

PUBLIC REPORT BY PROMTPRESS

Channel audit

Temirtau City Education Department



@ootemirtau

Official group of Temirtau City Education Department

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
18 691	45.0%	8.4K
-869 per month 08.07.2026	per day 16.0%	ad reach 3K /24h
HTTPS://PROMTPRESS.COM/AUDIT/OOTEMIRTAU		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 18 691 —	SUBSCRIBER REACH 44.77% avg % subs see post	VIEWS/POST 8.4K median 8K · 28 days	POSTS/WEEK 6.9 over period
7D TREND +20.8% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 25 chars median 25 · 28 days	POSTS ANALYZED 28 28 days
AD REACH 3K 24h avg	CHURN / MONTH -869 last month	CITATION RATE 0 citation index · 2 channels mentioned ever	CHANNEL AGE 8 years 5 months created 19.01.2018

AI EDITOR SUMMARY

Channel «Education Department of Temirtau» – 18 691 subs. Each post gets avg 8.4K people (45% from subs), this is wide reach for a channel of this size. Publishes 7 posts per week (~1/day) – rare. For week 22–28 Jun reach grew by +20.8% by week 15–21 Jun – positive trend.

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 **28** posts over 28 days.
- 02 Dominant format — **Photo** (26/28 posts).
- 03 Avg post length — **25** chars (median 25).
- 04 Peak audience activity — **Thursday**, 13:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (13.1K avg for top vs 5.8K for worst) — among 28 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 08:09 PHOTO Photo by Khalip Korabaevna	VIEWS	REACTIONS
	16 811	—
	REPOSTS	ER
	16	89.9%
Nº2 19.06 · 10:29 PHOTO Photo by Khalip Korabaevna	VIEWS	REACTIONS
	11 260	—
	REPOSTS	ER
	6	60.2%
Nº3 11.06 · 05:40 PHOTO Photo by Khalip Korabaevna	VIEWS	REACTIONS
	11 258	—
	REPOSTS	ER
	6	60.2%

Nº4

09.06 · 06:48

PHOTO

Photo by Khalip Korabaevna

VIEWS	REACTIONS
10 840	—
REPOSTS	ER
7	58.0%

Nº5

11.06 · 05:40

PHOTO

Photo by Khalip Korabaevna

VIEWS	REACTIONS
10 734	—
REPOSTS	ER
3	57.4%

WORST 3

↓

19.06 · 10:26

PHOTO

Photo by Khalip Korabaevna

VIEWS	REACTIONS
6 120	—
REPOSTS	ER
7	32.7%

↓

19.06 · 10:27

PHOTO

Photo by Khalip Korabaevna

VIEWS	REACTIONS
5 971	—
REPOSTS	ER
6	31.9%

↓

19.06 · 10:26

PHOTO

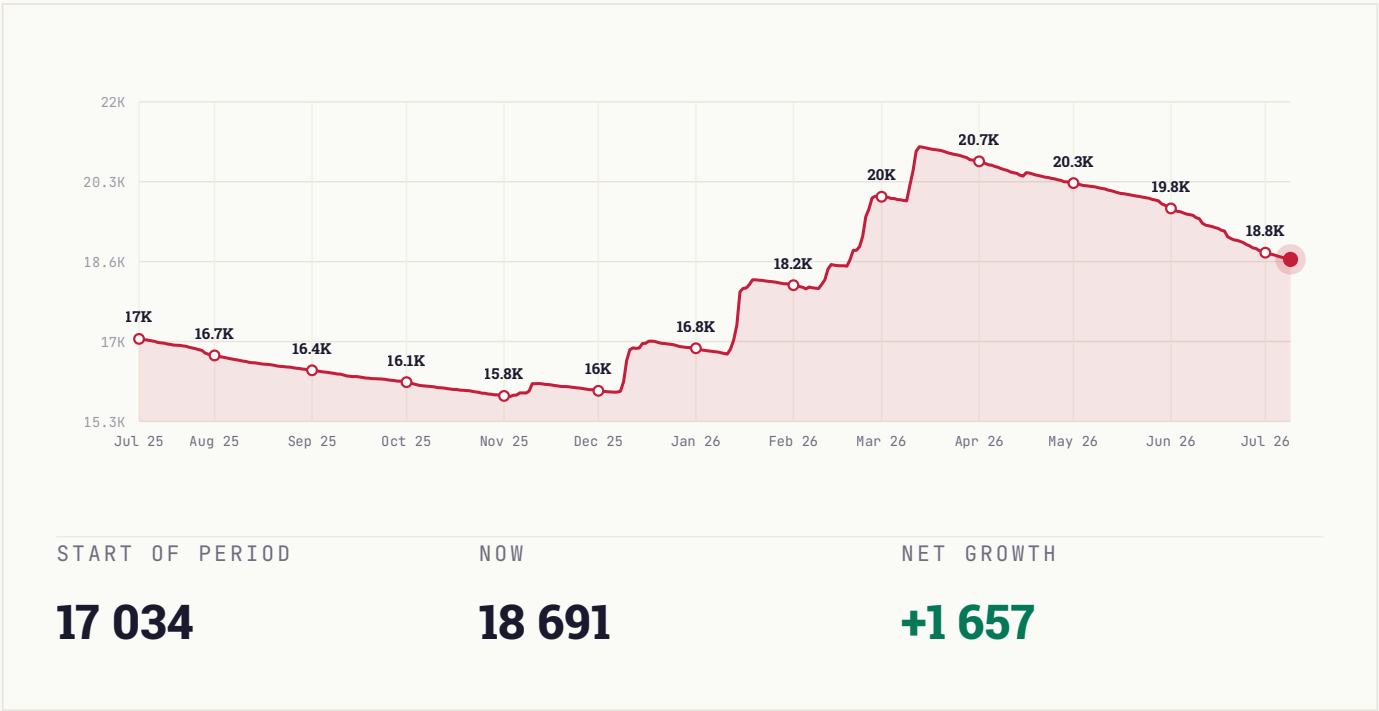
Photo by Khalip Korabaevna

VIEWS	REACTIONS
5 398	—
REPOSTS	ER
2	28.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

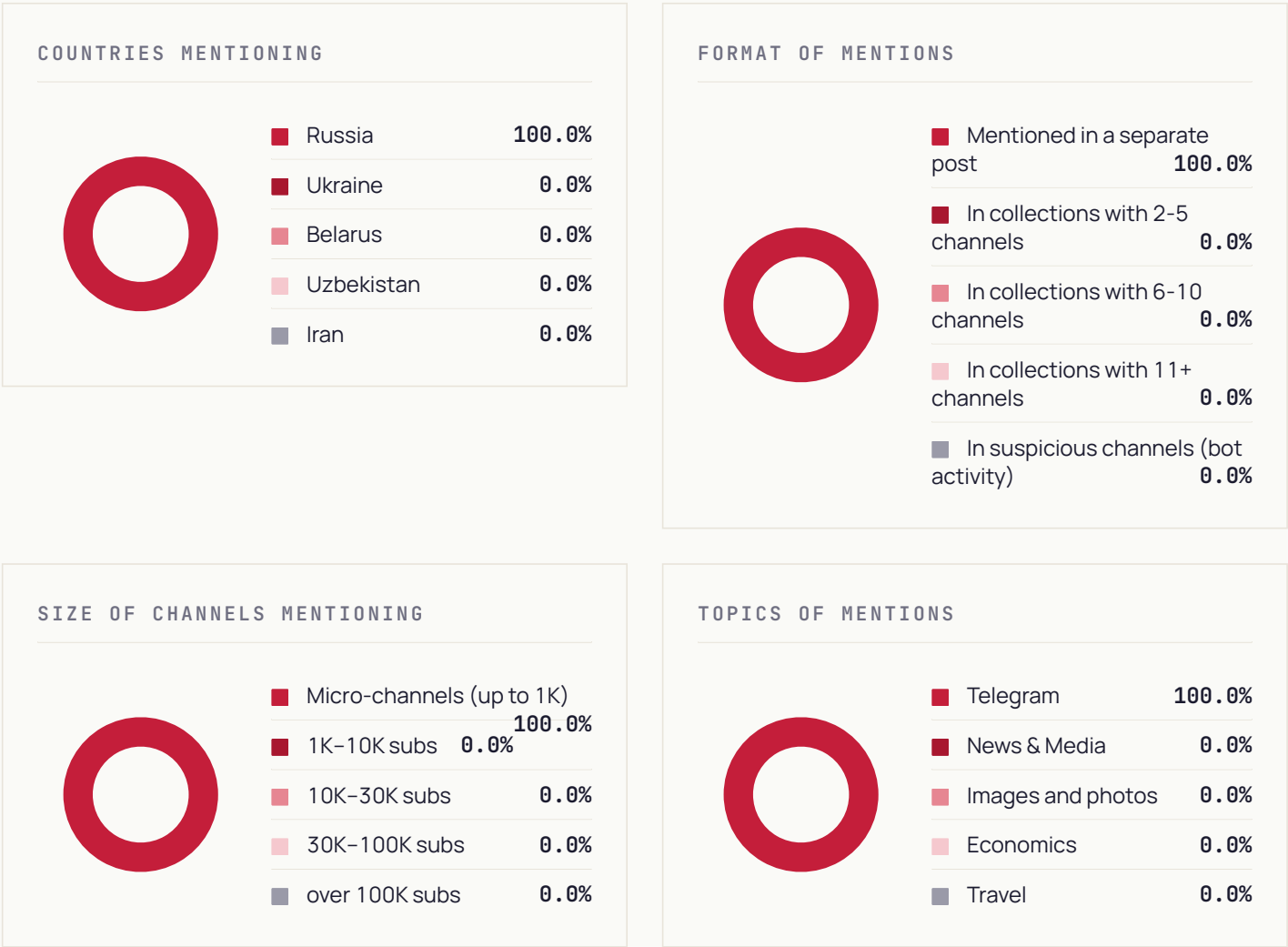
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

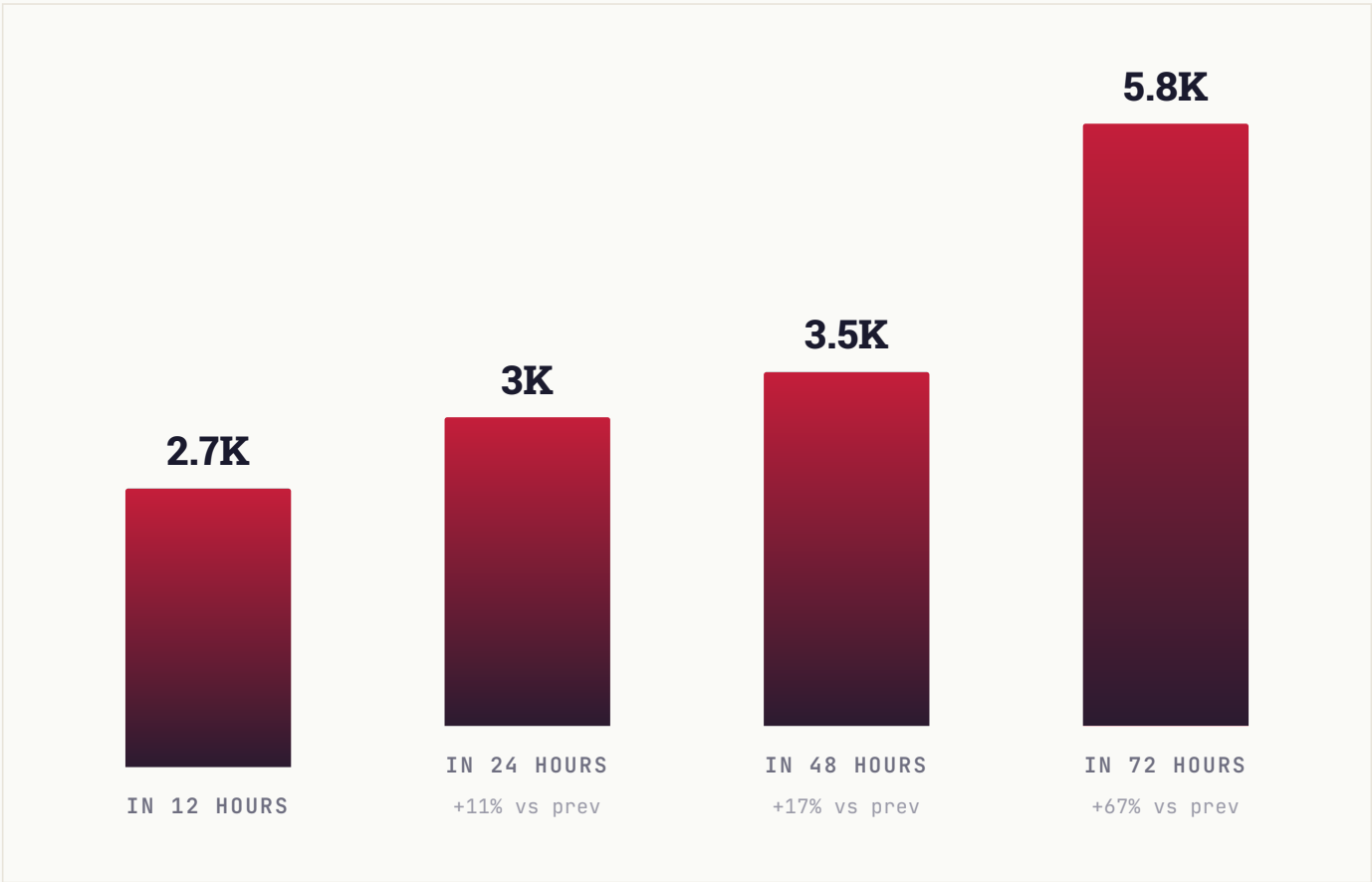
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 2 different channels.



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 stays relevant.



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
TE TESTCENTERKZ	149.2K
CI Visuals didactic materials	75.7K
KA KarGOO	74.3K
CA Creative Asia	70.5K
JO JUZ40 ONLINE ҰБТ	56.1K
GR grants.kz	48K
ҚҒ ҚР Ғылым және жоғары білім министрлігі	46.5K
КЮ  Ministry of Education of the Republic of Kazakhstan	44.7K
KK Kornekilikter_kaz(Тегін канал)	29.2K
VI Visuals methods techniques Free visuals	27.9K
LLC Temirtau City Education Department YOU	18.7K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#20 of 99). Leader — TESTCENTERKZ (149.2K).
Goal for the coming months: enter the niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **2 899** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	1 549	
December 2025	0	0	1 075	
November 2025	0	0	273	
October 2025	0	0	0	
September 2025	0	0	2	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	2 899

SECTION 08 · NICHE COMPARISON

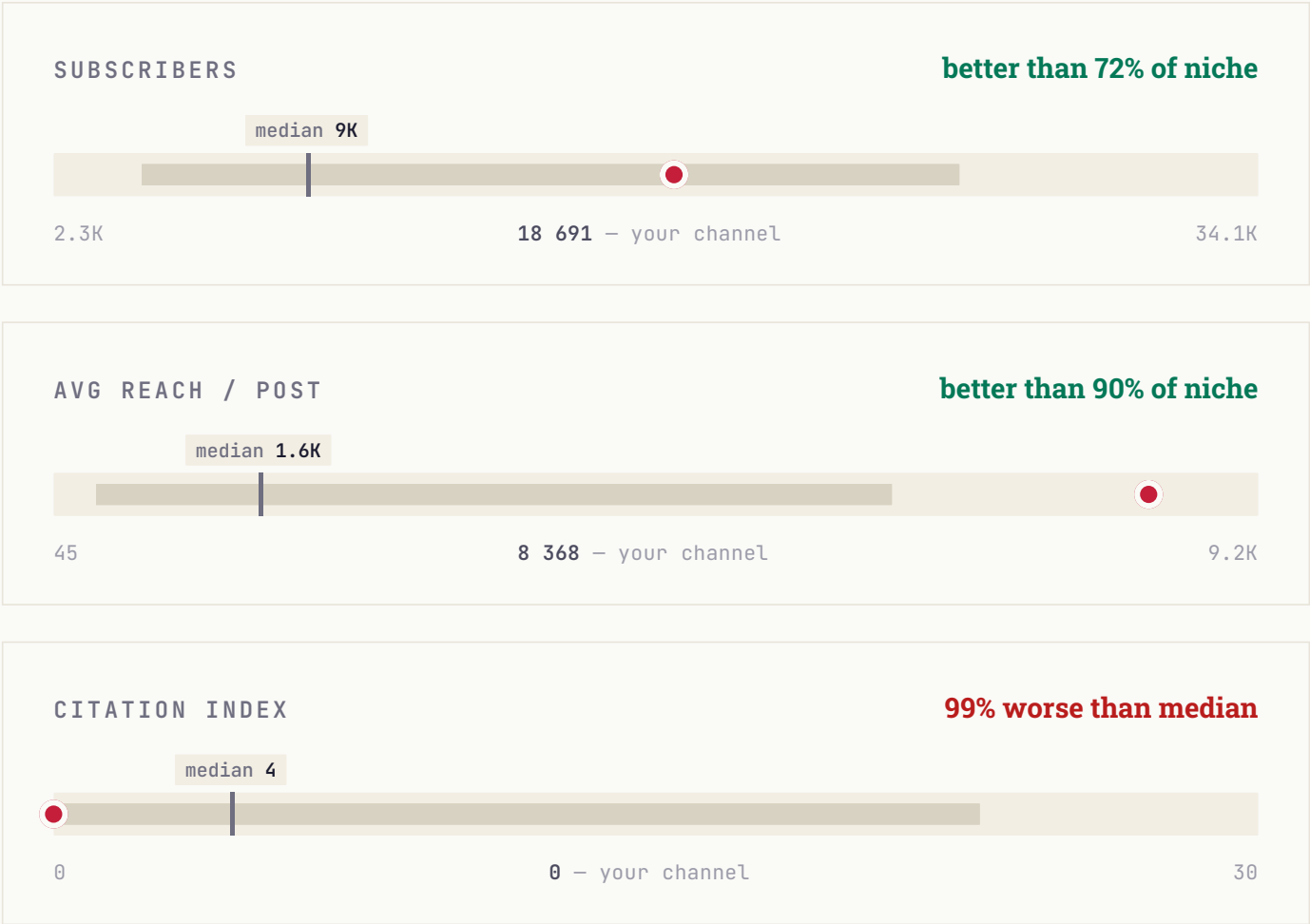
Where the channel stands in its league

Took top-100 channels in category «Education» and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#20/100

RANK IN NICHE

Channel in top 20% – strong position



SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Thursday

Audience is most active on this day at 13:00 ALMT.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing 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). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels 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 a few minutes using public data.
Want to go further? Run ads through 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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