
PROMTPRESS PUBLIC REPORT

Channel audit

Federal Service for Supervision in Education and Science (Rosobrnadzor)



@rosobrnadzor_official

Official Telegram channel of the Federal Service for Supervision in
Education and Science <https://obrnadzor.gov.ru/> 5089400761

SUBSCRIBERS

23 916

-94 per month

ERR (% SEE POSTS)

28.0%

last day 7.1%

REACH/POST

7.3K

ad reach 1.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Education» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 23 916 —	 SUBS REACH 30.71% avg % subs see post	 VIEWS/POST 7.3K median 4.5K · 28 days	 POSTS/WEEK 10.1 for period
 7D TREND -17.9% vs prev week	 REACTIONS/POST 36.9 total 1,513 reactions, 4,874 reposts, 0 comments	 POST LENGTH 885 chars median 1,000 · 28 days	 POSTS ANALYZED 41 28 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -94 last month	 CITATION RATE 531 citation index · 4,045 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 24.01.2022

AI EDITOR SUMMARY

Channel «Federal Service for Supervision in Education and Science (Rosobrnadzor)» – 23 916 subs. Each post averages 7.3K people (31% of subs), good reach. Publishes 10 posts per week (~1/day) – regular pace. Week Jun 29 – Jul 5 reach dropped -17.9% by week Jun 22–28 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts over 28 days.
- 02 Dominant format — Photo (35/41 posts).
- 03 Avg post length — 885 chars (median 1,000).
- 04 Peak audience activity — Monday, 20:00 MSK.
- 05 Top-performing posts get 14× more views than the weakest (37.2K avg for top vs 2.6K for worst) — among 41 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 17:04 PHOTO 17 On June 17 at 11:00 a press conference will be held where the deputy head of Rosobrnadzor and KIM developers will talk about the results...	VIEWS 52 656 REPOSTS 3 504	REACTIONS 362 ER 220.2%
Nº2 17.06 · 18:15 PHOTO At a press conference, Rosobrnadzor announced preliminary results of the Unified State Exam in Russian — a mandatory exam for all...	VIEWS 39 171 REPOSTS 171	REACTIONS 43 ER 163.8%
Nº3 15.06 · 07:03 PHOTO On June 15, the main period of the Unified State Exam 2026 continues with biology, geography, and the written part of foreign languages. On this day...	VIEWS 19 758 REPOSTS 41	REACTIONS 29 ER 82.6%

Nº4 15.06 · 17:58 PHOTO Over 2.8M participants, 37.7K venues, 77 countries — results of the Victory Dictation 2026. The eighth event concluded with...	VIEWS 19 608 REPOSTS 24	REACTIONS 34 ER 82.0%
Nº5 22.06 · 15:03 PHOTO ! Attention applicants and parents! The admissions campaign started on June 20. Before submitting documents, check...	VIEWS 11 825 REPOSTS 74	REACTIONS 14 ER 49.4%

WORST 3

↓ 03.07 · 08:02 PHOTO Russian national team wins International Cybersecurity Olympiad in Tunisia 🏆 Team takes 4 medals and...	VIEWS 2 815 REPOSTS 2	REACTIONS 24 ER 11.8%
↓ 06.07 · 11:03 PHOTO The number of participants in the Unified State Exam in computer science has been steadily growing over several years, due to increased demand...	VIEWS 2 654 REPOSTS 24	REACTIONS 4 ER 11.1%
↓ 06.07 · 09:04 PHOTO Friends! 🌻 On July 8, we will celebrate Family, Love, and Fidelity Day. This holiday reminds us of the most important: a reliable support system, loved ones...	VIEWS 2 401 REPOSTS 2	REACTIONS 10 ER 10.0%

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 the channel gained or lost subs.



PERIOD START

21 697

NOW

23 916

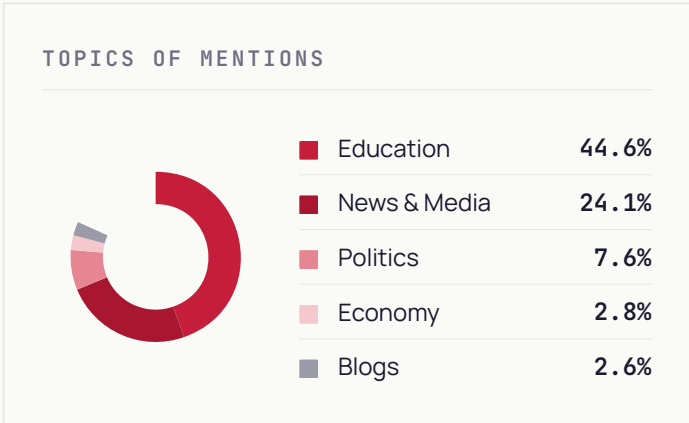
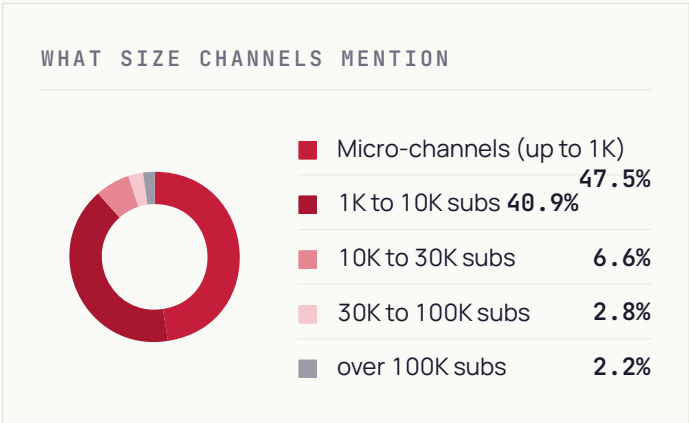
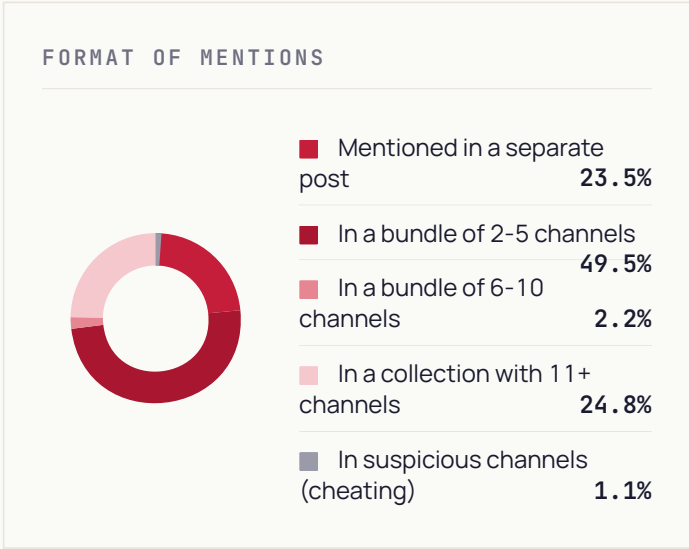
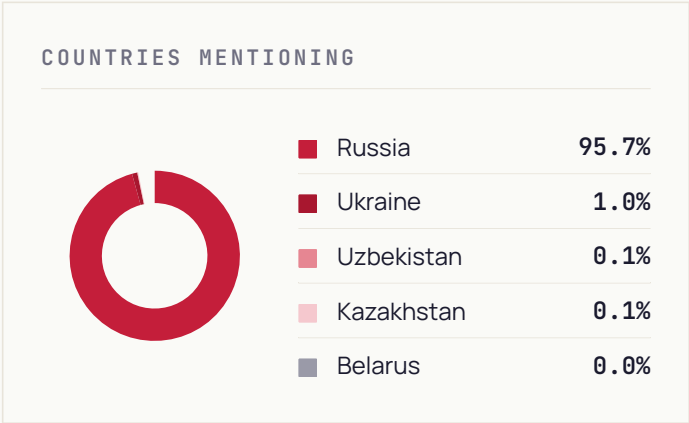
NET GROWTH

+2 219

SECTION 04 · CITATIONS

Who mentions the channel and how

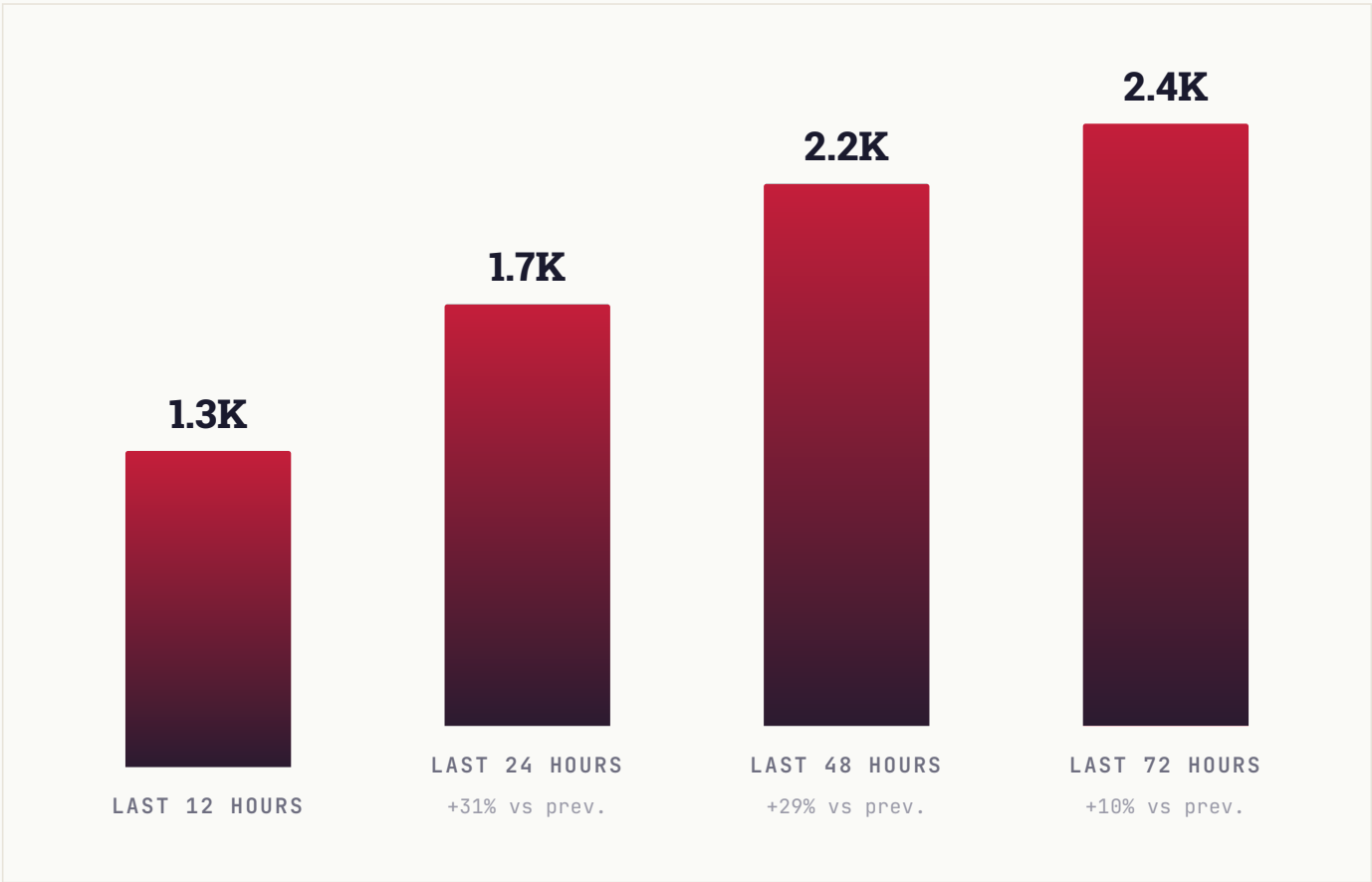
Citation index **531** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **4 045** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays relevant.



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
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on air Math OGE 2026 UmSchool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul 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
FS Federal Service for Supervision in Education and Science (Rosobrnadzor) YOU	23.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal: enter top-99 via systematic traffic & content work.

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 **452**, they brought **950** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	58	44	90	
December 2025	102	59	156	
Nov 2025	91	69	243	
Oct 2025	82	66	198	
Sep 2025	18	18	38	
August 2025	101	87	225	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
452	6	950

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is compared to the median and other channels in the niche.

- SUBSCRIBERS:** The channel has 23,916 subscribers, which is 70% below the median of 78.6K. The range of subscribers in the niche is from 27.6K to 297.2K.
- AVG REACH / POST:** The channel has an average reach of 7,345 per post, which is 25% below the median of 9.8K. The range of average reach in the niche is from 1.3K to 31.6K.
- CITATION INDEX:** The channel has a citation index of 531, which is better than 90% of the niche. The range of citation index in the niche is from 0 to 657.

Metric	Channel Value	Median	Comparison	Range (Min-Max)
SUBSCRIBERS	23,916	78.6K	70% below median	27.6K - 297.2K
AVG REACH / POST	7,345	9.8K	25% below median	1.3K - 31.6K
CITATION INDEX	531	116	better than 90% of niche	0 - 657

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

On this day at 20:00 MSK, the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
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 give +5-15% to 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 quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and close your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager