

PROMTPRESS PUBLIC REPORT

Channel audit

TrudKrut | RSO



@rso_official

🔧 Work with us — hh.ru/rso Russia's largest youth labor movement.
Official employment, free training, first experience — with us.
Registered with Roskomnadzor: <http://clck.ru/3MRp3n>

SUBSCRIBERS

17 020

-221 per month

ERR (% SEE POSTS)

12.0%

daily 5.1%

REACH/POST

2.2K

ad reach 870/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

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

Position in «Education» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 17 020 —	 SUBSCRIBER REACH 12.67% avg % subs see post	 VIEWS/POST 2.2K median 2.2K · 28 days	 POSTS/WEEK 11.4 for the period
 7D TREND -12.3% vs previous week	 REACTIONS/POST 44.7 only 2,100 reactions, 256 reposts, 20 comments	 POST LENGTH 347 chars median 300 · 28 days	 POSTS ANALYZED 47 28 days
 AD REACH 870 24h avg	 CHURN / MONTH -221 last month	 CITATION RATE 255 citation index · 1,769 channels mentioned ever	 CHANNEL AGE 9 years 9 months created Sep 26, 2016

AI EDITOR SUMMARY

Channel «TrudKrut | RSO» — 17 020 subs. Each post averages 2.2K people (13% from subs), low reach — expand audience. Publishes 11 posts per week (~2/day) — regular schedule. For week Jun 29–Jul 5, reach dropped -12.3% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 47 posts over 28 days.
- 02 Dominant format – Text (19/47 posts).
- 03 Avg post length – 347 chars (median 300).
- 04 Audience peak activity – Friday, 17:00 MSK.
- 05 Top posts get 2x more views than weakest (3K avg top vs 1.6K worst) – among 47 posts in 28 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 14:20 VIDEO Join the V SMYSLE team We're opening applications! Looking for people who love creativity, music and want to create cool...	VIEWS 3 077 REPOSTS 26	REACTIONS 41 ER 18.1%
Nº2 16.06 · 12:46 TEXT The moment we've been waiting for has arrived – voting for the teen work teams badge has started 💙💙 Vote now ⬆	VIEWS 2 980 REPOSTS 13	REACTIONS 38 ER 17.5%
Nº3 25.06 · 15:20 TEXT (text post without caption)	VIEWS 2 881 REPOSTS 45	REACTIONS 79 ER 16.9%

Nº4 22.06 · 09:12 PHOTO June 22 — Day of Remembrance and Sorrow 🕊 On this day we remember those who stood for the Motherland. Those who worked in the rear, brought Victory closer and preserved...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>2 746</td><td>32</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>10</td><td>16.1%</td></tr> </table>	VIEWS	REACTIONS	2 746	32	REPOSTS	ER	10	16.1%
VIEWS	REACTIONS								
2 746	32								
REPOSTS	ER								
10	16.1%								
Nº5 17.06 · 14:04 TEXT The person driving us in transport. Varvara Pasenkova — head of railway...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>2 524</td><td>24</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>—</td><td>14.8%</td></tr> </table>	VIEWS	REACTIONS	2 524	24	REPOSTS	ER	—	14.8%
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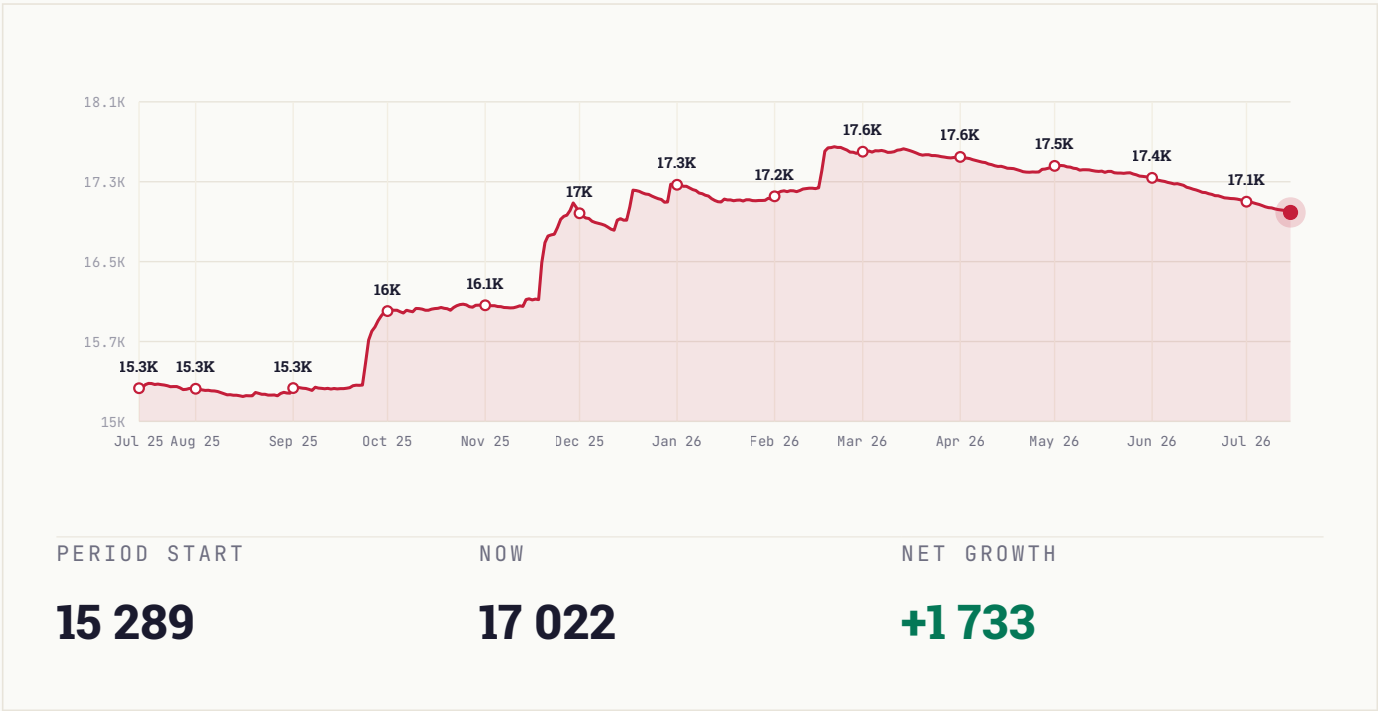
WORST 3

↓ 07.07 · 12:44 VIDEO (video post without caption)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>1 680</td><td>51</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>6</td><td>9.9%</td></tr> </table>	VIEWS	REACTIONS	1 680	51	REPOSTS	ER	6	9.9%
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↓ 01.07 · 11:11 VIDEO (video post without caption)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>1 654</td><td>39</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>1</td><td>9.7%</td></tr> </table>	VIEWS	REACTIONS	1 654	39	REPOSTS	ER	1	9.7%
VIEWS	REACTIONS								
1 654	39								
REPOSTS	ER								
1	9.7%								
↓ 12.07 · 14:24 VIDEO Fisherman's Day 🎣 Today is the professional holiday of the youngest but already powerful direction 💙💙 — student teams. In honor of this...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>1 571</td><td>42</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>7</td><td>9.2%</td></tr> </table>	VIEWS	REACTIONS	1 571	42	REPOSTS	ER	7	9.2%
VIEWS	REACTIONS								
1 571	42								
REPOSTS	ER								
7	9.2%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

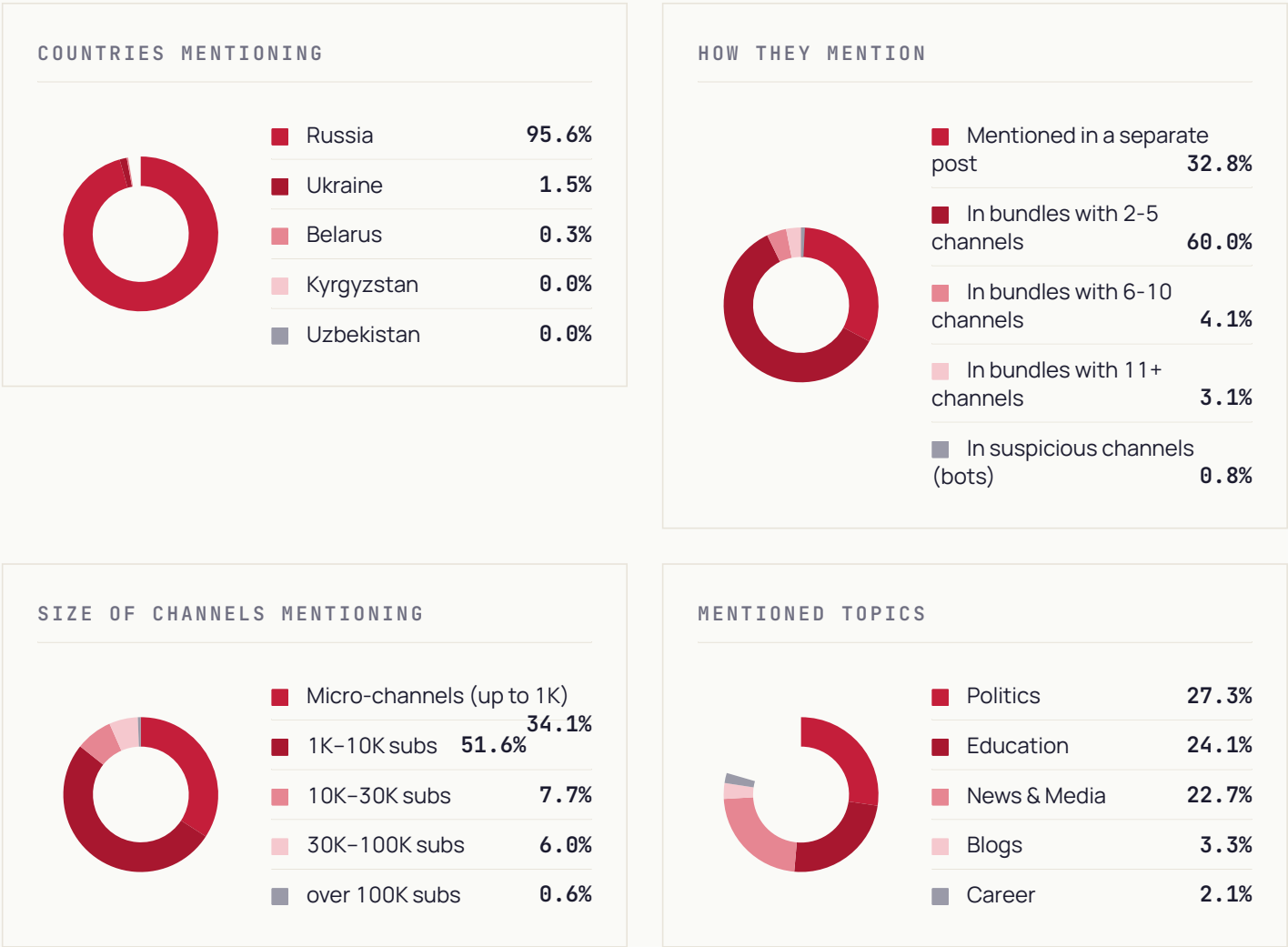
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

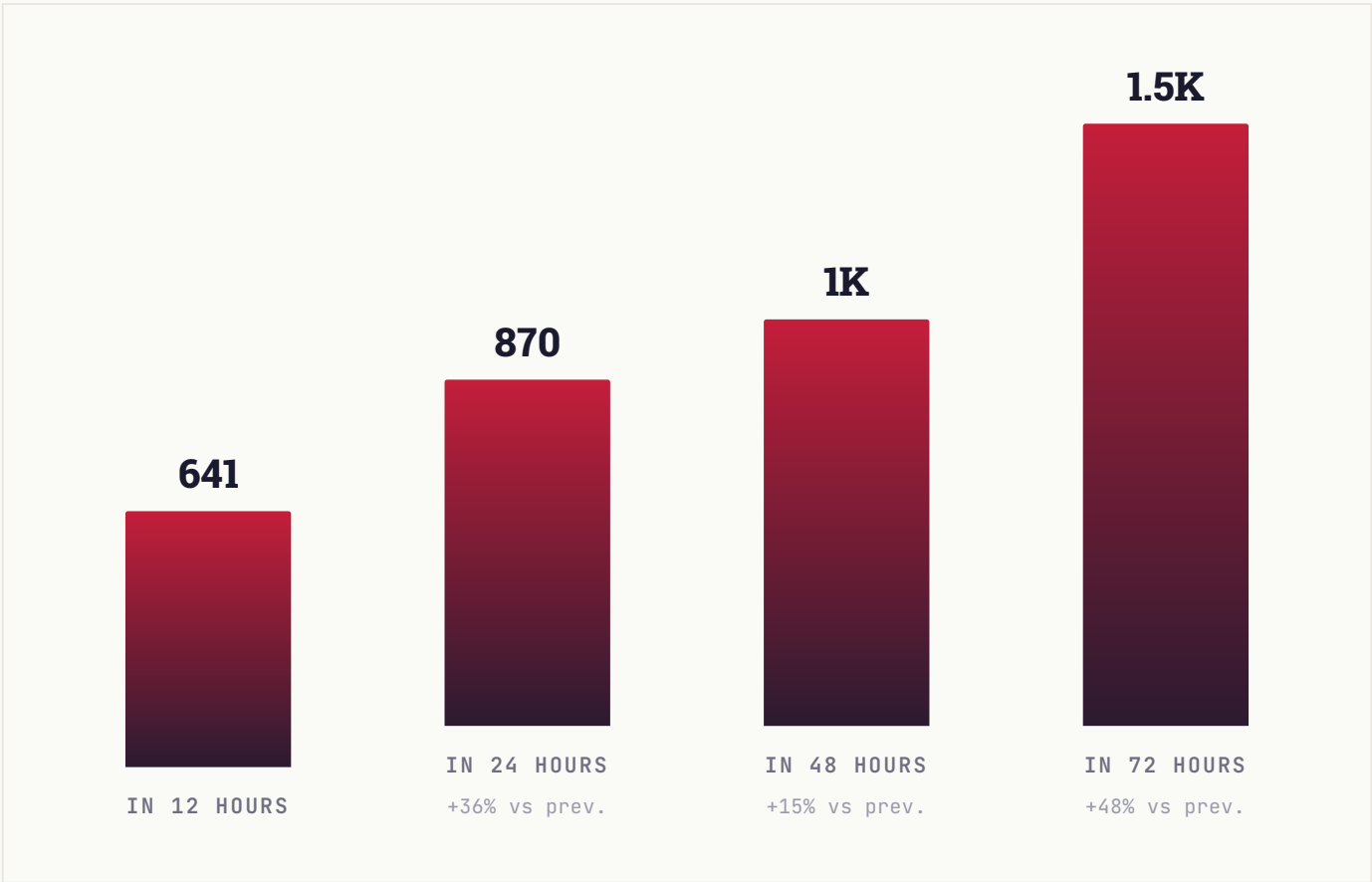
Citation index **255** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 769** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted – see your niche rank.

CHANNEL	SUBSCRIBERS
Mar Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
Thu Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSchool Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
Mon Moscow Education	233K
Ti TrudKrut RSO YOU	17K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 niche – early growth stage. Niche leader – Mathematician Andrey (1M), top-99 median: 78.8K. First goal – enter top-99 through 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 **625**, they brought **2 844** new subs.

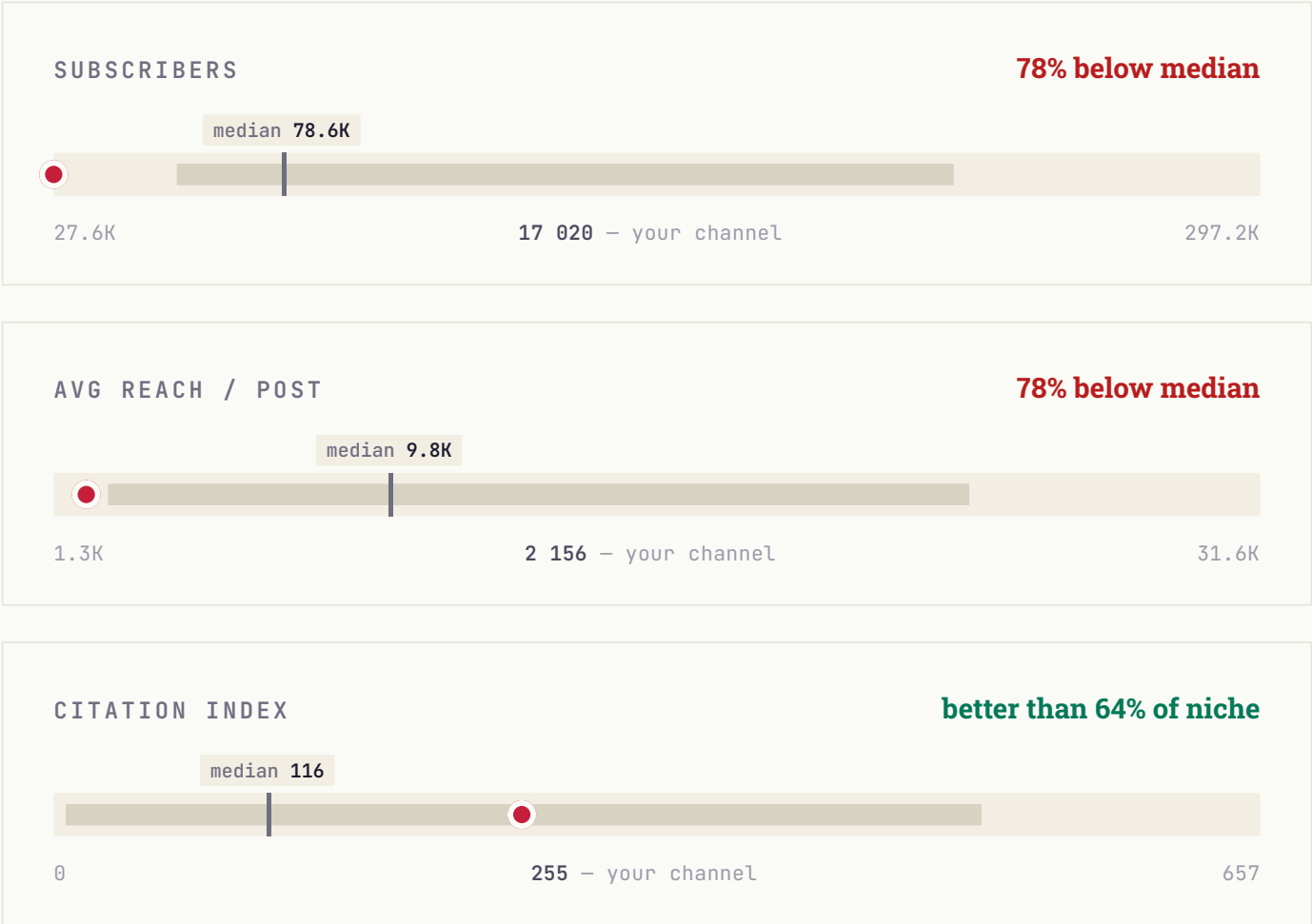
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	60	44	72
December 2025	83	52	588
Nov 2025	144	105	1 058
Oct 2025	138	87	191
September 2025	96	60	857
August 2025	104	60	78

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
625	6	2 844

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Education» (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 Friday**

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****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**04****Cross-promo with neighboring channels**

Cross-post quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

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

Telegram search looks at descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
