

PUBLIC PROMTPRESS REPORT

Channel audit

RZhD-Medicine



@rzd_medicine

«RZD-Medicine» — a story that began with temporary infirmaries for railway builders in 1844, and continues today, uniting over 360 hospitals across 71 Russian regions. 📍 ...

SUBSCRIBERS

19 996

+274 per month

ERR (% SEE POSTS)

15.0%

per day **10.7%**

REACH/POST

3.3K

ad reach **2.1K/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 19 996 —	 SUBSCRIBER REACH 16.47% avg % subs see post	 VIEWS/POST 3.3K median 2.8K · 27 days	 POSTS/WEEK 7.3 over period
 7D TREND -14.2% vs previous week	 REACTIONS/POST 19.8 total 575 reactions, 177 reposts, 0 comments	 POST LENGTH 989 chars median 1000 · 27 days	 POSTS ANALYZED 29 27 days
 AD REACH 2.1K avg 24h	 CHURN / MONTH +274 over last month	 CITATION RATE 185 citation index · 245 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel «RZD-Medicine» – 19 996 subs. Each post avg views 3.3K people (16% of subs), avg reach – room to grow. Posts 7 posts per week (~1/day) – steady. Week Jul 6–12 reach dropped -14.2% by week Jun 29 – Jul 5 – worth analyzing.

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 **29** posts in 27 days.
- 02 Dominant format – **Photo** (24/29 posts).
- 03 Avg post length – **989** chars (median 1000).
- 04 Peak audience activity – **Sunday**, 10:00 MSK.
- 05 Top posts get **3x** more views than the weakest (5.3K avg for top vs 1.9K for worst) – among 29 posts over 27 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 07:10 PHOTO  Medical Worker's Day - a holiday uniting all healthcare professionals. We celebrate it during a special period – in...	VIEWS 6 420 REPOSTS 7	REACTIONS 41 ER 32.1%
Nº2 25.06 · 08:53 PHOTO  How smartphones change posture and cause chronic pain Teens, students, office workers, and anyone who spends time with a smartphone in hand...	VIEWS 4 710 REPOSTS 20	REACTIONS 19 ER 23.6%
Nº3 23.06 · 10:35 PHOTO  How tinnitus links to nerve overload Normally, the brain filters out natural internal noises of the auditory system, and...	VIEWS 4 669 REPOSTS 7	REACTIONS 20 ER 23.3%

Nº4 22.06 • 14:05 PHOTO  Multitasking syndrome: why we burn out fast What employers long considered a key advantage of a successful employee...	VIEWS 4 606 REPOSTS 13 REACTIONS 23 ER 23.0%
Nº5 21.06 • 14:45 PHOTO Pain that isn't there: how the body tricks the brain  A cut or bruise has fully healed, wounds long gone, but unbearable pain still...	VIEWS 4 575 REPOSTS 6 REACTIONS 24 ER 22.9%

WORST 3

↓ 15.07 • 13:25 VIDEO Checkup with 15% discount  When every day is scheduled minute by minute between caring for loved ones, work, and household chores, it's very easy to postpone...	VIEWS 1 945 REPOSTS 3 REACTIONS 9 ER 9.7%
↓ 14.07 • 16:08 PHOTO  There's a myth that you can 'get used to' vibration and that pro builders or drivers eventually develop 'steel' hands...	VIEWS 1 897 REPOSTS 1 REACTIONS 16 ER 9.5%
↓ 16.07 • 12:39 PHOTO What to do if your teeth hurt from cold and gums bleed  You can brush your teeth regularly, have no complaints of severe pain, and still...	VIEWS 1 727 REPOSTS 1 REACTIONS 4 ER 8.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

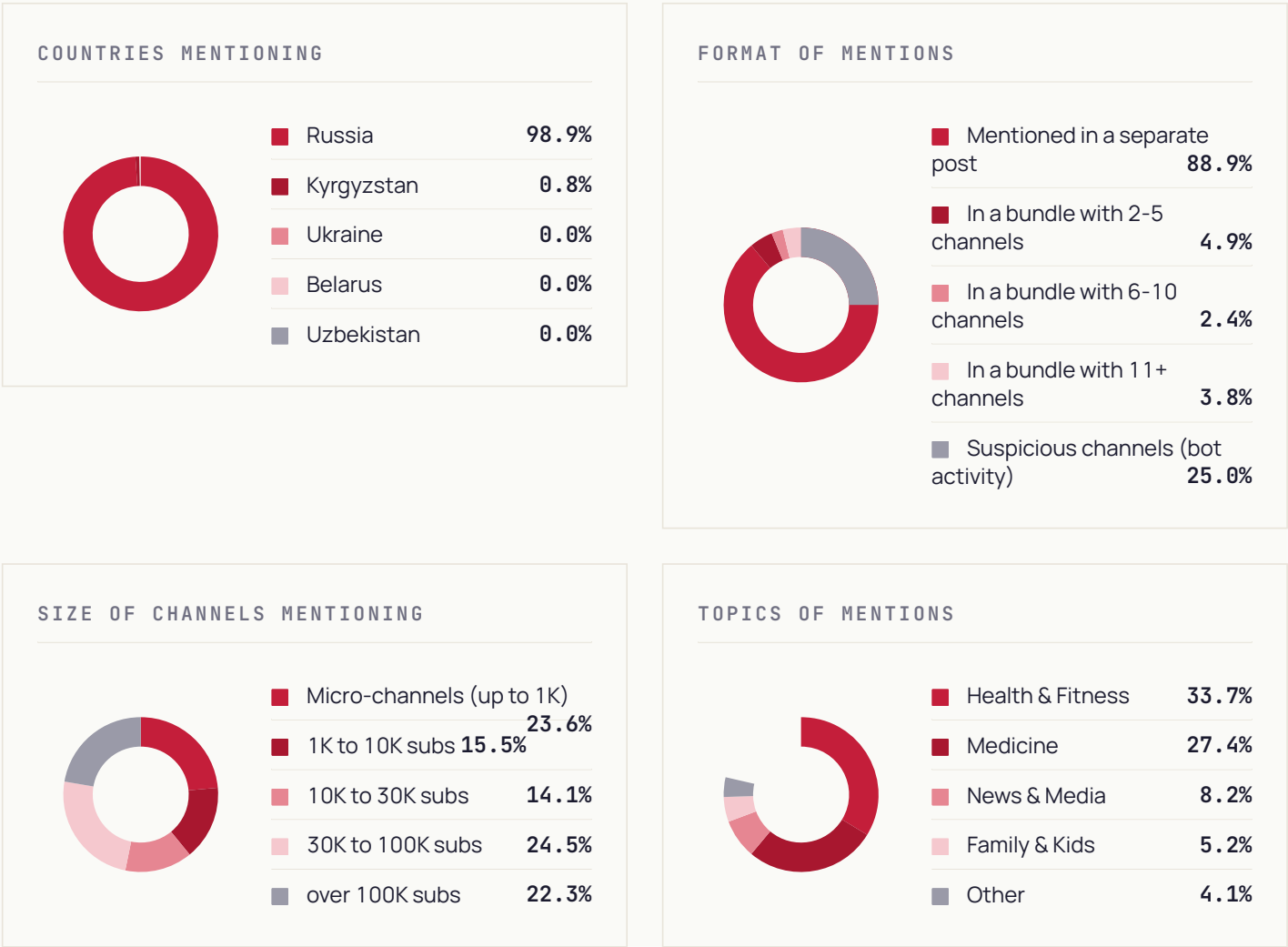
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

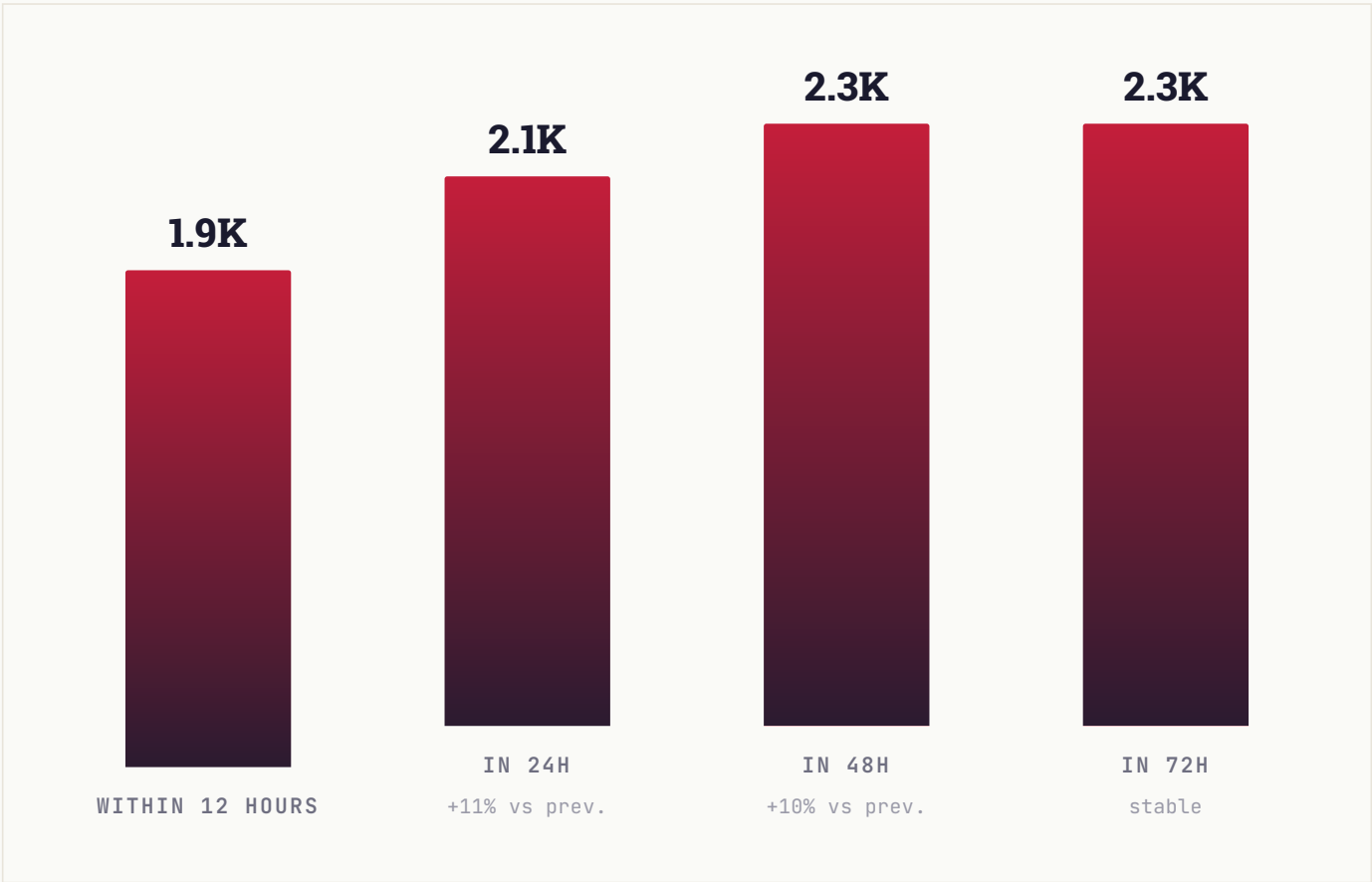
Citation index **185** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **245** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DT Dr Tel	755.5K
BI Blog from the morgue	354.1K
تا تعليم اللغة الإنجليزية 🧑🏫	328.2K
🩺 الجراحة 🩺 Surgery 🩺 - Crypto currency	318.4K
EM Endocrinologist Magerya	292.5K
EP EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow medicine	237.8K
🌿 F 🌿 Folk Medicine 🌿	235.1K
Health ZdravKontrol	222.2K
RZh RZhD-Medicine YOU	20K

COMPARATIVE INSIGHT

Channel is still outside niche top 97 — early growth stage. Niche leader — Dr Tel (755.5K), top-97 median: 103.2K. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **49**, they brought **1 796** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	4	4	0
December 2025	6	6	93
Nov 2025	6	6	168
Oct 2025	8	6	339
Sep 2025	4	4	758
August 2025	21	20	438

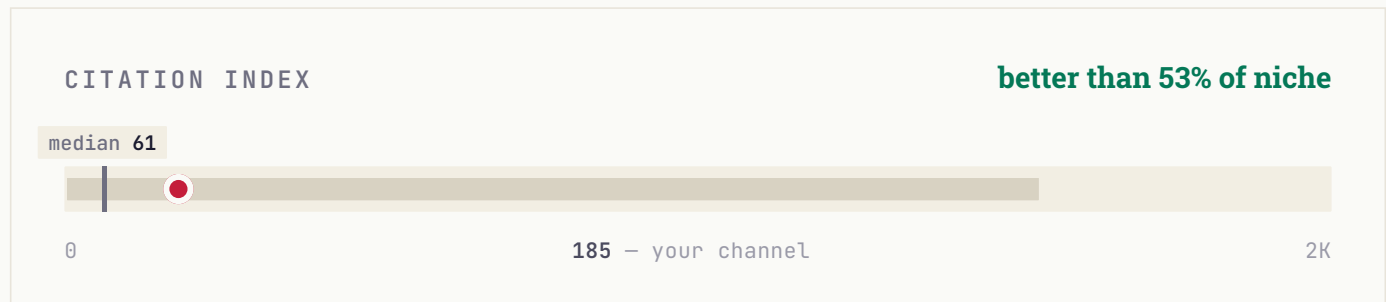
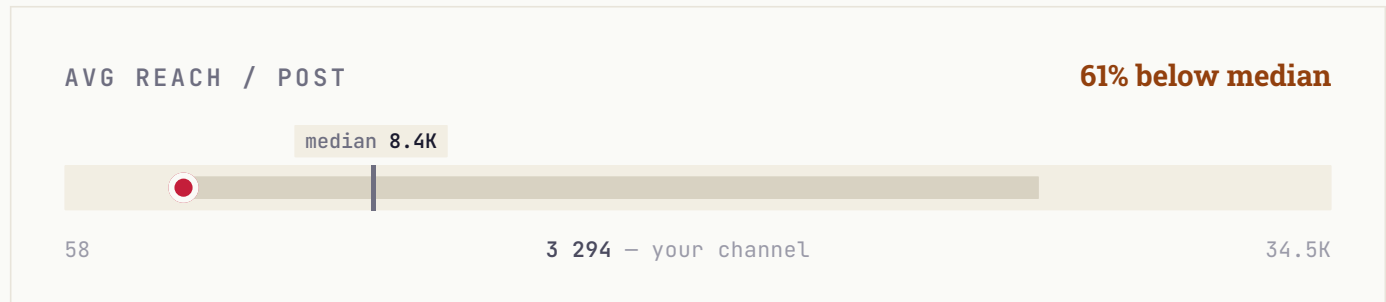
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
49	6	1 796

Where the channel stands in its league

SUBSCRIBERS 81% below median

median 105.1K

36.2K 19 996 – your channel 284.7K



— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

- 01

Main post of the week — on Sunday

Audience is most active on this day at 10:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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

EFFECT

Video retains audience better
- 03

Systematic 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 — an easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs bring 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 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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