

PUBLIC REPORT BY PROMTPRESS

Channel audit

Public Safety

Kazakhstan



@nordkazakh89

Our Telegram channel is your source of truth about Kazakhstan, CIS, and world events! Open fight against Nazism, exposure of corrupt media, and countering Western propaganda. Subscribe to know...

SUBSCRIBERS

11 665

-203 per month

ERR (% SEE POSTS)

10.0%

in 24h **4.2%**

REACH/POST

1.1K

ad reach **496**/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 calculation period.

 SUBSCRIBERS 11 665 —	 SUBSCRIBER REACH 9.5% avg % subs see post	 VIEWS/POST 1.1K median 1.1K · 28 days	 POSTS/WEEK 11.1 over period
 7D TREND -3.6% vs previous week	 REACTIONS/POST 25.4 total 1,145 reactions, 109 reposts, 0 comments	 POST LENGTH 660 chars median 866 · 28 days	 POSTS ANALYZED 45 28 days
 AD REACH 496 24h avg	 CHURN / MONTH -203 last month	 CITATION RATE 143 citation index · 365 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 21.01.2023

AI EDITOR SUMMARY

Channel «Public Safety Kazakhstan🇰🇿» — 11 665 subs. Each post averages 1.1K people (10% of subs), reach is low — consider expanding audience. Posts 11 posts/week (~2/day) — regular pace. Week Jun 22–28 reach stable (-3.6% vs week 15–21 Jun).

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 TOP POSTS SHARE

- 01 Analysis based on 45 posts in 28 days.
- 02 Dominant format – Photo (21/45 posts).
- 03 Avg post length – 660 chars (median 866).
- 04 Peak audience activity – Thursday, 15:00 ALMT.
- 05 Strongest posts get 2x more views than the weakest (1.9K avg for top vs 879 for worst) – among 45 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 04:32 VIDEO We've been waiting for this. Hurray!!!	VIEWS 2 299 REPOSTS 17	REACTIONS 87 ER 19.7%
Nº2 11.06 · 10:09 PHOTO  CSTO prepares anti-terror strategy until 2030 🇷🇺 In Kazan, another meeting of CSTO Foreign Ministers Council...	VIEWS 1 681 REPOSTS 1	REACTIONS 33 ER 14.4%
Nº3 06.06 · 10:36 PHOTO  In Astana, child-involved road accidents up 36% Capital sees sharp rise in child road traffic injuries. By...	VIEWS 1 604 REPOSTS 1	REACTIONS 24 ER 13.8%

Nº4 05.06 • 11:17 PHOTO Took part in a social video with police for scooter riders. The inspector reminded basic safety rules: wear...	VIEWS 1 550 REPOSTS 1 REACTIONS 33 ER 13.3%
Nº5 08.06 • 13:57 PHOTO (post without caption – photo)	VIEWS 1 497 REPOSTS 2 REACTIONS 21 ER 12.8%

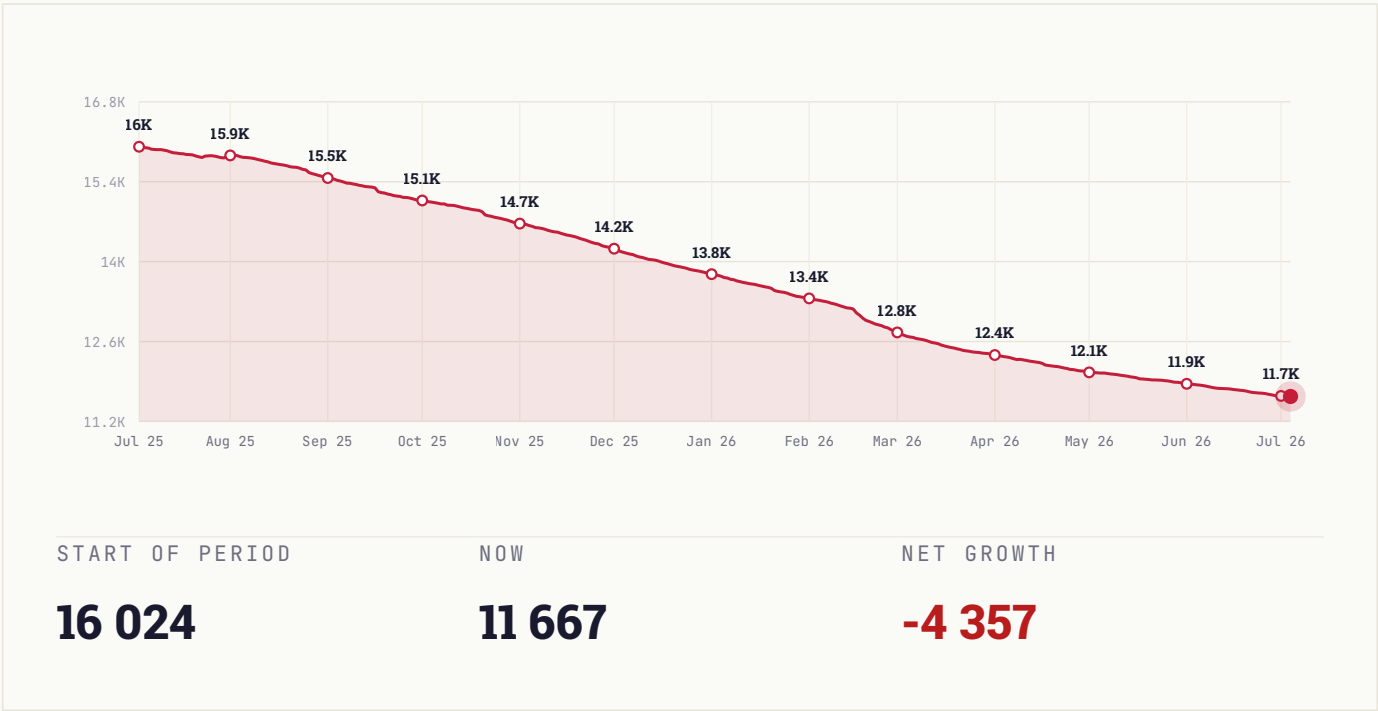
WORST 3

↓ 10.06 • 19:36 VIDEO ! Police warn of hidden threats of "easy money" online Social media and internet ads spread with...	VIEWS 951 REPOSTS 6 REACTIONS 20 ER 8.2%
↓ 30.06 • 03:55 VIDEO Eh, you Russians are wasting your time helping these bots. When the world shits itself again, we'll have to save it again...	VIEWS 904 REPOSTS 6 REACTIONS 47 ER 7.7%
↓ 30.06 • 06:55 VIDEO Sentence for 'Galaktika' arsonist in Petropavlovsk 33-year-old Pavel Stravinskias gets five years in maximum-security colony...	VIEWS 783 REPOSTS 1 REACTIONS 14 ER 6.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

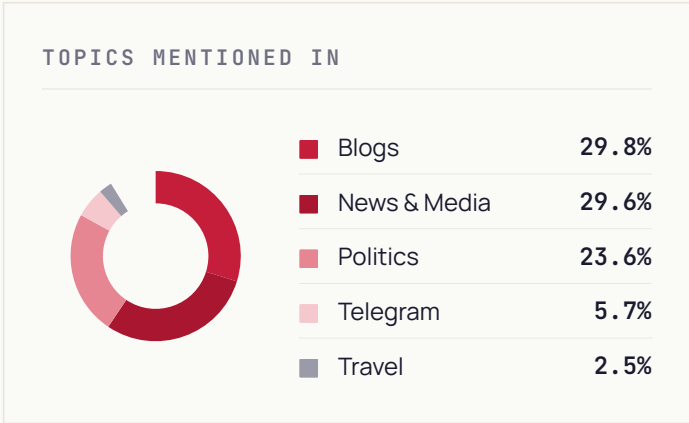
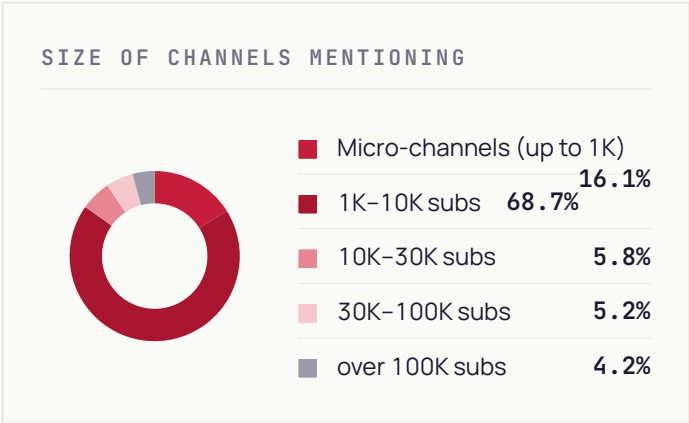
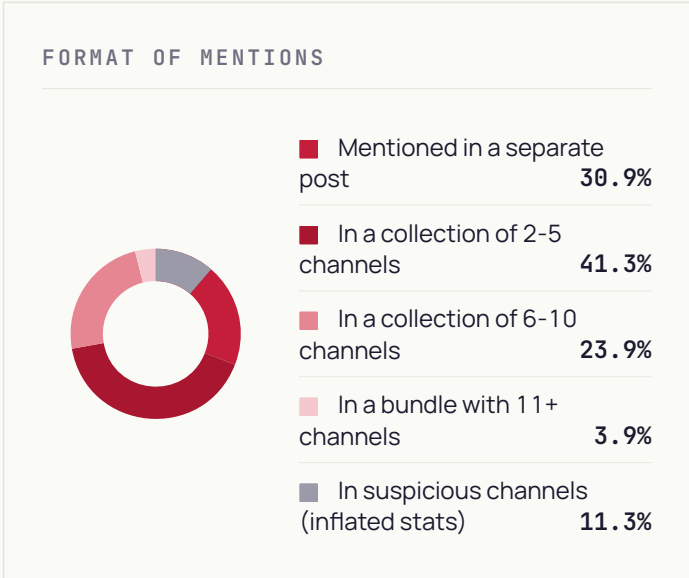
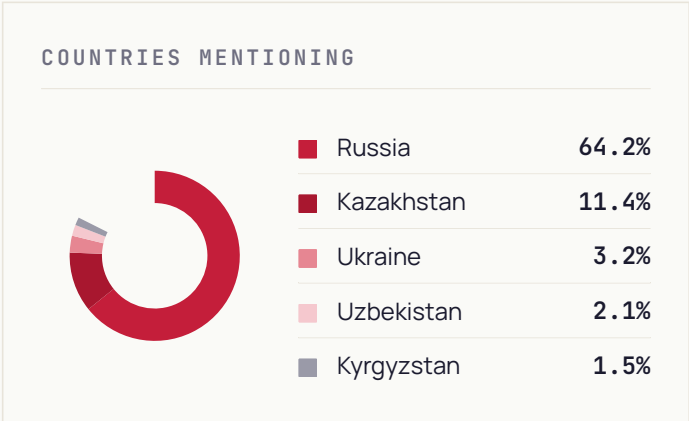
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

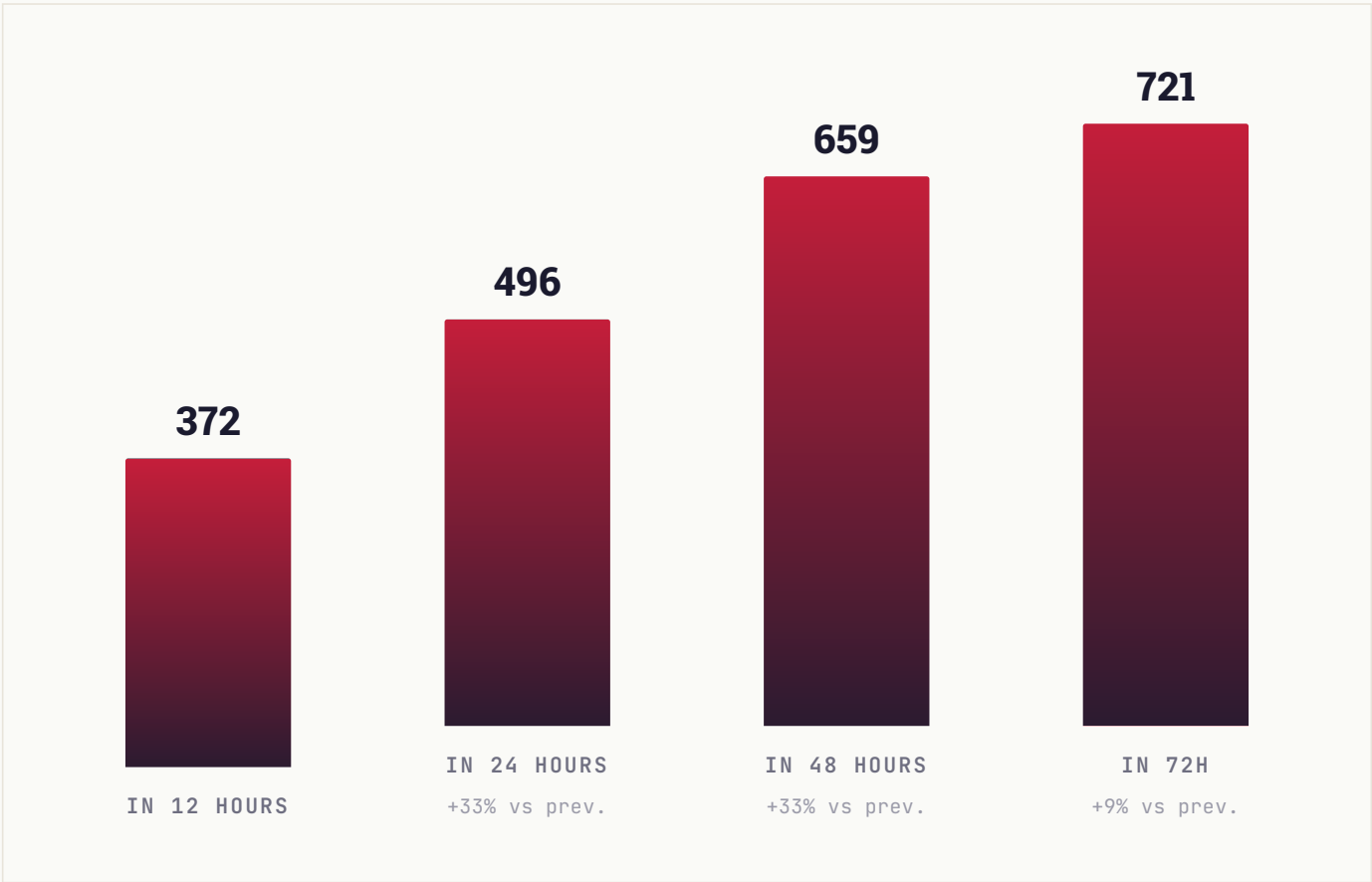
Citation index **143** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **365** different channels.



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 neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
About Public Safety Kazakhstan🇰🇿 YOU	11.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#89 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **72**, they brought **17** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	2	1	0	
December 2025	13	13	0	
November 2025	1	1	0	
October 2025	1	1	0	
Sep 2025	8	5	1	
August 2025	47	42	16	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
72	6	17

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

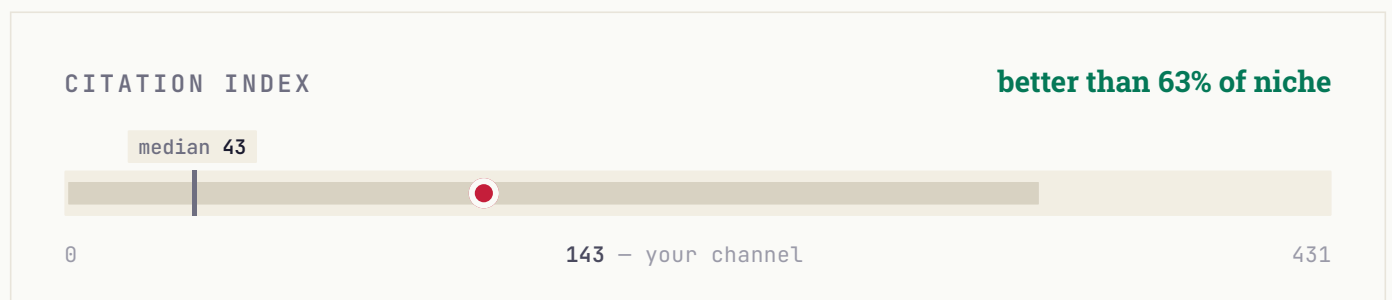
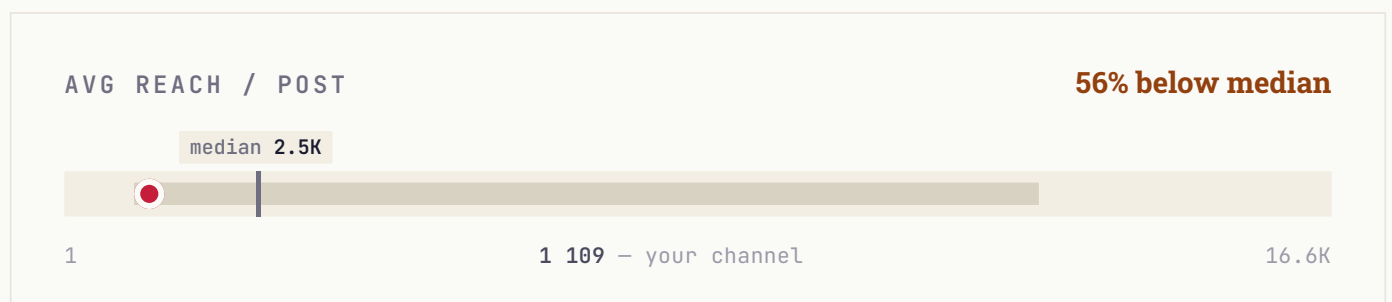
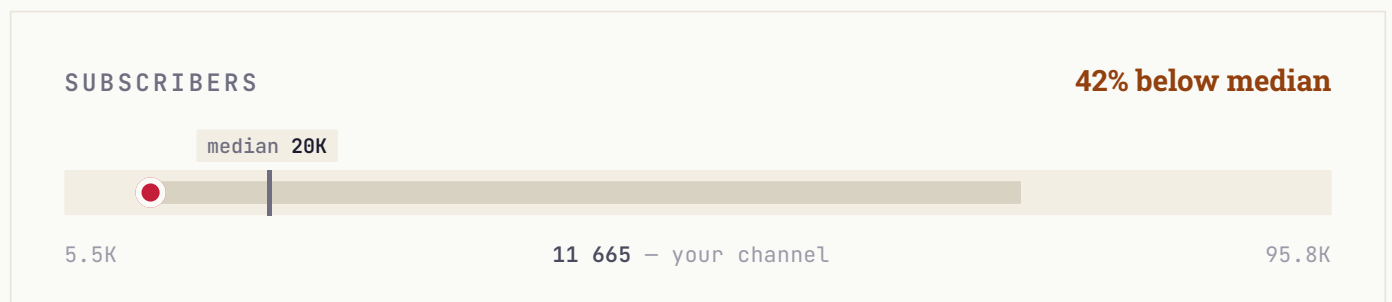
Took top-100 channels in «News & Media» and saw how your channel compares.
 Gray bar — range for 80% of niche channels (p10 to p90). Black vertical — median.
 Red dot — your channel.

#89

/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

Best post day — Thursday

Audience is most active on this day at 15:00 ALMT.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with channels in the same segment 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
