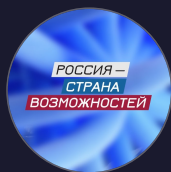


PUBLIC REPORT BY PROMTPRESS

Channel audit

Russia — a land of opportunity



@stranavozmoznostey

All about opportunities in Russia: projects, events, jobs, internships, career and more. Official channel of the Presidential platform «Russia — Land of Opportunities» More: rsv.ru...

SUBSCRIBERS

54 007

-524 per month

ERR (% WHO SEE POSTS)

4.0%

per day 1.4%

REACH/POST

1.6K

ad reach 738/24h

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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 54 007 —	 SUBSCRIBER REACH 3.05% avg % of subs see a post	 VIEWS/POST 1.6K median 1.2K · 29 days	 POSTS/WEEK 22.7 for the period
 7D TREND -37.2% vs previous week	 REACTIONS/POST 16.1 only 1,566 reactions, 710 reposts, 38 comments	 POST LENGTH 586 chars median 529 · 29 days	 POSTS ANALYZED 97 29 days
 AD REACH 738 24h avg	 CHURN / MONTH -524 last month	 QUOTABILITY 1 703 citation index · 8,373 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 18.03.2020

AI EDITOR SUMMARY

Channel «Russia – Land of Opportunities» – 54 007 subs. Each post averages 1.6K people (3% from subs), reach is low – consider expanding audience. Publishes 23 posts per week (~3/day) – active publishing. For the week of Jun 22–28, reach dropped -37.2% to the week of Jun 15–21 – 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 SHARE

- 01 Analysis based on 97 posts over 29 days.
- 02 Dominant format – Photo (72/97 posts).
- 03 Avg post length – 586 chars (median 529).
- 04 Peak audience activity – Thu, 18:00 MSK.
- 05 Top posts get 16x more views than the weakest (13K avg for top vs 805 for worst) – among 97 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 15:34 PHOTO Best of the best 🏆 At the National Center «Russia» gold medalists of the IX season of the All-Russian Student Olympiad «I am...» were awarded	VIEWS 25 580 REPOSTS 5	REACTIONS 27 ER 47.4%
Nº2 18.06 · 18:00 PHOTO From Moscow 2040 to future medicine: winners of the First Neurocontent Cup announced 🤖 Today at MosHab.Skolkovo, participants of the in-person...	VIEWS 8 450 REPOSTS 29	REACTIONS 20 ER 15.6%
Nº3 09.06 · 15:28 PHOTO Ready, set, KARDO 🏃 Athletes, dancers, musicians, artists and event organizers from all regions of Russia and countries of the world can...	VIEWS 5 081 REPOSTS 28	REACTIONS 26 ER 9.4%

Nº4 15.06 · 19:20 PHOTO 🏆 60 management teams won 'Leaders of Russia' Results of the sixth season of the 'Leaders of Russia' competition announced...	VIEWS 2 834 REPOSTS 13	REACTIONS 36 ER 5.2%
Nº5 10.06 · 14:44 PHOTO How many facts about Russia do you know? 🇷🇺 Russia is great discoveries, talented people, amazing nature, rich history and traditions...	VIEWS 2 715 REPOSTS 14	REACTIONS 15 ER 5.0%

|

WORST 3

↓ 30.06 · 13:55 PHOTO What was your geography grade in school? 🧑🎓 Let's check! Can you guess the city from the photo? 😊❤️ – Volgograd 🔥 – Saratov 💙...	VIEWS 854 REPOSTS 2	REACTIONS 40 ER 1.6%
↓ 03.07 · 10:06 PHOTO Matryoshka – a symbol known everywhere 🇷🇺 The Russian matryoshka has long become one of the most recognizable images of Russia in the world. It unites...	VIEWS 785 REPOSTS 3	REACTIONS 17 ER 1.5%
↓ 04.07 · 10:40 PHOTO From scraped knees to Olympic gold: how street sports took over the world 🌍 It all started on playgrounds and bold...	VIEWS 778 REPOSTS 3	REACTIONS 12 ER 1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

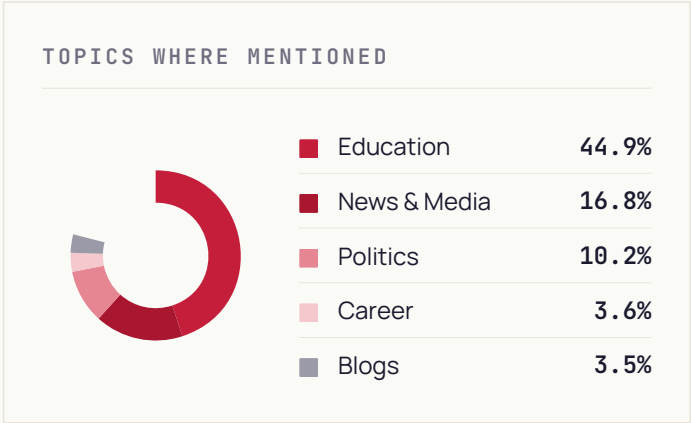
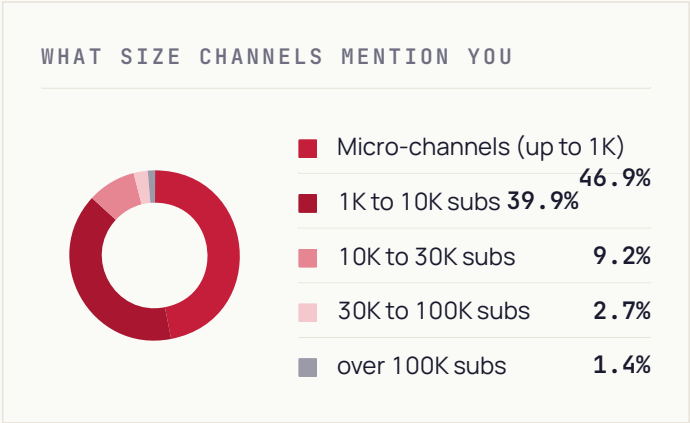
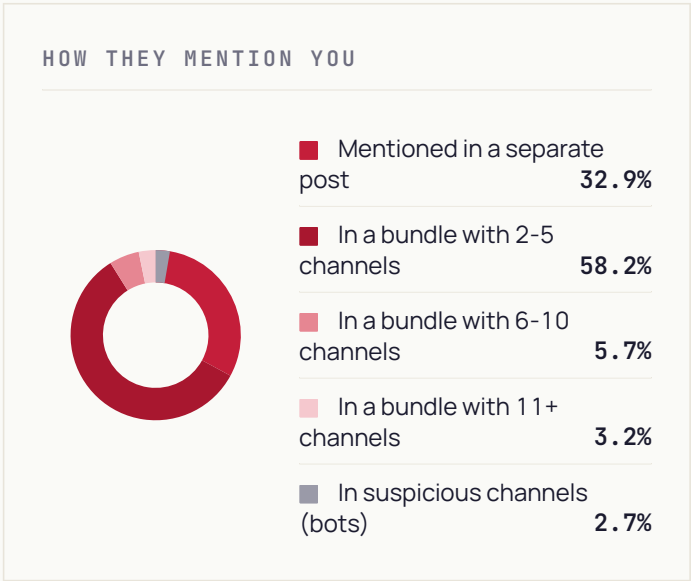
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

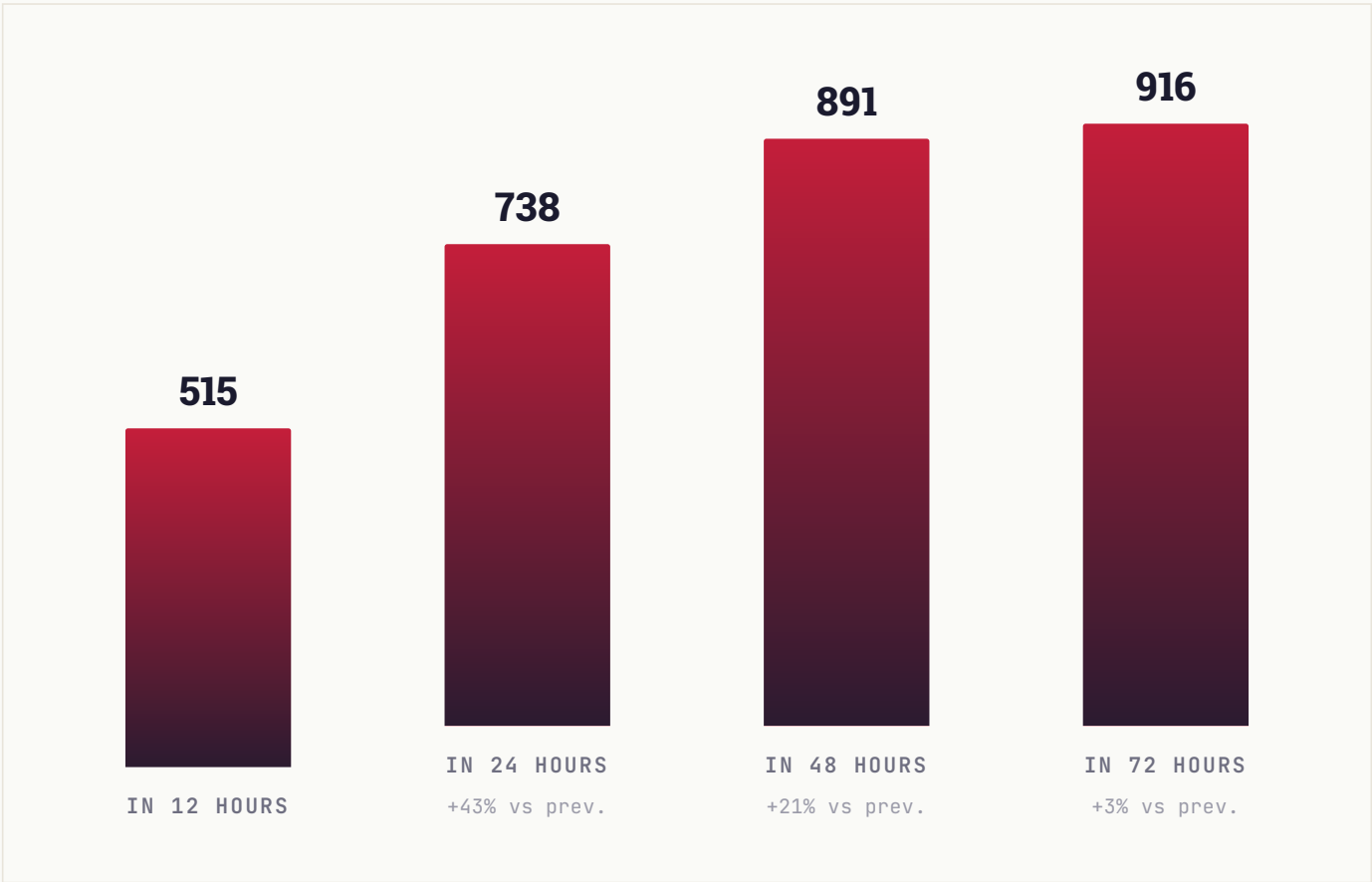
Citation index **1 703** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **8 373** different channels.



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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
UB Remote no exp - Freelance	795.9K
PM JOBS MOSCOW VACANCIES	504.8K
S SeoJob Earn online	434.8K
U REMOTEKIN FREELANCE JOBS REMOTE	320.7K
FP Finder.work: jobs & vacancies	280.1K
X• HOME • Remote work • Freelance	252.2K
F Freelance Relocation Remote work Internships	246.5K
T TeleWork Freelance Remote jobs	225.9K
UM DREAM REMOTE - freelance / jobs	222.2K
FV FREELANCE. Jobs	221.1K
R- Russia — a land of opportunity YOU	54K

COMPARATIVE INSIGHT

Channel not yet outside top 92 of niche — early growth stage. Niche leader — Remote no exp - Freelance (795.9K), top-92 median: 89.5K. First goal: enter top-92 via systematic traffic and content work.

SECTION 07 · MENTION TRENDS

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 **4 590**, they brought **2 537** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	334	153	0	
December 2025	1 008	419	0	
Nov 2025	845	453	1 340	
Oct 2025	847	439	175	
Sep 2025	946	524	712	
August 2025	610	308	310	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
4 590	6	2 537

Where the channel ranks in its league

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

Best post day — Thursday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.05% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.5pp ER

03

System traffic buy

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 once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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