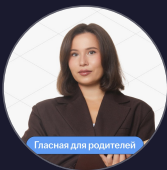


PUBLIC REPORT PROMTPRESS

Channel audit

Glasnaya for Parents | EGE & OGE 2027



@umschoolparents

All exam & study info for parents in one channel 📌 ♦ Latest education news ♦ Expert-checked OGE & EGE prep materials
Subscribe to...

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
14 911	7.0%	923
-39% per month 15.07.2026	daily 2.5% HTTPS://PROMTPRESS.COM/AUDIT/UMSCHOOLPARENTS	ad reach 377/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 911 —	 SUBS REACH 6.19% avg % subs see post	 VIEWS/POST 923 median 921 · 28 days	 POSTS/WEEK 7.2 over period
 7D TREND -16.2% vs previous week	 REACTIONS/POST 14.6 only 424 reactions, 312 reposts, 6 comments	 POST LENGTH 883 chars median 1,000 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 377 24h avg	 CHURN / MONTH -394 last month	 QUOTABILITY 572 citation index · 1,504 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 10.01.2022

AI EDITOR SUMMARY

Channel «Glasnaya for Parents | EGE & OGE 2027» – 14 911 subs. Each post avg views 923 people (6% of subs), reach is low – worth expanding audience. Publishes 7 posts per week (~1/day) – regular schedule. For week Jun 29 – Jul 5 reach dropped -16.2% to week Jun 22–28 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **29** posts over 28 days.
- 02 Dominant format: **Photo** (16/29 posts).
- 03 Avg post length – **883** chars (median 1000).
- 04 Peak audience activity – **Saturday**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (1.4K avg for top vs 649 for worst) – among 29 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 11:14 PHOTO We're already getting our students' Unified State Exam results 🥰 Every day our students share high scores and great grades. And for...	VIEWS 1 500 REP. 3	REACTIONS 12 ER 10.1%
Nº2 18.06 · 08:42 PHOTO The 2026 admissions campaign starts June 20. It's easy to get lost in deadlines, publication dates of competitive...	VIEWS 1 381 REP. 32	REACTIONS 15 ER 9.3%
Nº3 28.06 · 10:45 PHOTO Summer Prep starts in 3 days ☀️ Summer prep isn't about skipping rest and sitting all day...	VIEWS 1 295 REP. 7	REACTIONS 8 ER 8.7%

Nº4

27.06 · 09:13

PHOTO

It's very important to rest well after a busy year I'm on vacation now, recharging before the new school year...

VIEWS

1 288

REP.

1

REACTIONS

18

ER

8.6%

Nº5

15.06 · 10:46

PHOTO

«На онлайн-курсах нет индивидуального подхода» One of the most common parental concerns. Understandable. It seems that if there are many students...

VIEWS

1 225

REP.

2

REACTIONS

9

ER

8.2%

WORST 3

↓ 05.07 · 13:06 PHOTO

Personalized prep for each child Many parents worry that online courses mean just watching generic lessons...

VIEWS

720

REP.

6

REACTIONS

6

ER

4.8%

↓ 09.07 · 11:05 TEXT

How do you see your child's admission now? 👍 – aiming for state-funded ❤️ – considering paid tuition 👁️ – not decided yet

VIEWS

675

REP.

—

REACTIONS

48

ER

4.5%

↓ 11.07 · 17:39 TEXT

Start preparing for exams now for free If you want to understand where to start without extra stress – I invite you to...

VIEWS

553

REP.

14

REACTIONS

9

ER

3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

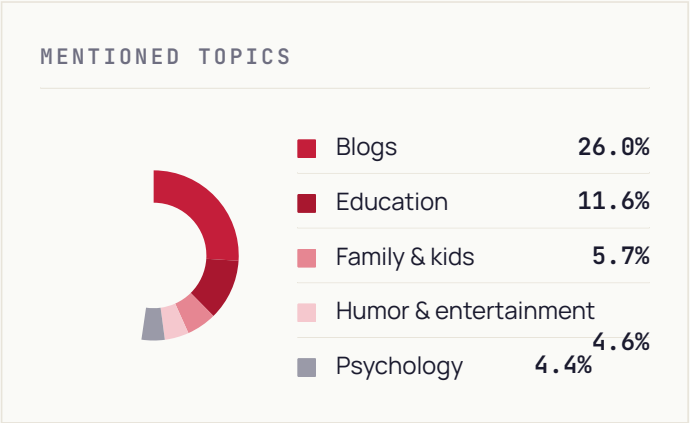
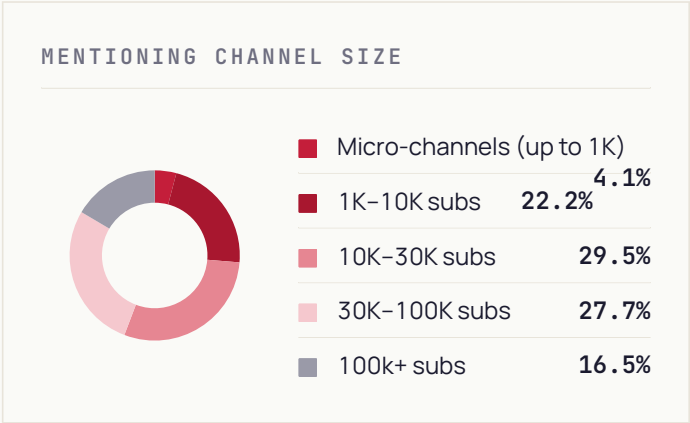
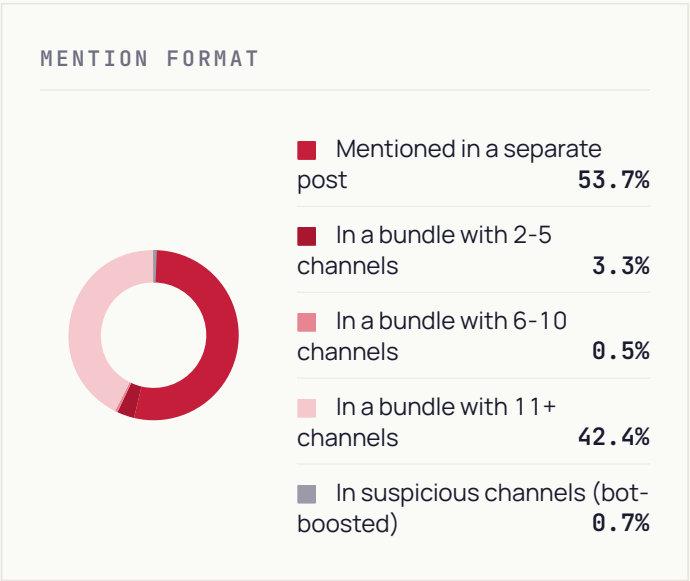
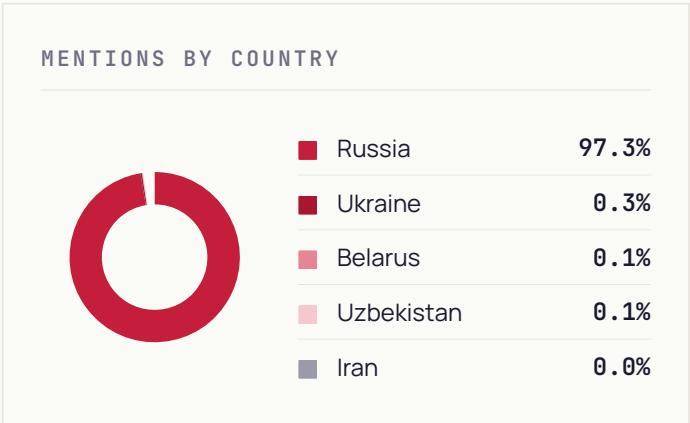
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

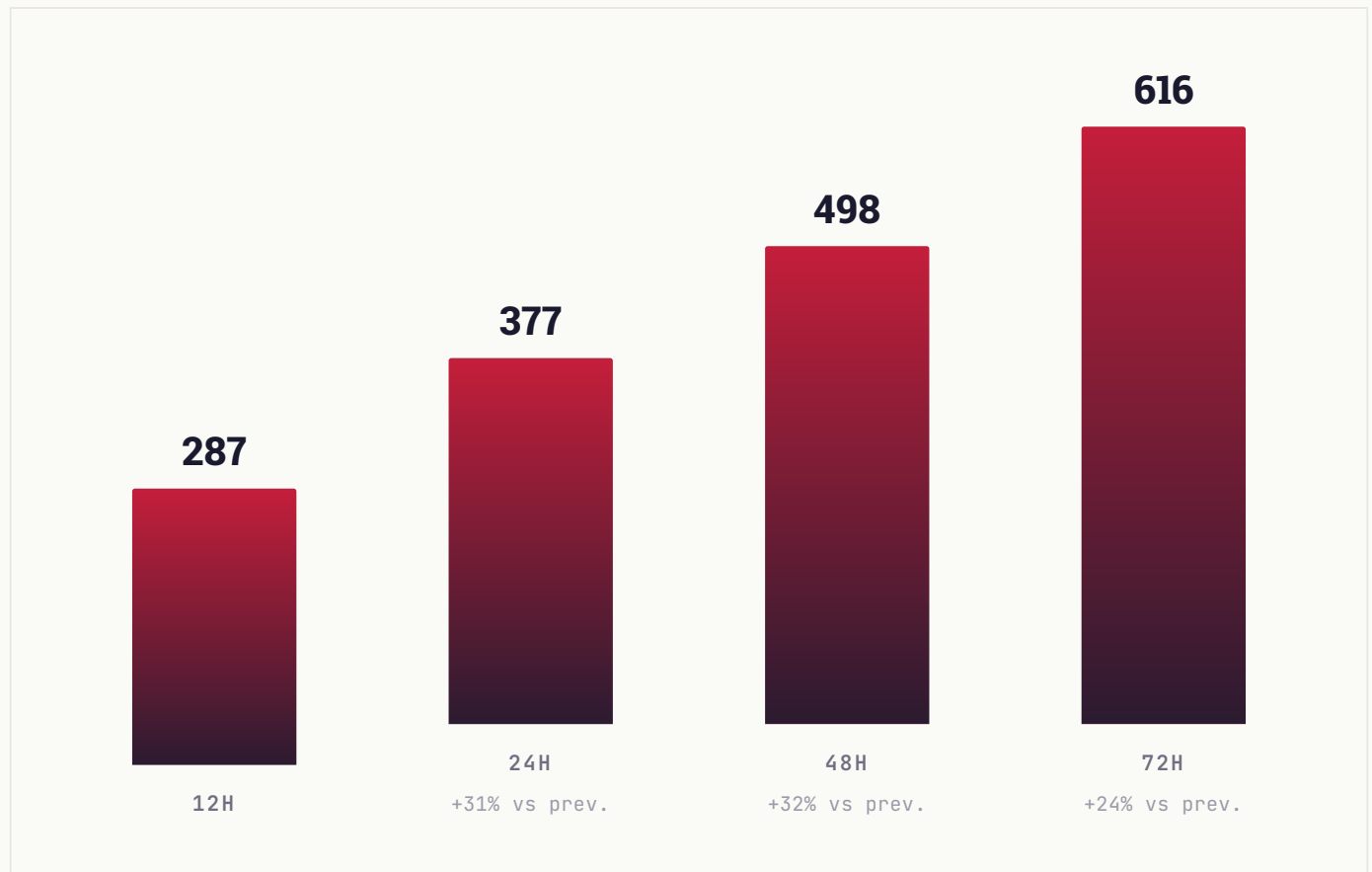
Citation index **572** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **1 504** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of the 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
GD Glasnaya for Parents EGE & OGE 2027 YOU	14.9K

COMPARATIVE CONCLUSION

Channel is still outside top-99 niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **136**, they brought **2 361** new subs.

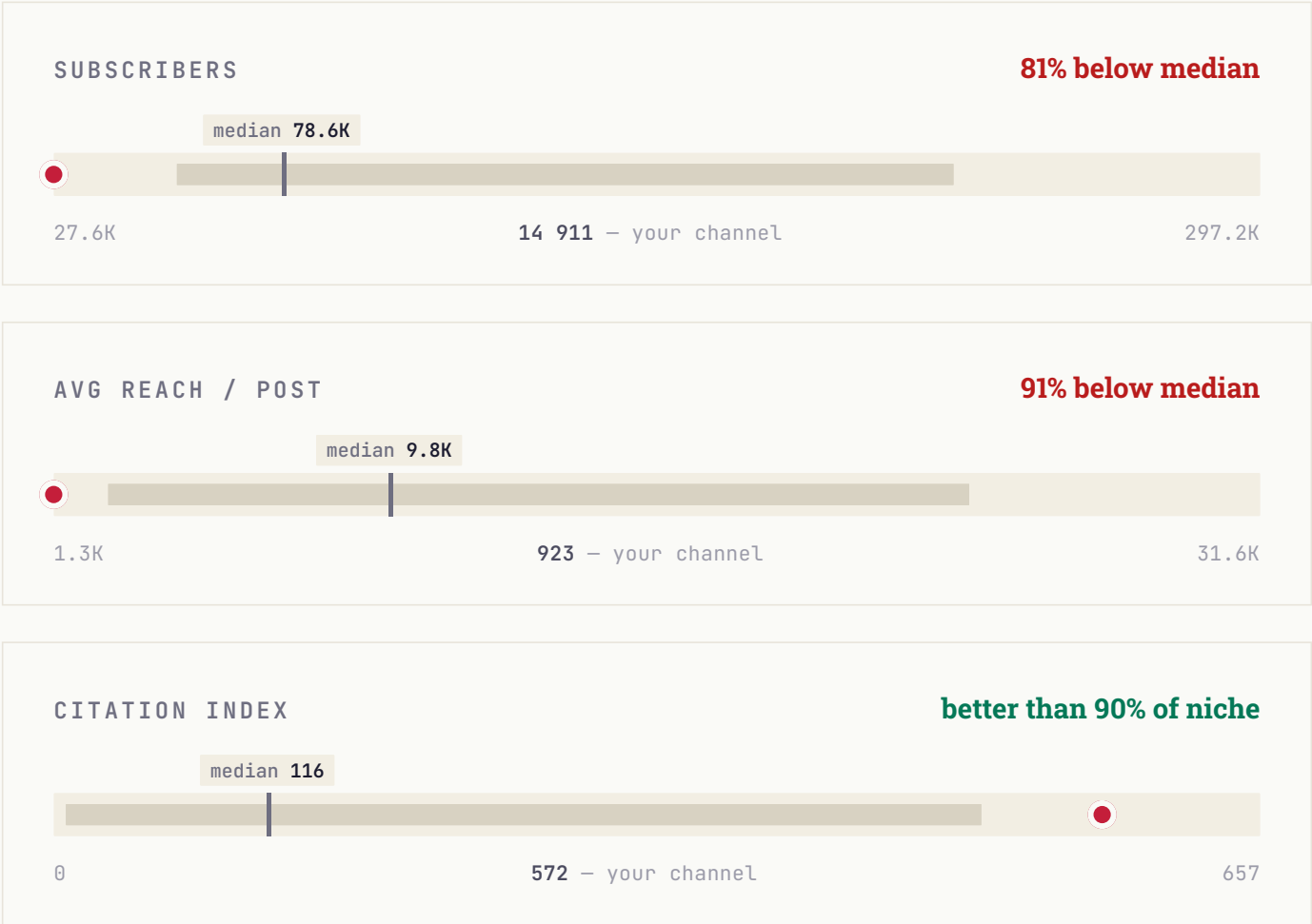
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	296
December 2025	3	3	79
Nov 2025	5	5	696
Oct 2025	1	1	0
Sep 2025	2	2	23
August 2025	125	121	1 267

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
136	6	2 361

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Education» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (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 off and revisit this report in a month.

- 01

Best post day: Saturday
Audience is most active on this day at 14:00 MSK.

EFFECT
Best window for important posts
- 02

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

EFFECT
Video retains audience better
- 03

ER below niche benchmark — rethink formats
Current ER 6.19% vs norm 8.0%. Try polls & interactive formats.

EFFECT
+1.8pp ER
- 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 boost ER by +5-15%. One poll per week on a 'hot' topic — easy win.

EFFECT
+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
