

PROMTPRESS PUBLIC REPORT

Channel audit

Social Engineering



@social_engineering

Making unique knowledge accessible. Jobs - @infosec_work
 Questions, suggestions, wishes, complaints -
 @Social_Engineering_bot Partnership — @SEAdm1n RKN: <https://vk.cc/cN3Vwl>

SUBS

125 015

-270 per month

ERR (% SEE POSTS)

9.0%

in 24 hrs **3.4%**

REACH/POST

9.6K

ad reach **4.3K/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.

 SUBS 125 015 —	 SUB REACH 7.69% avg % subs see post	 VIEWS/POST 9.6K median 9.3K · 28 days	 POSTS/WK 8.5 over period
 7D TREND -4.1% vs previous week	 REACTS/POST 0.0 only 1 react., 3,240 rep., 0 comm.	 POST LENGTH 803 chars median 935 · 28 days	 POSTS ANALYZED 34 28 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH -270 last month	 CITATION RATE 415 citation index · 990 channels mentioned all time	 CHANNEL AGE 7 years 7 months created 21.11.2018

AI EDITOR SUMMARY

Channel «Social Engineering» – 125 015 subs. Each post averages 9.6K people (8% from subs), reach is low – should grow audience. Publishes 8 posts/week (~1/day) – regular schedule. Week of Jun 15–21 reach stable (-4.1% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 34 posts in 28 days.
- 02 Dominant format – Photo (32/34 posts).
- 03 Avg post length – 803 chars (median 935).
- 04 Peak audience activity – Thursday, 11:00 MSK.
- 05 Top posts get 3 times more views than the weakest (16K avg for top vs 6.2K for worst) – among 34 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 11.06 · 08:25 PHOTO • Yandex published a new report showing how AI becomes the basis of proactive user protection: ➔At the design stage...	VIEWS 16 831 REPOSTS 58	REACTS — ER 13.5%
Nº2 20.06 · 11:29 PHOTO • Issue #8 of Paged Out magazine is out, covering ethical hacking and information security...	VIEWS 16 037 REPOSTS 183	REACTS — ER 12.8%
Nº3 17.06 · 11:29 PHOTO • WIZ has a great mini-course for beginner bug hunters. It includes 4 modules with essential material for...	VIEWS 15 159 REPOSTS 224	REACTS — ER 12.1%

Nº4 04.06 • 11:30 PHOTO • On Habr there's a good longread on crypto flash drive security analysis. The device's goal is to protect sensitive info from...	VIEWS 13 653 REPOSTS 120 REACTS — ER 10.9%
Nº5 03.06 • 11:34 PHOTO • Just the Browser - a good project to optimize your browser and cut out some redundant...	VIEWS 13 330 REPOSTS 155 REACTS — ER 10.7%

WORST 3

↓ 26.06 • 11:29 PHOTO • A bit of virus history: 25 years ago, in Feb 2001, Danish programmer Jan de Wit created a worm named "Anna...	VIEWS 6 693 REPOSTS 22 REACTS — ER 5.4%
↓ 25.06 • 07:59 PHOTO Prevent data loss? Connect a backup site for fast IT recovery Your services will keep running...	VIEWS 5 932 REPOSTS 8 REACTS — ER 4.7%
↓ 26.06 • 08:02 VIDEO «Следствие вели...» on Avito! And that's not a scary news headline, quite the opposite < Avito invited true crime legend Leonid...	VIEWS 5 926 REPOSTS 49 REACTS 1 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

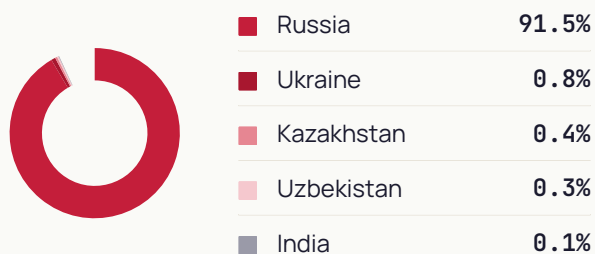


SECTION 04 • CITATIONS

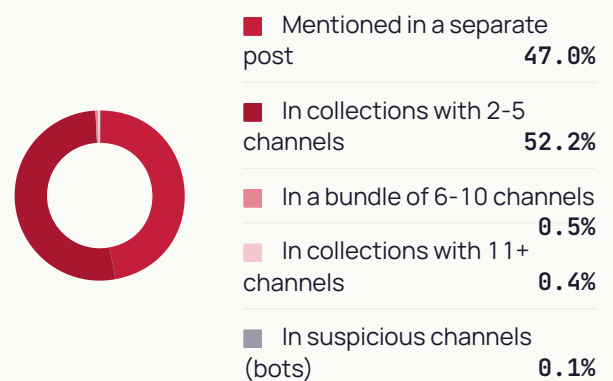
Who mentions the channel and how

Citation index **415** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **990** different channels.

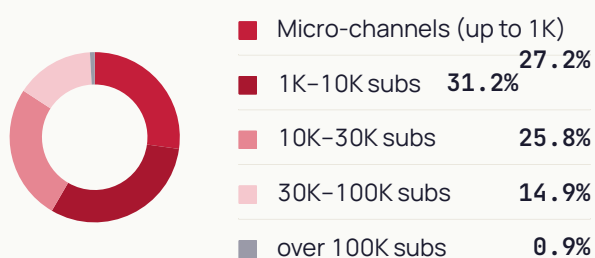
COUNTRIES MENTIONING



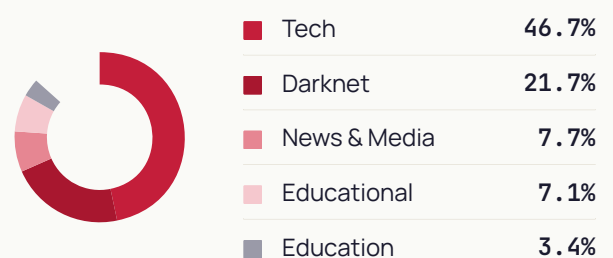
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



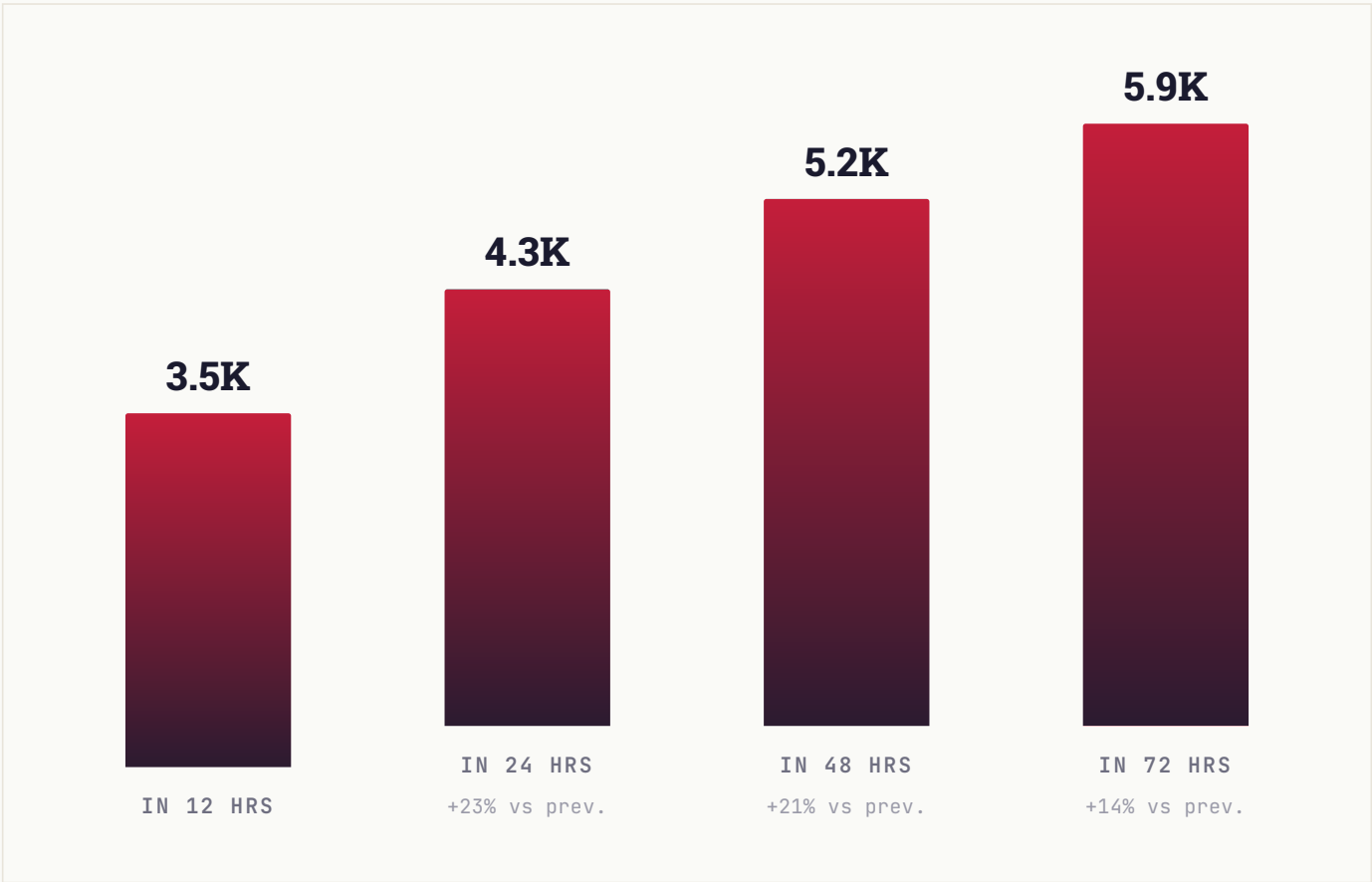
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of 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. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBS
HI hitvpn_blog	4.5M
MT Trends world	3.4M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EK Exploit	2M
CJ Digital Journal IT, Neuroseti	1.8M
ER Backdoor	1.7M
SE Social Engineering YOU	125K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#98 of 100). Niche median — 212.8K subs. First growth KPI — reach the median. Leader: hitvpn_blog (4.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **297**, they brought **859** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	37	8	161
Nov 2025	61	17	407
Oct 2025	50	17	161
Sep 2025	61	13	25
August 2025	46	15	71
July 2025	42	10	34
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
297	6	859	

— SECTION 08 · NICHE COMPARISON

Where the channel stands 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.

#98 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBS

42% below median

median 214.3K

65.2K

125 015 — your channel

1.9M

AVG REACH / POST

55% below median

median 21.1K

2.3K

9 611 — your channel

90.6K

CITATION INDEX

better than 58% of niche

median 108

0

415 — your channel

2.1K

— 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 Thursday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video better
retains
audience**

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 & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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