

PROMTPRESS PUBLIC REPORT

# Channel audit

## Skolkovo



@skolkovolive

Official channel of the Skolkovo Foundation RKN: <https://clck.ru/3GN5AS>  
Contact: [pressoffice@sk.ru](mailto:pressoffice@sk.ru) Support the channel: <https://t.me/boost/skolkovolive>

SUBSCRIBERS

**42 230**

-18 per month

ERR (% SEE POSTS)

**8.0%**

in 24h **5.4%**

REACH/POST

**3.6K**

ad reach **2.3K**/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 generates reach

**06 Competitors**

Niche neighbors · your place

**07 Mention dynamics**

6 months · monthly

**08 Niche comparison**

Position in «Tech» category

**09 Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                             |                                                                                                                                                                                             |                                                                                                                                                                                                     |                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>42 230</div><div>—</div></div>            | <div><div> SUBS REACH</div><div>8.49%</div><div>avg % subs see post</div></div>                            | <div><div> VIEWS/POST</div><div>3.6K</div><div>median 3.6K · 29 days</div></div>                                   | <div><div> POSTS/WK</div><div>16.7</div><div>over period</div></div>                        |
| <div><div> 7D TREND</div><div>+8.8%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>4.1</div><div>total 285 reactions, 503 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>849 chars</div><div>median 950 · 29 days</div></div>                              | <div><div> POSTS ANALYZED</div><div>70</div><div>29 days</div></div>                        |
| <div><div> AD REACH</div><div>2.3K</div><div>24h avg</div></div>          | <div><div> CHURN / MONTH</div><div>-18</div><div>over last month</div></div>                              | <div><div> CITATION RATE</div><div>1 041</div><div>citation index · 2,364 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>8 years 9 months</div><div>created 17.09.2017</div></div> |

AI EDITOR SUMMARY

Skolkovo channel — 42 230 subs. Each post averages 3.6K people (8% of subs), reach is low — consider expanding audience. Publishes 17 posts per week (~2/day) — regular pace. For week Jun 29 – Jul 5 reach grew +8.8% to week 22–28 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **70** posts in 29 days.
- 02 Dominant format – **Video** (34/70 posts).
- 03 Avg post length – **849** chars (median 950).
- 04 Peak audience activity – **Monday**, 20:00 MSK.
- 05 Top posts get **3x** more views than the weakest (5.5K avg for top vs 1.7K for worst) – among 70 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                    |         |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>Nº106.07 · 17:20VIDEO</div> <div> What do a tractor, e-motorcycle, and rocket engine have in common? Their parts are 3D-printed by a Skolkovo resident...</div>            | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                                                                    | 6 158   | 15        |
|                                                                                                                                                                                                                                                                    | REPOSTS | ER        |
|                                                                                                                                                                                                                                                                    | 7       | 14.6%     |
| <div>Nº206.07 · 16:44PHOTO</div> <div> Reminder: On July 8, the International Medical Cluster invites guests to the opening of a renovated public space. The territory...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                                                                    | 5 270   | 4         |
|                                                                                                                                                                                                                                                                    | REPOSTS | ER        |
|                                                                                                                                                                                                                                                                    | 11      | 12.5%     |
| <div>Nº318.06 · 14:02PHOTO</div> <div>Skolkovo tech recognized by market: residents won 3 PropTech URBAN Awards In the PropTech track, finalists and winners...</div>                                                                                              | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                                                                    | 5 217   | 13        |
|                                                                                                                                                                                                                                                                    | REPOSTS | ER        |
|                                                                                                                                                                                                                                                                    | 18      | 12.4%     |

|                                                                                                                                                                                                                                                                             |                                                                    |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>30.06 · 15:23</div><div>PHOTO</div></div> <div>Skolkovo will bring to INNOPROM-2026 solutions already working at Rosatom, Avtodor and top-10 developers From July 6 to 9 we...</div>                                                                | <div>VIEWS</div> <div>5 208</div> <div>REPOSTS</div> <div>16</div> | <div>REACTIONS</div> <div>4</div> <div>ER</div> <div>12.3%</div> |
| <div><div>Nº5</div><div>06.07 · 12:30</div><div>PHOTO</div></div> <div> Skolkovo showcases tech with measurable impact for industry at INNOPROM-2026 Yekaterinburg hosts the main...</div> | <div>VIEWS</div> <div>4 898</div> <div>REPOSTS</div> <div>9</div>  | <div>REACTIONS</div> <div>5</div> <div>ER</div> <div>11.6%</div> |

WORST 3

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                    |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>29.06 · 06:47</div><div>VIDEO</div></div> <div> Good morning, dear subs! Starting the week with science, tech, and business news. ▫ St. Petersburg named winners of the award...</div>          | <div>VIEWS</div> <div>2 031</div> <div>REPOSTS</div> <div>4</div>  | <div>REACTIONS</div> <div>2</div> <div>ER</div> <div>4.8%</div>  |
| <div><div>↓</div><div>19.06 · 15:18</div><div>VIDEO</div></div> <div> When the Wolf becomes Grandma: a new game from Sk Games resident HooliGnomes studio released a trailer and opened pages for When Wolf Fades in...</div>                                                                                                                                                                                                                                          | <div>VIEWS</div> <div>1 914</div> <div>REPOSTS</div> <div>12</div> | <div>REACTIONS</div> <div>13</div> <div>ER</div> <div>4.5%</div> |
| <div><div>↓</div><div>06.07 · 06:48</div><div>VIDEO</div></div> <div> Good morning, dear subs! Starting the week with science, tech, and business news. ▫ Today in Yekaterinburg, INNOPROM kicks off...</div> | <div>VIEWS</div> <div>1 220</div> <div>REPOSTS</div> <div>1</div>  | <div>REACTIONS</div> <div>4</div> <div>ER</div> <div>2.9%</div>  |

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 gained or lost subs.

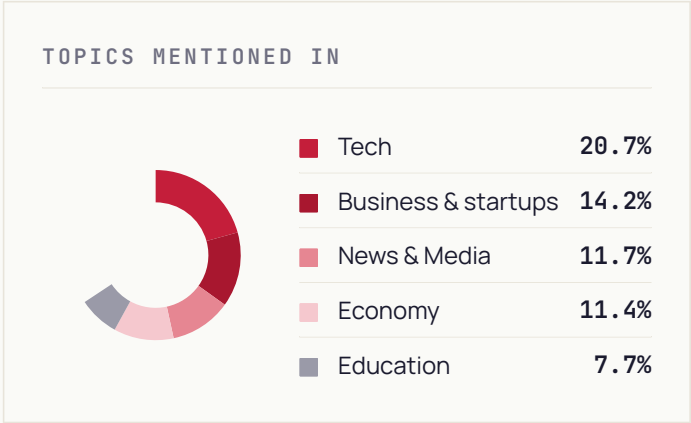
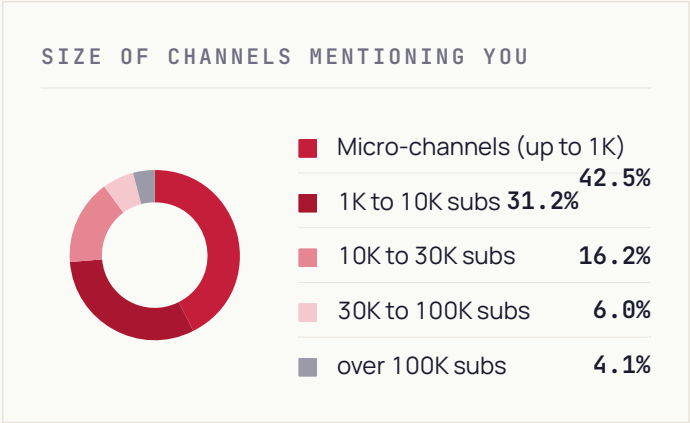
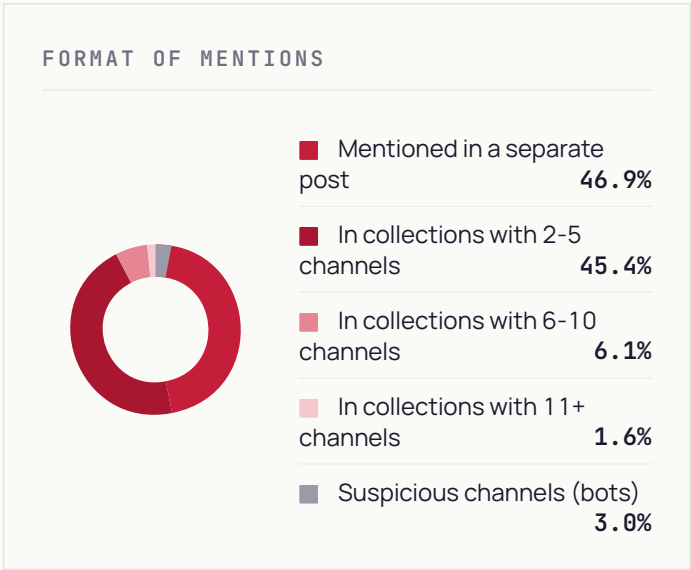


| PERIOD START | NOW    | NET GROWTH |
|--------------|--------|------------|
| 40 585       | 42 230 | +1 645     |

SECTION 04 · MENTIONS

# Who mentions the channel and how

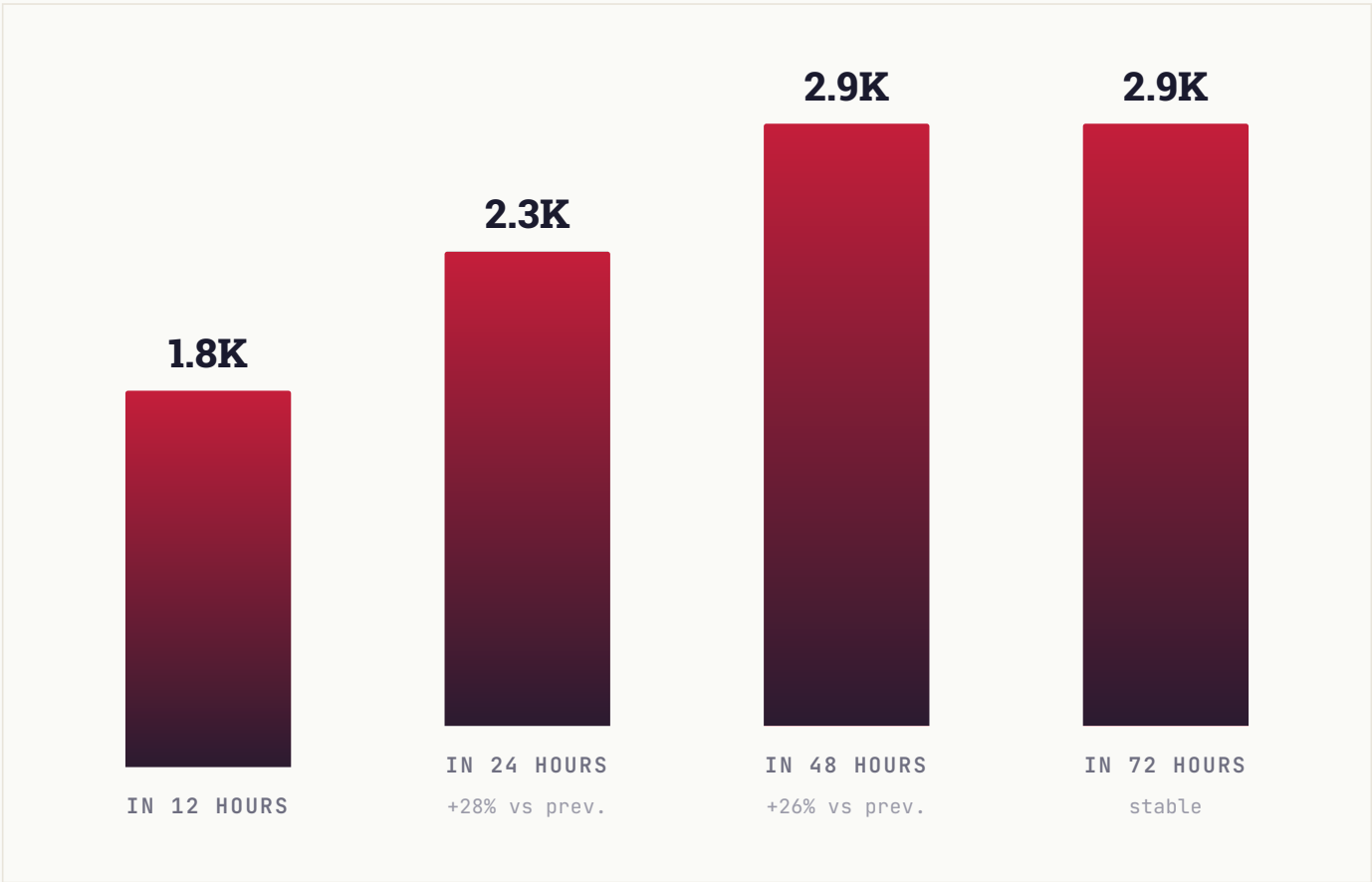
Citation index **1 041** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **2 364** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                       | SUBSCRIBERS |
|-------------------------------|-------------|
| HI hitvpn_blog                | 4.6M        |
| MT Trends world               | 3.3M        |
| TE Technochat                 | 3.1M        |
| HA Hi, AI • Tech News         | 2.5M        |
| آا اینترنت آزاد               | 2.5M        |
| TE Technomotel                | 2.5M        |
| NN NN                         | 2.2M        |
| EC Exploit                    | 2.1M        |
| PP PINK PROXY   پروکسی        | 2M          |
| L- LIVE — Telegram, AI & Tech | 2M          |
| Avg Skolkovo YOU              | 42.2K       |

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn\_blog (4.6M), top-100 median: 455.3K. First goal — enter top-100 through systematic work on traffic and content.

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 were **777**, they brought **1 677** new subs.

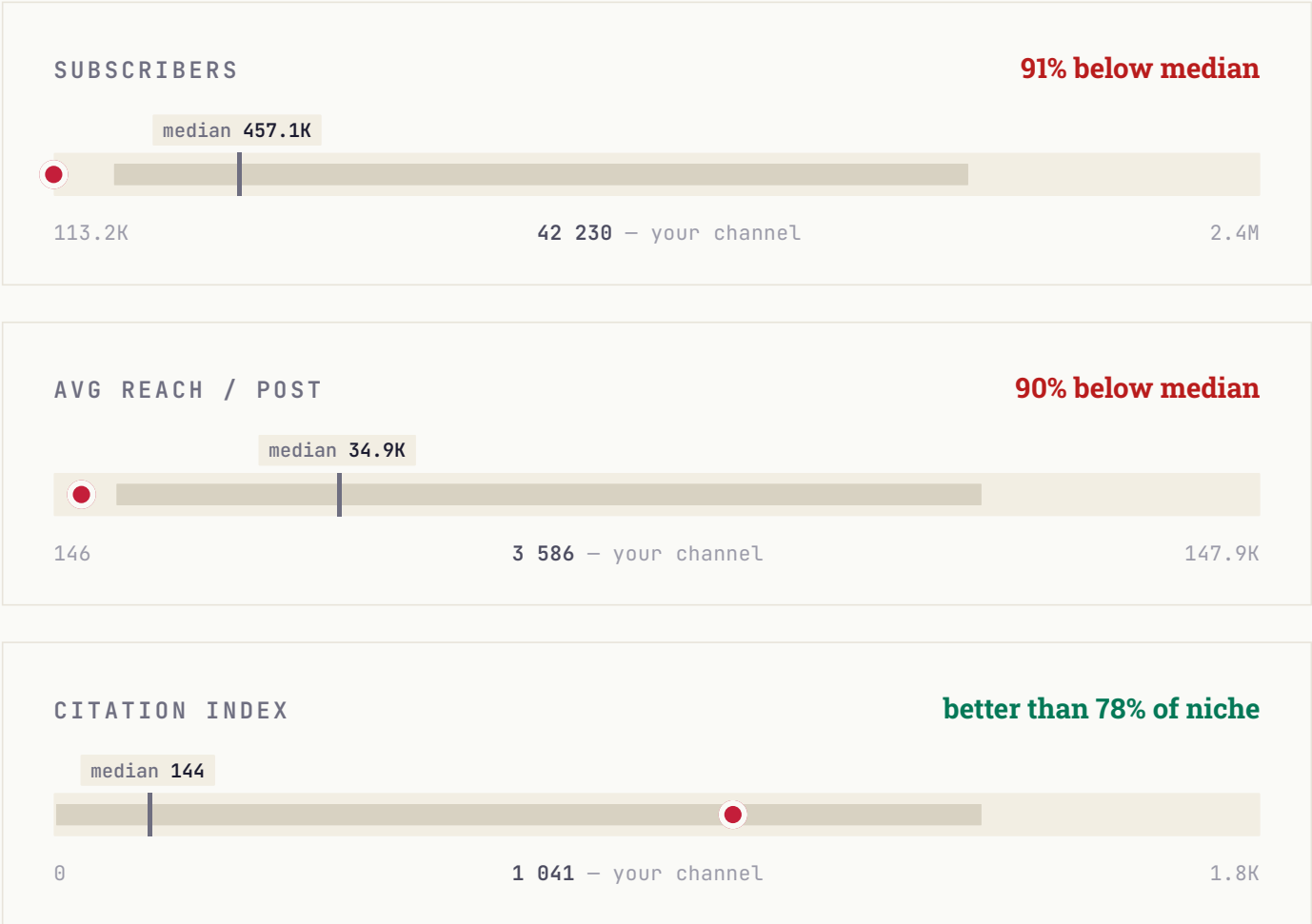
| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |                        |
|----------------|----------|----------|--------------|------------------------|
| Jan 2026       | 16       | 12       | 288          | <div><div></div></div> |
| Dec 2025       | 54       | 47       | 261          | <div><div></div></div> |
| Nov 2025       | 65       | 55       | 261          | <div><div></div></div> |
| Oct 2025       | 419      | 342      | 288          | <div><div></div></div> |
| September 2025 | 98       | 63       | 240          | <div><div></div></div> |
| August 2025    | 125      | 77       | 339          | <div><div></div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 777            | 6              | 1 677         |

SECTION 08 · NICHE COMPARISON

# Where channel ranks in its league

Took top-100 channels in category «Tech» (Russia) and saw how your channel compares. 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

**Main post of the week — on Monday**

Audience is most active on this day at 20:00 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 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 quarterly. 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 minutes using public data. To go further — run ads through us and hit your growth target in a month.

---

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

---

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

---