

PROMTPRESS PUBLIC REPORT

Channel audit

STEP |

University Admission



@stepbyshag

All about college admissions!...and more 😊 For collab & admission
consults - @shag_reserv Chat: <https://t.me/+19nDYXORN9IkM2I6>
RT: <https://rutube.ru/u/stepbyshag/> Reviews:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
71 740	17.0%	11.9K
+2687 per month 15.07.2026	per day 8.4% HTTPS://PROMTPRESS.COM/AUDIT/STEPBYSHAG	ad reach 5.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 71 740 —	 SUBS REACH 16.65% avg % of subs see post	 VIEWS/POST 11.9K median 11.9K · 29 days	 POSTS/WEEK 16.2 for the period
 7D TREND +1.8% vs previous week	 REACTIONS/POST 246.6 total 17 014 reactions, 11 683 reposts, 5 027 comments	 POST LENGTH 913 chars median 1K · 29 days	 POSTS ANALYZED 69 29 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH +2687 for the last month	 CITATION RATE 381 citation index · 959 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 01.11.2021

AI EDITOR SUMMARY

Channel «STEP | University Admissions» — 71 740 subs. Each post averages 11.9K people (17% from subs), this is average reach — room to grow. Publishes 16 posts per week (~2/day) — regular schedule. For the week of June 29 — July 5, reach stable (+1.8% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **69** posts over 29 days.
- 02 Dominant format – **Text** (30/69 posts).
- 03 Avg post length – **913** chars (median 1000).
- 04 Audience peak – **Saturday**, 08:00 MSK.
- 05 Top posts get **2x** more views than the weakest (21.3K avg for top vs 9.8K for worst) – among 69 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 05:54 PHOTO Admissions 2026 officially open! Millions of graduates across the country take the first step into a big future. The choice ahead...	VIEWS 32 358 REPOSTS 912	REACTIONS 713 ER 45.1%
Nº2 03.07 · 08:20 PHOTO Analytical forecast of passing scores for 2026 Earlier, Rosobrnadzor published statistics on the average USE score in 2026, almost...	VIEWS 16 183 REPOSTS 706	REACTIONS 491 ER 22.6%
Nº3 03.07 · 10:58 POLL Friends, reminder: until 06.07 you can sign up for the "presidential" retake of any one subject.	VIEWS 15 400 REPOSTS 34	REACTIONS 61 ER 21.5%

Nº4 24.06 · 05:44 TEXT Paid tuition prices rising. Home is better expensive. Back in October 2025 we predicted price hikes for PC-2026. Price hikes for paid tuition are...	VIEWS 15 017 REPOSTS 447	REACTIONS 806 ER 20.9%
Nº5 26.06 · 06:51 PHOTO Where to prep for the Unified State Exam? Friends, thanks for the feedback! We've compiled your recommendations by subject. This is subscribers' personal experience, not...	VIEWS 14 589 REPOSTS 1 193	REACTIONS 256 ER 20.3%

WORST 3

↓ 11.07 · 10:59 TEXT What to consider when choosing "Software Engineering"? Not just the university name, passing scores, and curriculum. It's important...	VIEWS 9 973 REPOSTS 67	REACTIONS 142 ER 13.9%
↓ 27.06 · 14:23 POLL (post without caption – poll)	VIEWS 9 885 REPOSTS 11	REACTIONS 33 ER 13.8%
↓ 27.06 · 14:21 POLL (post without caption – poll)	VIEWS 9 496 REPOSTS 4	REACTIONS 36 ER 13.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth graph for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.

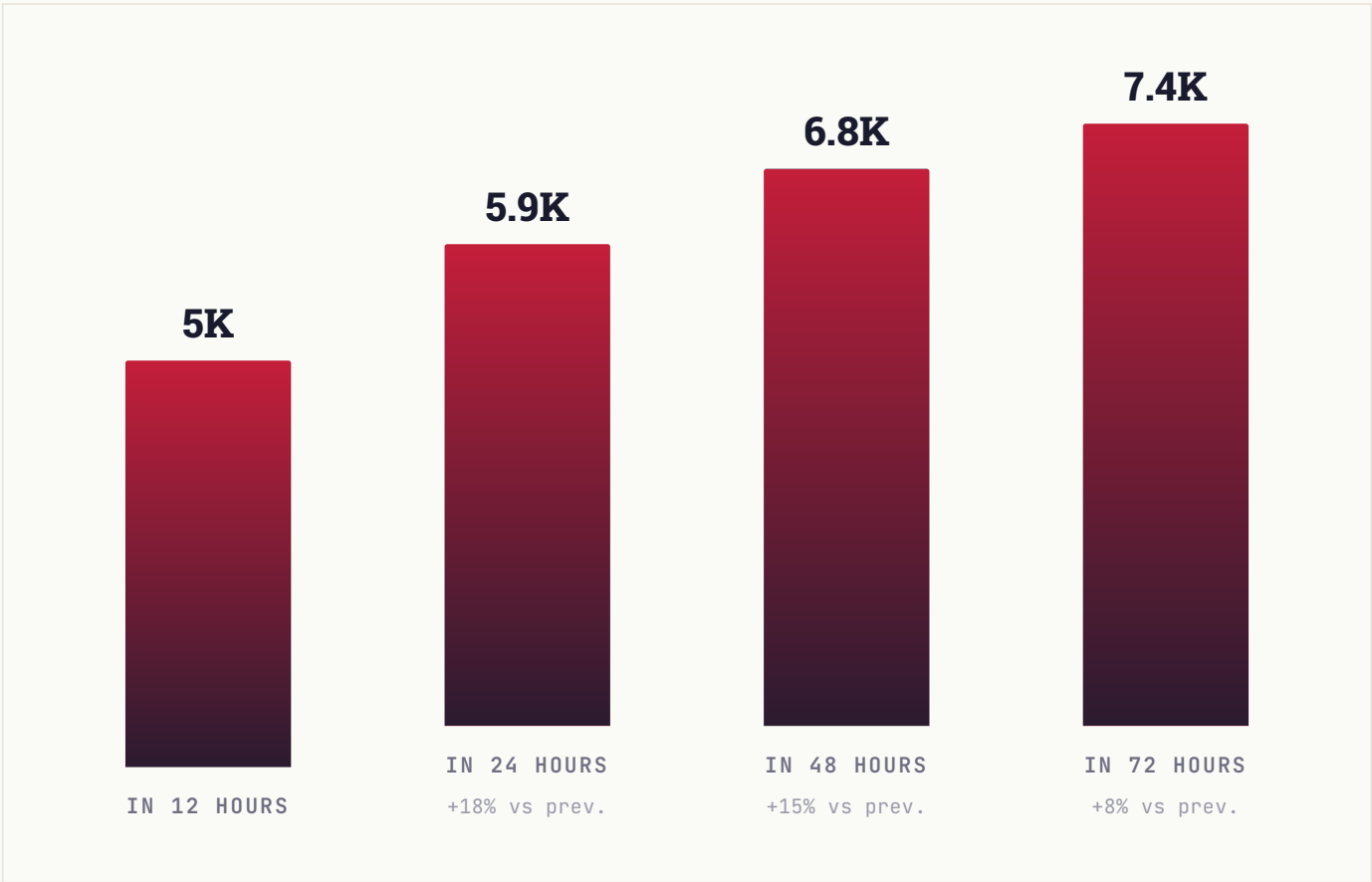


START OF PERIOD	NOW	NET GROWTH
77 315	71 711	-5 604

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
OT ANSWERS	578.2K
OT ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on the line Math OGE 2026 UmSchool	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSchool Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
Shl STEP University Admission YOU	71.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#63 of 99). Niche median — 78.8K subs. First growth KPI — reach the median. Leader: Mathematician Andrey (1M).

SECTION 06 · 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 **173**, they brought **1 140** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	34	13	203	
December 2025	34	15	0	
November 2025	39	15	405	
October 2025	28	14	518	
September 2025	20	10	0	
August 2025	18	9	14	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
173	6	1 140

SECTION 07 · NICHE COMPARISON

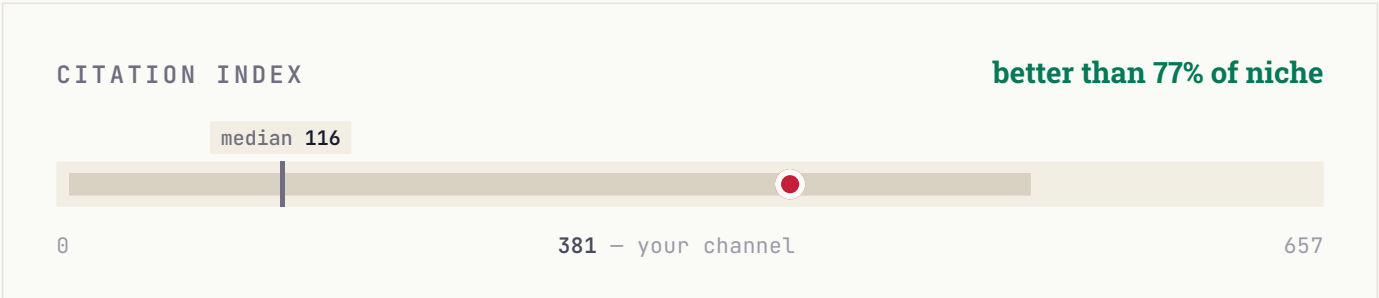
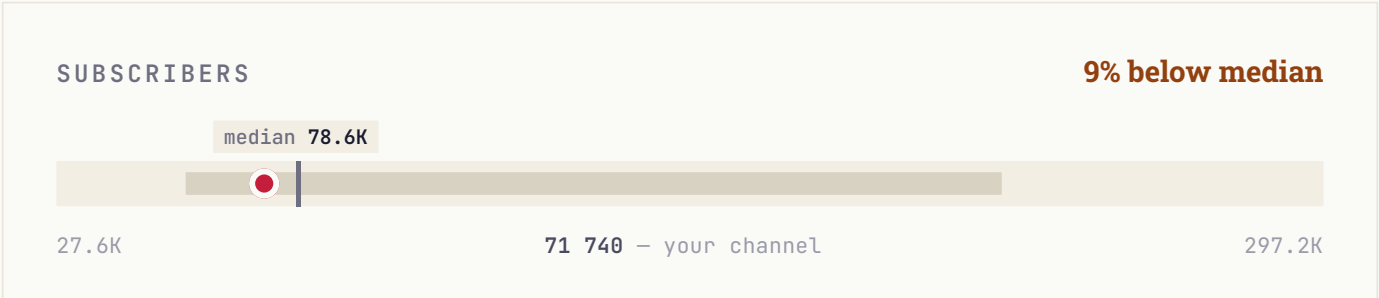
Where the channel ranks in its league

Took top-100 channels in category "Education» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#63/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Post of the week — on Saturday
 Audience is most active on this day at 08:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video posts share
 Video in Telegram holds attention longer and is favored by the algorithm. Aim for 15-25% video share.

EFFECT
Video retains audience better
- 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 weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts with same-segment channels quarterly. 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 from public data.
Want to go further — run ads with 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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