — consider expanding audience. Publishes 33 posts per week (~5/day) — active posting. For week Jul 6–12 reach grew +103.3% 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 137 posts over 29 days.
- 02 Dominant format — Photo (121/137 posts).
- 03 Avg post length — 884 chars (median 999).
- 04 Peak audience activity — Saturday, 16:00 MSK.
- 05 Top posts drive 18x more views than the weakest (3.9K avg for top vs 215 for worst) — among 137 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№111.07 · 13:30PHOTO	VIEWS	REACTIONS
	8 990	—
Russian Ministry of Health (VK) Evgeny Shlyakhto: Controlling five risk factors adds 12-14 years without cardiovascular disease Ab...	REPOSTS	ER
	9	81.6%
№222.06 · 15:15PHOTO	VIEWS	REACTIONS
	1 431	—
Russian Ministry of Health (VK) Can you get an MRI without a doctor's referral? Explaining today's news about changes in...	REPOSTS	ER
	3	13.0%
№310.07 · 16:21PHOTO	VIEWS	REACTIONS
	1 160	—
Russian Ministry of Health (VK) Mikhail Murashko: E-medical card creates new doctor-patient interaction format He said...	REPOSTS	ER
	5	10.5%

Nº4 14.07 • 06:42 PHOTO Russian Ministry of Health (VK) 📄 What is an electronic prescription and how to use it? It is important to note: according to current...	VIEWS 1 119 REPOSTS 3 REACTIONS — ER 10.2%
Nº5 14.07 • 16:54 PHOTO Russian Ministry of Health (VK) 🇷🇺🇦🇷 Russia and Azerbaijan develop cooperation in healthcare Russian Minister of Health Mikhail Murashko...	VIEWS 1 056 REPOSTS 4 REACTIONS — ER 9.6%

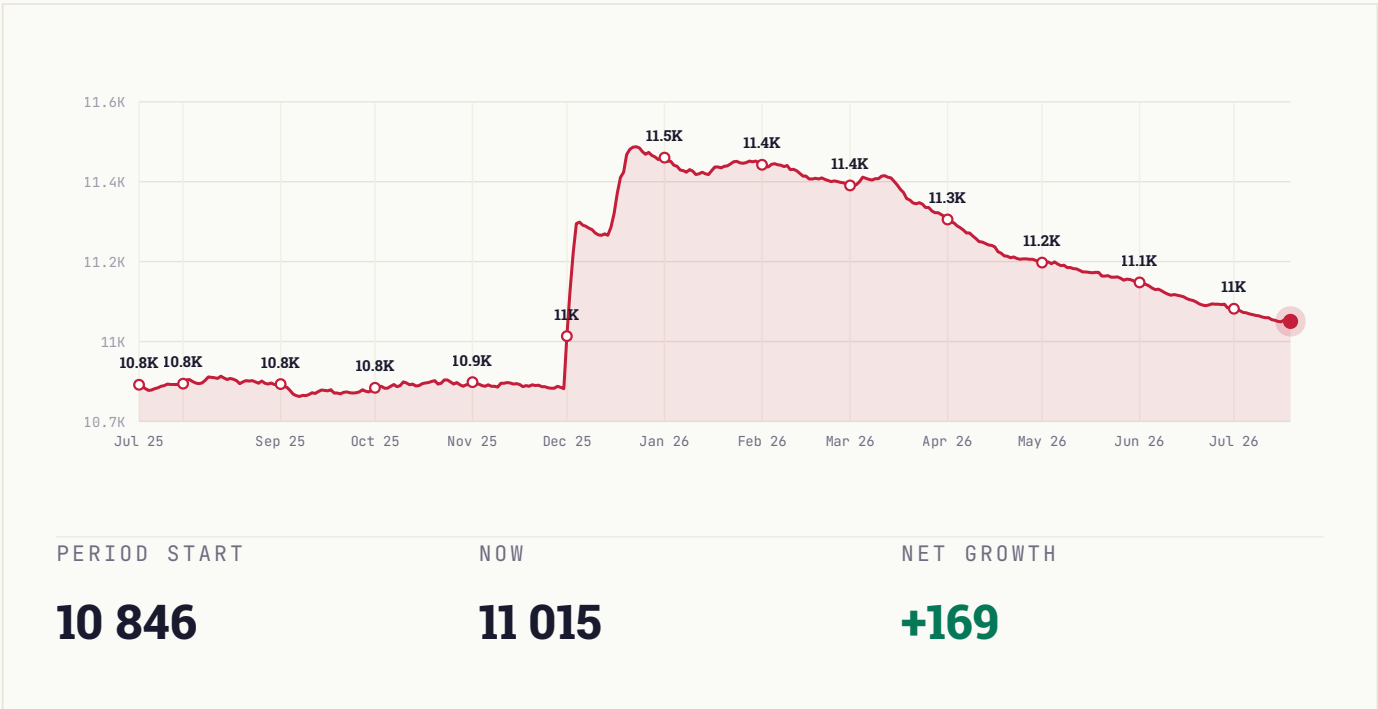
WORST 3

↓ 23.06 • 11:39 PHOTO Russian Ministry of Health (VK) 📄 Mikhail Murashko: Women highly rate maternity care Russian Health Minister Mikhail Murashko...	VIEWS 219 REPOSTS 1 REACTIONS — ER 2.0%
↓ 04.07 • 07:00 PHOTO Russian Ministry of Health (VK) 🩺 Mikhail Murashko: Cancer care must be seamless from diagnosis He...	VIEWS 217 REPOSTS 1 REACTIONS — ER 2.0%
↓ 14.07 • 09:51 PHOTO Russian Ministry of Health (VK) Why is it important to take care of your eyes in summer? The head of the therapeutic department...	VIEWS 210 REPOSTS 2 REACTIONS — ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

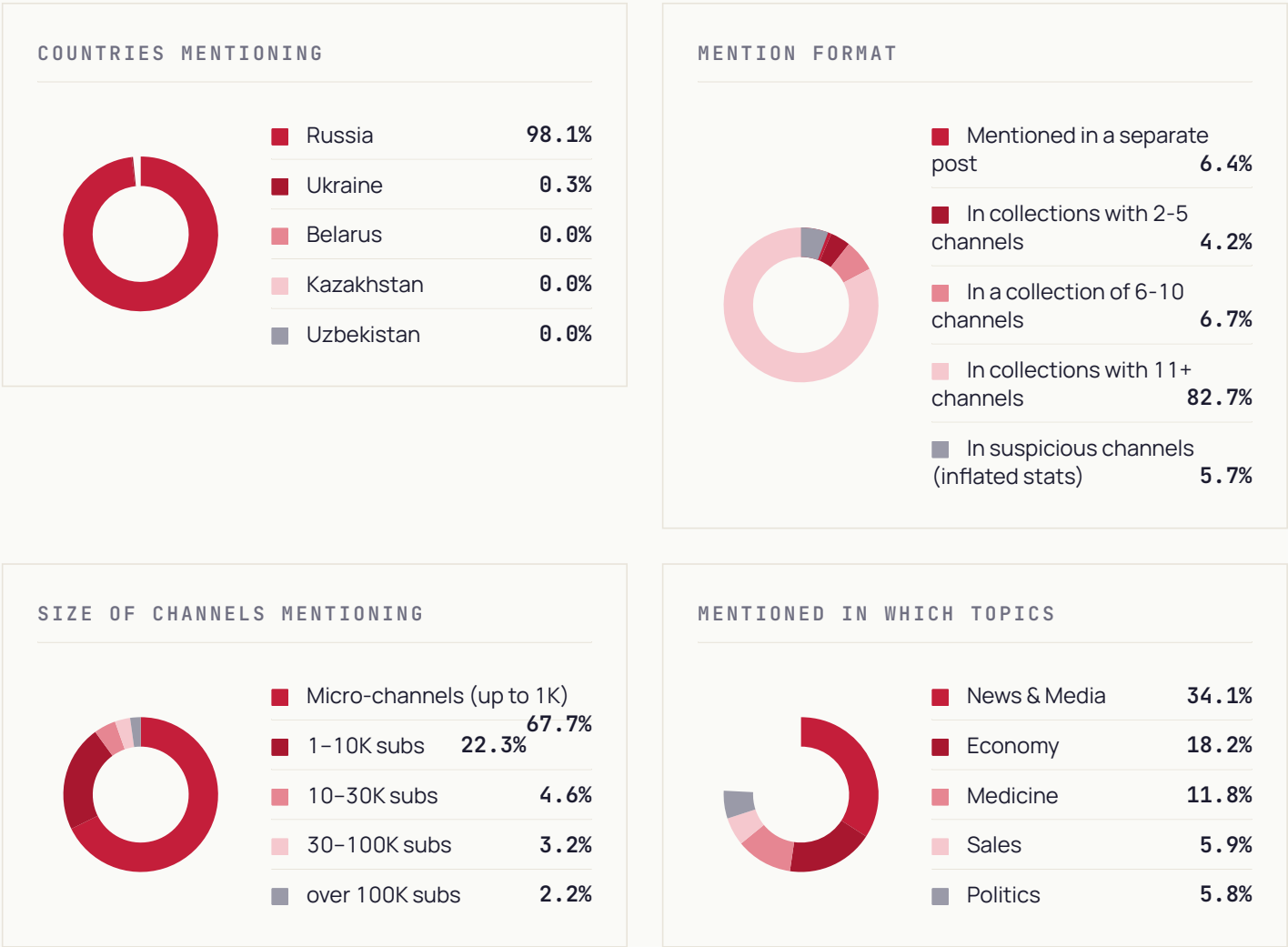
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · CITATIONS

Who mentions the channel and how

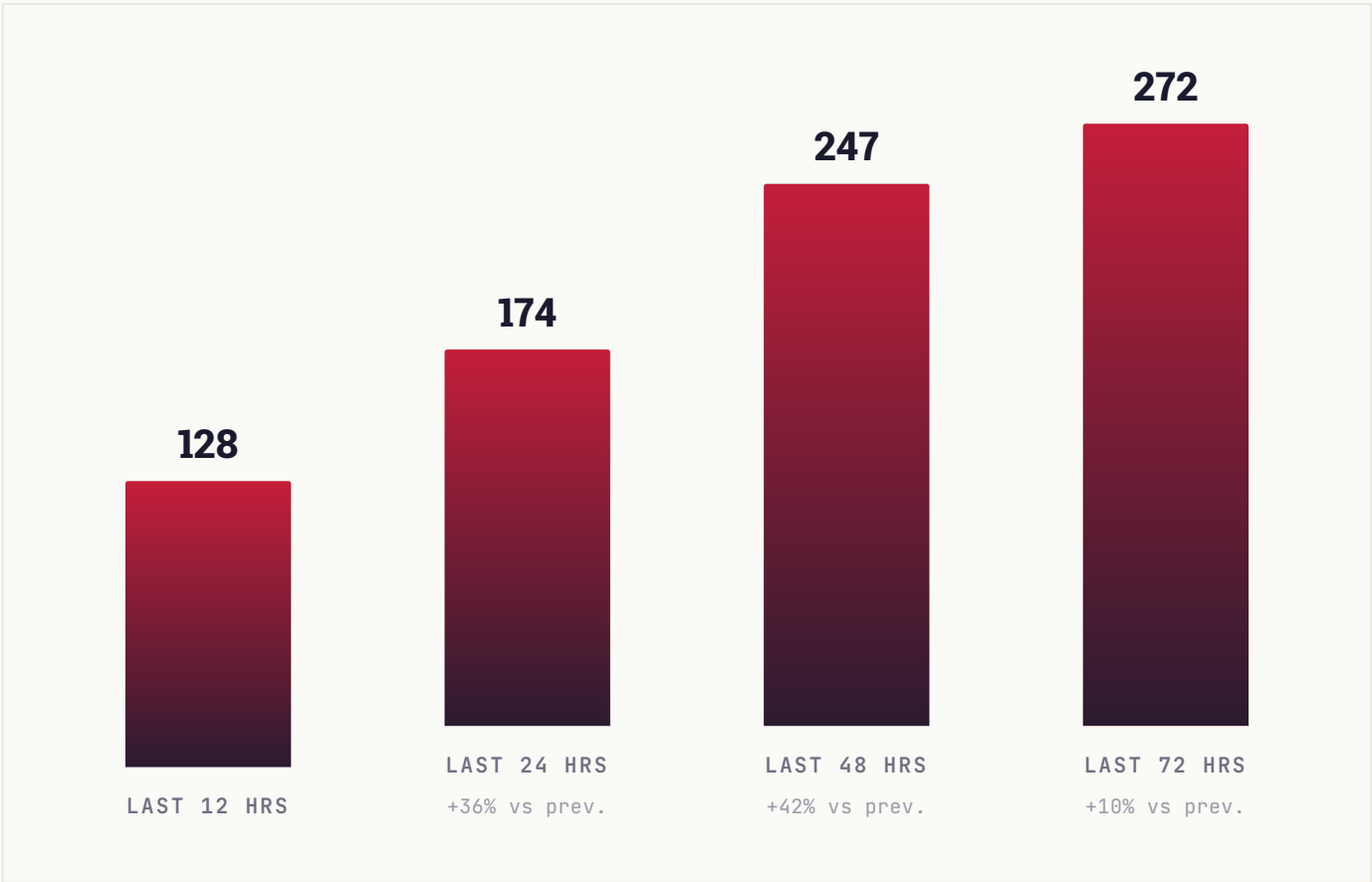
Citation index **169** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 460** different channels.



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
ER 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
Control NM Russian Health Ministry News YOU	11K

COMPARATIVE SUMMARY

Channel not yet outside niche top 97 — early growth stage. Niche leader — Dr Tel (755.5K), top-97 median: 103.2K. First goal: break into top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **280**, they brought **959** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	4	4	59
December 2025	249	249	693
November 2025	10	9	36
October 2025	1	1	70
September 2025	3	3	42
August 2025	13	13	59
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
280	6		959

SECTION 08 · 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 vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience is most active on this day at 16:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video post share

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 3.48% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.0pp ER
- 04

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
- 05

Test polls and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit – what we can do in minutes from 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
