

PUBLIC REPORT BY PROMTPRESS

Channel audit

Education of Moscow Region



@obr_mo

Education news in Moscow region. Official site: <https://mo.mosreg.ru> VK page: <https://vk.com/minobrmo> Registered in RKN list:...

SUBSCRIBERS

96 504

-1036 per month

ERR (% SEE POSTS)

12.0%

in 24 hrs 4.5%

REACH/POST

12.9K

ad reach 4.4K/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.

 SUBSCRIBERS 96 504 —	 SUBSCRIBER REACH 13.37% avg % subs see post	 VIEWS/POST 12.9K median 12K · 25 days	 POSTS/WEEK 5.4 over period
 7D TREND -6.1% vs previous week	 REACTIONS/POST 106.2 only 2,125 reactions, 779 reposts, 24 comments	 POST LENGTH 538 chars. median 508 · 25 days	 POSTS ANALYZED 20 25 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH -1036 last month	 CITATION RATE 433 citation index · 2,128 channels mentioned all time	 CHANNEL AGE 7 years 8 months created 08.11.2018

AI EDITOR SUMMARY

Channel «Education of Moscow Region» – 96 504 subs. Each post averages 12.9K people (13% of subs), reach is low – consider expanding audience. Publishes 5 posts per week (~1/day) – rare posts. For week Jun 29 – Jul 5 reach dropped -6.1% by week 22–28 Jun – worth analyzing why.

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 **20** posts over 25 days.
- 02 Dominant format – **Photo** (19/20 posts).
- 03 Avg post length – **538** chars (median 508).
- 04 Peak audience activity – **Monday**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (18.8K avg for top vs 7.6K for worst) – among 20 posts in 25 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

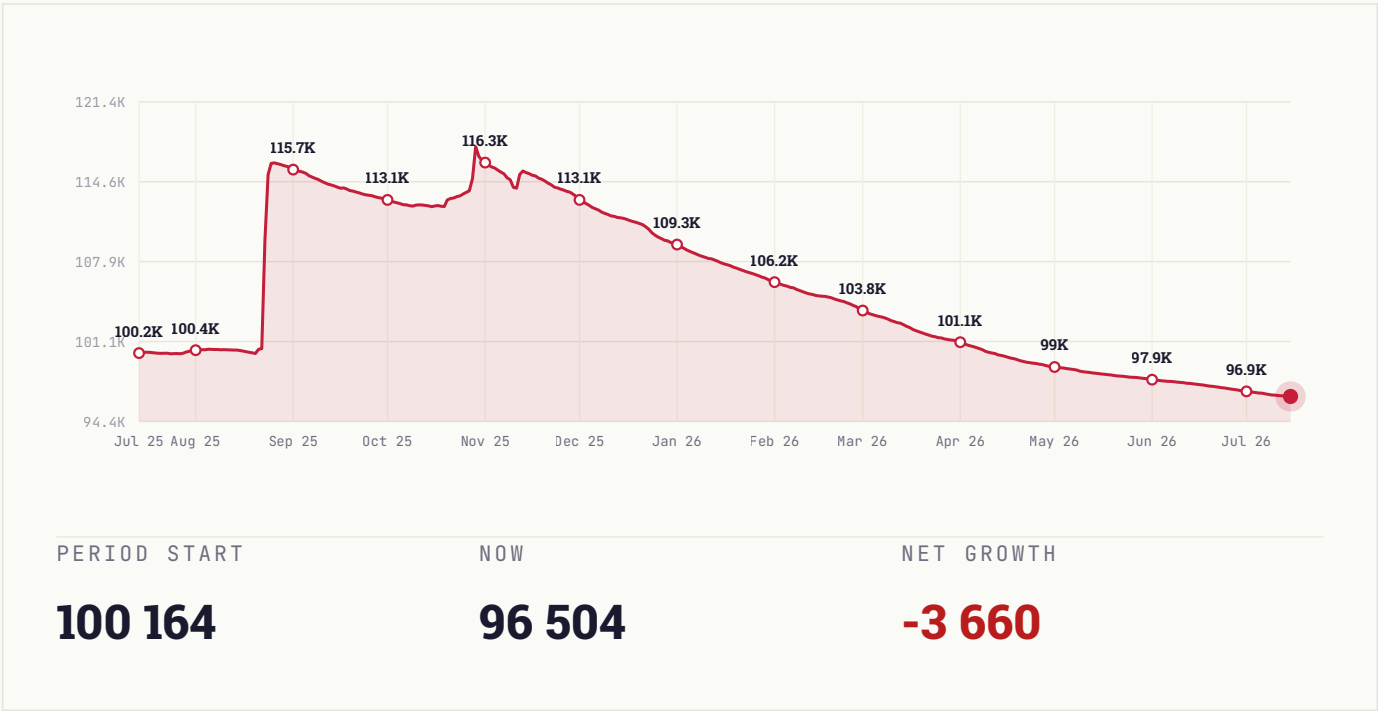
Nº1 06.07 · 07:51 PHOTO  Second Wave of First-Grade Enrollment Starts! Applications for first grade outside registration area now open. 📅 Enrollment runs until...	VIEWS 20 139 REPOSTS 45	REACTIONS 17 ER 20.9%
Nº2 29.06 · 09:39 TEXT  Moscow Region Grad Scores Perfect 400 on Unified Exam! Alexey Mayorov from Lyceum in Pavlovo-Posadsky district got 100 points in...	VIEWS 18 721 REPOSTS 79	REACTIONS 229 ER 19.4%
Nº3 19.06 · 15:31 PHOTO  Drone Threat: What Kids Need to Know? Key safety rules in case of danger. Especially important now to be in...	VIEWS 17 579 REPOSTS 128	REACTIONS 38 ER 18.2%

Nº4 26.06 • 07:49 PHOTO 🔥 Proud of Our Teachers! We want to highlight educators who trained the most top-scorers in Moscow Region.  Top...	VIEWS 16 390 REACTIONS 200 REPOSTS 46 ER 17.0%
Nº5 23.06 • 14:10 PHOTO  100 Four Students with 300+ Points in Moscow Region! Vice-Governor Lyudmila Bolataeva reported. ▪ Alexey Mayorov, Lyceum...	VIEWS 15 575 REACTIONS 190 REPOSTS 94 ER 16.1%
WORST 3	
↓ 07.07 • 10:04 PHOTO !!!!!! How Does AI Use Change as Kids Grow? Neural networks become a common tool for...	VIEWS 8 345 REACTIONS 62 REPOSTS 4 ER 8.6%
↓ 08.07 • 14:19 PHOTO 👤 Today met with our graduates who achieved outstanding Unified Exam results this year, their parents and teachers. Sincerely...	VIEWS 7 932 REACTIONS 92 REPOSTS 11 ER 8.2%
↓ 11.07 • 07:34 PHOTO 🏆 Breaking News from Colombia! At the 56th International Physics Olympiad (IPhO), three members of the Russian team won gold medals...	VIEWS 6 653 REACTIONS 136 REPOSTS 16 ER 6.9%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

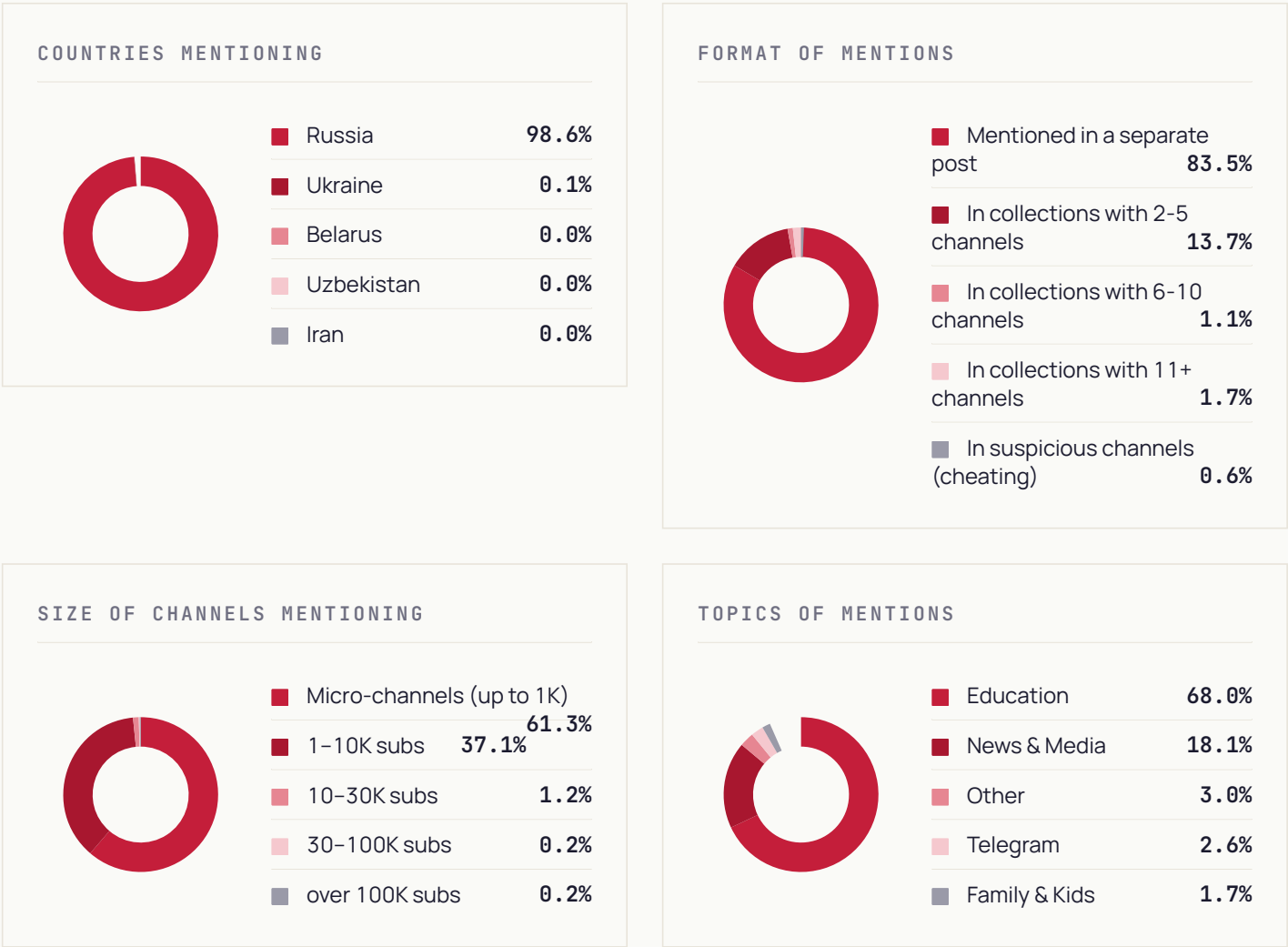
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

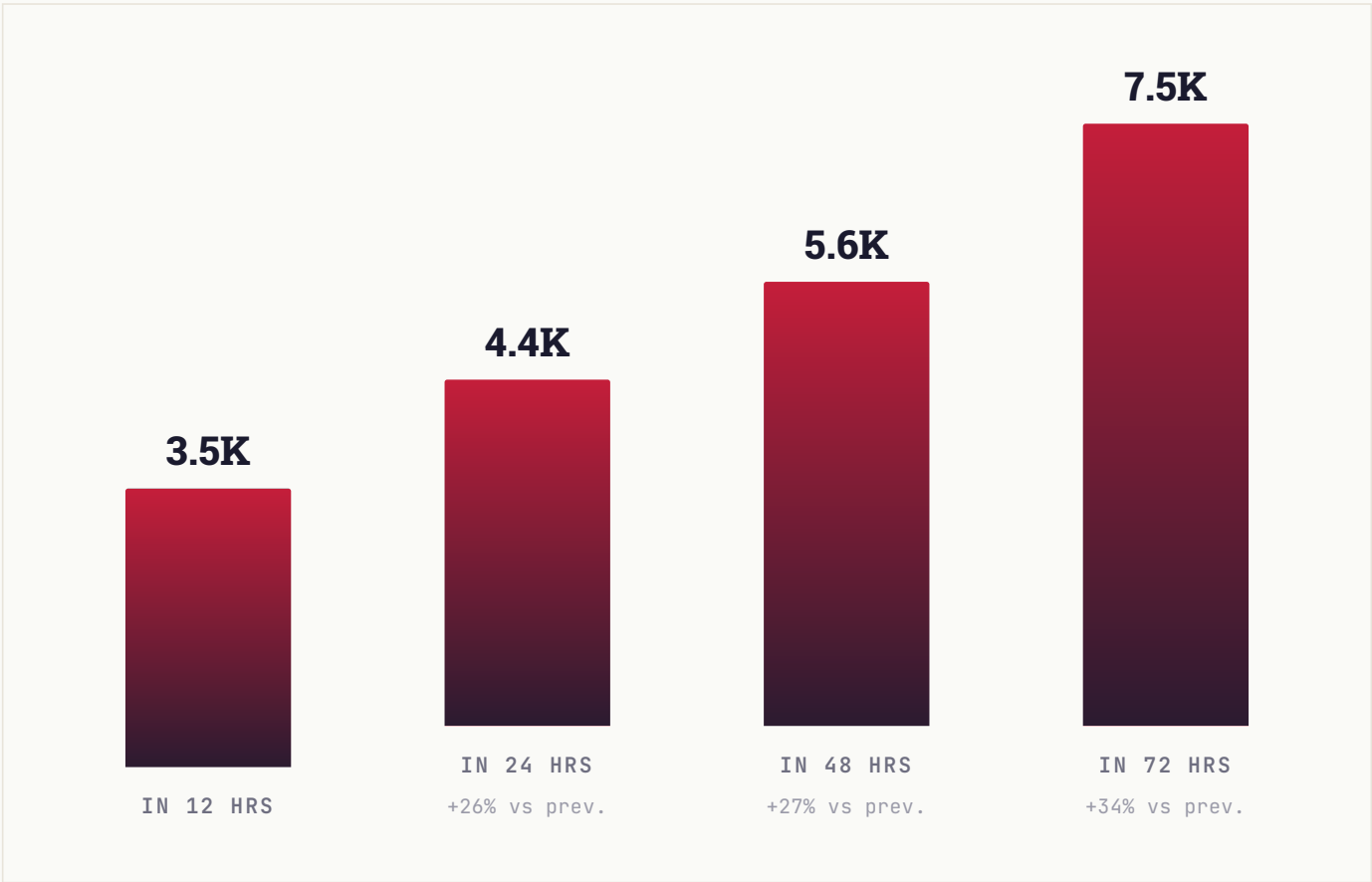
Citation index **433** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **2 128** different channels.



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 highlighted — see its rank among niche peers.

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 Umschool Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow education	233K
OP Education of Moscow Region YOU	96.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#40 of 99). Niche leader — Mathematician Andrey (1M), median subs 78.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **3 153**, they brought **22 973** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	330	161	0	
December 2025	408	212	0	
Nov 2025	624	379	1 460	
Oct 2025	874	377	5 248	
Sep 2025	621	294	32	
August 2025	296	182	16 233	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3 153	6	22 973

— SECTION 08 • NICHE COMPARISON

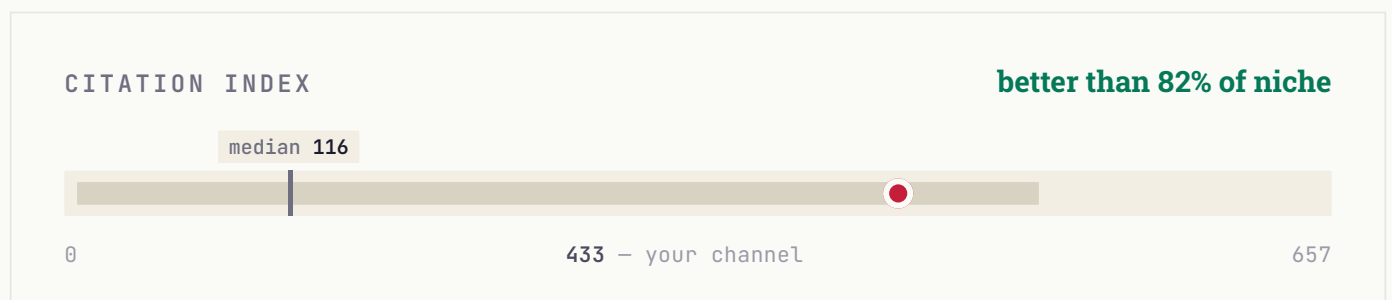
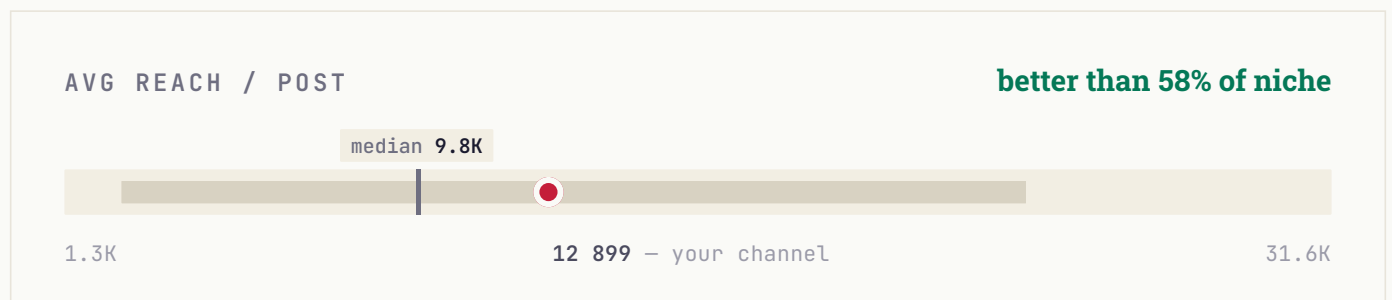
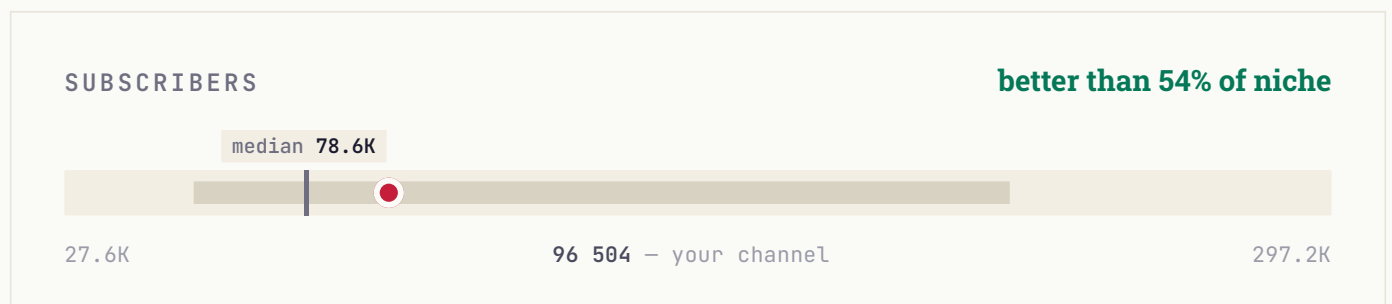
Where the channel stands in its league

Took top-100 channels in category "Education» (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.

#40 /100

POSITION IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01**Main post of the week — on Monday**

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase share of video posts**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 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 your niche.

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

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

EFFECT

**Growth from
relevant
audience**

★ 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 with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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