

PUBLIC REPORT BY PROMTPRESS

Channel audit

TEACHERS OF KAZAKHSTAN



@pedagog_kz

Pedagogues of Kazakhstan – Telegram channel for teachers: latest education news, teaching materials, lessons, professional development courses, and experience exchange. 📧 Ads & collaboration 👉...

SUBSCRIBERS

11 111

-163 per month

ERR (% SEE POSTS)

18.0%

per day 1.8%

REACH/POST

935

ad reach 206/24h

— CONTENTS · 2026

What's inside the report

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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 11 111 —	 SUBS REACH 8.41% avg % subs see post	 VIEWS/POST 935 median 298 · 29 days	 POSTS/WEEK 1.2 over period
 7D TREND — no data for period	 REACTIONS/POST 0.4 only 2 reactions, 4 reposts, 0 comments	 POST LENGTH 207 chars median 142 · 29 days	 POSTS ANALYZED 5 29 days
 AD REACH 206 24h avg	 CHURN / MONTH -163 last month	 CITATION RATE 8 citation index · 10 channels mentioned ever	 CHANNEL AGE 5 years 5 months created 14.01.2021

AI EDITOR SUMMARY

Channel «TEACHERS OF KAZAKHSTAN» — 11 111 subs. Each post averages 935 people (8% of subs), reach is low — consider expanding audience. Publishes 1 posts per week (~0 per day) — rare publications.

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 5 posts in 29 days.
- 02 Dominant format – Photo (2/5 posts).
- 03 Avg post length – 207 chars (median 142).
- 04 Peak audience activity – Tuesday, 08:00 ALMT.
- 05 Top posts get 7x more views than the weakest (1.5K avg for top vs 205 for worst) – among 5 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 09:32 TEXT Kazakhstan will gradually update school textbooks due to over 700 identified errors. Deputy PM Aida Balaeva reported that the problems...	VIEWS 2 283 REPOSTS —	REACTIONS — ER 20.5%
Nº2 09.06 · 03:44 PHOTO https://www.instagram.com/reel/DZWa9O3onLW/?igsh=cnB3bndjbHl5N210	VIEWS 1 775 REPOSTS 3	REACTIONS 2 ER 16.0%
Nº3 07.07 · 10:08 VIDEO Join Altel Zero doubts: get Altel tariff with unlimited 5G for 0 tenge first month Learn more #ad...	VIEWS 298 REPOSTS —	REACTIONS — ER 2.7%

Nº4

08.07 · 06:38

TEXT

July 17

PBB - JULY 2026 To prepare 👉 *www.1-test.kz*

July 17

OZP JULY – 2026 To prepare 👉 *www.1-test.kz*

VIEWS

193

REACTIONS

—

REPOSTS

1

ER

1.7%

Nº5

08.07 · 09:19

PHOTO

Unlimited internet from 1 tenge with activ Switch to activ for 1 tenge 📱 Plan "Unlimited": ✅ Unlimited fast 5G internet. ☎ ...

VIEWS

125

REACTIONS

—

REPOSTS

—

ER

1.1%

WORST 3

↓

07.07 · 10:08

VIDEO

Join Altel Zero doubts: get Altel tariff with unlimited 5G for 0 tenge first month Learn more #ad...

VIEWS

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REACTIONS

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VIEWS

125

REACTIONS

—

REPOSTS

—

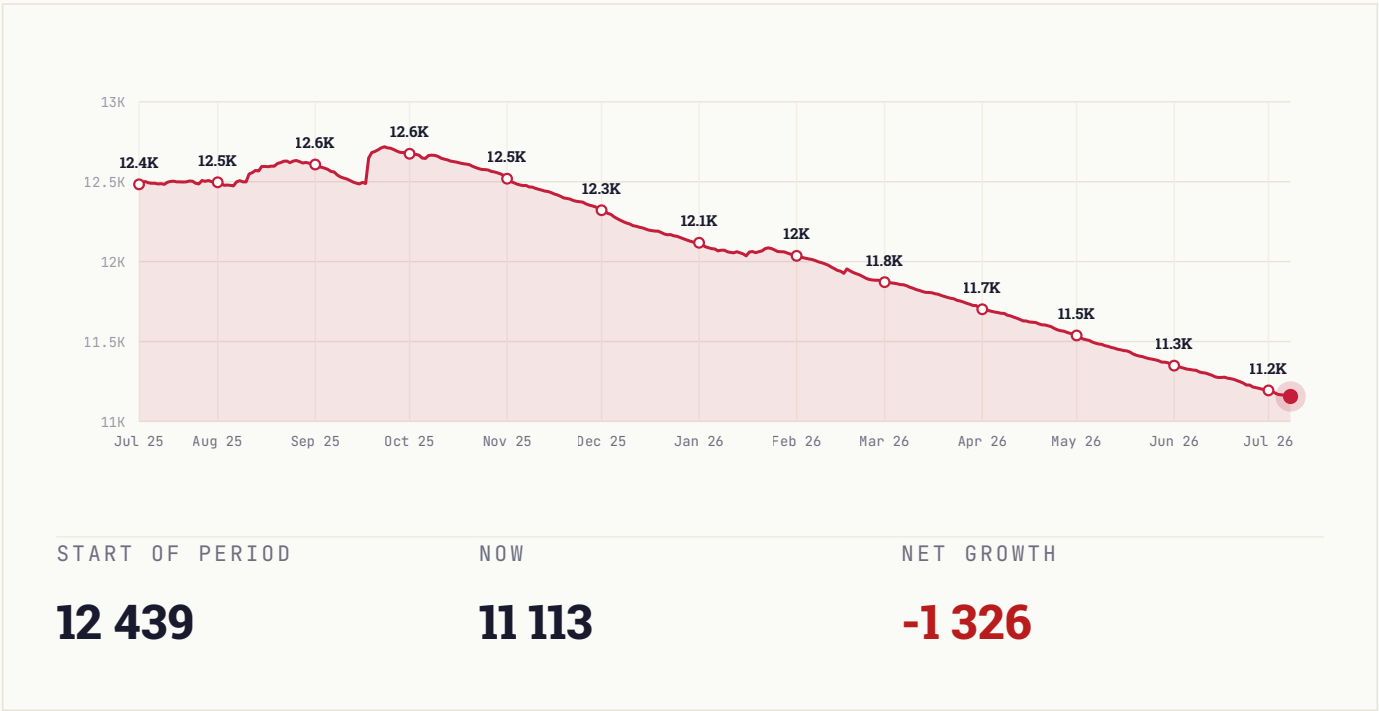
ER

1.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

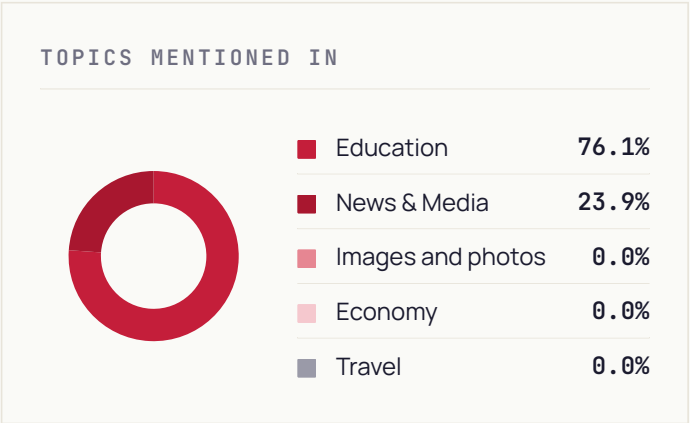
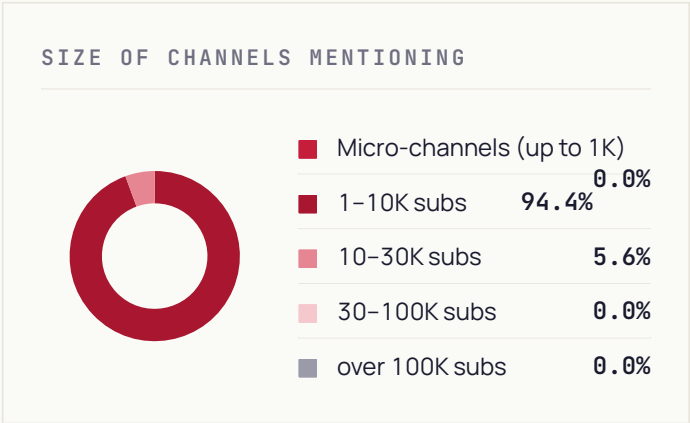
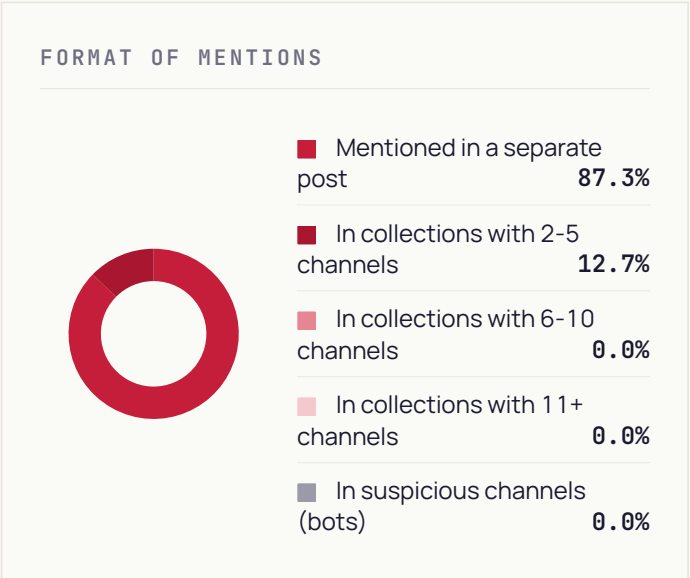
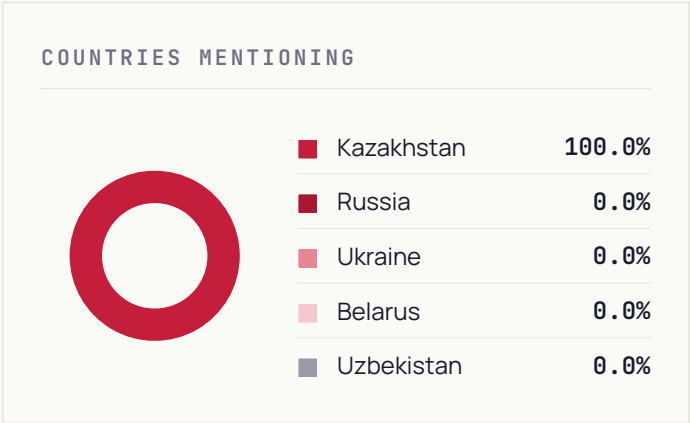
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

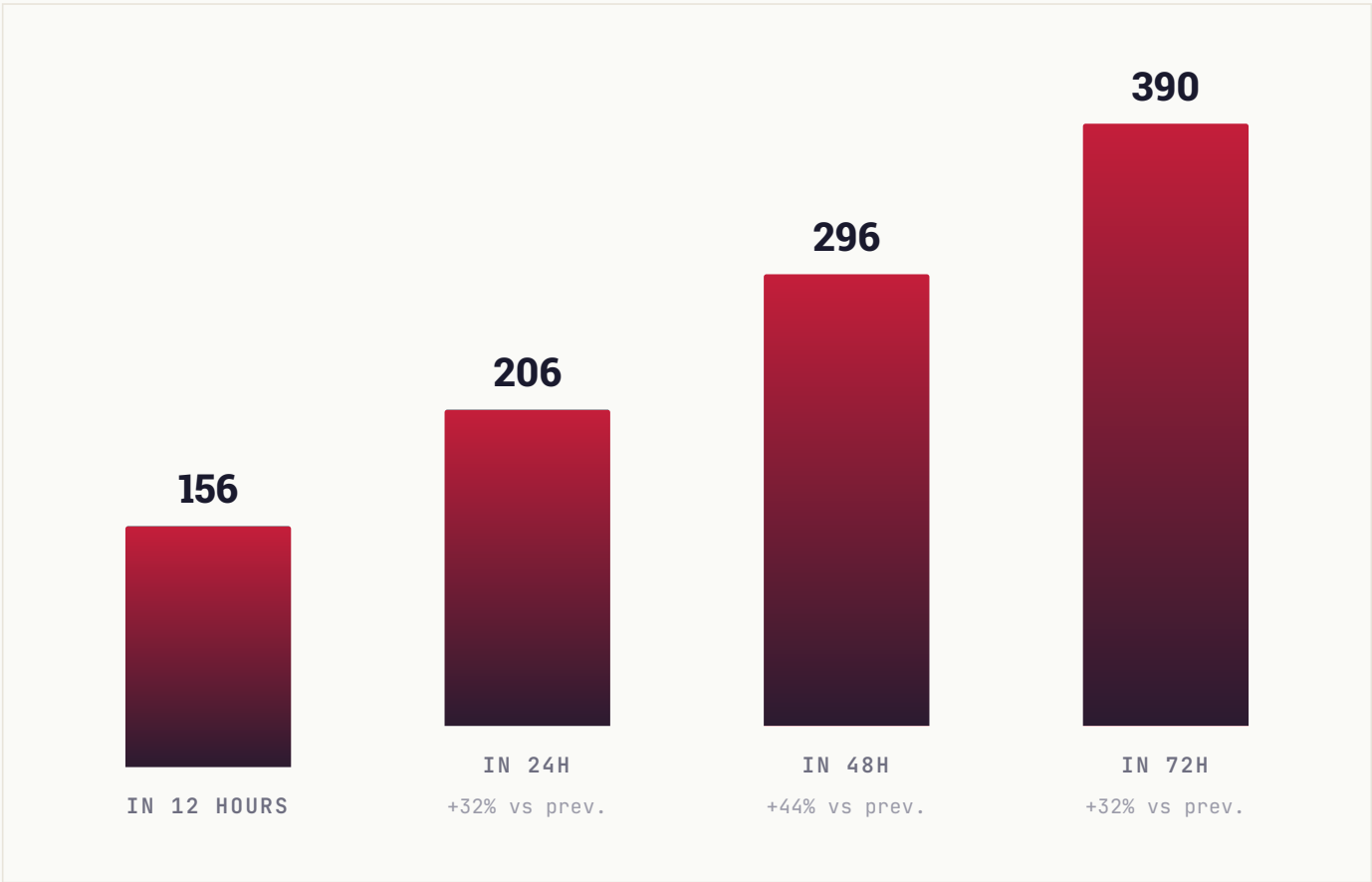
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 10 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TE TESTCENTERKZ	149.2K
CI Visual aids 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
ҚО  ҚР ОҚУ-АҒАРТУ МИНИСТРЛІГІ	44.7K
KK Kornekilikter_kaz(Free channel)	29.2K
CI Visual aids methods techniques Free visual aids	27.9K
KZ TEACHERS OF KAZAKHSTAN YOU	11.1K

COMPARATIVE CONCLUSION

Channel intop half of niche (#38 of 99). Niche leader — TESTCENTERKZ (149.2K), median subs 9K. Aim for top quartile — realistic 6-12 month horizon.

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 **14**, they brought **516** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	9	4	68	
December 2025	0	0	1	
November 2025	0	0	1	
October 2025	1	1	21	
September 2025	0	0	239	
August 2025	4	3	186	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS	
14	6		516	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

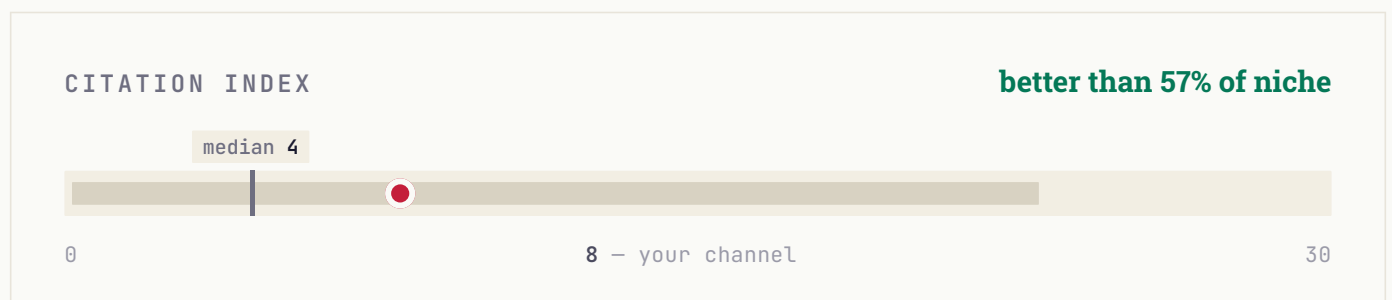
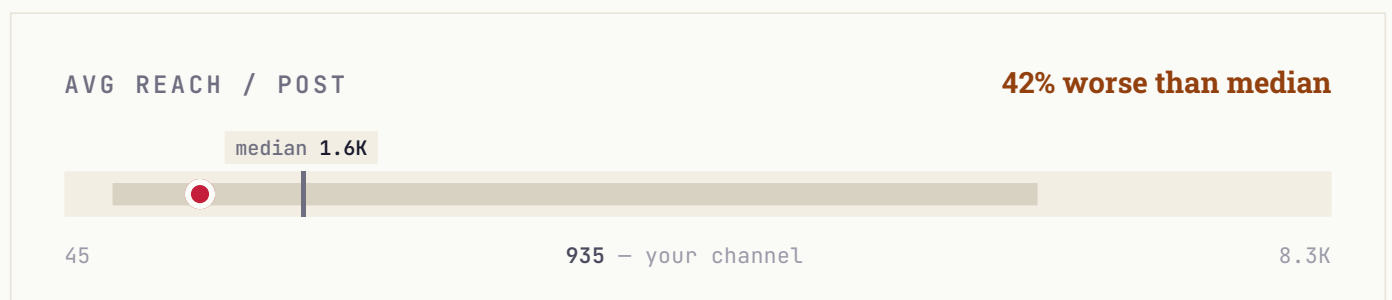
Took top-100 channels in category «Education» and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#38

/100

POSITION IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 1.2 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Tuesday**

On this day at 08:00 ALMT the audience is most active.

EFFECT

**Best window
for an
important post****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**

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 based on public data. 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
