

PROMTPRESS PUBLIC REPORT

# Channel audit

## School 21



@school21sber

Free digital tech school by Sber. Website: [https://21-school.ru/?utm\\_source=telegram&utm\\_medium=social](https://21-school.ru/?utm_source=telegram&utm_medium=social) Channel in RKN registry: <https://clck.ru/3FkfU7>

SUBS

**40 399**

+10088 per month

ERR (% SEE POSTS)

**16.0%**

per day 8.5%

REACH/POST

**6.3K**

ad reach 2.6K/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.

|                                                                                                                                                             |                                                                                                                                                                                                 |                                                                                                                                                                                                  |                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>40 399</div><div>—</div></div>                   | <div><div> SUBSCRIBER REACH</div><div>15.71%</div><div>avg % subs see post</div></div>                         | <div><div> VIEWS/POST</div><div>6.3K</div><div>median 6.6K · 29 days</div></div>                                | <div><div> POSTS/WK</div><div>6.3</div><div>for the period</div></div>                       |
| <div><div> 7D TREND</div><div>-1.5%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>90.4</div><div>only 2,441 reactions, 607 reposts, 143 comments</div></div> | <div><div> POST LENGTH</div><div>518 chars</div><div>median 547 · 29 days</div></div>                           | <div><div> POSTS ANALYZED</div><div>27</div><div>29 days</div></div>                         |
| <div><div> AD REACH</div><div>2.6K</div><div>24h avg</div></div>         | <div><div> CHURN / MONTH</div><div>+10088</div><div>last month</div></div>                                   | <div><div> CITATION INDEX</div><div>33</div><div>citation index · 239 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>4 years 4 months</div><div>created 28.02.2022</div></div> |

AI EDITOR SUMMARY

Channel «School 21» — 40 399 subs. Each post averages 6.3K people (16% of subs), average reach — room to grow. Publishes 6 posts/week (~1/day) — rare. Week of Jul 6–12 reach stable (-1.5% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts in 29 days.
- 02 Dominant format — Photo (18/27 posts).
- 03 Avg post length — 518 chars (median 547).
- 04 Peak audience activity — Friday, 10:00 MSK.
- 05 Top posts get 2× more views than the weakest (8.4K avg for top vs 5.4K for worst) — among 27 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

**Nº1** 24.06 · 12:27 **PHOTO**  
❤️ Work on real business tasks now! Sber and School 21 launch 'Factory of Solutions' — a space where ideas...

| VIEWS   | REACTIONS |
|---------|-----------|
| 8 778   | 32        |
| REPOSTS | ER        |
| 84      | 21.7%     |

**Nº2** 08.07 · 12:17 **PHOTO**  
🌱 AI instead of farmer: from field to data Who works in the field? Robots, right! And what does a human do? Explains AI how to...

| VIEWS   | REACTIONS |
|---------|-----------|
| 8 715   | 58        |
| REPOSTS | ER        |
| 45      | 21.6%     |

**Nº3** 26.06 · 07:00 **PHOTO**  
🧠 Take care of it Ever felt your head boiling? Especially after finishing a tough project...

| VIEWS   | REACTIONS |
|---------|-----------|
| 7 804   | 52        |
| REPOSTS | ER        |
| 12      | 19.3%     |

|                                                                                                                                                                                                                                                                      |                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 23.06 • 13:27 <b>PHOTO</b><br> From School 21 to champions Nikita Feoktistov from Moscow campus of School 21 together with team Opeshki won the external track of MTS... | <div>VIEWS</div> <b>7 756</b> <div>REACTIONS</div> <b>61</b> <div>REPOSTS</div> <b>24</b> <div>ER</div> <b>19.2%</b> |
| <b>Nº5</b> 03.07 • 11:30 <b>VIDEO</b><br> Hired a new guide. He'll show you around campus! Our route: ⚡ 'Robolab' – 3D printing and...                                              | <div>VIEWS</div> <b>7 524</b> <div>REACTIONS</div> <b>88</b> <div>REPOSTS</div> <b>10</b> <div>ER</div> <b>18.6%</b> |

## WORST 3

|                                                                                                                                                                                                                                           |                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| ↓ 16.07 • 13:06 <b>VIDEO</b><br> Cool prizes – for you! Celebrating midsummer with a big contest from our friends at SberMarketing. Exactly one month... | <div>VIEWS</div> <b>5 521</b> <div>REACTIONS</div> <b>86</b> <div>REPOSTS</div> <b>70</b> <div>ER</div> <b>13.7%</b> |
| ↓ 17.07 • 12:59 <b>VIDEO</b><br> Took almost 10 seconds to show a typical day at School 21 But... an hour isn't enough to TELL what...                 | <div>VIEWS</div> <b>5 451</b> <div>REACTIONS</div> <b>41</b> <div>REPOSTS</div> <b>18</b> <div>ER</div> <b>13.5%</b> |
| ↓ 14.07 • 11:08 <b>TEXT</b><br>                                     | <div>VIEWS</div> <b>5 263</b> <div>REACTIONS</div> <b>7</b> <div>REPOSTS</div> <b>4</b> <div>ER</div> <b>13.0%</b>   |

## SECTION 03 • MENTIONS

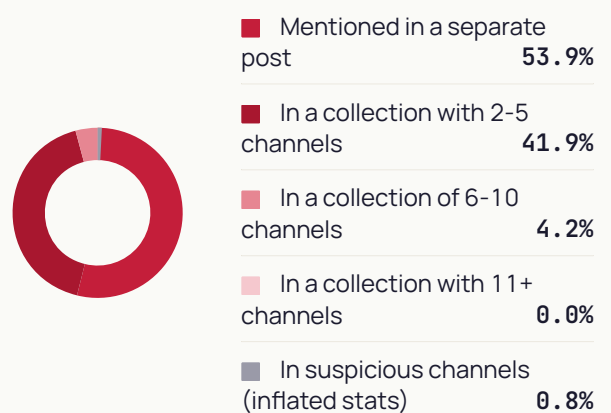
# Who mentions the channel and how

Citation index **33** — 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 a 1K subs channel. All-time mentions: **239** different channels.

### COUNTRIES MENTIONING YOU



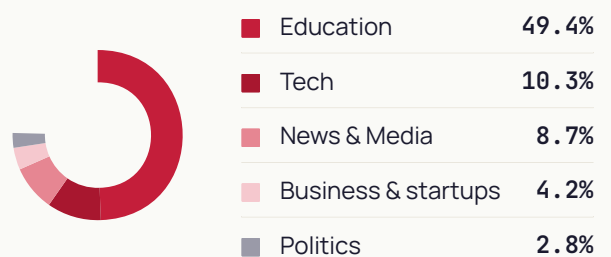
### MENTIONED IN WHICH FORMATS



### WHAT SIZE CHANNELS MENTION YOU



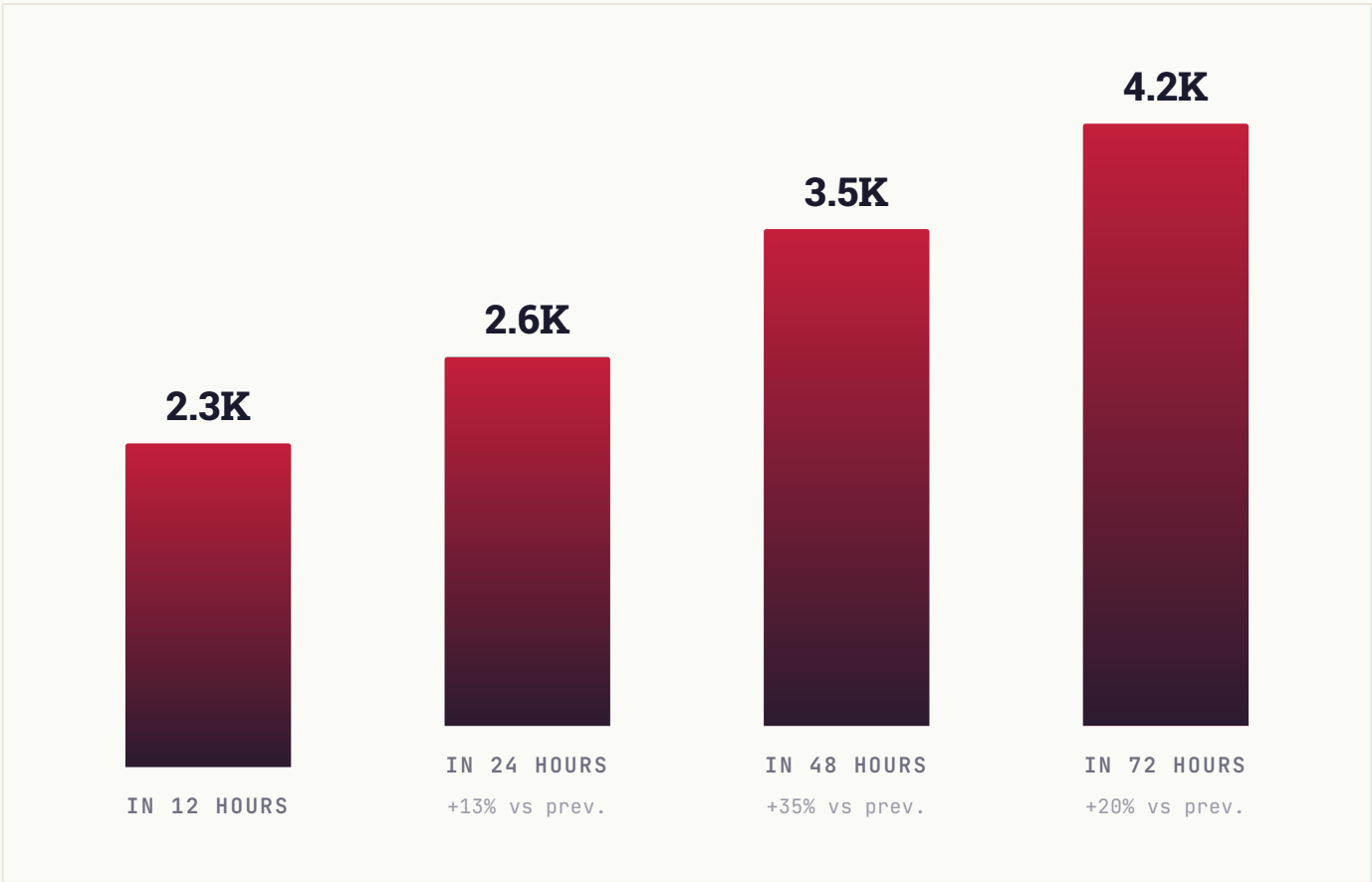
### MENTIONED IN WHICH TOPICS



SECTION 04 · AD POTENTIAL

# How long a post generates reach

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



SECTION 05 · COMPETITORS

# Who you compete with

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

| CHANNEL                                 | SUBS   |
|-----------------------------------------|--------|
| <div>نا</div> نیمار ابن الانبار         | 4.6M   |
| <div>MB</div> Maths By Gagan Pratap     | 2.3M   |
| <div>اد</div> اخبار درسی   فوری         | 1.6M   |
| <div></div> Rojgar with Ankit™          | 1.3M   |
| <div>شك</div> شام کاش                   | 1.1M   |
| <div>شم</div> شبكة ملازمنا              | 1.1M   |
| <div>سن</div> سوالات نهایی              | 1M     |
| <div>MA</div> Mathematician Andrey      | 997.6K |
| <div>UC</div> Utkarsh Classes           | 992.9K |
| <div>يد</div> ي دانش آموز               | 983.4K |
| <div>Sh2</div> School 21 <div>YOU</div> | 40.4K  |

COMPARATIVE INSIGHT

Channel not yet outside top 100 niche — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. First goal: enter top-100 through systematic traffic & content work.



SECTION 06 · MENTION TRENDS

# How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **50**, they brought **3 559** new subs.

| PERIOD         | MENTIONS | CHANNELS | GAINED SUBS |                        |
|----------------|----------|----------|-------------|------------------------|
| January 2026   | 8        | 8        | 802         | <div><div></div></div> |
| December 2025  | 6        | 5        | 322         | <div><div></div></div> |
| November 2025  | 3        | 3        | 705         | <div><div></div></div> |
| October 2025   | 14       | 12       | 387         | <div><div></div></div> |
| September 2025 | 13       | 11       | 925         | <div><div></div></div> |
| August 2025    | 6        | 6        | 418         | <div><div></div></div> |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 50             | 6              | 3 559          |

SECTION 07 · NICHE COMPARISON

# Where channel ranks in its league

Took top-100 channels in category «Education» (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 08 · STRATEGY

# What to do right now

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

- 01

**Main post of the week — on Friday**  
 Audience is most active on this day at 10:00 MSK.

EFFECT  
**Best window for an important post**
- 02

**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**
- 03

**Test polls & interactive formats**  
 Posts with polls/reactions usually boost ER by +5-15%.  
 One weekly poll on a hot topic is an easy growth point.

EFFECT  
**+5-15% ER**
- 04

**Cross-promo with neighboring channels**  
 Swap posts 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 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 — 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.

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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