

PUBLIC REPORT BY PROMTPRESS

Channel audit

RUSSIA IN SHOCK



@rscshk

 The most awesome Telegram channel in Russia! For collab and ads: @zakonrespect *Advertiser bears ad responsibility

SUBSCRIBERS

322 386

-30061 per month

ERR (% SEE POSTS)

59.0%

last day **57.9%**

REACH/POST

210.2K

ad reach **188.1K/24h**

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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 322 386 —	 SUBSCRIBER REACH 65.19% avg % subs see post	 VIEWS/POST 210.2K median 208K · 28 days	 POSTS/WEEK 17.2 for period
 7D TREND +7.2% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 363 chars. median 344 · 28 days	 POSTS ANALYZED 70 28 days
 AD REACH 188.1K 24h avg	 CHURN / MONTH -30061 last month	 CITATION RATE 0 citation index · 5 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 10.05.2023

AI EDITOR SUMMARY

Channel «RUSSIA IN SHOCK 🇷🇺» — 322 386 subs. Each post averages 210.2K people (65% of subs), wide reach for a channel this size. Publishes 17 posts per week (~2/day) — steady. Week Jul 6–12 reach grew by +7.2% by week Jun 29 – Jul 5 — positive trend.

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 70 posts over 28 days.
- 02 Dominant format – Video (45/70 posts).
- 03 Avg post length – 363 chars (median 344).
- 04 Peak audience activity – Tuesday, 23:00 MSK.
- 05 Top posts get 2× more views than the weakest (305.4K avg for top vs 190.1K for worst) – among 70 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.07 · 20:00 VIDEO Killer of 12-year-old girl in Leningrad region stabbed her 29 times, strangled with backpack strap, tried to flee abroad with 1 mln...	VIEWS 369 366 REPOSTS 241	REACTIONS — ER 114.6%
Nº2 09.07 · 20:00 VIDEO In Kaliningrad, a courier nearly got hit by a train trying to beat a red light. The man ignored the signal and sped...	VIEWS 275 745 REPOSTS 185	REACTIONS — ER 85.5%
Nº3 07.07 · 16:00 VIDEO Don't say you haven't heard this! And if you haven't seen it, welcome!	VIEWS 270 991 REPOSTS 202	REACTIONS — ER 84.1%

Nº4 13.07 • 15:00 VIDEO In Odessa, a man proposed to his beloved* A Ukrainian knelt before his partner* and gave him a ring...	VIEWS 269 029 REPOSTS 226 REACTIONS — ER 83.4%
Nº5 15.07 • 18:50 VIDEO Don't say you haven't heard this! And if you haven't seen it, welcome!	VIEWS 268 567 REPOSTS 196 REACTIONS — ER 83.3%
WORST 3	
↓ 27.06 • 10:15 VIDEO In Kazakhstan, a woman with a sledgehammer smashed her ex-husband's door trying to get to her son. Natalya came to see her child, but her ex...	VIEWS 190 564 REPOSTS 169 REACTIONS — ER 59.1%
↓ 03.07 • 20:15 VIDEO A patriot from Kyiv reported to police that he was offered to burn a TCC car, but ended up getting a summons Apparently, this way he...	VIEWS 190 194 REPOSTS 215 REACTIONS — ER 59.0%
↓ 11.07 • 20:00 PHOTO Dog ate a stash and got high in St. Petersburg 🐶 Near an elite residential complex, a four-legged picked up a stash, and a few hours later...	VIEWS 189 648 REPOSTS 189 REACTIONS — ER 58.8%

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.



— SECTION 04 • MENTIONS

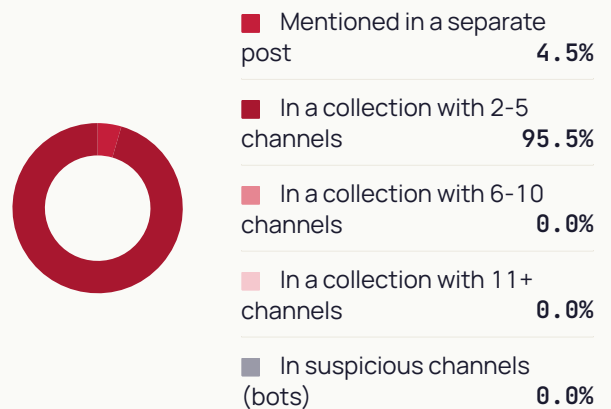
Who mentions the channel and how

Citation index 0 — 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 5 different channels.

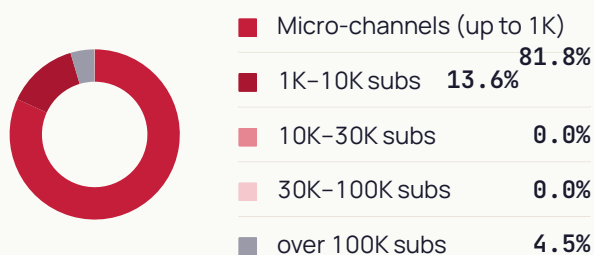
COUNTRIES MENTIONING



IN WHICH FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



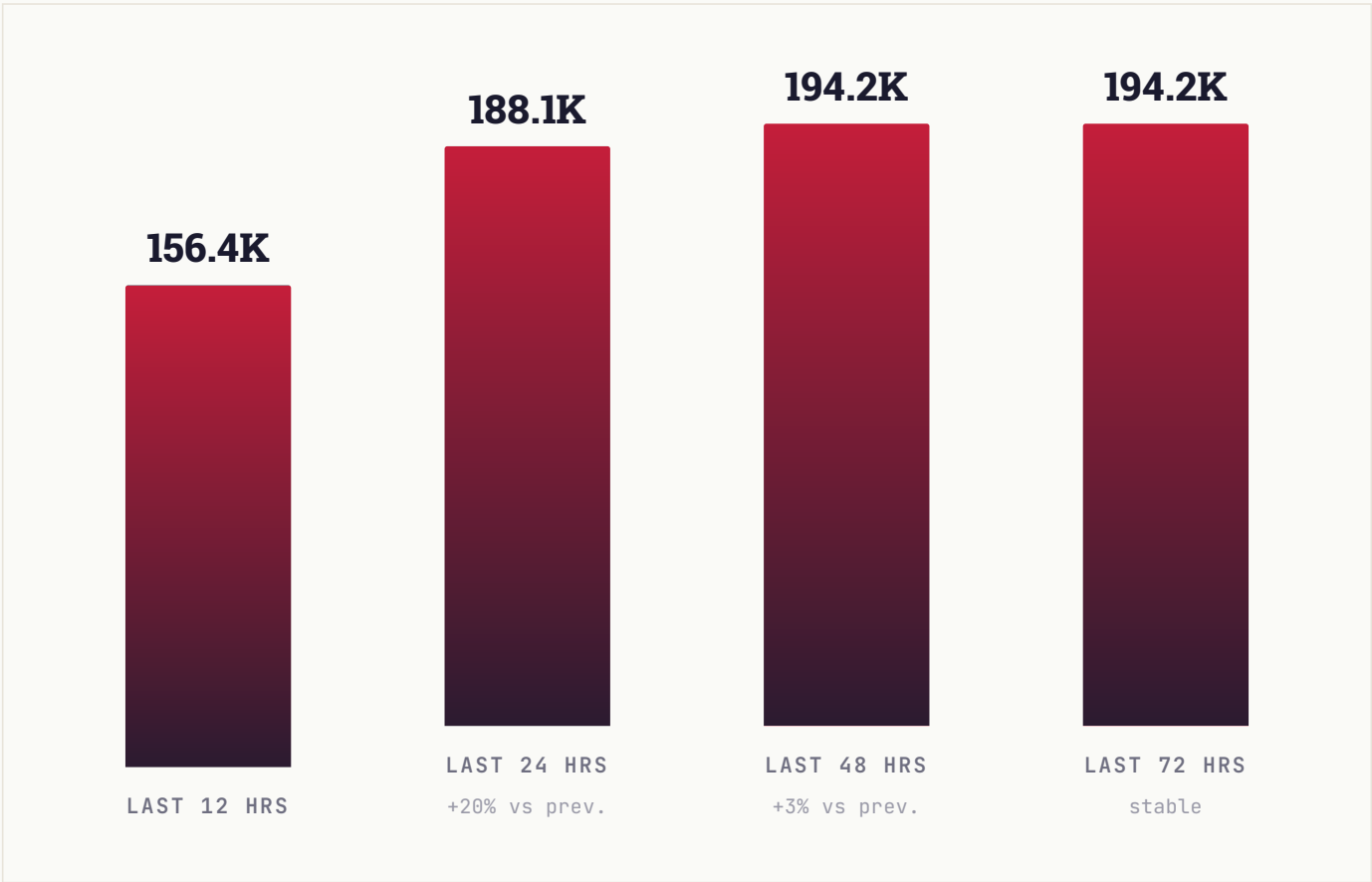
IN WHICH TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



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
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ ا خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
ا ب خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
RV RUSSIA IN SHOCK  	322.4K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.1M), median top-97: 1.3M. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

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 **0**, they brought **174 077** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	42 756
December 2025	0	0	131 321
November 2025	0	0	0
October 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
0	6	174 077	

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band — range where 80% of niche channels fall (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 them off and revisit this report in a month.

01**Main post of the week — on Tuesday**

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post****02****System traffic buy**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you 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
