

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Senezh

Management

Workshop



@senezh_rsv

Mission of the Senezh Management Workshop of the Presidential Platform "Russia – Land of Opportunity" is to make strong people of Russia even stronger, to serve those who serve Russia. Registration in RKN:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
18 943 15.07.2026 +211 per month	6.0% last 24 hrs 2.6%	1K HTTPS://PROMTPRESS.COM/AUDIT/SENEZH_RSV ad reach 493/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 18 943 —	 SUBSCRIBER REACH 5.39% avg % subs see post	 VIEWS/POST 1K median 896 · 29 days	 POSTS/WEEK 18.0 for period
 7D TREND -21.4% vs previous week	 REACTIONS/POST 18.3 only 1,391 reactions, 547 reposts, 10 comments	 POST LENGTH 891 chars median 1000 · 29 days	 POSTS ANALYZED 76 29 days
 AD REACH 493 24h avg	 CHURN / MONTH +211 last month	 CITATION RATE 583 citation index · 4 447 channels mentioned ever	 CHANNEL AGE 6 years 2 months created 12.05.2020

AI EDITOR SUMMARY

Channel «Senezh Management Workshop» — 18 943 subs. Avg views per post: 1K people (5% of subs), low reach — need to grow audience. Publishes 18 posts/week (~3/day) — steady pace. Week Jun 29–Jul 5 reach dropped -21.4% by week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **76** posts over 29 days.
- 02 Dominant format — **Photo** (53/76 posts).
- 03 Avg post length — **891** chars (median 1000).
- 04 Peak audience activity — **Monday**, 09:00 MSK.
- 05 Top posts get **4×** more views than the weakest (2.6K avg for top vs 711 for worst) — among 76 posts in 29 days. Analyze what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 26.06 · 10:37 PHOTO In «Сенеж» an FSIN officer from Karelia was awarded for helping 50 teens find themselves in sports In almost 2 years, 50 kids trained in...	VIEWS 2 744 REP. 7	REACTIONS 15 ER 14.5%
Nº2 15.06 · 06:13 PHOTO ⚡ All-Russian Forum of Young Penitentiary System Specialists 'Leader – 2026' launched at Seneg Nearly 150 participants...	VIEWS 2 673 REP. 11	REACTIONS 10 ER 14.1%
Nº3 19.06 · 13:16 PHOTO ❤️ Seneg Management Workshop – where leaders from across the country learn. Now Solnechnogorsk residents can also tour...	VIEWS 2 266 REP. 33	REACTIONS 22 ER 12.0%

Nº4 20.06 • 07:39 VIDEO Conscious Fatherhood Club created by a participant of the «Leadership in Medicine» program Deputy Chief Physician for Clinical Expert Work...	VIEWS 1 798 REP. 13 REACTIONS 18 ER 9.5%
Nº5 17.06 • 13:30 PHOTO  Top HR contest for public sector 'In the Frame' continues accepting applications Applications for the second season of the HR contest for...	VIEWS 1 796 REP. 9 REACTIONS 6 ER 9.5%

WORST 3

↓ 07.07 • 14:58 VIDEO First episode of the podcast "Managing in Russian" Imagine: you open your payslip, and instead of just "bonus", there's also a name...	VIEWS 738 REP. 5 REACTIONS 17 ER 3.9%
↓ 01.07 • 12:04 PHOTO  From training to real inter-municipal cooperation At the strategic session of the 'School of Municipal Teams' in Michurinsky...	VIEWS 705 REP. 2 REACTIONS 8 ER 3.7%
↓ 08.07 • 07:44 PHOTO The most important team ❤️ In everyone's life, there are people who are always there. They share the joy of victories, help cope with...	VIEWS 692 REP. 2 REACTIONS 8 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

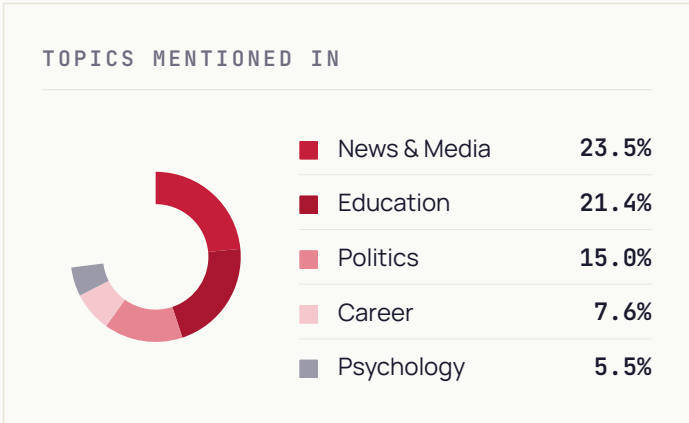
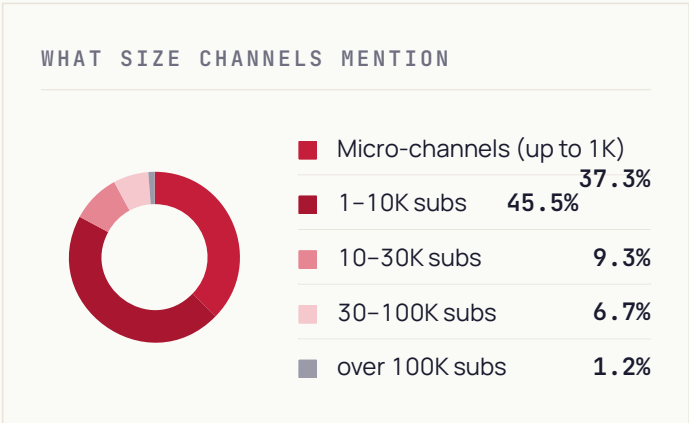
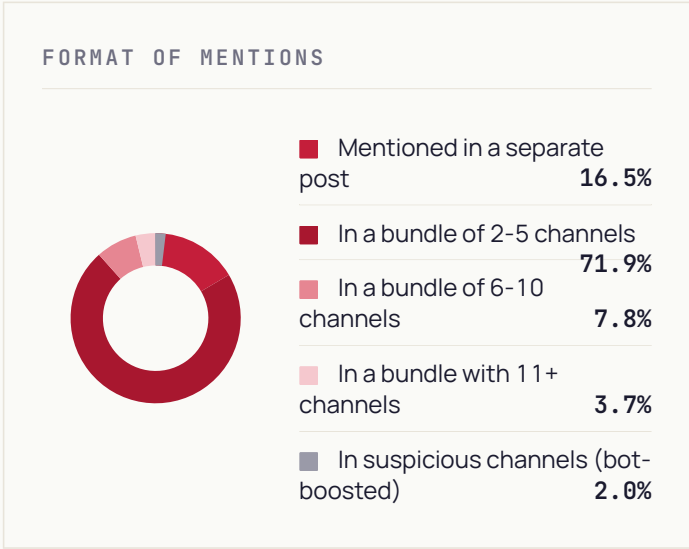
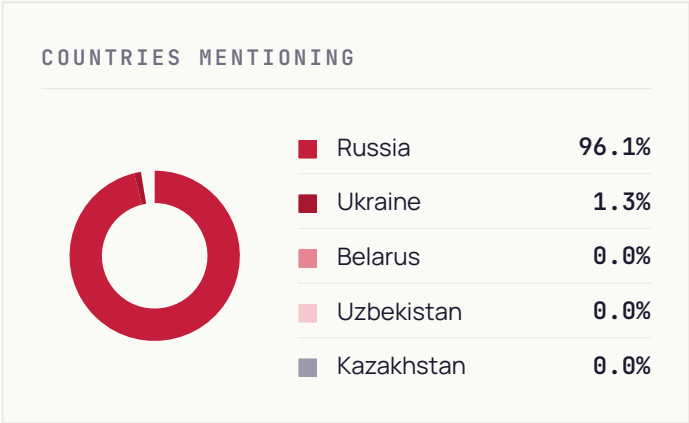
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

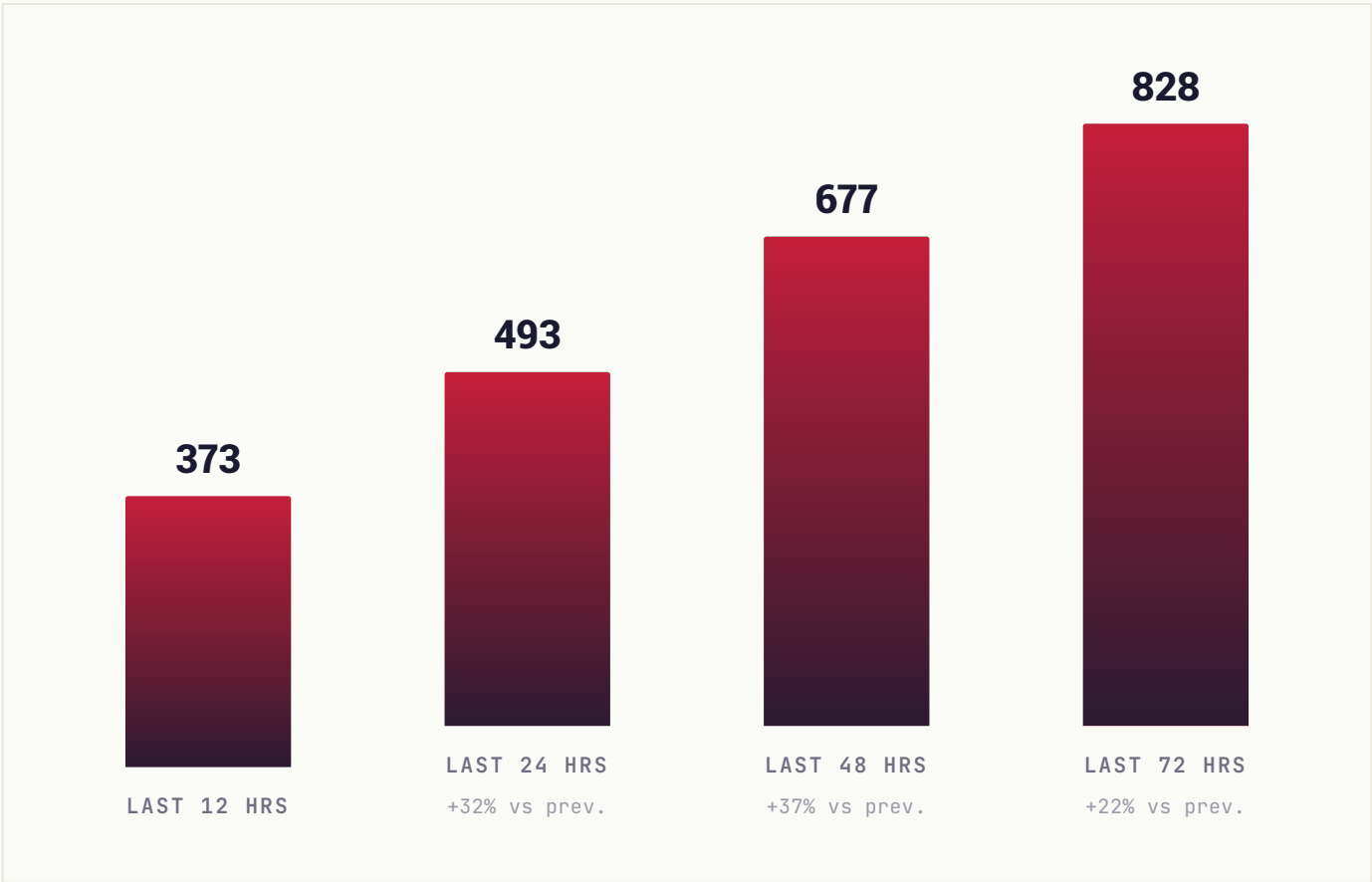
Citation index **583** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **4 447** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 position among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umschool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of the Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
MU Senezh Management Workshop YOU	18.9K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **2 201**, they brought **1 542** new subs.

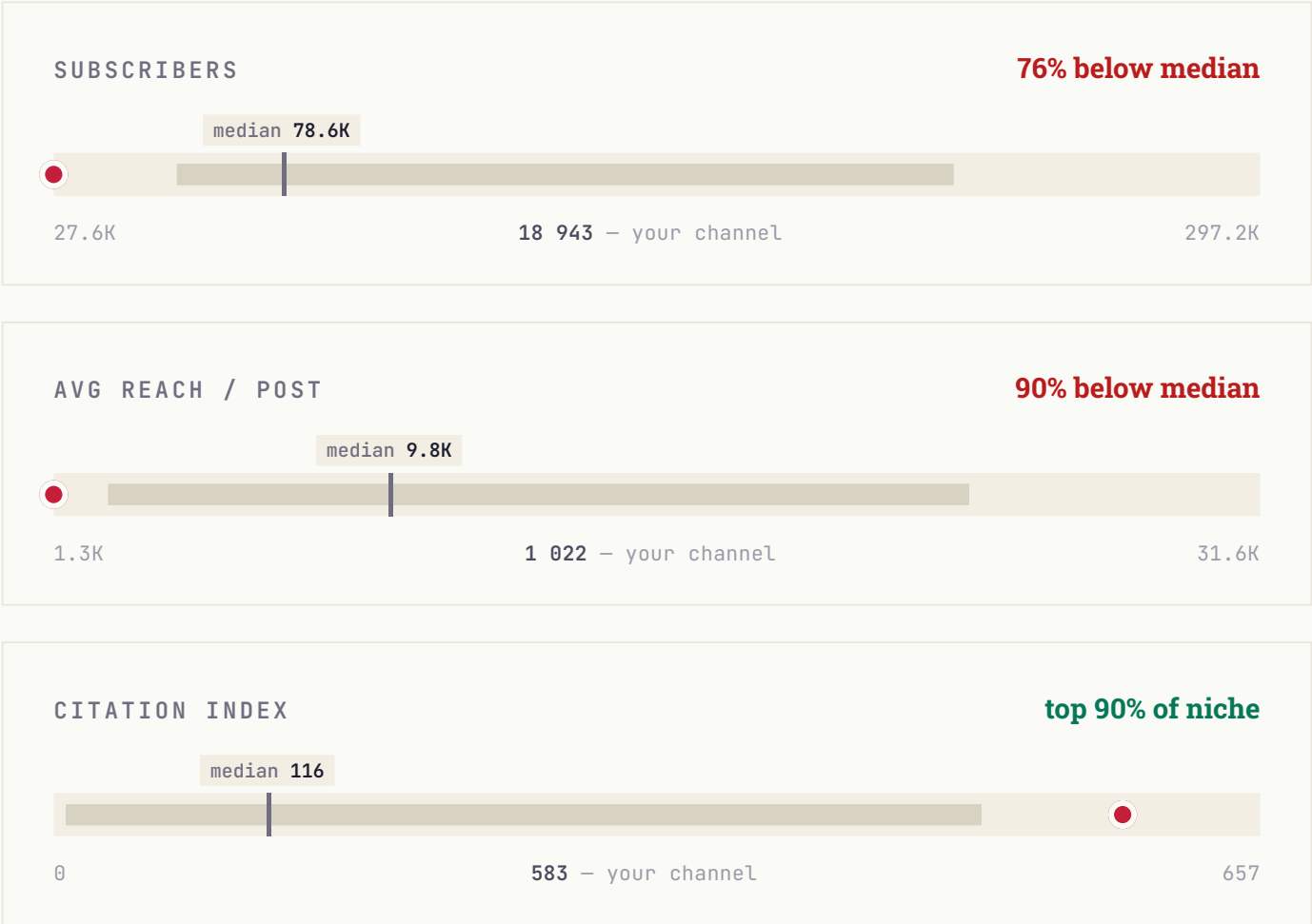
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	118	80	166	
December 2025	503	279	113	
November 2025	380	235	264	
October 2025	462	356	284	
September 2025	361	249	245	
August 2025	377	252	470	

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
2 201	6	1 542

SECTION 08 · NICHE COMPARISON

Where the channel stands 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 ranked by expected impact. Check off and revisit next month.

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

On this day at 09:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 5.39% vs norm 8.0%. Try polls and interactive formats.

EFFECT

+2.6pp ER**03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes based on public data. 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
