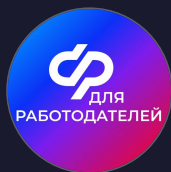


PUBLIC PROMTPRESS REPORT

Channel audit

SFR for employers



@strahovatelisfr

Welcome to the official channel for policyholders of the Social Fund of Russia! Chat rules: <https://t.me/c/2413883357/32> Contact phones for policyholders:...

SUBS

62 000

-460 per month

ERR (% SEE POSTS)

33.0%

per day 9.7%

REACH/POST

15.8K

ad reach 6K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 62 000 —	 SUBS REACH 25.46% avg % subs see post	 VIEWS/POST 15.8K median 17.8K · 20 days	 POSTS/WEEK 1.7 over period
 7D TREND — no data for period	 REACTIONS/POST 33.0 only 165 reactions, 100 reposts, 84 comments	 POST LENGTH 734 chars. median 695 · 20 days	 POSTS ANALYZED 5 20 days
 AD REACH 6K 24h avg	 CHURN / MONTH -460 over last month	 CITATION RATE 50 citation index · 252 channels mentioned all time	 CHANNEL AGE 1 year 7 months created 11.12.2024

AI EDITOR SUMMARY

Channel «SFR for Employers» – 62 000 subs. Avg views per post: 15.8K people (25% of subs), good reach. Publishes 2 posts/week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 20 days.
- 02 Dominant format – Photo (5/5 posts).
- 03 Avg post length – 734 chars (median 695).
- 04 Peak audience activity – Wed, 21:00 MSK.
- 05 Strongest posts gather ×1 more views than the weakest (19K avg for top vs 13.3K for worst) – among 5 posts in 20 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 10:37 PHOTO SFR provides subsidies for hiring SVO veterans 📌 For hiring SVO veterans, employers receive a subsidy for part...	VIEWS 20 242 REPOSTS 23	REACTIONS 27 ER 32.6%
Nº2 01.07 · 18:01 PHOTO SFR will start paying sick leave to self-employed in August 📌 First payments go to participants of voluntary social...	VIEWS 18 877 REPOSTS 23	REACTIONS 26 ER 30.4%
Nº3 01.07 · 13:11 PHOTO Since July 1, changes in personalized accounting system came into force Amendments reduce administrative procedure time and...	VIEWS 17 846 REPOSTS 16	REACTIONS 35 ER 28.8%

Nº409.07 · 13:59 PHOTO SFR compensates employers for extra days off for parents of disabled children 📌 To reimburse expenses...	VIEWS	REACTIONS
	13 623	32
	REPOSTS	ER
	32	22.0%

Nº514.07 · 10:10 PHOTO July 14 – Social Fund of Russia Foundation Day In this short time we did serious work to make interaction...	VIEWS	REACTIONS
	8 343	45
	REPOSTS	ER
	6	13.5%

WORST 3

↓ 01.07 · 13:11 PHOTO Since July 1, changes in personalized accounting system came into force Amendments reduce administrative procedure time and...	VIEWS	REACTIONS
	17 846	35
	REPOSTS	ER
	16	28.8%
↓ 09.07 · 13:59 PHOTO SFR compensates employers for extra days off for parents of disabled children 📌 To reimburse expenses...	VIEWS	REACTIONS
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	8 343	45
	REPOSTS	ER
	6	13.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

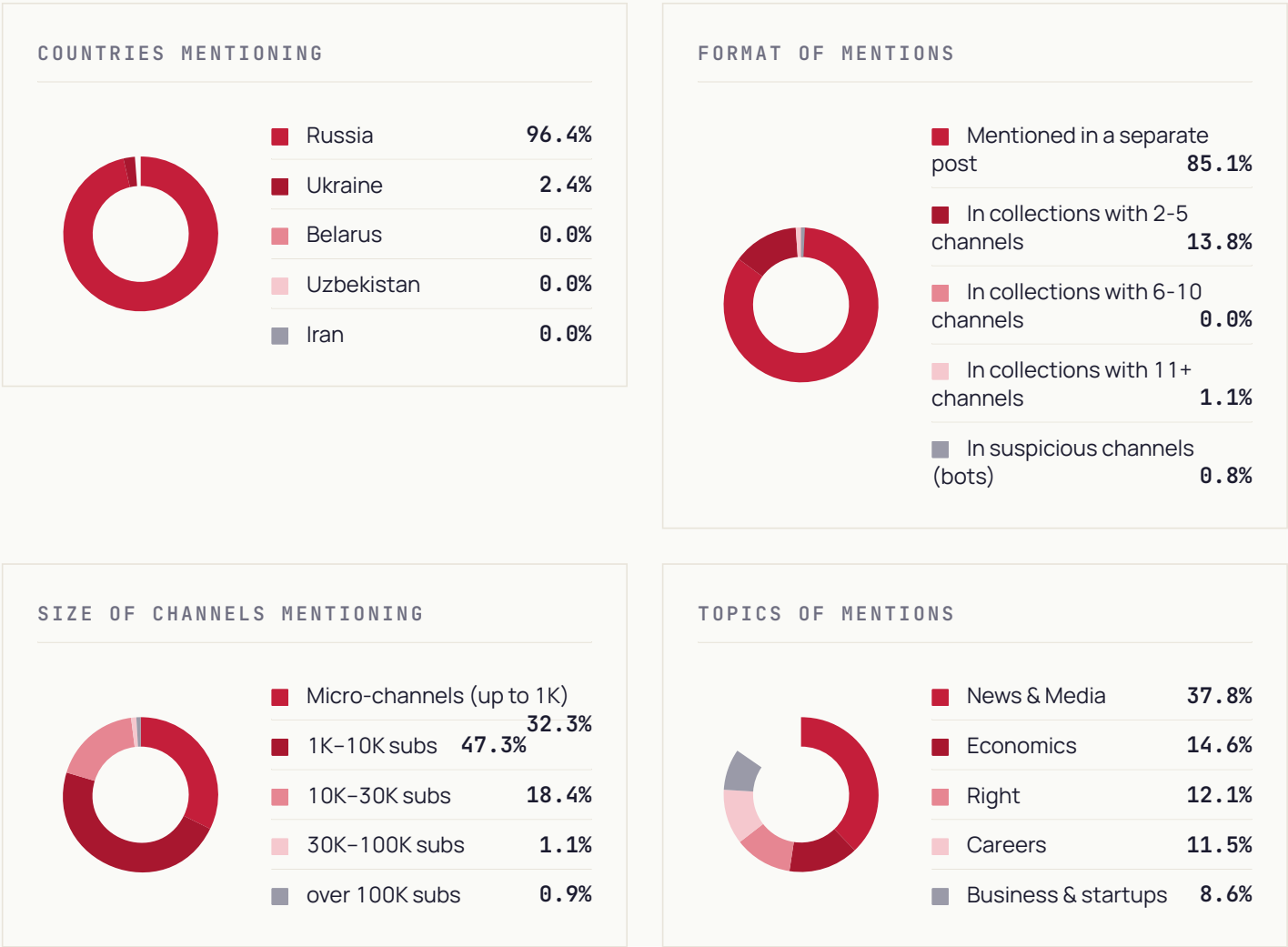
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

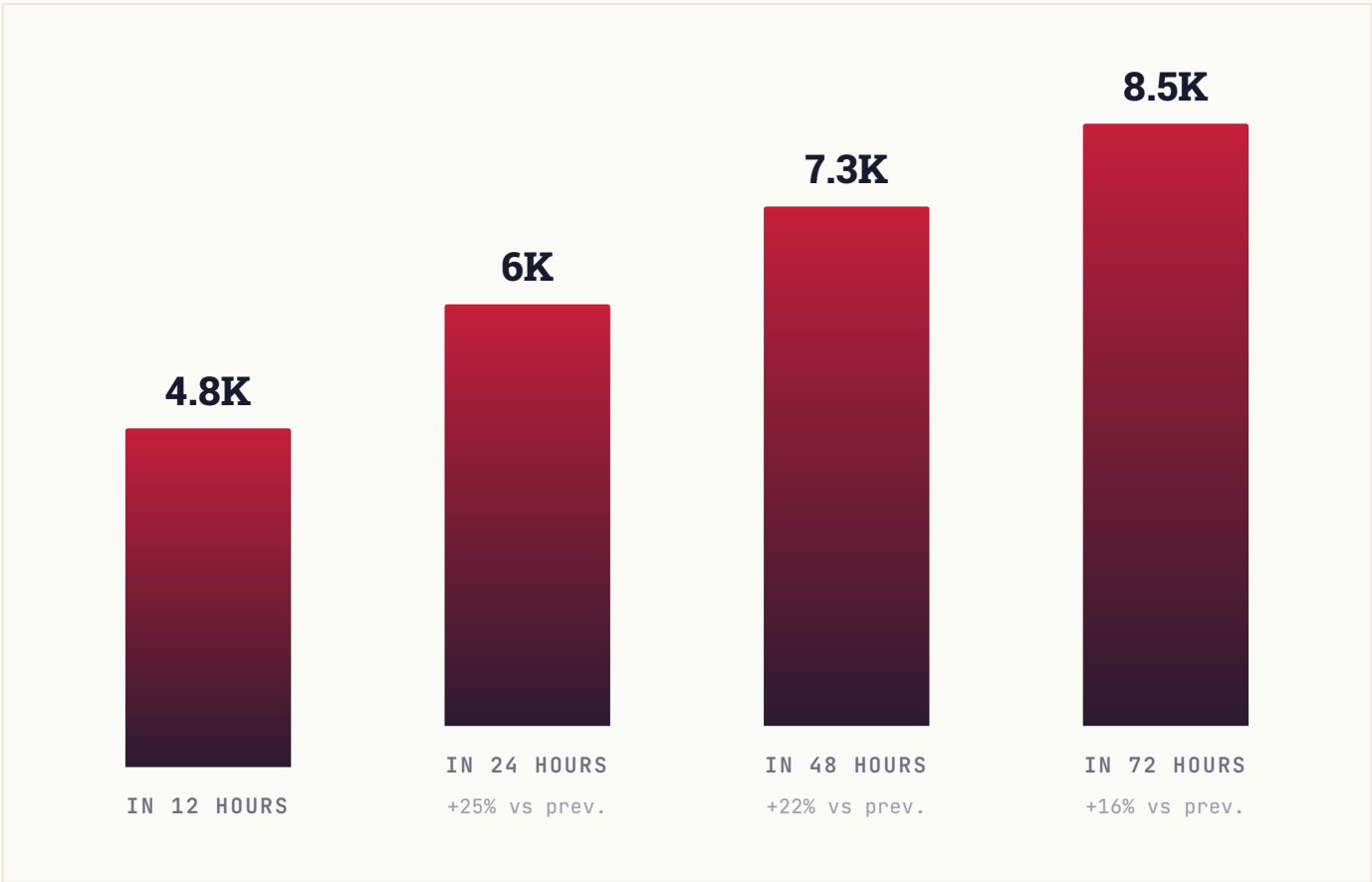
Citation index **50** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **252** different channels.



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

CHANNEL	SUBS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری خبر فوری جنگ امریکا بندرعباس اخ	3.7M
Sharif شریف اش	2.8M
Trade Watcher TW	2.5M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TЭ	1.3M
Rough. Economics. TE	1.2M
QUBTAN EL GOLD QE	1.1M
SFR for employers SD YOU	62K

COMPARATIVE INSIGHT

Channel is still outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal — enter top-98 through systematic work on traffic and content.

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: **213**, they brought **6 207** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	8	8	964
December 2025	7	7	485
November 2025	15	12	460
October 2025	49	29	1 024
September 2025	48	36	1 477
August 2025	86	63	1 797

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
213	6	6 207

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Economics» (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.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 1.7 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Best post day — Wednesday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for important
posts**

03

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us & 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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