

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Science and Universities



@naukauniver

Latest news in science and education Contacts @nauka2030 email:
naukauniver@gmail.com Registered with RKN: <https://clck.ru/3EiMZ3>

SUBSCRIBERS

43 365

-39 per month

ERR (% SEE POSTS)

18.0%

daily 8.3%

REACH/POST

8.2K

ad reach 3.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 43 365 —	 SUBSCRIBER REACH 18.99% avg % subs see post	 VIEWS/POST 8.2K median 5.4K · 29 days	 POSTS/WEEK 27.3 over period
 7D TREND +115.0% vs previous week	 REACTIONS/POST 59.6 6,849 reactions, 6,053 reposts, 2,045 comments	 POST LENGTH 826 chars median 999 · 29 days	 POSTS ANALYZED 115 29 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH -39 last month	 CITATION RATE 551 citation index · 2,437 channels mentioned ever	 CHANNEL AGE 5 years 7 months created 05.12.2020

AI EDITOR SUMMARY

Channel "Science and Universities" — 43 365 subs. Each post avg views 8.2K people (19% from subs), avg reach — room to grow. Publishes 27 posts/week (~4/day) — active. Week Jun 29–Jul 5 reach grew +115.0% vs week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 115 posts in 29 days.
- 02 Dominant format – Text (73/115 posts).
- 03 Avg post length – 826 chars (median 999).
- 04 Peak audience activity – Tue, 14:00 MSK.
- 05 Top posts get 17x more views than weakest (69.9K avg top vs 4.1K worst) – across 115 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 08:58 TEXT News feed again reminded of Yelets State University (YSU). Rector of YSU named after I.A. Bunin Sergey Viktorovich Shcherbatykh...	VIEWS 73 273 REP. 166	REACTIONS 48 ER 169.0%
Nº2 03.07 · 05:58 TEXT #Back_to_print Omsk State Technical University is still restless. Our channel already reported about the letter...	VIEWS 68 710 REP. 237	REACTIONS 26 ER 158.4%
Nº3 01.07 · 05:58 TEXT Rosobrnadzor reported preliminary results of the Unified State Exam 2026. The significant increase in the average score is impressive and alarming at the same time...	VIEWS 67 664 REP. 246	REACTIONS 73 ER 156.0%

Nº4 30.06 • 11:23 TEXT Academician shown a “red card”. A magistrate in Novosibirsk disqualified the chairman of the Siberian Branch of the Russian Academy of Sciences for six months...	VIEWS 65 841 REP. 49 REACTIONS 27 ER 151.8%
Nº5 19.06 • 14:52 TEXT Mikhail Mishustin approved rules for the pilot project on higher education level reform until the 2029/2030 academic year. In...	VIEWS 19 694 REP. 48 REACTIONS 81 ER 45.4%

WORST 3

↓ 22.06 • 12:45 VIDEO (post without caption – video)	VIEWS 4 180 REP. 1 REACTIONS — ER 9.6%
↓ 11.07 • 10:01 TEXT #Neighbors #Direct_speech 🇰🇿 Minister of Education of the Republic of Kazakhstan Zholdas Suleimenova on the status of teachers in the country: “Today Kazakhstan...	VIEWS 4 144 REP. 9 REACTIONS 31 ER 9.6%
↓ 11.07 • 09:01 PHOTO Your first app in the App Store at 22 – a reality with HSE MIPT 🚀 3rd-year HSE MIPT student Maxim Naidenov together with...	VIEWS 4 113 REP. 11 REACTIONS 24 ER 9.5%

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 grew and which lost subs.

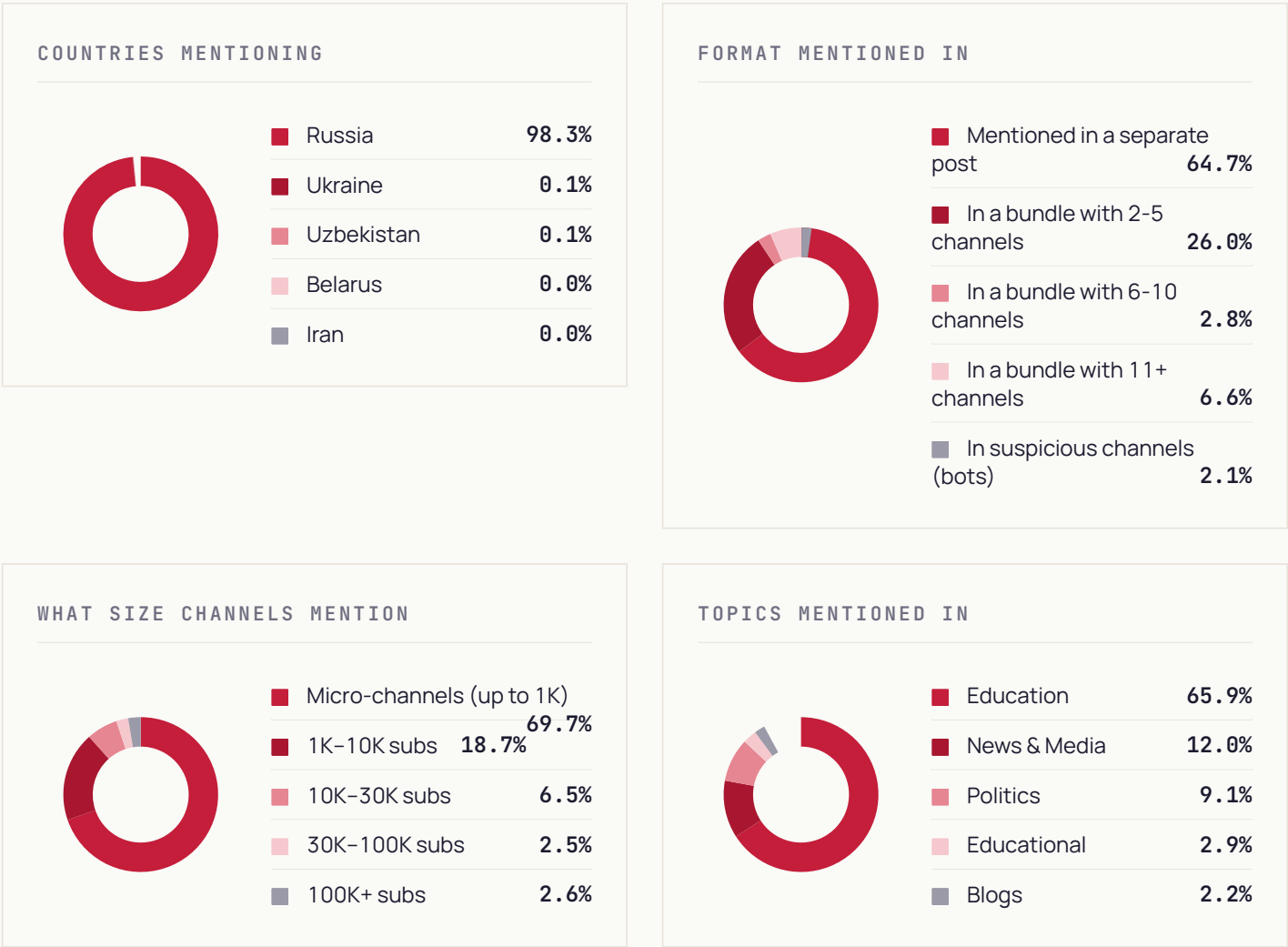


PERIOD START	NOW	NET GROWTH
43 060	43 365	+305

SECTION 04 · CITATIONS

Who and how mentions the channel

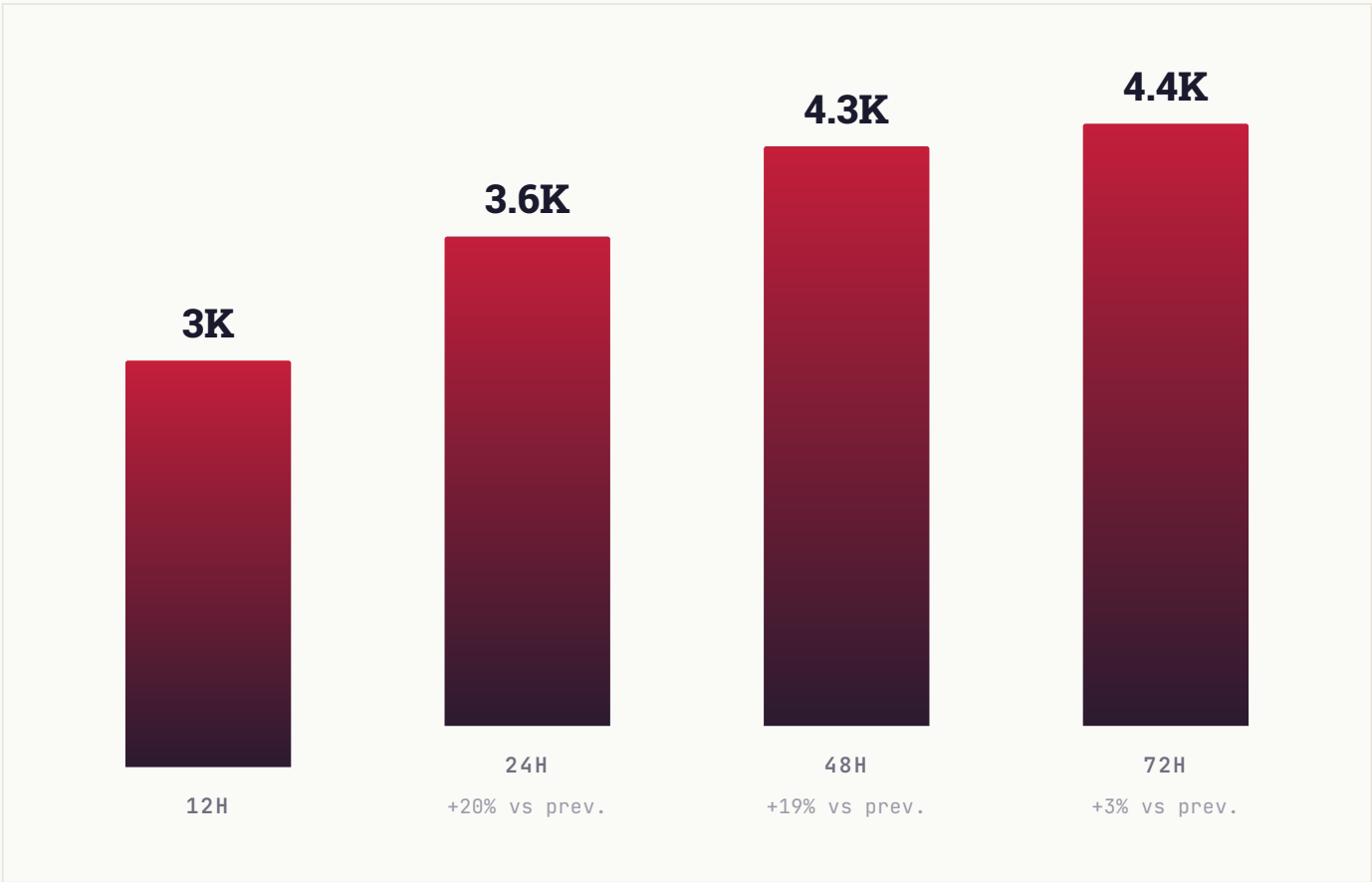
Citation index **551** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel “weighs” more than from a 1K subs channel. All time the channel was mentioned **2 437** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
OT ANSWERS	578.2K
OT ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 UmSchool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of the Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
NI Science and Universities YOU	43.4K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

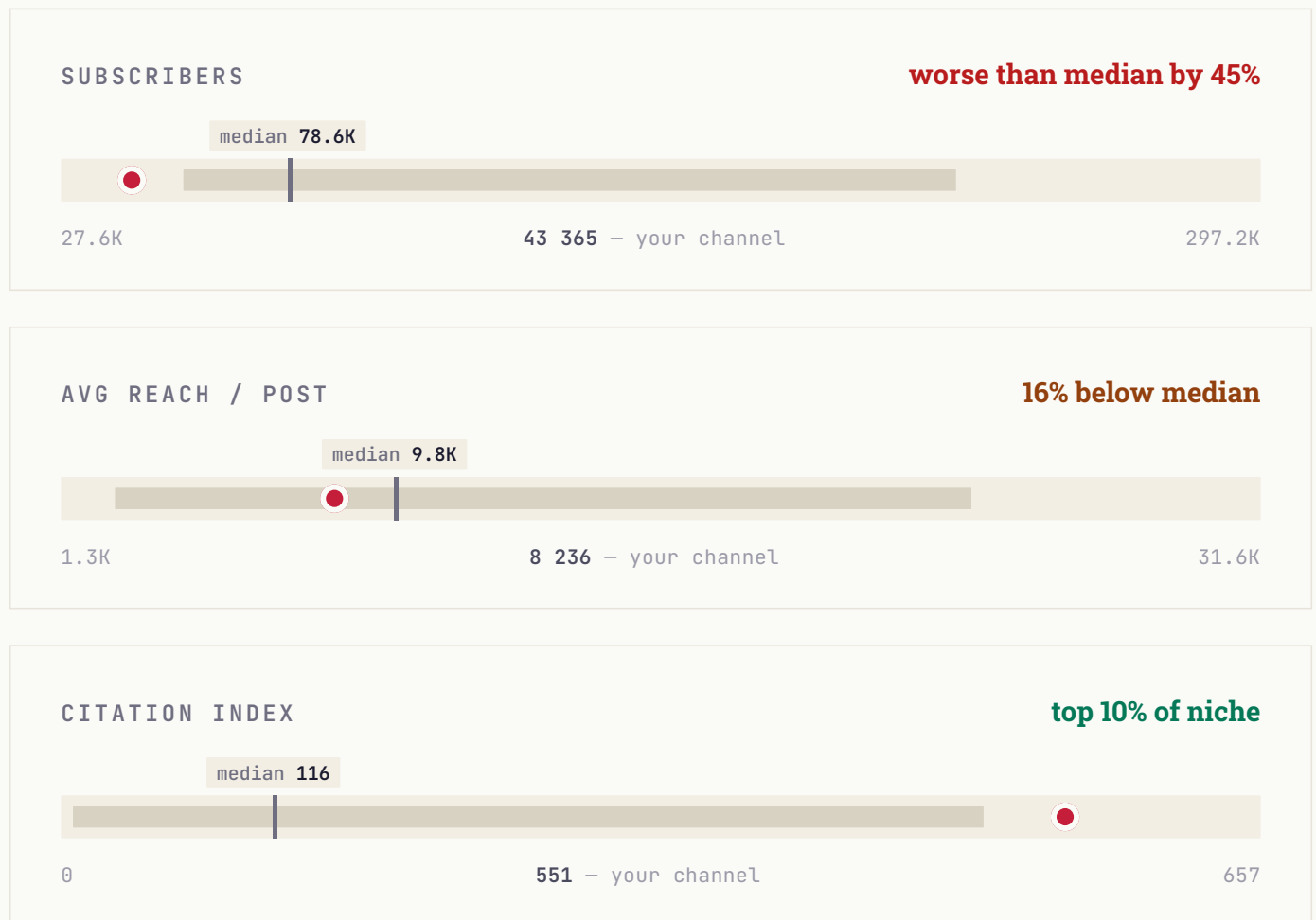
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **1 400**, they brought **1 422** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	172	59	232
December 2025	232	51	137
November 2025	224	56	263
October 2025	280	54	222
September 2025	242	50	83
August 2025	250	57	485
TOTAL MENTIONS			1 400
MONTHS IN DATA			6
ATTRACTED SUBSCRIBERS			1 422

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Education» (Russia) and compared how your channel looks against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— 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 Tuesday

Audience is most active on this day at 14:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
