

PUBLIC REPORT BY PROMTPRESS

Channel audit

Rosatom



@rosatomru

Official channel of Rosatom State Corporation Website: <https://www.rosatom.ru/> Career portal: <https://clck.ru/35roUG> VK: <https://vk.com/rosatomru> Yandex.Zen:...

SUBSCRIBERS

33 986

+39 per month

ERR (% SEE POSTS)

24.0%

last day **8.8%**

REACH/POST

7.1K

ad reach **3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 33 986 —	 SUBS REACH 20.99% avg % subs see post	 VIEWS/POST 7.1K median 5K · 29 days	 POSTS/WEEK 22.2 for period
 7D TREND -40.4% vs previous week	 REACTIONS/POST 43.0 only 3,996 reactions, 2,498 reposts, 0 comments	 POST LENGTH 781 chars median 906 · 29 days	 POSTS ANALYZED 93 29 days
 AD REACH 3K avg per 24h	 CHURN / MONTH +39 last month	 CITATION RATE 907 citation index · 4,216 channels mentioned ever	 CHANNEL AGE 7 years 1 month created 28.05.2019

AI EDITOR SUMMARY

Channel «Rosatom» — 33 986 subs. Each post avg views 7.1K people (21% of subs), this is avg reach — room to grow. Publishes 22 posts/week (~3/day) — active posting. For week Jun 29 – Jul 5 reach dropped -40.4% by week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **93** posts over 29 days.
- 02 Dominant format – **Photo** (80/93 posts).
- 03 Avg post length – **781** chars (median 906).
- 04 Peak audience activity – **Wed**, 20:00 MSK.
- 05 Top posts get **13×** more views than the weakest (51.7K avg for top vs 3.9K for worst) – among 93 posts over 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 22.06 · 13:12 PHOTO Alexey Likhachev: Construction of Akkuyu NPP first power unit completed Rosatom management delegation led by the General...	VIEWS	REACTIONS
	66 169	93
	REPOSTS	ER
	160	194.7%
Nº2 26.06 · 10:05 PHOTO Happy Peaceful Atom Day! On June 26, 1954, the world's first nuclear power plant was launched in Obninsk.	VIEWS	REACTIONS
	58 189	158
	REPOSTS	ER
	226	171.2%
Nº3 09.07 · 13:50 PHOTO Reactor vessel installed at unit 2 of El-Dabaa NPP in Egypt The reactor vessel is a key element of the reactor plant, inside...	VIEWS	REACTIONS
	30 785	67
	REPOSTS	ER
	45	90.6%

Nº4 29.06 • 15:38 TEXT From a light bulb to the Sun. How will future energy be used? A prototype engine for a space nuclear tug, a new tokamak for...	VIEWS 29 666 REACTIONS 28 REPOSTS 27 ER 87.3%
Nº5 10.07 • 11:42 PHOTO Russia and IAEA held interagency consultations on Zaporizhzhia NPP in Kaliningrad Main topic was ensuring safety...	VIEWS 17 575 REACTIONS 41 REPOSTS 76 ER 51.7%

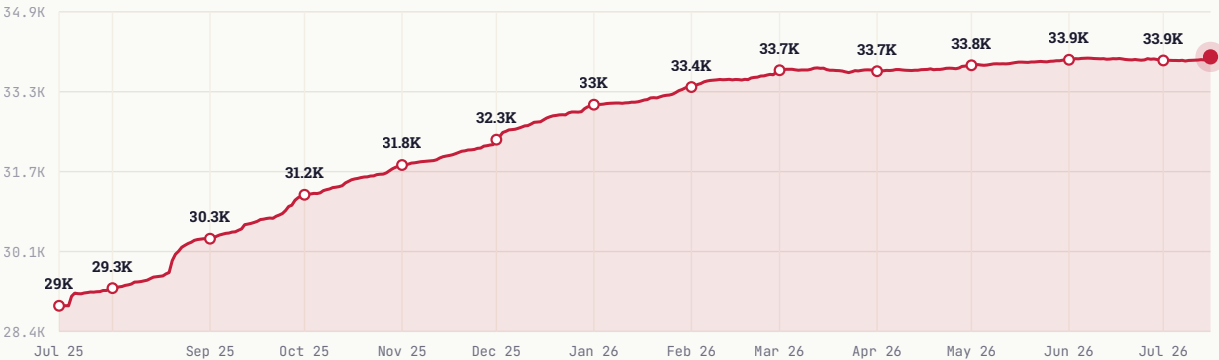
WORST 3

↓ 08.07 • 12:57 PHOTO Assembly of the fourth reactor vessel for El-Dabaa NPP (Egypt) has begun at Atomash First, metal blanks undergo...	VIEWS 4 000 REACTIONS 51 REPOSTS 14 ER 11.8%
↓ 08.07 • 13:33 PHOTO That's how much the first power unit of Rostov NPP generated since launch — it was commissioned on December 25, 2001. This...	VIEWS 3 988 REACTIONS 48 REPOSTS 5 ER 11.7%
↓ 01.07 • 09:04 PHOTO A new treatment block was commissioned ahead of schedule at Priargunsky Mining and Chemical Combine The block is located in the southern...	VIEWS 3 800 REACTIONS 27 REPOSTS 3 ER 11.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

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

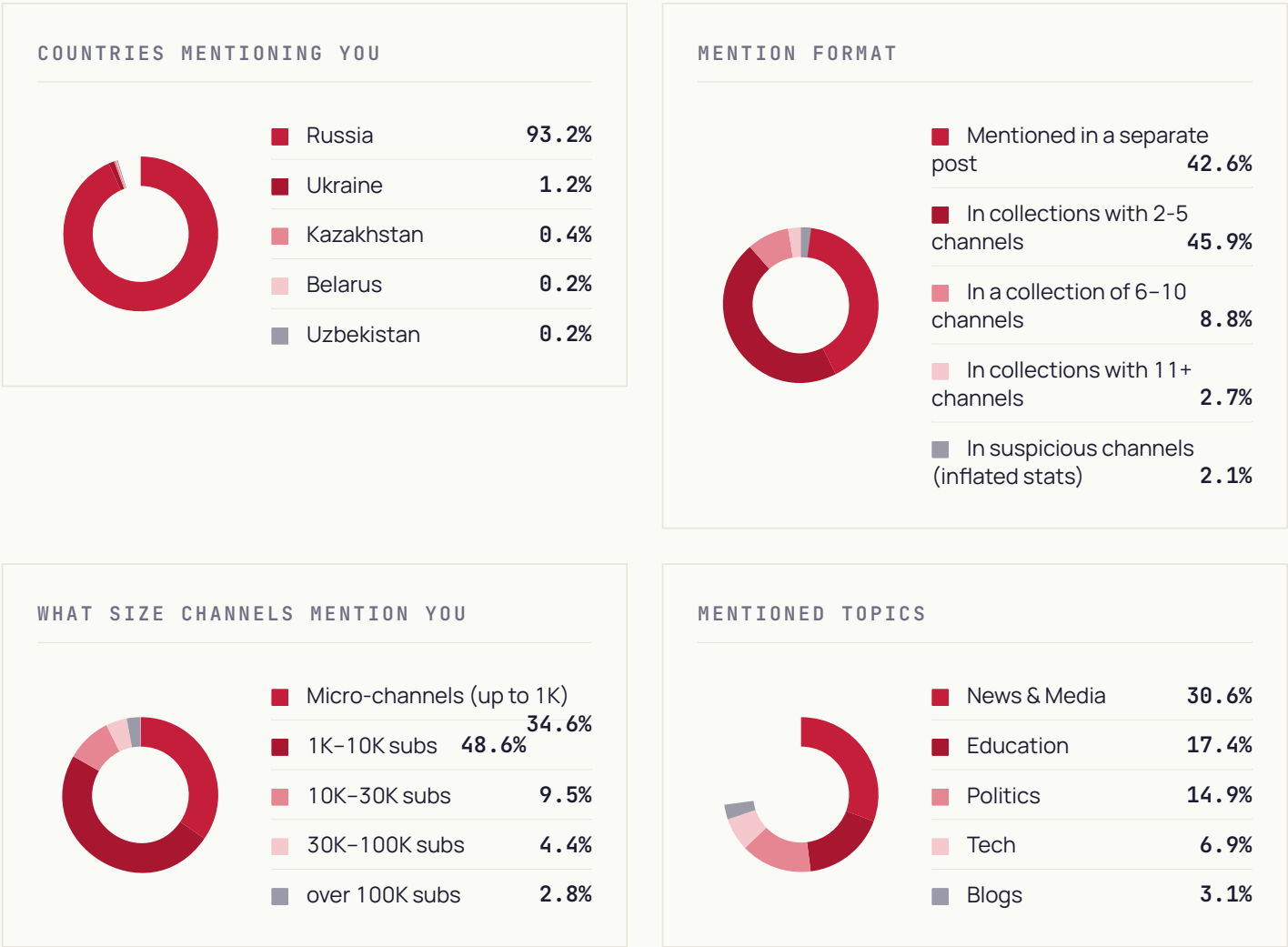


START OF PERIOD	NOW	NET GROWTH
28 964	33 986	+5 022

SECTION 04 · MENTIONS

Who mentions the channel and how

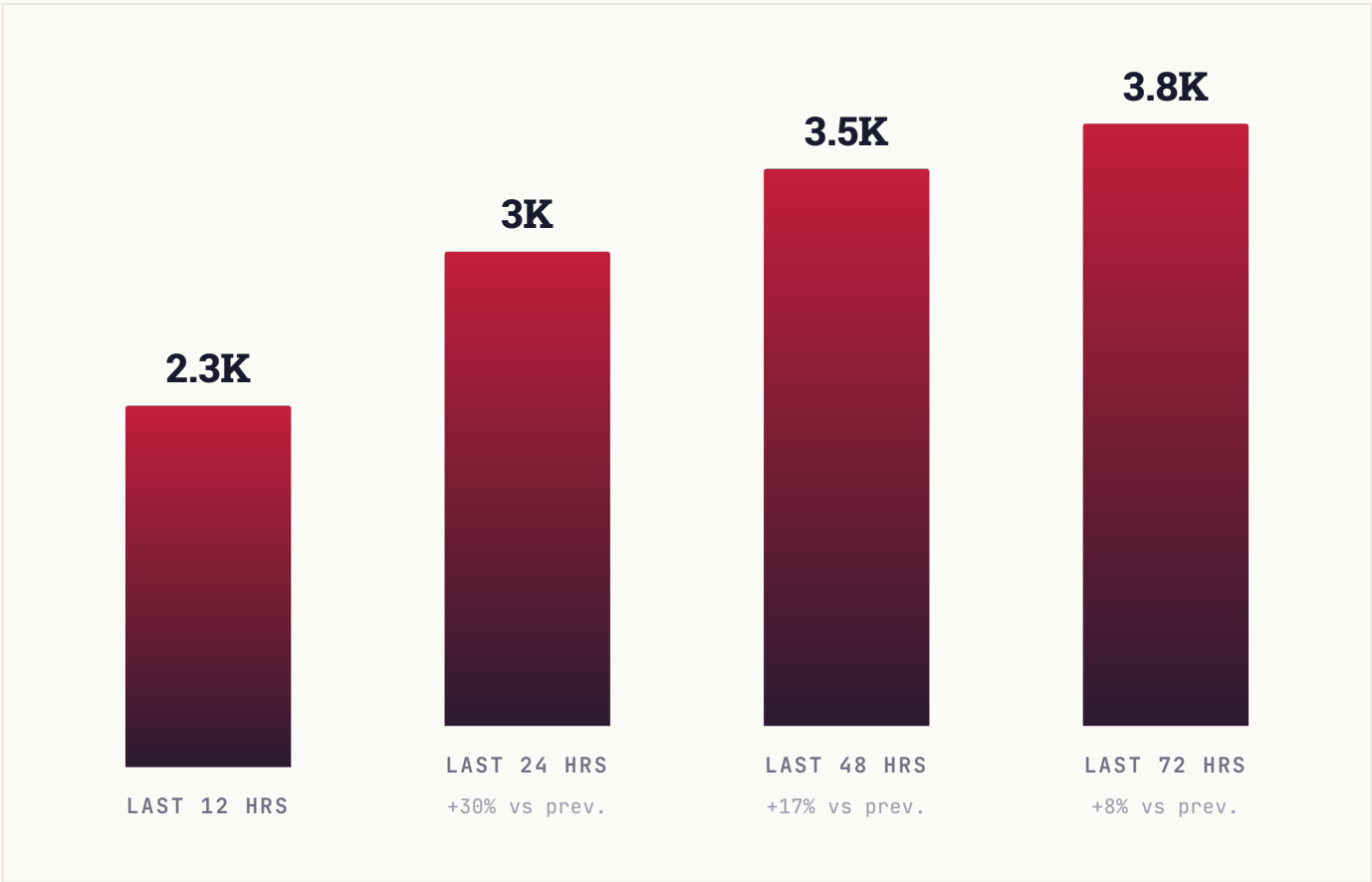
Citation index **907** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **4 216** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت زَاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
ER Rosatom YOU	34K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 872**, they brought **4 115** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	257	191	399
December 2025	638	422	785
Nov 2025	297	197	431
Oct 2025	441	335	610
Sep 2025	577	387	872
August 2025	662	459	1 018

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
2 872	6	4 115

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Tech» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
Red dot = your channel.



— 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

Top post of the week — on Wednesday

Audience is most active on this day at 20:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15–25% share.

EFFECT

Video retains audience better
- 03

System 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 growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same niche 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 is what we can do in a few minutes using public data. If you 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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