

PUBLIC REPORT BY PROMTPRESS

Channel audit

New Media Workshop



@mnm_masterskaya

Training program for new media professionals. Expert channel:
@mnmexpert Chatbot: @qa_mnm_bot Project of ANO «Dialog» and
ANO «Russia – Land of Opportunity» Registered with RKN:...

SUBSCRIBERS

20 759

-44 per month

ERR (% SEE POSTS)

17.0%

last day 4.1%

REACH/POST

2.3K

ad reach 852/24h

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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 20 759 —	 SUBSCRIBER REACH 10.98% avg % subs see post	 VIEWS/POST 2.3K median 1.6K · 28 days	 POSTS/WEEK 9.9 for period
 7D TREND -46.1% vs previous week	 REACTIONS/POST 41.6 total 1,707 reactions, 797 reposts, 71 comments	 POST LENGTH 605 chars median 624 · 28 days	 POSTS ANALYZED 41 28 days
 AD REACH 852 24h avg	 CHURN / MONTH -44 last month	 CITATION RATE 1 019 citation index · 4,294 channels mentioned ever	 CHANNEL AGE 4 years 10 months created 17.08.2021

AI EDITOR SUMMARY

Channel «New Media Workshop» – 20 759 subs. Each post averages 2.3K people (11% subs), reach is low – consider expanding audience. Posts 10 posts per week (~1/day) – regular schedule. For week Jun 29 – Jul 5 reach dropped -46.1% by week Jun 22–28 – worth analyzing reasons.

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 41 posts over 28 days.
- 02 Dominant format – Video (28/41 posts).
- 03 Avg post length – 605 chars (median 624).
- 04 Peak audience activity – Sun, 11:00 MSK.
- 05 Top posts get 8x more views than the weakest (10.4K avg for top vs 1.3K for worst) – among 41 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 28.06 · 08:04 PHOTO  Media Technologist's Bookshelf What to read to broaden your horizons and develop an unconventional view of everyday things? A selection...	VIEWS 17 349 REP. 188	REACTIONS 25 ER 83.6%
Nº2 06.07 · 09:44 VIDEO  Stay on course for GorIzonty This is a two-day intensive from the New Media Workshop at Cyberdom about practical application of artificial...	VIEWS 10 718 REP. 127	REACTIONS 45 ER 51.6%
Nº3 03.07 · 14:04 PHOTO  Recognized everyone? Here are familiar experts from past New Media Festivals. Some you guessed right away, others you'll have to...	VIEWS 3 202 REP. 15	REACTIONS 49 ER 15.4%

Nº4 22.06 • 09:15 VIDEO Today marks 85 years since the war came to every home. Nationwide minute of silence – a time when we stop to let this...	VIEWS 3 142 REACTIONS 45 REP. 7 ER 15.1%
Nº5 29.06 • 07:01 VIDEO «Простые истины» – о России глазами ветеранов СВО После возвращения с фронта Ильдар Карюков и Алмаз Оморов отправились в путешествие по...	VIEWS 2 349 REACTIONS 25 REP. 10 ER 11.3%

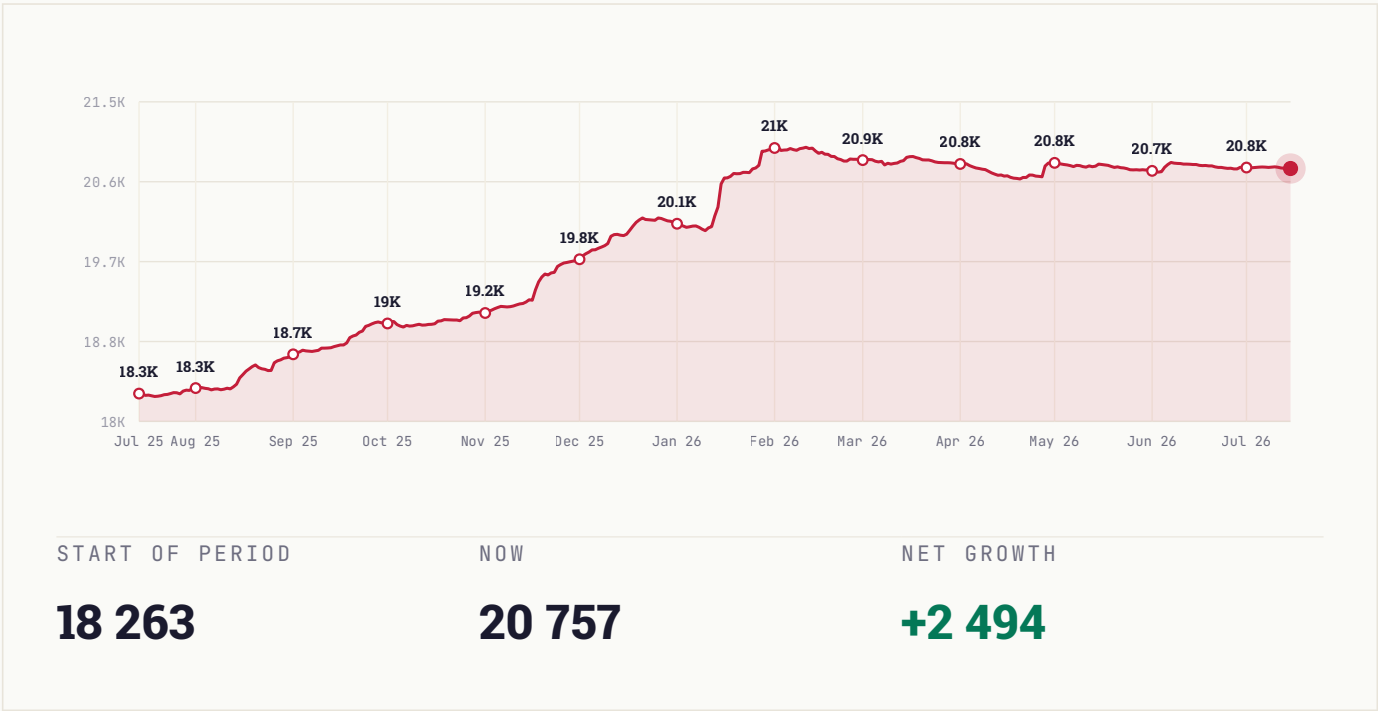
WORST 3

↓ 30.06 • 09:50 VIDEO How can NGOs become visible in the media space? You can scale your work only if it's covered by media. This is needed for...	VIEWS 1 396 REACTIONS 39 REP. 16 ER 6.7%
↓ 07.07 • 07:03 VIDEO Made in Russia Sounds proud. But many get skeptical: is it really quality? Or just Chinese parts with a sticker? And be...	VIEWS 1 355 REACTIONS 41 REP. 15 ER 6.5%
↓ 07.07 • 15:03 VIDEO The essence of the profession is to build bridges, not walls Konstantin Bogomolov, artistic director of the Theater on Bronnaya, in a new episode...	VIEWS 1 286 REACTIONS 24 REP. 9 ER 6.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

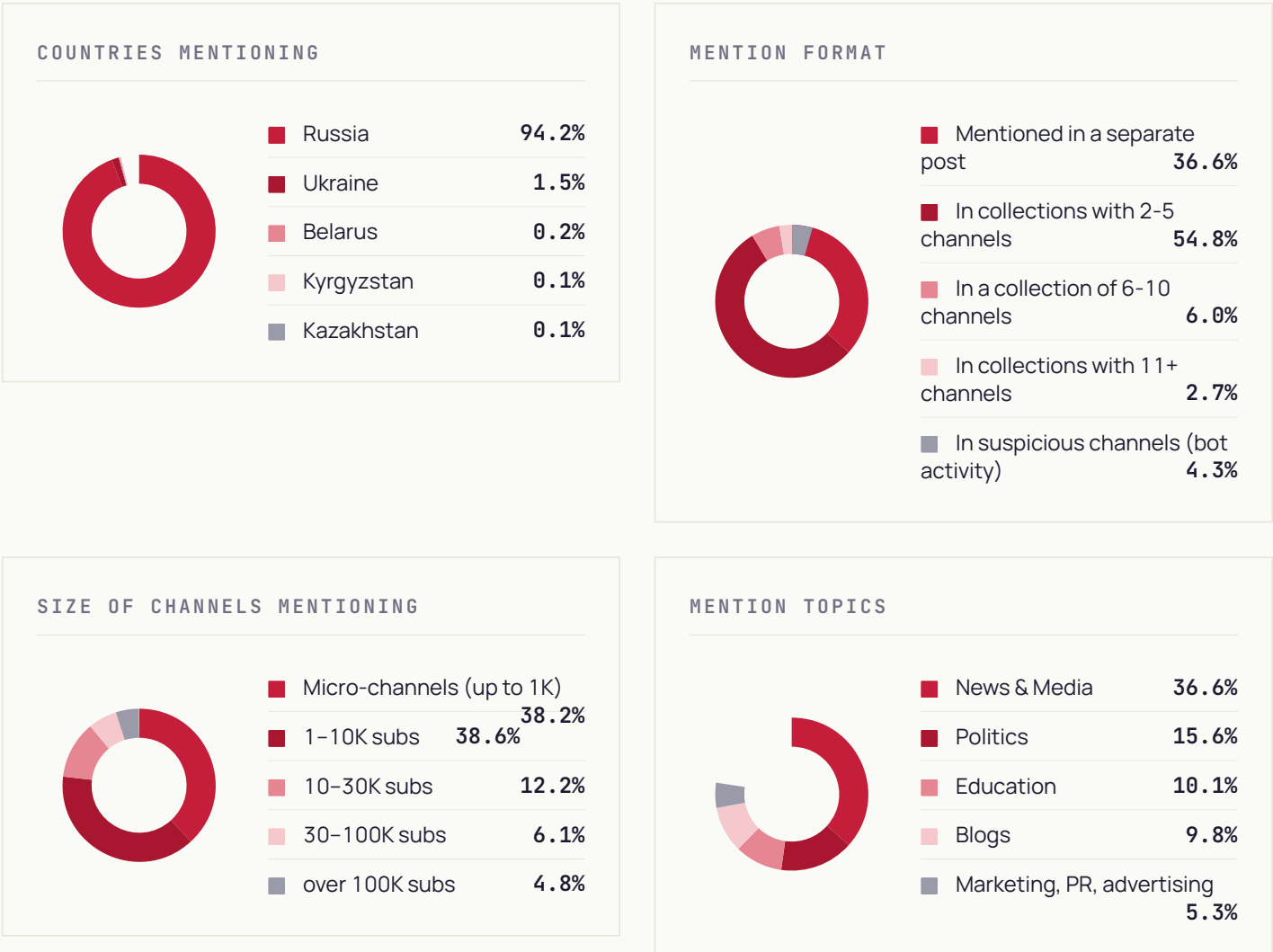
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

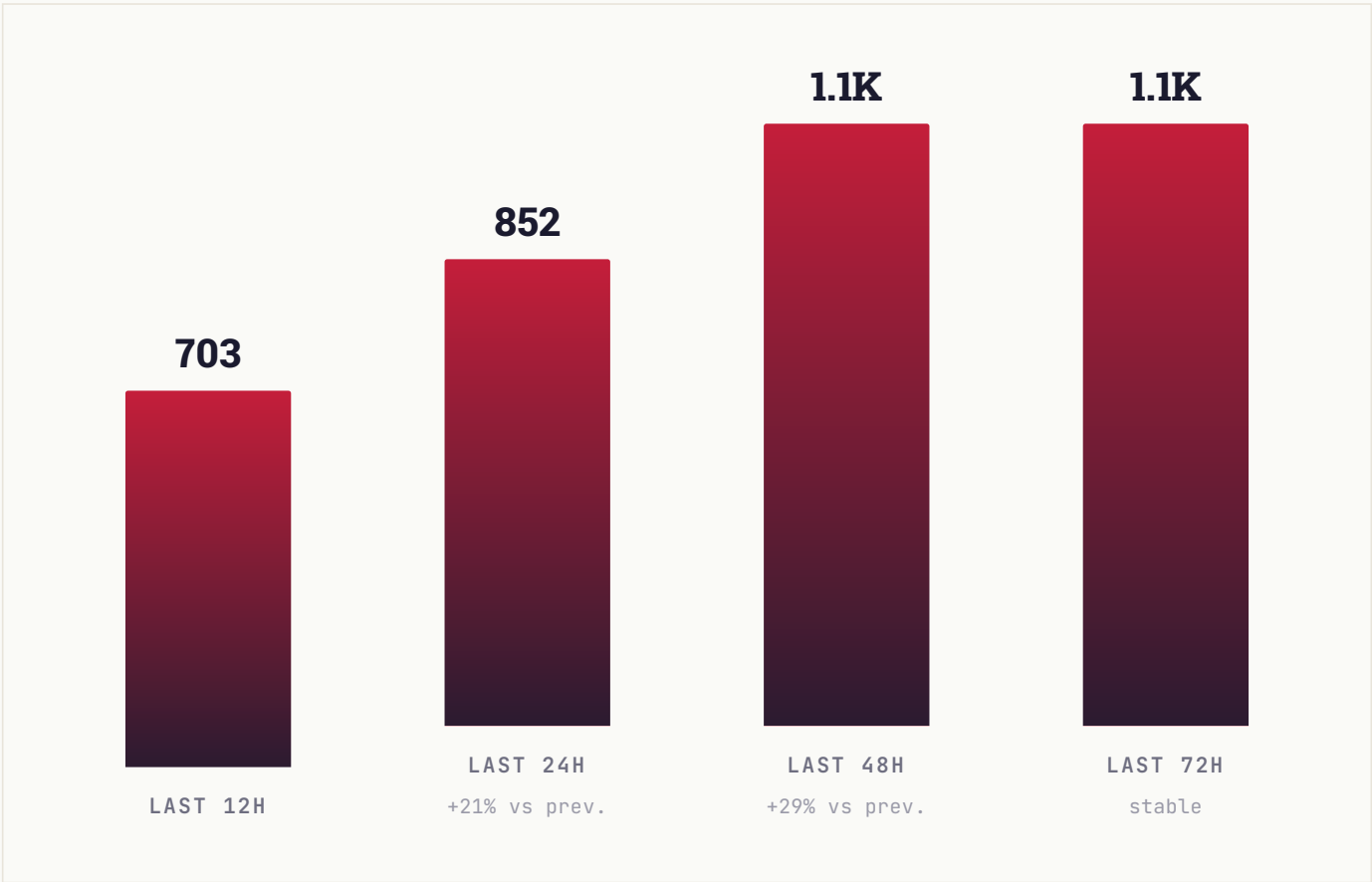
Citation index **1 019** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **4 294** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MA Andrey the Mathematician	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on duty Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSkul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
MN New Media Workshop YOU	20.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Andrey the Mathematician (1M), top-99 median: 78.8K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 558**, they brought **3 111** new subs.

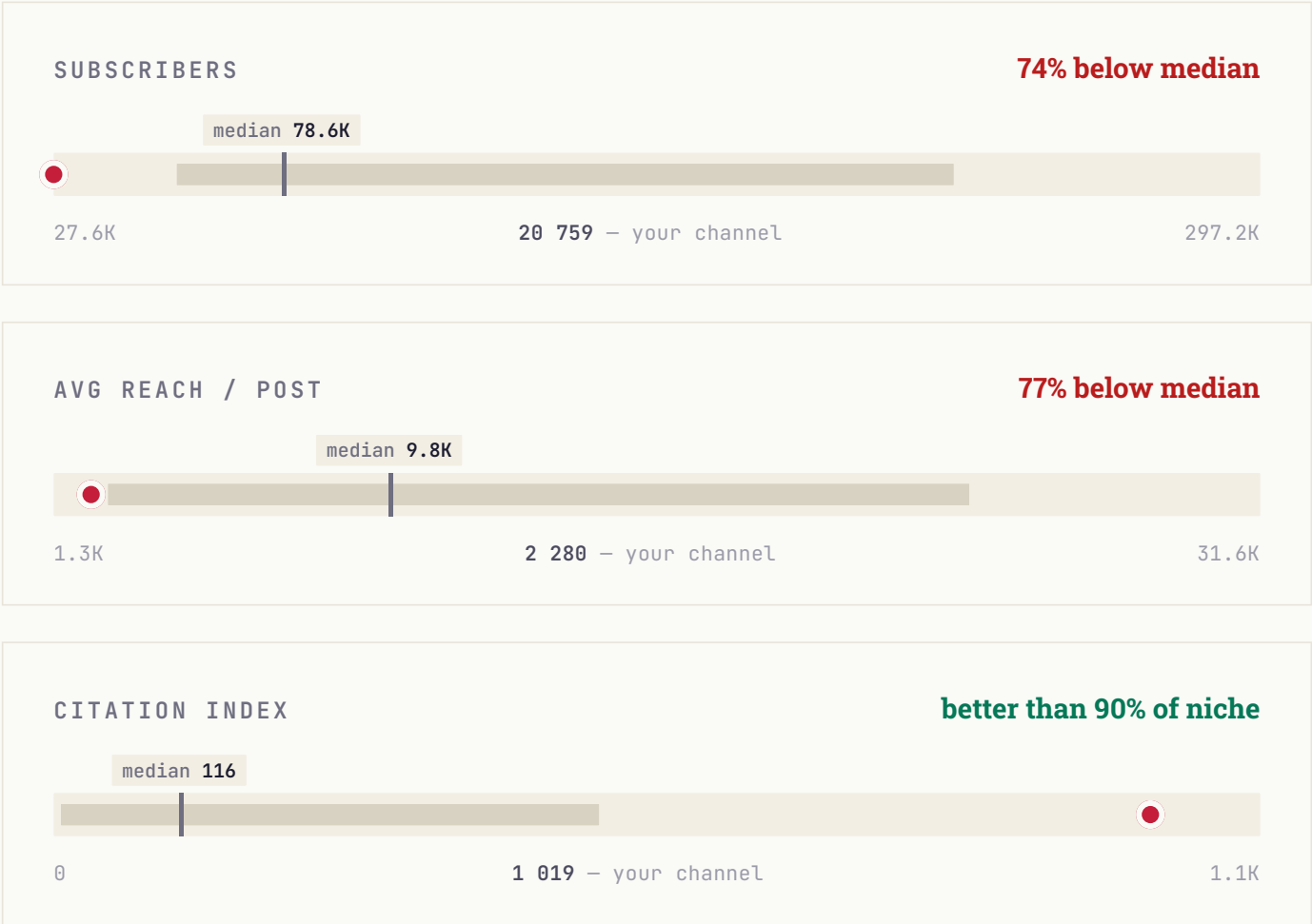
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	297	277	924	
December 2025	347	199	513	
November 2025	253	192	600	
October 2025	201	144	213	
September 2025	164	123	402	
August 2025	296	199	459	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 558	6	3 111

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 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 off and revisit in a month.

- 01

Main post of the week — on Sunday
On this day at 11:00 MSK audience is most active.

EFFECT
Best window for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post with channels in the same niche once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
