

PROMTPRESS PUBLIC REPORT

Channel audit



MINISTRY OF EDUCATION OF THE RK



@oqu_agartu

Қазақстан Республикасы Оқу-ағарту министрлігінің ресми арнасы Педагогтерге, ата-аналар мен балаларға арналған білім туралы барлық ақпарат Сайт: www.gov.kz/edu TikTok:...

SUBSCRIBERS

44 734

08.07.2026 ⁻⁶⁴⁹ per month

ERR (% SEE POSTS)

4.0%

per day ^{1.8%}

REACH/POST

1.9K

ad reach ⁷⁹⁵/24h

[HTTPS://PROMTPRESS.COM/AUDIT/OQU_AGARTU](https://promptpress.com/audit/oqu_agartu)

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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 44 734 —	 SUBS REACH 4.31% avg % subs see post	 VIEWS/POST 1.9K median 1.7K · 29 days	 POSTS/WEEK 20.1 over period
 7D TREND +6.6% vs prev week	 REACTIONS/POST 12.8 only 1,072 reactions, 369 reposts, 0 comments	 POST LENGTH 973 chars median 1K · 29 days	 POSTS ANALYZED 84 29 days
 AD REACH 795 24h avg	 CHURN / MONTH -649 last month	 CITATION RATE 116 citation index · 260 channels mentioned all time	 CHANNEL AGE 5 years 3 months created 27.03.2021

AI EDITOR SUMMARY

Channel « MINISTRY OF EDUCATION OF THE RK» — 44 734 subs. Avg views per post: 1.9K people (4% of subs), reach is low — consider expanding audience. Publishes 20 posts/week (~3/day) — regular pace. For week 22–28 Jun reach grew +6.6% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **84** posts over 29 days.
- 02 Dominant format – **Photo** (50/84 posts).
- 03 Avg post length – **973** chars (median 1K).
- 04 Peak Audience Activity – **Friday, 19:00 ALMT**.
- 05 Top Posts Get **8x** more views than the weakest (5.4K avg top vs 645 worst) – among 84 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 04:11 PHOTO  Kazakh schoolchildren showed top results at the International al-Khwarizmi Olympiad  In Tashkent, Uzbekistan...	VIEWS 6 666 REPOSTS 14	REACTIONS 17 ER 14.9%
Nº2 12.06 · 14:41 PHOTO  President signed a law to strengthen legal protection of teachers and improve the education system  Adopted...	VIEWS 5 069 REPOSTS 20	REACTIONS 29 ER 11.3%
Nº3 09.06 · 04:11 VIDEO  Kazakh schoolchildren excelled at the International al-Khwarizmi Olympiad  In Tashkent, Uzbekistan...	VIEWS 4 355 REPOSTS 8	REACTIONS 21 ER 9.7%

Nº4 10.06 · 07:46 VIDEO ҚР Оқу-ағарту министрі Жұлдыз Сүлейменова Мәжіліс депутаты Болат Керімбектің техникалық және кәсіптік білім беру туралы сұрағына жауап...	VIEWS 3 724 REPOSTS 5	REACTIONS 13 ER 8.3%
Nº5 22.06 · 03:28 VIDEO During a working visit to Uzbekistan, Kazakhstan's Minister of Education Zhuldyz Suleimenova met with...	VIEWS 3 705 REPOSTS 7	REACTIONS 14 ER 8.3%

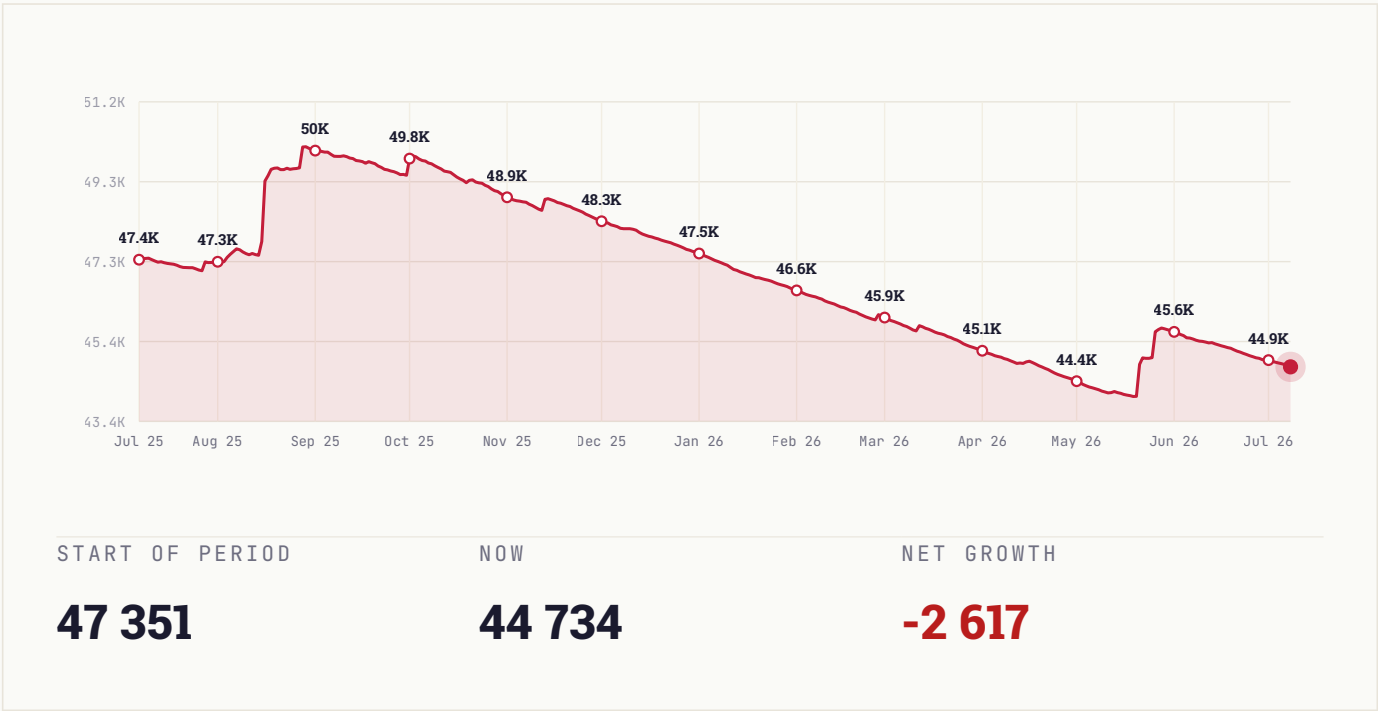
WORST 3

↓ 30.06 · 12:02 TEXT ⚡President: "We have enshrined natural wealth as citizens' initial capital based on a special constitutional norm. Kazakhstan..."	VIEWS 670 REPOSTS 2	REACTIONS 4 ER 1.5%
↓ 30.06 · 12:02 PHOTO ⚡Head of State: "Fifth. Human capital development As I've emphasized before: neither raw resources nor population size..."	VIEWS 655 REPOSTS 2	REACTIONS 4 ER 1.5%
↓ 30.06 · 12:02 TEXT ⚡President: "Thanks to a special constitutional provision, we were the first in the region to transform natural wealth into real startup..."	VIEWS 612 REPOSTS 2	REACTIONS 4 ER 1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

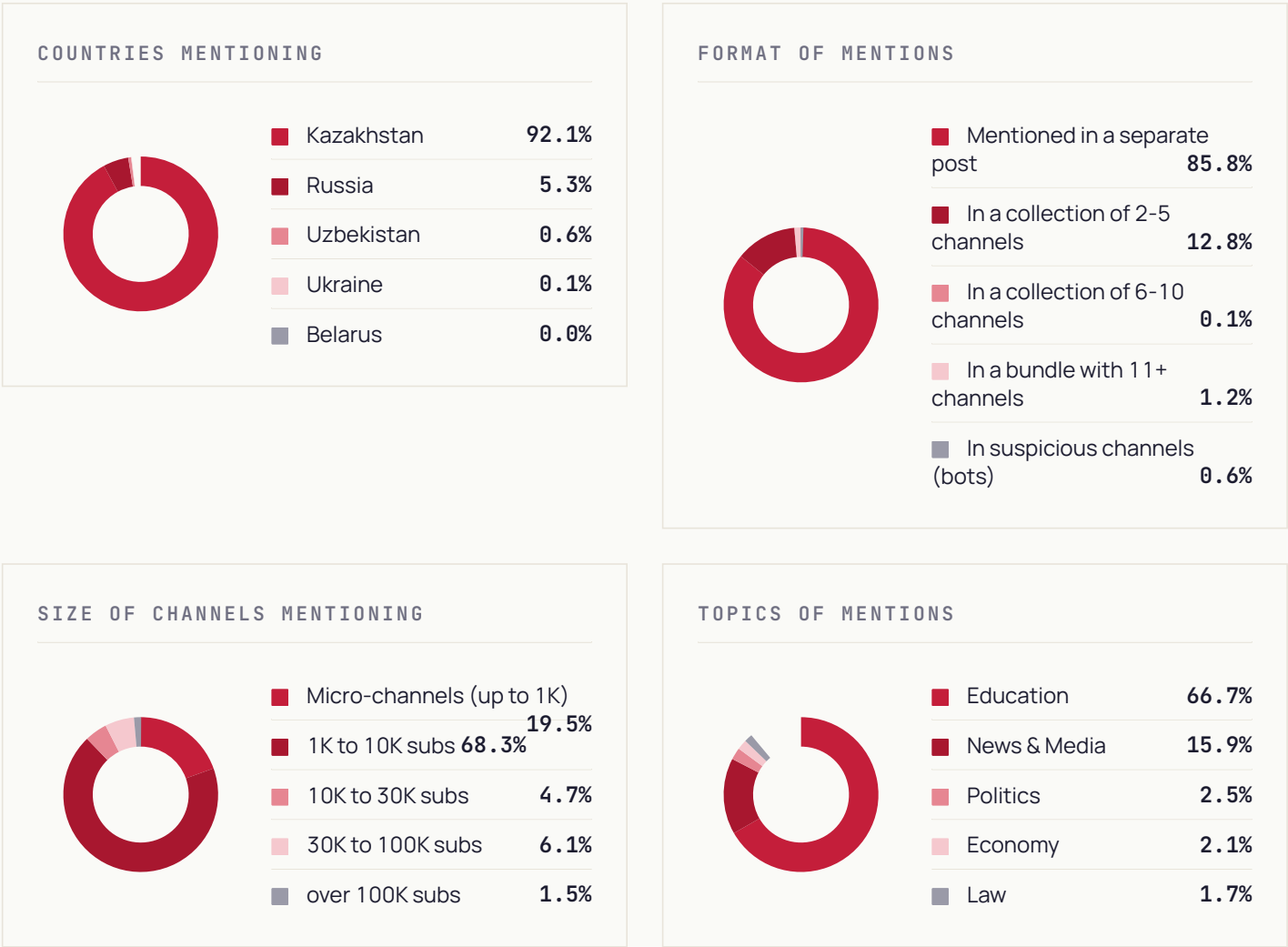
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

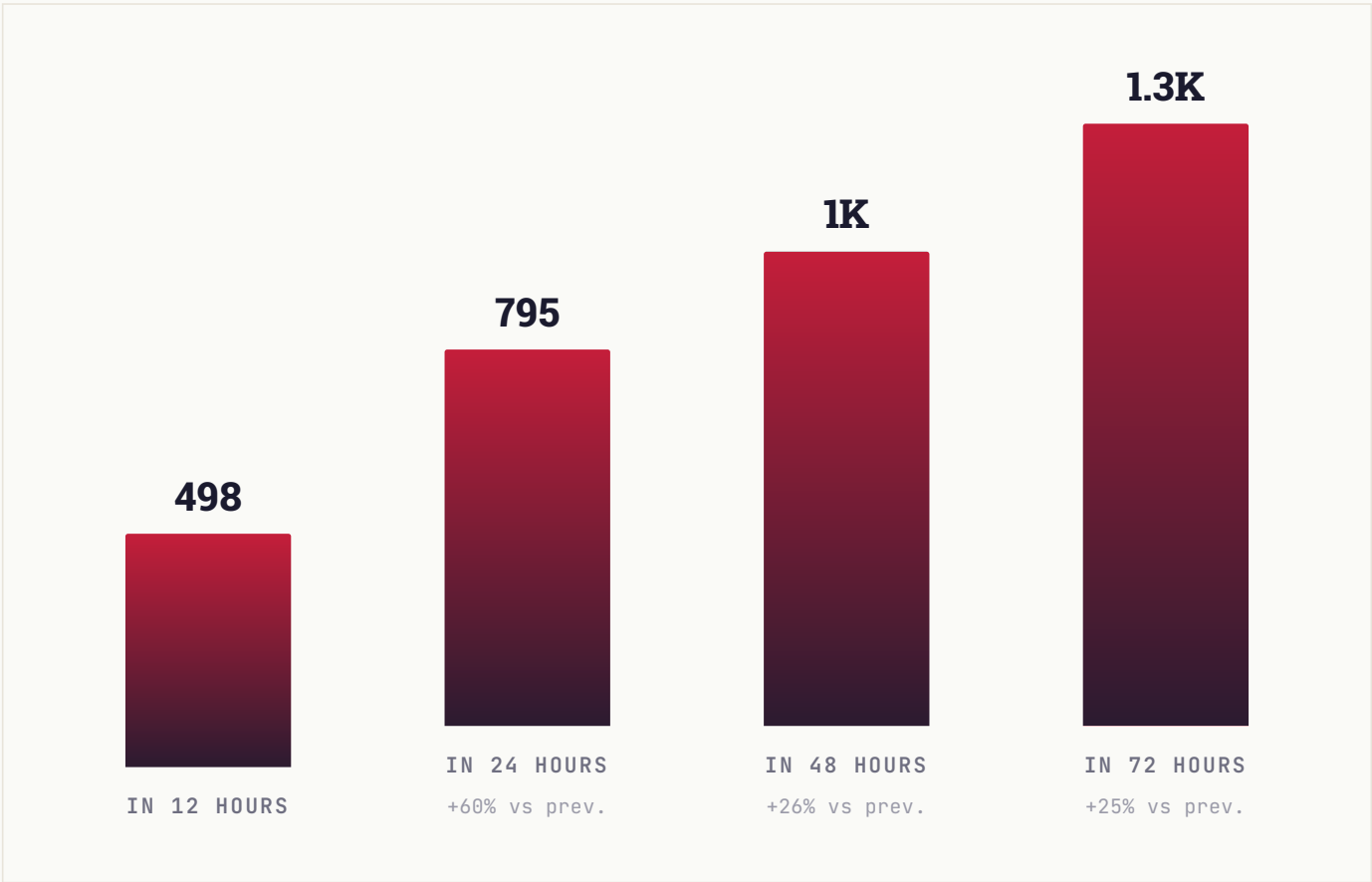
Citation index **116** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **260** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who You Compete With

11 closest channels by topic and audience. Your channel 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
 MINISTRY OF EDUCATION OF THE RK YOU	44.7K
KK Kornekilikter_kaz(Free channel)	29.2K
KA Visuals methods techniques Free visuals	27.9K
MM Materials for teachers	26.1K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#8 of 99). Strong position. Niche leader — TESTCENTERKZ (149.2K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **34**, they brought **4 013** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	0	
December 2025	2	2	3	
Nov 2025	7	7	288	
Oct 2025	5	5	547	
Sep 2025	7	5	73	
August 2025	13	5	3 102	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
34	6	4 013

SECTION 08 · NICHE COMPARISON

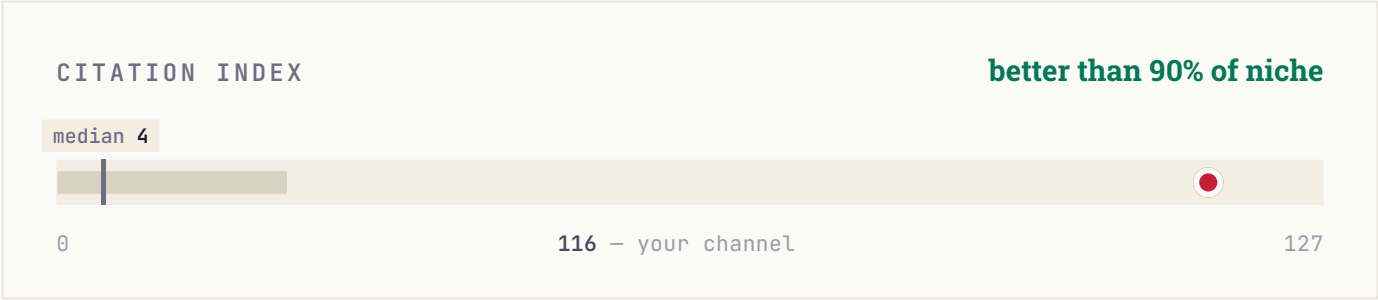
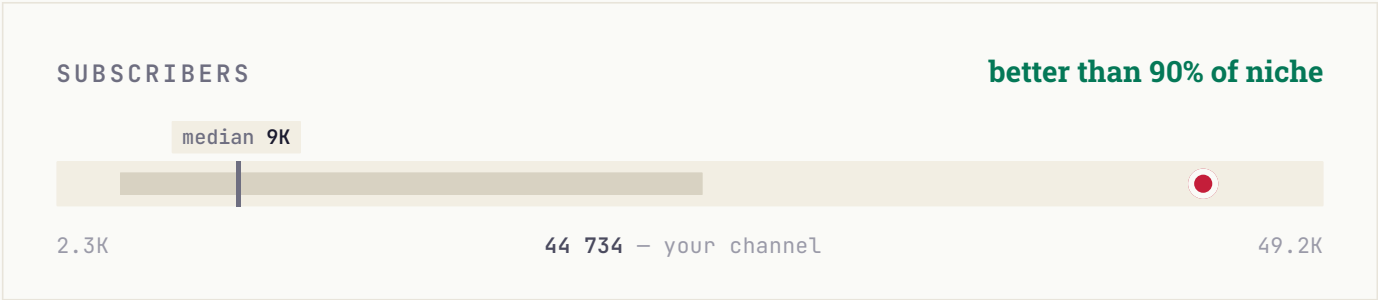
Where the channel stands in its league

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

#8/100

RANK IN NICHE

Channel in top 8% education



— 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

Main post of the week — on Friday

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.31% vs norm 8.0%. Try polls & interactive formats.

EFFECT

+3.7pp ER

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 boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in your niche once a quarter.
No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
Relevant
Audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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
