

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## My Education



@moe\_obrazovanie

Lectures, webinars, courses from real experts. From architecture and culture to programming, SMM, marketing, and financial literacy. Ads: @zubar89 Channel included in the RKN list:...

SUBSCRIBERS

**234 891**

-2485 per month

ERR (% SEE POSTS)

**2.0%**

per day 1.0%

REACH/POST

**4.5K**

ad reach 2.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

|                                                                                                                                                             |                                                                                                                                                                  |                                                                                                                                                                                        |                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>234 891</div><div>—</div></div>           | <div><div> SUBS REACH</div><div>1.92%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>4.5K</div><div>median 4.5K · 29 days</div></div>                      | <div><div> POSTS/WK</div><div>13.7</div><div>over period</div></div>                        |
| <div><div> 7D TREND</div><div>+3.8%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>        | <div><div> POST LENGTH</div><div>446 chars</div><div>median 408 · 29 days</div></div>                 | <div><div> POSTS ANALYZED</div><div>57</div><div>29 days</div></div>                        |
| <div><div> AD REACH</div><div>2.4K</div><div>24h avg</div></div>          | <div><div> CHURN / MONTH</div><div>-2485</div><div>last month</div></div>      | <div><div> CITATIONS</div><div>51</div><div>citation index · 217 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>6 years 2 months</div><div>created 07.05.2020</div></div> |

AI EDITOR SUMMARY

Channel «My Education» – 234 891 subs. Each post averages 4.5K people (2% from subs), low reach – need to grow audience. Publishes 14 posts/week (~2/day) – regular. Week Jun 29 – Jul 5 reach stable (+3.8% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 57 posts in 29 days.
- 02 Dominant format – Video (51/57 posts).
- 03 Avg post length – 446 chars (median 408).
- 04 Peak audience activity – Sunday, 08:00 MSK.
- 05 Top posts get 2× more views than the weakest (6K avg for top vs 3.4K for worst) – among 57 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                            |                                                                    |                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>14.06 · 05:44</div><div>VIDEO</div></div> <div>20 MS Excel tips and tricks for advanced users – #lesson by Dmitry Yezepov This lesson shows top Excel 2013/2016/2019 tricks...</div>               | <div>VIEWS</div> <div>6 077</div> <div>REPOSTS</div> <div>78</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.6%</div> |
| <div><div>Nº2</div><div>13.06 · 05:44</div><div>VIDEO</div></div> <div>Why we get jealous – #lecture Right Hemisphere Introvert Is jealousy really a sign of love? Types of jealousy, how...</div>                         | <div>VIEWS</div> <div>5 971</div> <div>REPOSTS</div> <div>62</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.5%</div> |
| <div><div>Nº3</div><div>15.06 · 13:06</div><div>VIDEO</div></div> <div>Stone Age: History of the Ancient World – #lecture from the channel Running Valenki A very simple and clear lecture where you'll learn how...</div> | <div>VIEWS</div> <div>5 945</div> <div>REPOSTS</div> <div>29</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.5%</div> |

|                                                                                                                                                                                            |                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 15.06 · 05:44 <b>VIDEO</b><br><b>How to improve your mind – #lesson by Simple Thoughts A lesson that will teach you to think and solve complex problems, solutions for...</b>   | <div>VIEWS</div> <b>5 862</b><br><div>REPOSTS</div> <b>89</b><br><div>REACTIONS</div> —<br><div>ER</div> <b>2.5%</b> |
| <b>Nº5</b> 16.06 · 05:04 <b>VIDEO</b><br><b>How to make your own AI blogger – #lesson by Serge_Ai In this video, the author shows how to create an AI blogger "with your own hands"...</b> | <div>VIEWS</div> <b>5 793</b><br><div>REPOSTS</div> <b>91</b><br><div>REACTIONS</div> —<br><div>ER</div> <b>2.5%</b> |

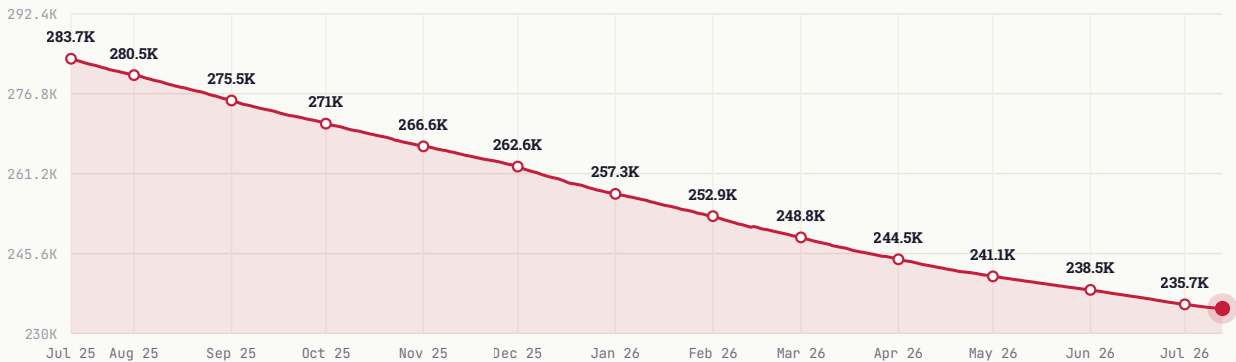
## WORST 3

|                                                                                                                                                                                                                    |                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| ↓ 09.07 · 06:45 <b>VIDEO</b><br><b>How to make a presentation more interesting: 7 ideas - #lesson by Mikhail Kuznetsov A short lecture on how to visually improve a presentation by an order of magnitude –...</b> | <div>VIEWS</div> <b>3 561</b><br><div>REPOSTS</div> <b>25</b><br><div>REACTIONS</div> —<br><div>ER</div> <b>1.5%</b> |
| ↓ 09.07 · 14:20 <b>VIDEO</b><br><b>Proper speech - #lecture by Anna Vall A lecture on written language literacy. You'll learn how to communicate better in official correspondence, about...</b>                   | <div>VIEWS</div> <b>3 350</b><br><div>REPOSTS</div> <b>41</b><br><div>REACTIONS</div> —<br><div>ER</div> <b>1.4%</b> |
| ↓ 22.06 · 14:31 <b>VIDEO</b><br><b>(post without caption – video)</b>                                                                                                                                              | <div>VIEWS</div> <b>3 312</b><br><div>REPOSTS</div> —<br><div>REACTIONS</div> —<br><div>ER</div> <b>1.4%</b>         |

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 which it lost subs.



START OF PERIOD

283 657

NOW

234 891

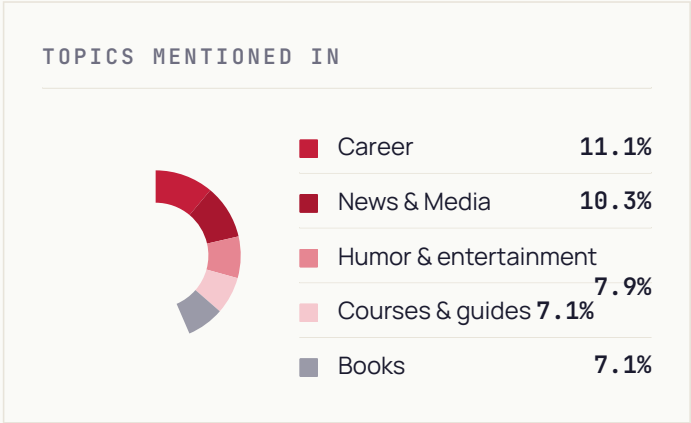
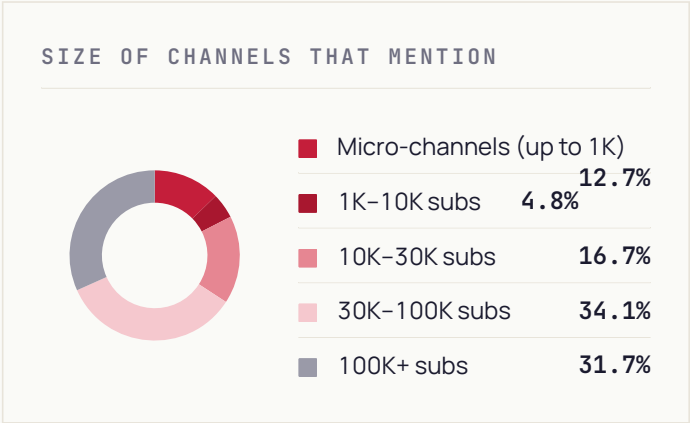
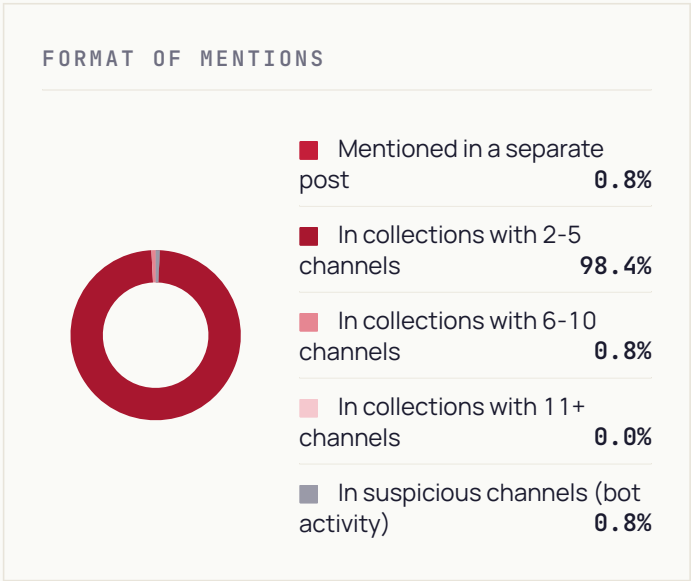
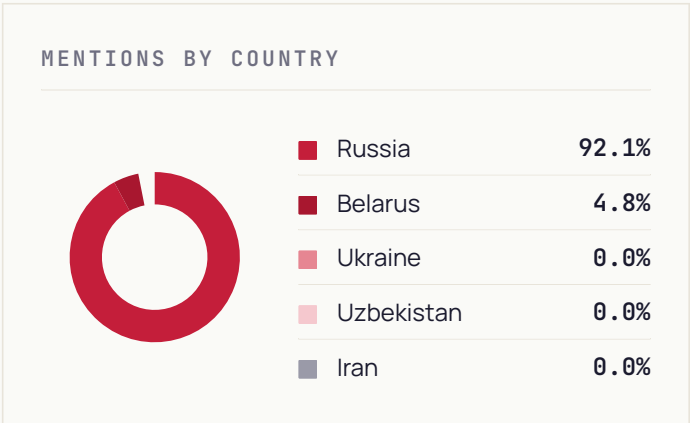
NET GROWTH

-48 766

SECTION 04 · MENTIONS

# Who mentions the channel and how

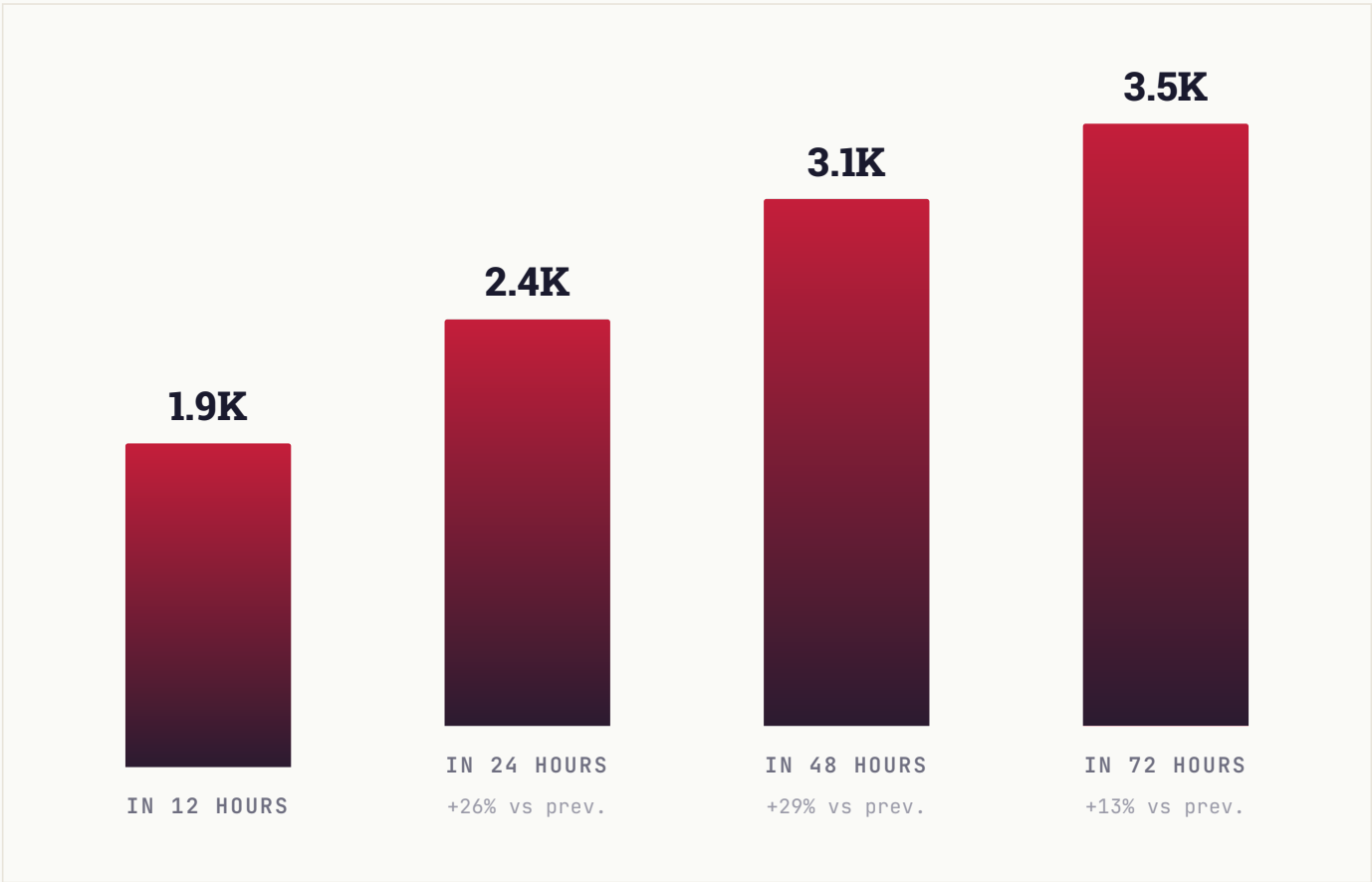
Citation index **51** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **217** different channels.



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 should «live».





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                              | SUBSCRIBERS |
|------------------------------------------------------|-------------|
| <div>Mم</div> <b>Manjmy</b> منجمی                    | 406.4K      |
| <div>BO</div> <b>Free education</b>                  | 312.1K      |
| <div>UF</div> <b>UDEMY FREE   Coursevania</b>        | 257.7K      |
| <div>MO</div> <b>My Education</b> YOU                | 234.9K      |
| <div>EC</div> <b>Extreme Cursos</b>                  | 173.3K      |
| <div>FC</div> <b>Free Courses With Certificates!</b> | 168.7K      |
| <div>كو</div> <b>كورسات ووظائف مجانية</b>            | 152K        |
| <div>نن</div> <b>نیمہ نیکخواہ   یوتیوب گرام</b> 💎    | 149.9K      |
| <div>لا</div> <b>لوعة الفراق</b>                     | 138.3K      |
| <div>WD</div> <b>Web Development</b>                 | 133.5K      |
| <div>CY</div> <b>Cupones y Cursos Gratis</b>         | 132.2K      |

COMPARATIVE INSIGHT

Channel in top-10 niche (#4 of 100). Strong position. Niche leader — **Manjmy** منجمی (406.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · NICHE COMPARISON

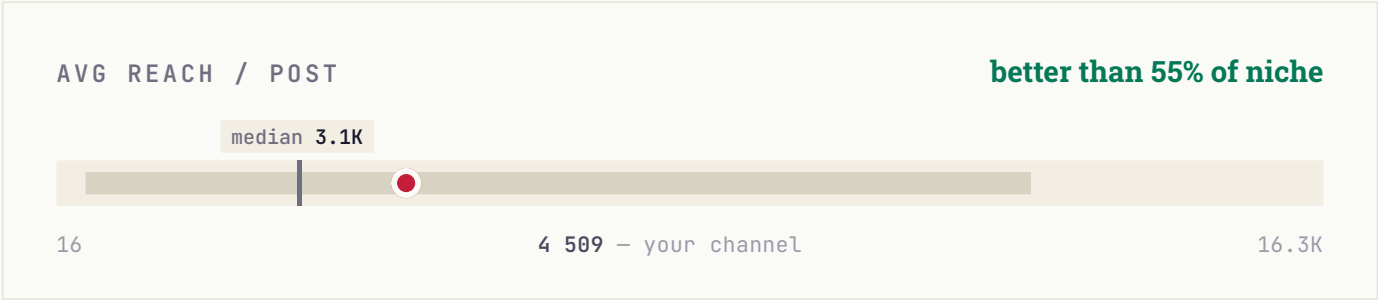
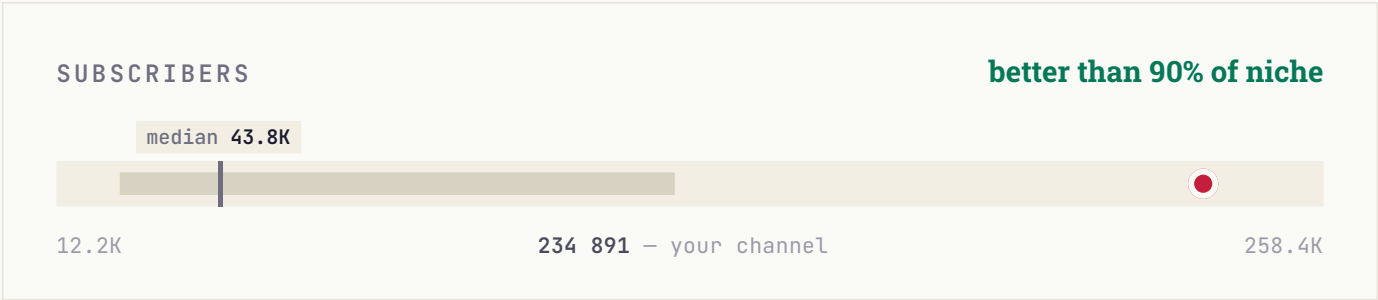
# Where the channel stands in its league

Took top-100 channels in category «Courses & guides» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#4/100

RANK IN NICHE

Channel in top 4% courses & guides Russia



## — SECTION 08 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off as done and return to this report in a month.

01

## Top post of the week — on Sunday

Audience is most active on this day at 08:00 MSK.

IMPACT

**Best window  
for an  
important post**

02

## ER below niche benchmark — rethink formats

Current ER 1.92% vs norm 6.0%. Try polls and interactive formats.

IMPACT

**+4.1pp ER**

03

## Systematic traffic buying

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

IMPACT

**+1000-3000  
subs**

04

## Test polls and interactive formats

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

IMPACT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT

**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 with us and hit your growth target in a month.

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01 **Launch ad in  
Telegram**

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

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02 **Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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