

PUBLIC REPORT BY PROMTPRESS

Channel audit

Leaders of Russia



@russianleaders

Management competition «Leaders of Russia». Part of the Presidential platform «Russia – Land of Opportunities». Website: <http://лидерыроссии.рф/>

SUBSCRIBERS

18 315

-171 per month

ERR (% SEE POSTS)

13.0%

per day 7.9%

REACH/POST

2.6K

ad reach 1.4K/24h

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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 18 315 —	SUBS REACH 14.04% avg % of subs see post	VIEWS/POST 2.6K median 2.3K · 28 days	POSTS/WEEK 14.8 for the period
7D TREND -26.6% vs previous week	REACTIONS/POST 13.4 total 818 reactions, 1,140 reposts, 54 comments	POST LENGTH 824 chars median 999 · 28 days	POSTS ANALYZED 61 28 days
AD REACH 1.4K avg over 24h	CHURN / MONTH -171 last month	CITATION RATE 591 citation index · 2,359 channels mentioned all time	CHANNEL AGE 8 years 8 months created 03.11.2017

AI EDITOR SUMMARY

Channel «Leaders of Russia» — 18 315 subs. Each post averages 2.6K people (14% from subs), reach is low — consider expanding audience. Publishes 15 posts per week (~2/day) — consistent schedule. For week 22–28 Jun, reach dropped -26.6% vs week 15–21 Jun — 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **61** posts in 28 days.
- 02 Dominant format – **Photo** (39/61 posts).
- 03 Avg post length – **824** chars (median 999).
- 04 Audience peak – **Monday**, 22:00 MSK.
- 05 Top posts bring in **3x** more views than the weakest (5.4K avg top vs 1.9K worst) – among 61 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 19:06 PHOTO 60 teams – winners of the Leaders of Russia. Team contest! The sixth season of the Leaders of Russia. Team flagship project has ended...	VIEWS 7 434 REPOSTS 127	REACTIONS 55 ER 40.6%
Nº2 18.06 · 12:32 TEXT Winners of the 6th season of the Leaders of Russia contest – team of the Ministry of Education of the Russian Federation We begin our introduction with...	VIEWS 4 422 REPOSTS 26	REACTIONS 25 ER 24.1%
Nº3 23.06 · 08:00 PHOTO Winner of Leaders of Russia appointed Deputy Chairman of the Government of Dagestan Valentin Klok, winner of the 3rd season of the contest...	VIEWS 4 226 REPOSTS 25	REACTIONS 30 ER 23.1%

Nº4 17.06 • 15:10 PHOTO June 15, on the fifth day of the Leaders of Russia. Team final, a meeting with the CEO was held at the Russia National Center...	VIEWS 4 062 REPOSTS 7 REACTIONS 23 ER 22.2%
Nº5 15.06 • 17:55 PHOTO Unity as a historical foundation of victories In the final of the sixth season of the Leaders of Russia. Team competition at the Russia National Center...	VIEWS 3 933 REPOSTS 18 REACTIONS 12 ER 21.5%

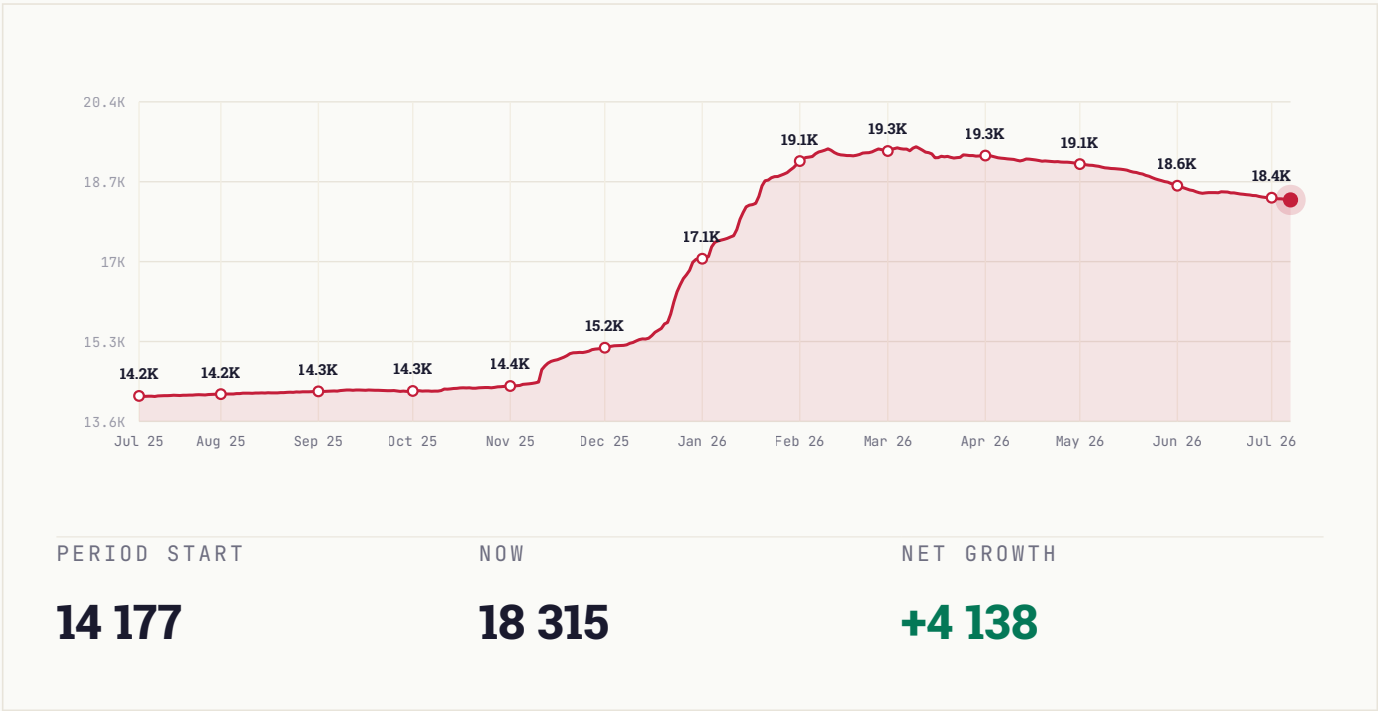
WORST 3

↓ 02.07 • 10:34 VIDEO Winners of the 6th season of the Leaders of Russia. Team contest — employees of DOM.RF Introducing the team from the category...	VIEWS 1 889 REPOSTS 8 REACTIONS 12 ER 10.3%
↓ 13.06 • 11:31 VIDEO Managing Partner at UpScale11 and co-founder of the Institute of the Future Anna Parshina at the final of the sixth season of the Leaders of Russia competition...	VIEWS 1 865 REPOSTS 7 REACTIONS 5 ER 10.2%
↓ 03.07 • 06:32 PHOTO 5 Russian books entrepreneurs recommend Business books don't always have to be about sales, investments or...	VIEWS 1 796 REPOSTS 32 REACTIONS 1 ER 9.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

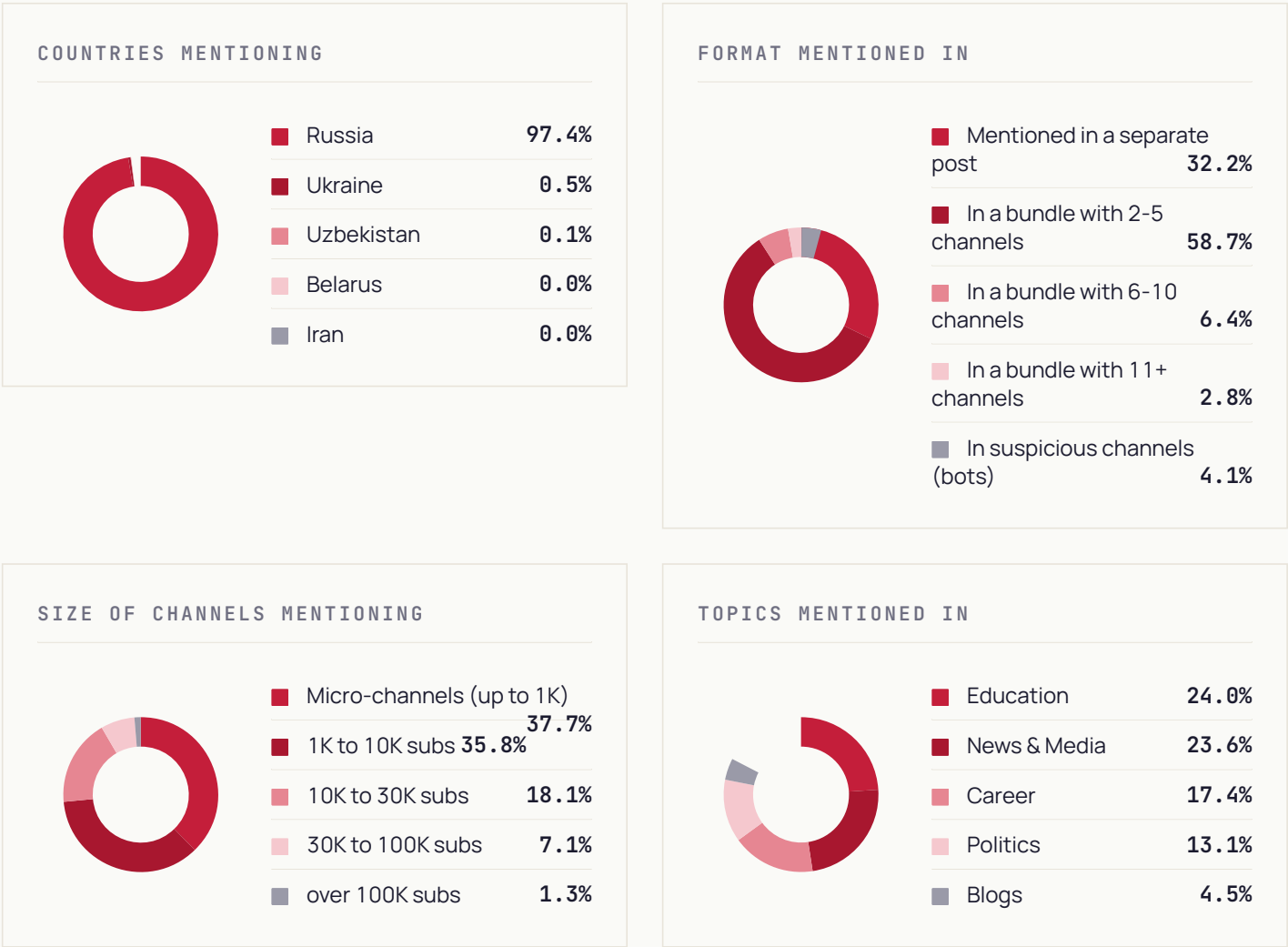
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

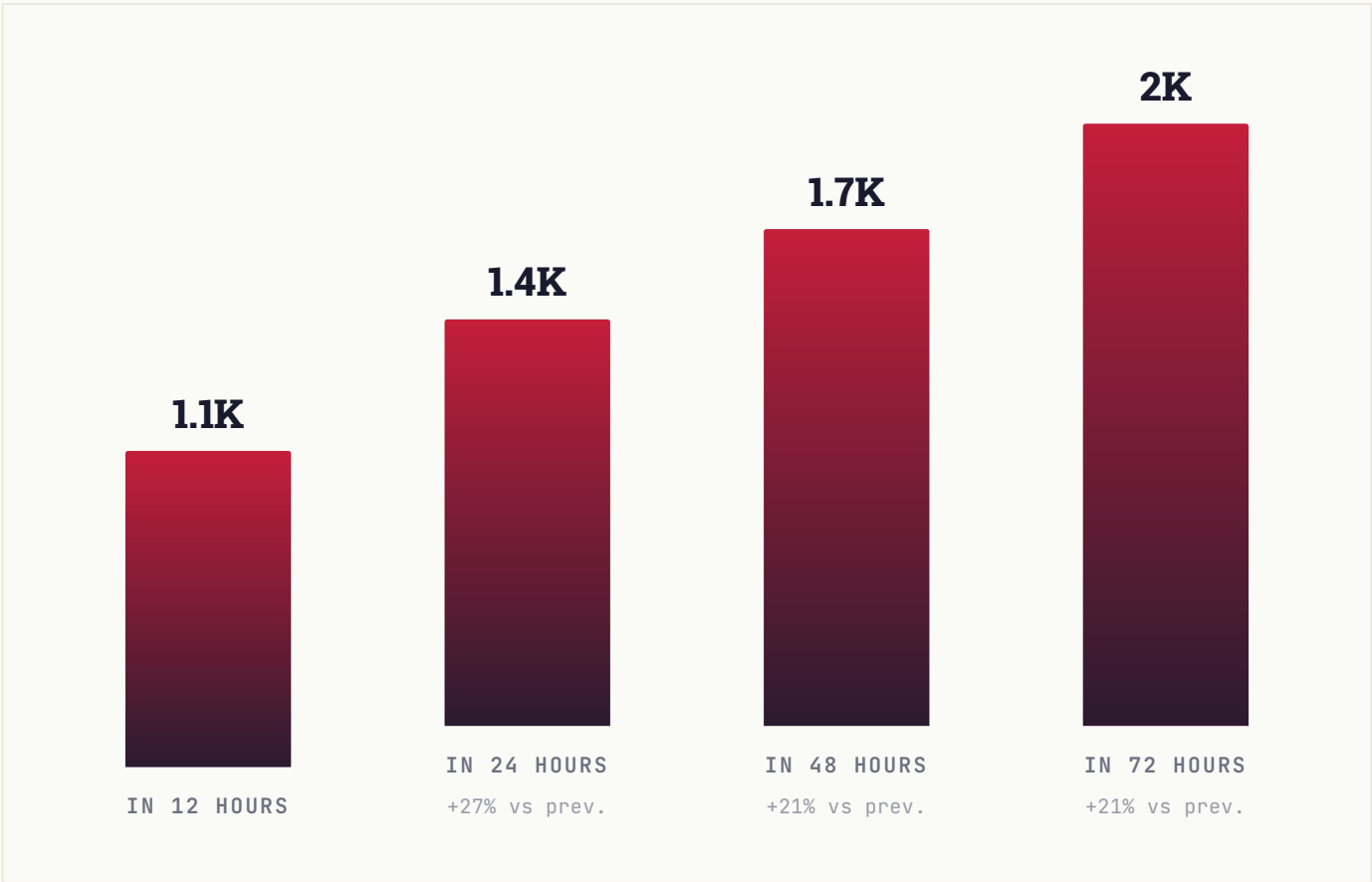
Citation index **591** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **2 359** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche peers.

CHANNEL	SUBSCRIBERS
UB Remote no experience - Freelance	795.9K
PM JOBS MOSCOW VACANCIES	504.8K
SI SeoJob Earn online	434.8K
UI REMOTEKIN FREELANCE JOBS REMOTE	320.7K
FP Finder.work: jobs & vacancies	280.1K
X• HOME • Remote work • Freelance	252.2K
FI Freelance Relocation Remote work Internships	246.5K
TI TeleWork Freelance Remote work	225.9K
UM DREAM REMOTE - freelance / jobs	222.2K
FV FREELANCE. Jobs	221.1K
LR Leaders of Russia YOU	18.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 92 of niche — early growth stage. Niche leader — Remote no experience - Freelance (795.9K), top-92 median: 89.5K. First goal — enter top-92 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 yours. Over the last **6 months** such mentions occurred **244**, they brought **4 952** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	35	22	1 990	
December 2025	81	53	1 900	
November 2025	60	46	799	
October 2025	36	27	135	
September 2025	19	17	58	
August 2025	13	8	70	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
244	6	4 952

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of values. A vertical line marks the median, and a red dot indicates the channel's performance. The data is as follows:

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	18,315	89.1K	worse than median by 79%
AVG REACH / POST	2,571	4K	worse than median by 36%
CITATION INDEX	591	129	better than 90% of niche

SUBSCRIBERS worse than median by 79%

31.5K 18 315 – your channel 273.8K

median 89.1K

AVG REACH / POST worse than median by 36%

96 2 571 – your channel 12.6K

median 4K

CITATION INDEX better than 90% of niche

0 591 – your channel 728

median 129

— 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 Monday

Audience is most active on this day at 22:00 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% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 using public data. If you want to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
