

PUBLIC REPORT BY PROMTPRESS

Channel audit

Sledkom



@sledcom_press

Official channel of the Investigative Committee of the Russian Federation Website → sledcom.ru VK → vk.com/sledcomru Rutube → clck.ru/3KSSdJ Dzen → clck.ru/3KSTo6 MAX → ...

SUBSCRIBERS

96 540

-373 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 1.7%

REACH/POST

4.5K

ad reach 1.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 96 540 —	 SUBS REACH 4.64% avg % of subs see a post	 VIEWS/POST 4.5K median 2.6K · 29 days	 POSTS/DAY 17.8 ~125 per week
 7D TREND -18.5% vs previous week	 REACTIONS/POST 33.1 total 17,352 reactions, 9,817 reposts, 0 comments	 POST LENGTH 854 chars median 999 · 29 days	 POSTS ANALYZED 524 29 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -373 over the last month	 CITATION RATE 3 912 citation index · 10,257 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 31.08.2020

AI EDITOR SUMMARY

Channel «Sledkom» – 96 540 subs. Each post averages 4.5K people (5% of subs), reach is low – need to grow audience. Publishes 125 posts per week (~18/day) – very active. For week Jun 29 – Jul 5 reach dropped -18.5% to 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 from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **524** posts over 29 days.
- 02 Dominant format – **Text** (290/524 posts).
- 03 Avg post length – **854** chars (median 999).
- 04 Audience peak – **Sunday**, 00:00 MSK.
- 05 Top posts get **21x** more views than the weakest (29.8K avg for top vs 1.5K for worst) – among 524 posts over 29 days. Analyze what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 04.07 · 08:01 VIDEO  Russia's Investigative Committee reminds minors about safe online behavior Recently, cases have become more frequent...	VIEWS 33 467 REPOSTS 140	REACTIONS 30 ER 34.7%
Nº2 21.06 · 21:00 PHOTO  Today, June 22, our country marks one of the most tragic dates – Day of Remembrance and Sorrow 85 years ago, the Great Patriotic War began...	VIEWS 29 976 REPOSTS 96	REACTIONS 114 ER 31.1%
Nº3 20.06 · 08:01 VIDEO  MANIPULATORS Elderly and young people are most often victims of phone scams. Life experience taught the former to trust...	VIEWS 26 088 REPOSTS 125	REACTIONS 39 ER 27.0%

Nº4 17.06 • 13:23 VIDEO  Premiere of film 'Yuri Solomin. Service' at Maly Theatre, featuring Russia's Investigative Committee Chairman On the Historic Stage...	VIEWS 19 581 REPOSTS 43 REACTIONS 37 ER 20.3%
Nº5 24.06 • 15:00 VIDEO  Russia's Investigative Committee report on first day of XIV St. Petersburg International Legal Forum  Subscribe to Sledcom in MAX	VIEWS 18 878 REPOSTS 52 REACTIONS 24 ER 19.6%

WORST 3

↓ 01.07 • 07:40 TEXT  Russia's Investigative Committee to probe crimes of Ukrainian armed groups in DNR, Kursk and Belgorod...	VIEWS 1 471 REPOSTS 4 REACTIONS 26 ER 1.5%
↓ 30.06 • 13:51 TEXT ! Agency head demands report on info aired on federal channel about violation of housing rights of citizens in...	VIEWS 1 465 REPOSTS 1 REACTIONS 24 ER 1.5%
↓ 30.06 • 14:00 VIDEO  In Tyumen region, criminal activity of organized group stealing funds from special military operation participants stopped...	VIEWS 1 423 REPOSTS 26 REACTIONS 43 ER 1.5%

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.

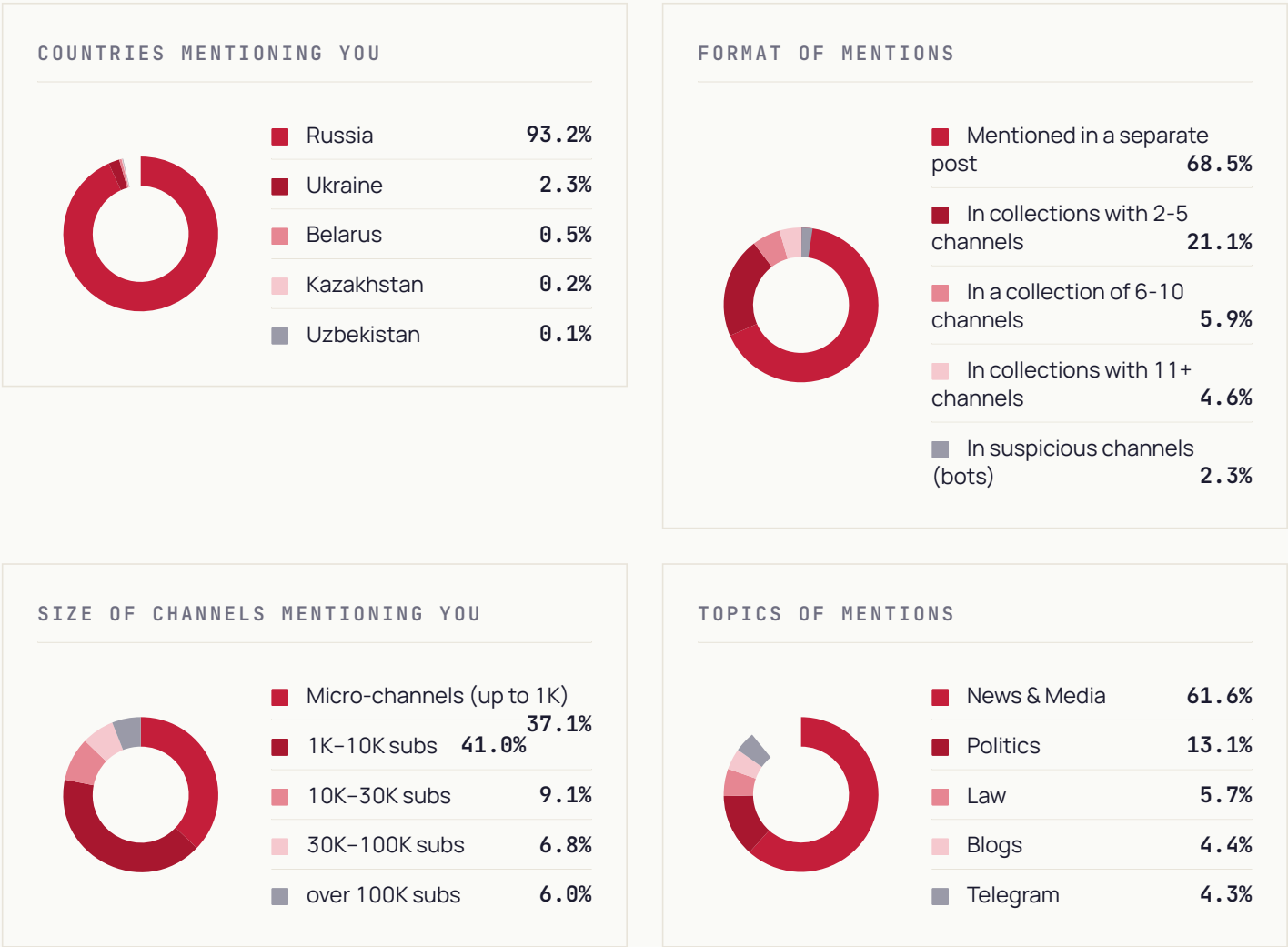


PERIOD START	NOW	NET GROWTH
95 220	96 542	+1 322

SECTION 04 · MENTIONS

Who mentions the channel and how

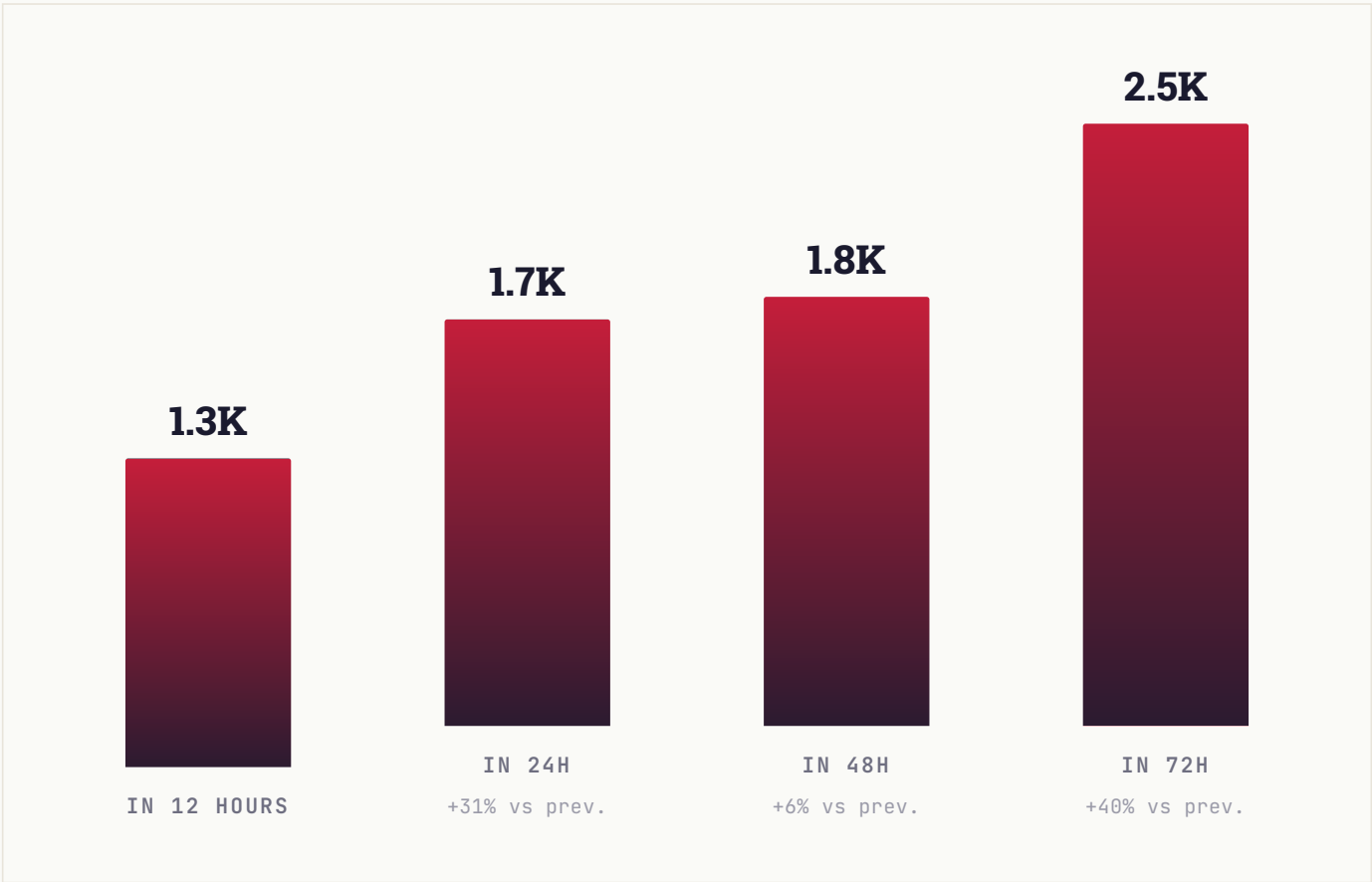
Citation index **3 912** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **10 257** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of a promo 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 — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.4M
ک ا کانال اخبارفوری خبرفوری	4.3M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Trukha ⚡ Ukraine	3.1M
SL Sledkom YOU	96.5K

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبارفوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

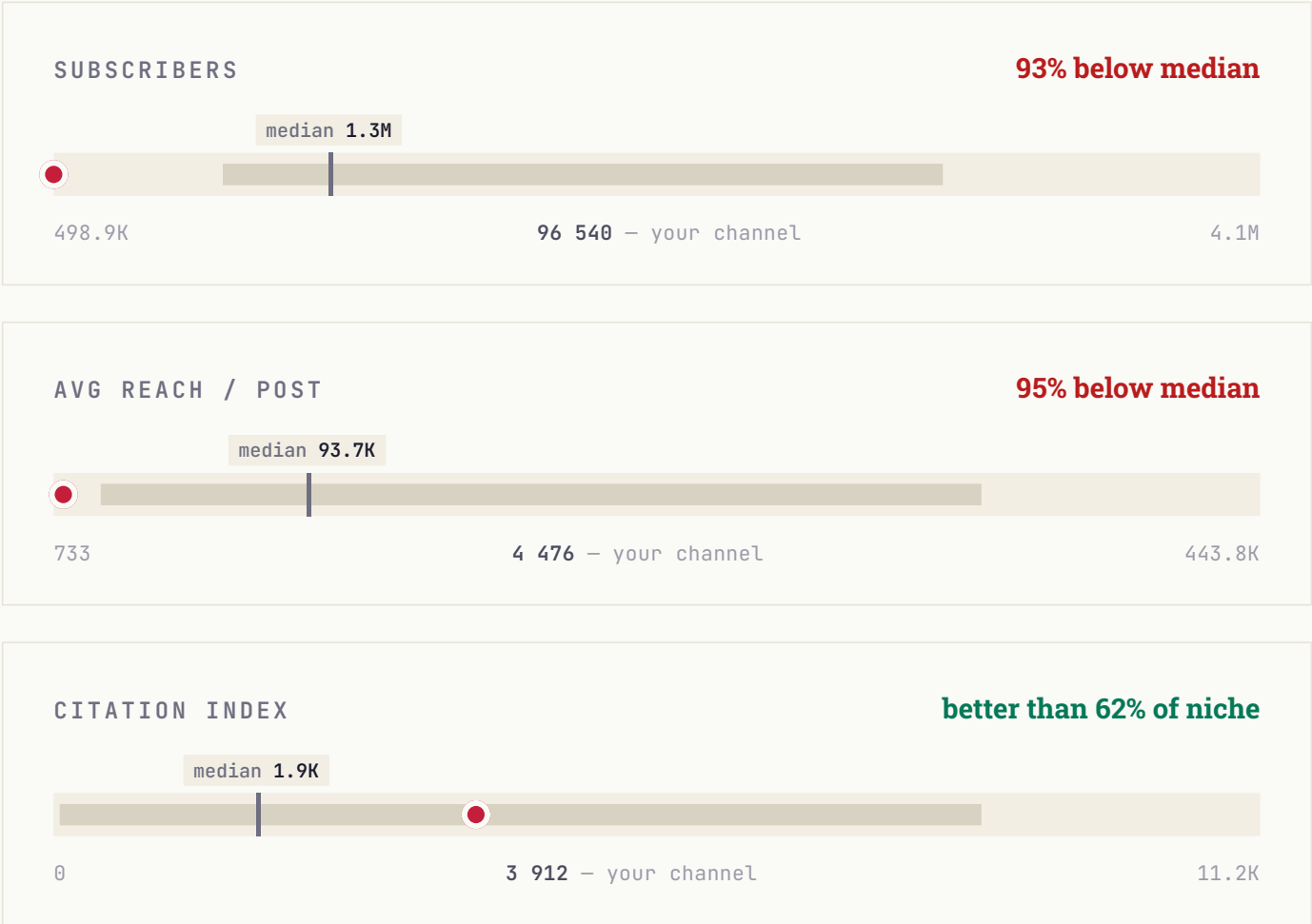
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **5 768**, they brought **5 163** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1 266	608	1 115
December 2025	851	458	1 525
November 2025	760	425	519
October 2025	687	366	471
September 2025	779	376	684
August 2025	1 425	516	849
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
5 768	6	5 163	

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-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**Top post of the week — on Sunday**

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

EFFECT

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

Current ER 4.64% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.9pp ER**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 is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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