

PROMTPRESS PUBLIC REPORT

Channel audit

Sochi Today



@sochyu

Sochi city news Ads: @vladimirreka Registered with RKN: <https://www.gosuslugi.ru/snet/67ad9c0375b36e054e04ecdf>

SUBSCRIBERS

260 579

-27504 per month

ERR (% SEE POSTS)

39.0%

per day 46.8%

REACH/POST

107.1K

ad reach 125K/24h

— CONTENT · 2026

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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 260 579 —	 SUBS REACH 41.12% avg % subs see post	 VIEWS/POST 107.1K median 107K · 25 days	 POSTS/WEEK 11.3 over period
 7D TREND +8.4% vs previous week	 REACTS/POST 574.7 only 24,138 reactions, 249 reposts, 0 comments	 POST LENGTH 326 chars median 204 · 25 days	 POSTS ANALYZED 42 25 days
 AD REACH 125K 24h avg	 CHURN / MONTH -27504 last month	 CITATION RATE 4 citation index · 60 channels mentioned ever	 CHANNEL AGE 6 years 15 days created 05.07.2020

AI EDITOR SUMMARY

Channel «Sochi Today» – 260 579 subs. Each post gets avg 107.1K people (41% of subs), wide reach for a channel this size. Posts 11 posts/week (~2/day) – regular pace. Week Jul 6–12 reach grew +8.4% by week Jun 29 – Jul 5 – positive trend.

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 42 posts in 25 days.
- 02 Dominant format — Video (31/42 posts).
- 03 Avg post length — 326 chars (median 204).
- 04 Peak audience activity — Saturday, 10:00 MSK.
- 05 Top posts get 5x more views than the weakest (162.2K avg for top vs 31.1K for worst) — among 42 posts in 25 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 12:47 VIDEO Rain also visited Khosta	VIEWS 170 943 REPOSTS 4	REACTS 1 302 ER 65.6%
Nº2 17.07 · 14:34 VIDEO Beach "Kuba" scene Sunny and hot summer in Sochi. Time to start the season.	VIEWS 161 979 REPOSTS 6	REACTS 880 ER 62.2%
Nº3 14.07 · 12:47 PHOTO Four-day workweek approved by Ministry of Labor The department emphasized that this format is possible if it suits employees and...	VIEWS 153 654 REPOSTS 4	REACTS 1 309 ER 59.0%

Nº4

13.07 · 15:16

VIDEO

Mesmerizing timelapse and storm footage in Sochi. 📹:

Konstantin Brednikov

VIEWS

153 497

REPOSTS

5

REACTS

856

ER

58.9%

Nº5

23.06 · 04:21

VIDEO

Pond "Black Sea" opened in Riviera Park after renovation The reservoir was deepened, running water added, and around the perimeter...

VIEWS

143 043

REPOSTS

3

REACTS

603

ER

54.9%

WORST 3

↓

06.07 · 11:00

PHOTO

Sunset in Adler before the storm 🥰📹: Fipp

VIEWS

62 340

REPOSTS

3

REACTS

351

ER

23.9%

↓

22.06 · 09:28

VIDEO

Signs banning e-scooters installed in Sochi. One appeared on Chernomorskaya Street. Violators face a fine of 800 rubles.

VIEWS

16 288

REPOSTS

5

REACTS

605

ER

6.3%

↓

22.06 · 08:45

VIDEO

🕯 June 22 — Day of Remembrance and Sorrow. We remember all who died in the Great Patriotic War and honor the feat of those who defended...

VIEWS

14 758

REPOSTS

1

REACTS

606

ER

5.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

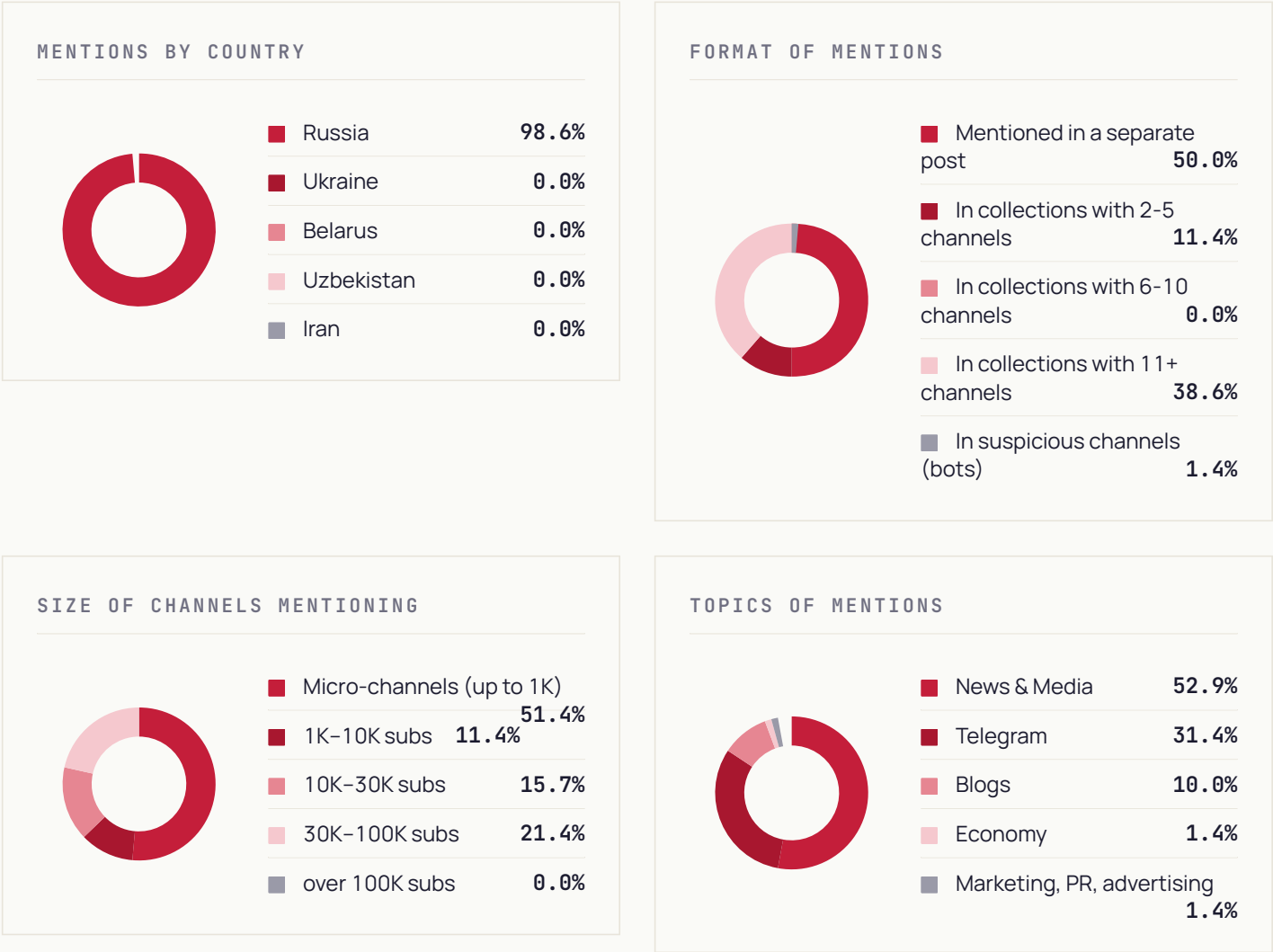
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

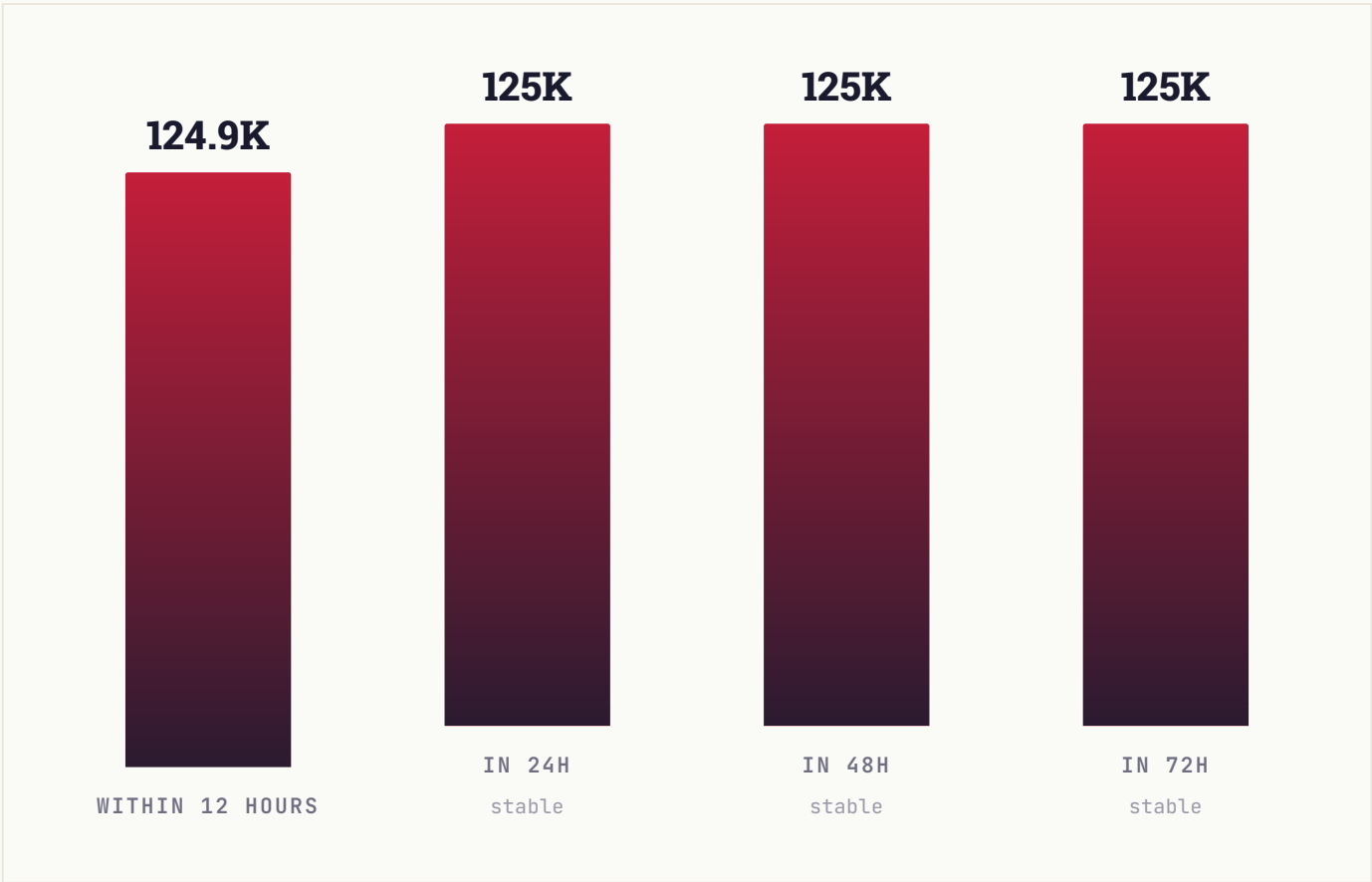
Citation index 4 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time the channel was mentioned 60 different channels.



SECTION 05 · 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 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
ا ب خبر فوری	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 First Moscow	3.2M
MA Mash	3.1M
SS Sochi Today YOU	260.6K

COMPARATIVE CONCLUSION

Channel is still outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6.1M), median top-97: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **16**, they brought **113 989** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	113 989	
December 2025	0	0	0	
November 2025	16	16	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
16	6	113 989

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the full range of the metric, a darker beige bar representing the niche median, and a red dot representing the channel's performance. A vertical line marks the niche median.

- SUBSCRIBERS:** The channel has 260,579 subscribers, which is 80% below the niche median of 1.3M. The range is from 499.5K to 4M.
- AVG REACH / POST:** The channel has 107,141 average reach per post, which is better than 51% of the niche. The range is from 724 to 462.2K.
- CITATION INDEX:** The channel has a citation index of 4, which is 99% below the niche median of 1.8K. The range is from 0 to 11.2K.

Metric	Channel Value	Niche Median	Comparison	Range (Min-Max)
SUBSCRIBERS	260 579	1.3M	80% below median	499.5K - 4M
AVG REACH / POST	107 141	94.6K	better than 51% of niche	724 - 462.2K
CITATION INDEX	4	1.8K	99% below median	0 - 11.2K

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same niche. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at description. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this?

PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and close 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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