

PUBLIC REPORT BY PROMTPRESS

Channel audit

Nurse!



@msestra

Professional publication about nurses. Private channel «Nurse PRO»: <https://t.me/tribute/app?startapp=sQEg> Ads @Nursetoday
Votes <https://t.me/msestra?boost> RKN registration:...

SUBSCRIBERS

45 139

-81 per month

ERR (% SEE POSTS)

22.0%

daily 10.7%

REACH/POST

9.8K

ad reach 4.8K/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 45 139 —	 SUBSCRIBER REACH 21.75% avg % subs see post	 VIEWS/POST 9.8K median 10.1K · 27 days	 POSTS/WEEK 13.6 for period
 7D TREND -18.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 738 chars median 769 · 27 days	 POSTS IN ANALYSIS 54 27 days
 AD REACH 4.8K 24h avg	 CHURN / MONTH -81 last month	 CITATIONS 18 citation index · 116 channels mentioned all time	 CHANNEL AGE 6 years 5 months created 03.01.2020

AI EDITOR SUMMARY

Channel «MedSestra!» — 45 139 subs. Each post averages 9.8K people (22% from subs), this is average reach — room to grow. Publishes 14 posts per week (~2/day) — regular schedule. For week 15–21 Jun, reach dropped -18.3% to week 8–14 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outliers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 54 posts over 27 days.
- 02 Dominant format — Video (22/54 posts).
- 03 Avg post length — 738 chars (median 769).
- 04 Peak audience activity — Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (12.6K avg for top vs 6.9K for bottom) — among 54 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 16:30 PHOTO Ministry of Health: paramedics and midwives must be ready to work at the level of a diagnostic doctor. The Minister of Health said that in a situation where...	VIEWS 12 996 REPOSTS 22	REACTIONS — ER 28.8%
Nº2 11.06 · 09:48 PHOTO LDPR proposes a quality rating for hospital & clinic admissions on Gosuslugi. The initiative was sent to the head...	VIEWS 12 529 REPOSTS 11	REACTIONS — ER 27.8%
Nº3 02.06 · 03:53 PHOTO Four monochorionic twins born in St. Petersburg. Case called unique. Governor came to discharge and gave the family...	VIEWS 12 233 REPOSTS 44	REACTIONS — ER 27.1%

Nº4 05.06 • 13:45 VIDEO Nurses who became nutritionists will undergo accreditation in this specialty. For mid-level medical staff when obtaining...	VIEWS 12 205 REACTIONS — REPOSTS 26 ER 27.0%
Nº5 03.06 • 13:20 VIDEO Senior nurses in Kommunarka do not report to the department head. The head physician of Kommunarka stated that the image of the team and clinic...	VIEWS 11 889 REACTIONS — REPOSTS 49 ER 26.3%

WORST 3

↓ 23.06 • 18:51 VIDEO Social payments helped reverse the trend of healthcare worker outflow — Ministry of Health. The Minister of Health noted a reversal of the trend on...	VIEWS 7 035 REACTIONS — REPOSTS 8 ER 15.6%
↓ 23.06 • 12:32 TEXT Nurses working long hours in ORs have worse mental health. Cause — lack of daylight. ORs...	VIEWS 6 833 REACTIONS — REPOSTS 23 ER 15.1%
↓ 23.06 • 18:04 VIDEO «Mentorship should not be formal» — Putin. Putin told the Government to avoid formal...	VIEWS 6 689 REACTIONS — REPOSTS 9 ER 14.8%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

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

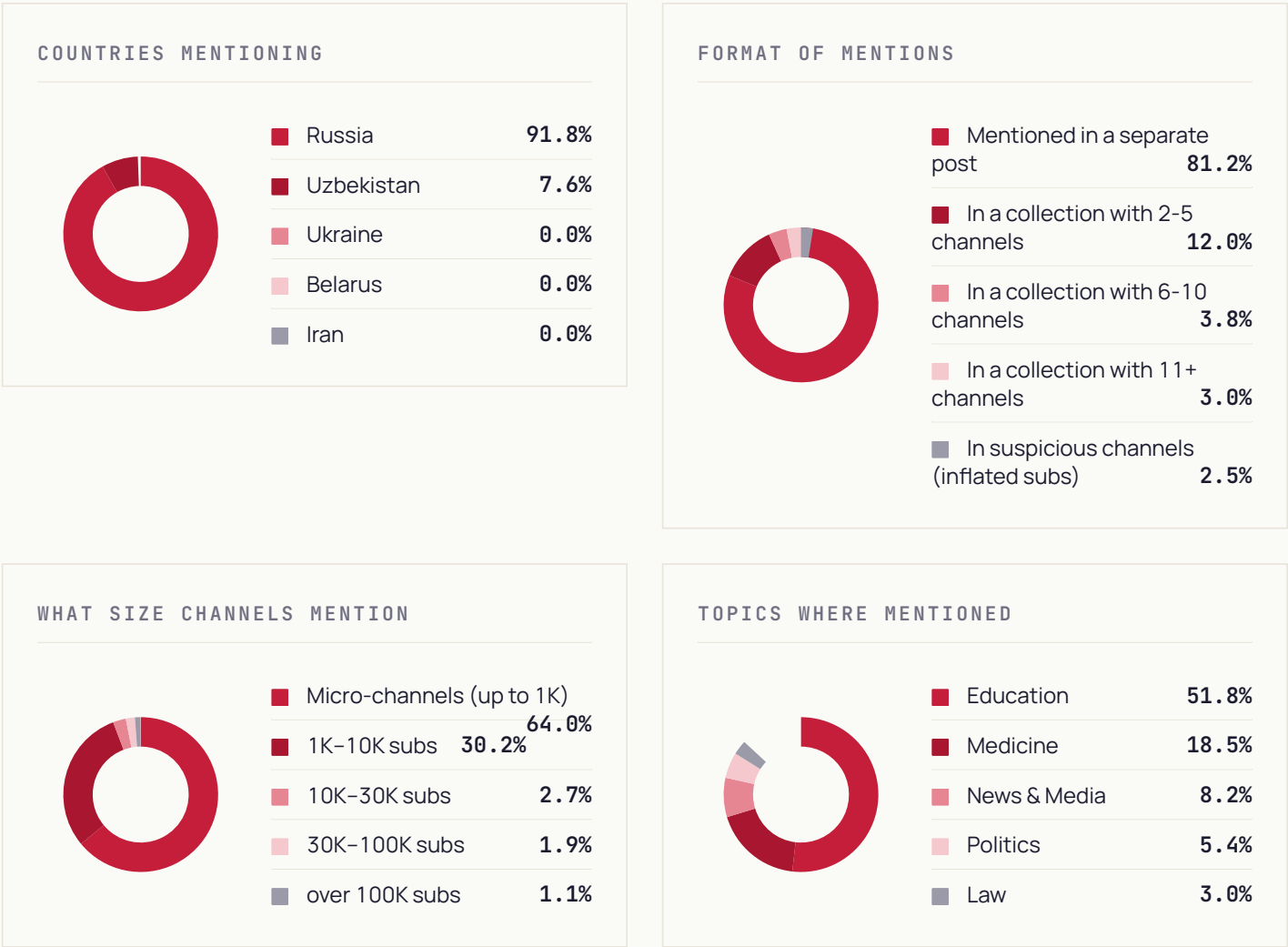


START OF PERIOD	NOW	NET GROWTH
44 293	45 139	+846

SECTION 04 · CITATIONS

Who mentions the channel & how

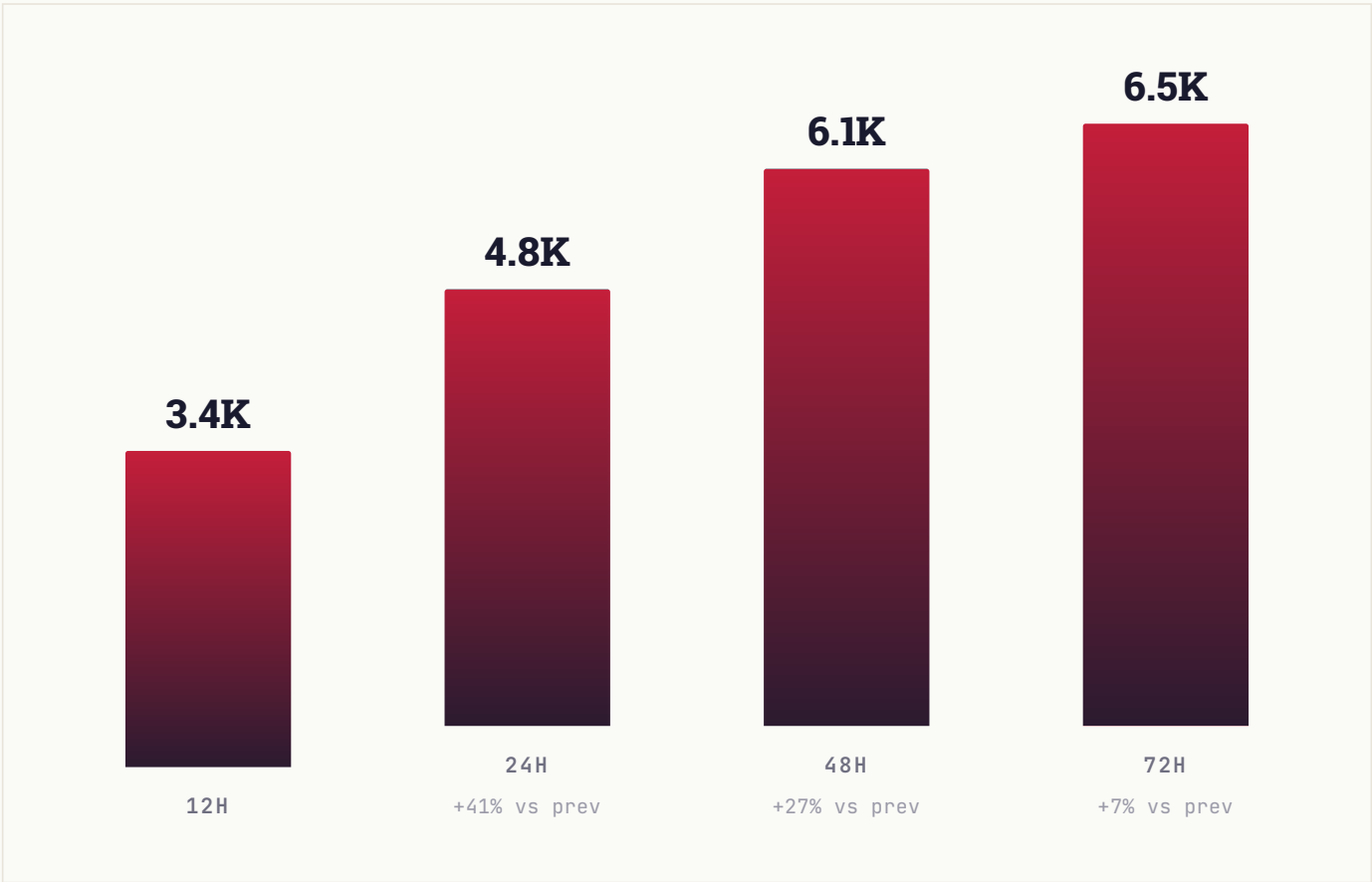
Citation index **18** — channel popularity rating based on mentions. Accounts for both quantity and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **116** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long 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
BI Blog from the morgue	358.5K
EM Endocrinologist Magerya	293.7K
EP EXPERIENCED PHARMACIST	266.7K
MM Moscow medicine	240.6K
ZH ZdravKontrol	223.5K
KD Dr. Shishonin's channel	215.2K
AT Anatomical Theater	201.3K
MR Mycerina. Childbirth? Call the midwife!	192.5K
DM DOCTOR MYASNIKOV	182.7K
ZS Notes of a Forensic Expert	171.4K
ME Nurse! YOU	45.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Blog from the morgue (358.5K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We record posts in other channels that mention yours every month. Over the last **6 months** such mentions were **23**, they brought **1 297** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	3	3	72
Nov 2025	10	8	242
Oct 2025	6	6	296
September 2025	1	1	185
August 2025	0	0	235
July 2025	3	2	267

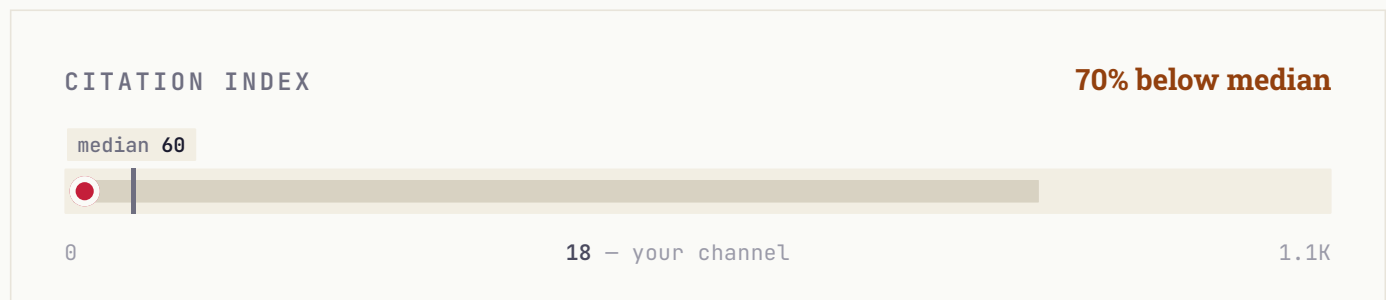
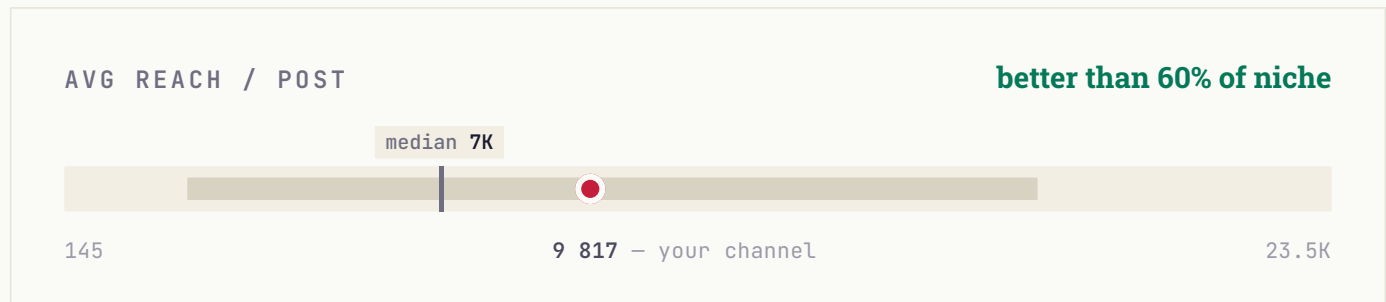
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
23	6	1 297

Where the channel stands in its league

#84 /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 Friday

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

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 boost ER by 5-15%.
One weekly poll on a hot topic is an 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with 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
