

— PROMTPRESS PUBLIC REPORT

Channel audit

ҚР Қорғаныс министрлігі / Минобороны РК / Ministry of Defense of the RK



@modgovkz

Қазақстан Республикасының Қорғаныс министрлігі
Министерство обороны Республики Kazakhstan Ministry of
Defense of the Republic of Kazakhstan ♦ Website ...

SUBSCRIBERS

13 262

-208 per month

ERR (% SEE POSTS)

10.0%

per day 6.6%

REACH/POST

1.2K

ad reach 873/24h

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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 13 262 —	 SUBS REACH 9.07% avg % subs see post	 VIEWS/POST 1.2K median 1.2K · 29 days	 POSTS/DAY 7.4 ~52 per week
 7D TREND -15.0% vs previous week	 REACTIONS/POST 16.5 total 3,651 reactions, 623 reposts, 0 comments	 POST LENGTH 465 chars. median 508 · 29 days	 POSTS ANALYZED 221 29 days
 AD REACH 873 24h avg	 CHURN / MONTH -208 over the last month	 CITATION RATE 98 citation index · 324 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 19.10.2020

AI EDITOR SUMMARY

Channel "ҚР Қорғаныс министрлігі / Минобороны РК / Ministry of Defense of the RK 🇰🇿" — 13 262 subs. Each post on avg gets 1.2K people (9% from subs), reach is low — should expand audience. Publishes 52 posts per week (~7/day) — active publishing. For week 22–28 Jun reach dropped by -15.0% by week 15–21 Jun — worth analyzing causes.

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 221 posts in 29 days.
- 02 Dominant format — Video (121/221 posts).
- 03 Avg post length — 465 chars (median 508).
- 04 Peak audience activity — Saturday, 20:00 ALMT.
- 05 Top posts get 3× more views than the weakest (1.8K avg for top vs 694 for worst) — among 221 posts in 29 days. Worth analyzing what the top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 05.06 · 11:34 PHOTO 🇰🇿 Over 700 citizens to be trained in the fourth batch of military-technical schools In June–July of this year, the Ministry of Defense...	VIEWS 1 912 REPOSTS 6	REACTIONS 13 ER 14.4%
Nº2 06.06 · 15:26 VIDEO 🇰🇿 Armia.kz 📱 Insta 📱 Threads 📱 FaceBook 📱 TikTok 📱 t.me 📱 YouTube 🇰🇿 Aitu 📱 x.com	VIEWS 1 835 REPOSTS —	REACTIONS 19 ER 13.8%
Nº3 13.06 · 06:13 VIDEO 🇰🇿 Armia.kz 📱 Insta 📱 Threads 📱 FaceBook 📱 TikTok 📱 t.me 📱 YouTube 🇰🇿 Aitu 📱 x.com	VIEWS 1 765 REPOSTS 1	REACTIONS 15 ER 13.3%

Nº4 06.06 · 15:10 PHOTO  Қорғаныс министрі Бұрабайда өтетін «Айбын» халықаралық жиынына дайындық барысын тексерді Шоқан Уәлиханов атындағы әскери колледждің...	VIEWS	REACTIONS
	1 756	20
	REPOSTS	ER
	6	13.2%

Nº5 27.06 · 06:29 PHOTO  Қазақстандық бітімгерлер Сирияның Хан-Арнаба қаласының тұрғындарына медициналық көмек көрсетті Біріккен Ұлттар Ұйымының бөлінген...	VIEWS	REACTIONS
	1 730	22
	REPOSTS	ER
	5	13.0%

WORST 3

↓ 26.06 · 09:58 PHOTO Kassym-Jomart Tokayev: "Our main task is to form an effective system for training military professionals" ✓ According to the Head...	VIEWS	REACTIONS
	696	16
	REPOSTS	ER
	1	5.2%

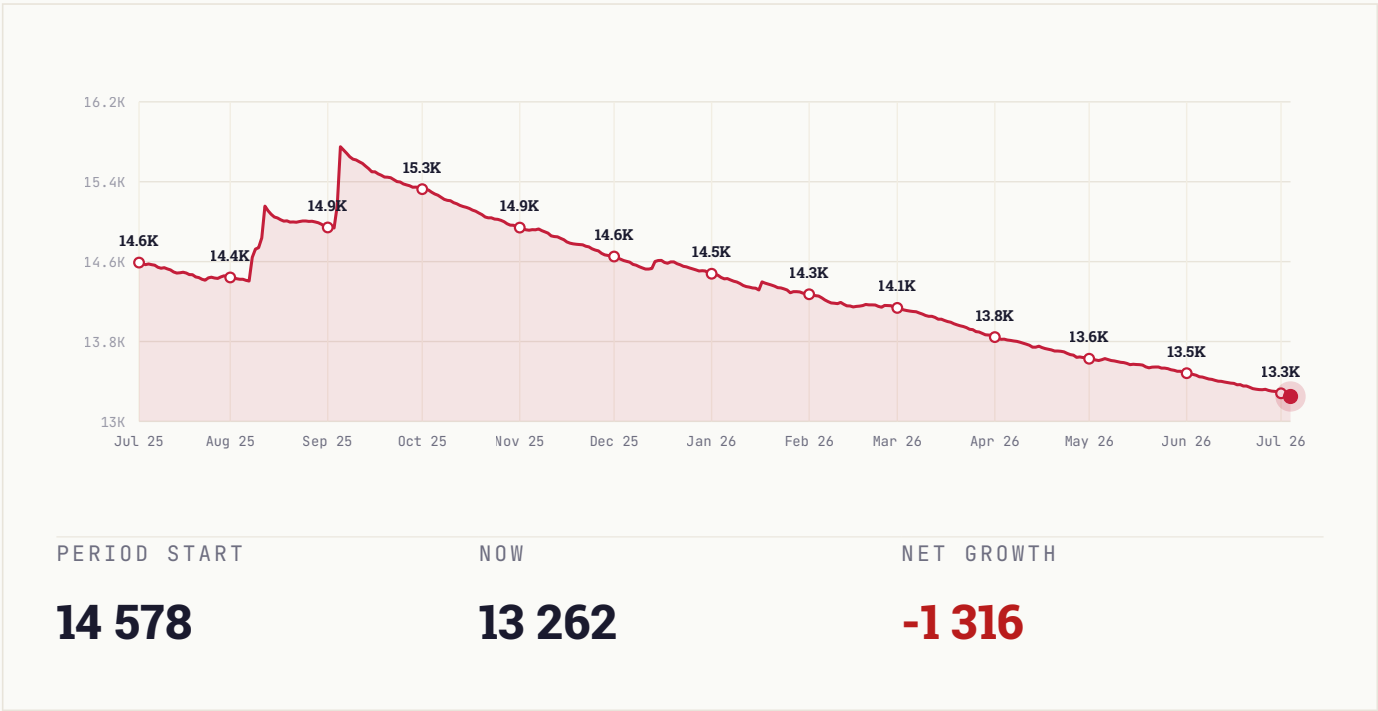
↓ 26.06 · 09:58 PHOTO Later, the contribution of the "Zhas sarbaz" movement to patriotic youth education was noted – An important role in shaping...	VIEWS	REACTIONS
	696	17
	REPOSTS	ER
	2	5.2%

↓ 26.06 · 09:58 PHOTO As Kassym-Jomart Tokayev emphasized, Kazakhstan pays great attention to the comprehensive development of the younger generation – We face...	VIEWS	REACTIONS
	691	16
	REPOSTS	ER
	1	5.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

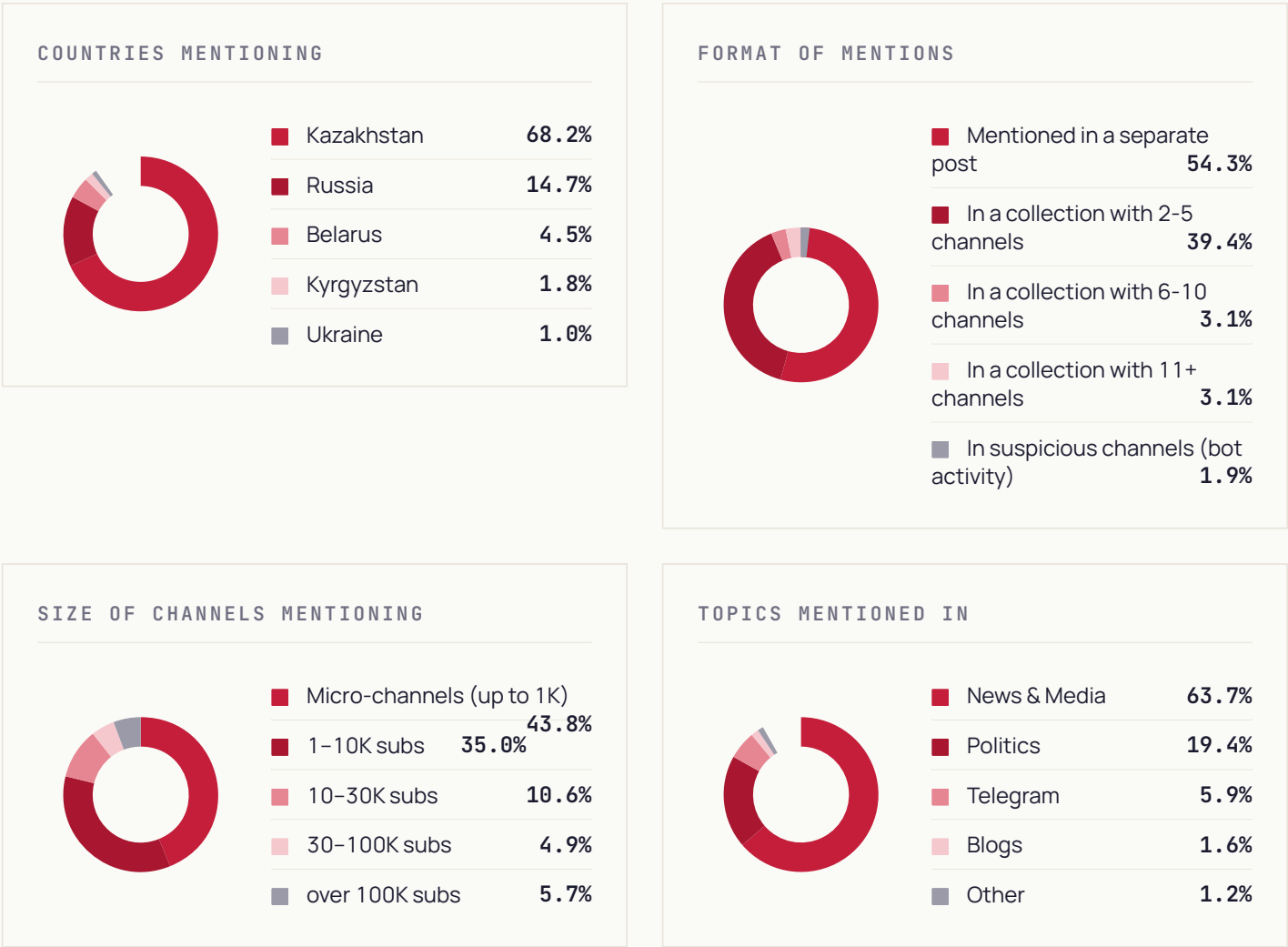
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

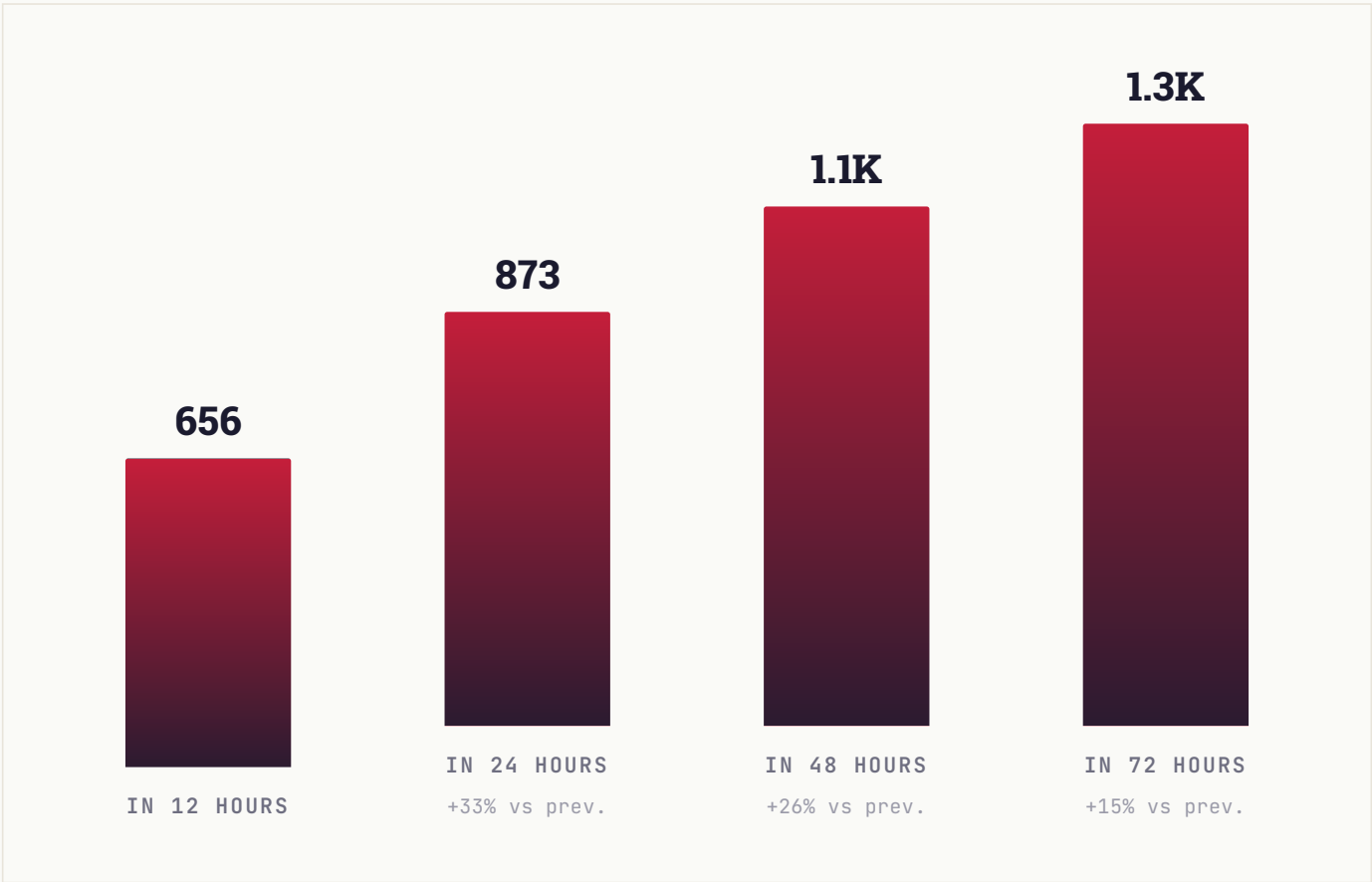
Citation index **98** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **324** different channels.



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 is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NO NON-Habar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
ҚҚ ҚР Қорғаныс министрлігі / Минобороны РК / Ministry of Defense of the RK 🇰🇿 YOU	13.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#81 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

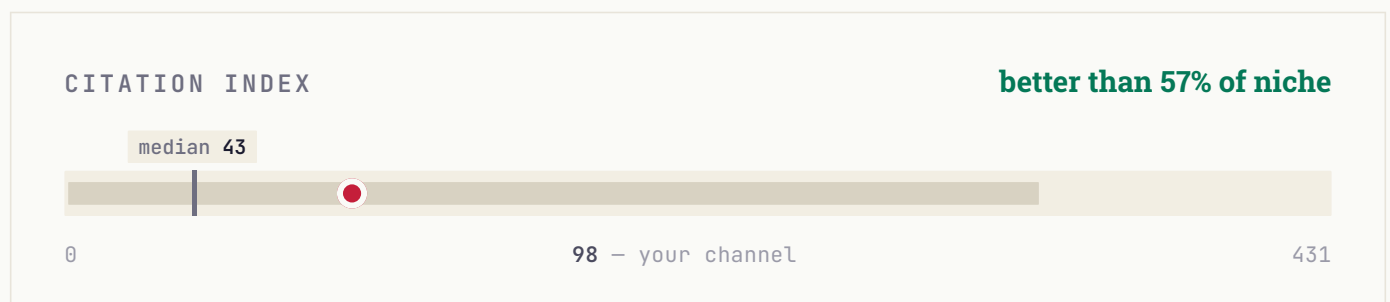
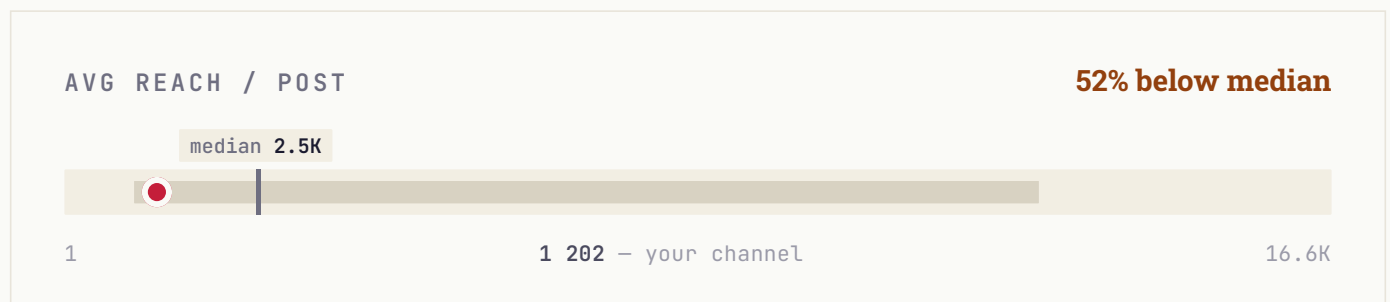
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **84**, they brought **1 779** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	10	10	94	
December 2025	1	1	103	
November 2025	6	6	14	
October 2025	22	22	0	
September 2025	11	7	814	
August 2025	34	29	754	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
84	6	1 779

Where channel ranks in its league

#81 /100 POSITION IN NICHE
Channel in the bottom half of the ranking



— 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 Saturday**

Audience is most active on this day at 20:00 ALMT.

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). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****03****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. 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 us to do this **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads with us and hit your growth target in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager