

— PROMTPRESS PUBLIC REPORT

Channel audit

University 2.0 |

Courses

Webinars



@universitet20

Info on free masterclasses, webinars, and lectures on trending topics – from business and income to design and esoterics.
Questions: @zubar89 Channel included in the list...

SUBS	ERR (% WHO SEE POSTS)	REACH/POST
17 385	3.0%	373
15.07.2026 -102 per month	in 24 hours 0.8%	ad reach 140/24h
HTTPS://PROMTPRESS.COM/AUDIT/UNIVERSITET20		

— CONTENT · 2026

What's inside the report

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Top 5 posts · worst 3 · insights

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Rank in «Courses & Guides»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 17 385 —	 SUB REACH 2.14% avg % subs see post	 VIEWS/POST 373 median 402 · 28 days	 POSTS/WEEK 7.2 over period
 7D TREND -13.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 420 chars median 390 · 28 days	 POSTS ANALYZED 30 28 days
 AD REACH 140 24h avg	 CHURN / MONTH -102 last month	 CITATION RATE 152 citation index · 217 channels mentioned all time	 CHANNEL AGE 7 years 8 months created 30.10.2018

AI EDITOR SUMMARY

Channel «University 2.0 | Courses Webinars» — 17 385 subs. Each post averages 373 people (2% from subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1/day) — regular schedule. For week Jun 29 – Jul 5 reach dropped -13.2% by week Jun 22–28 — 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 30 posts in 28 days.
- 02 Dominant format — Text (30/30 posts).
- 03 Avg post length — 420 chars (median 390).
- 04 Peak audience activity — Thursday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (483 avg for top vs 278 for worst) — among 30 posts in 28 days. Analyze what the top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 16.06 · 05:47 TEXT SMM Lecture Lecture on effective tools for promotion, analytics, and content creation on social media. Learn: Apps...	VIEWS 485 REPOSTS 16	REACTIONS — ER 2.8%
Nº2 21.06 · 06:26 TEXT Intro to Programming (C++) In this course we'll learn the basics of C++ programming through simple practical...	VIEWS 484 REPOSTS 6	REACTIONS — ER 2.8%
Nº3 19.06 · 05:22 TEXT Latin: Grammar Constructor Linguistic constructor courses focus on structure and...	VIEWS 480 REPOSTS 6	REACTIONS — ER 2.8%

Nº418.06 · 05:45TEXT English for IT specialists This 10-lesson course covers CV writing, technical specs, business letters, interviews and...	VIEWS	REACTIONS
	465	—
	REPOSTS	ER
	6	2.7%

Nº517.06 · 05:21TEXT Life of a Programmer In this course you'll learn how to set goals, nuances of the profession, and why more...	VIEWS	REACTIONS
	464	—
	REPOSTS	ER
	4	2.7%

WORST 3

↓11.07 · 06:44TEXT Metro in history, culture & life Lectures & materials on Moscow metro construction, architecture, complex...	VIEWS	REACTIONS
	287	—
	REPOSTS	ER
	4	1.7%

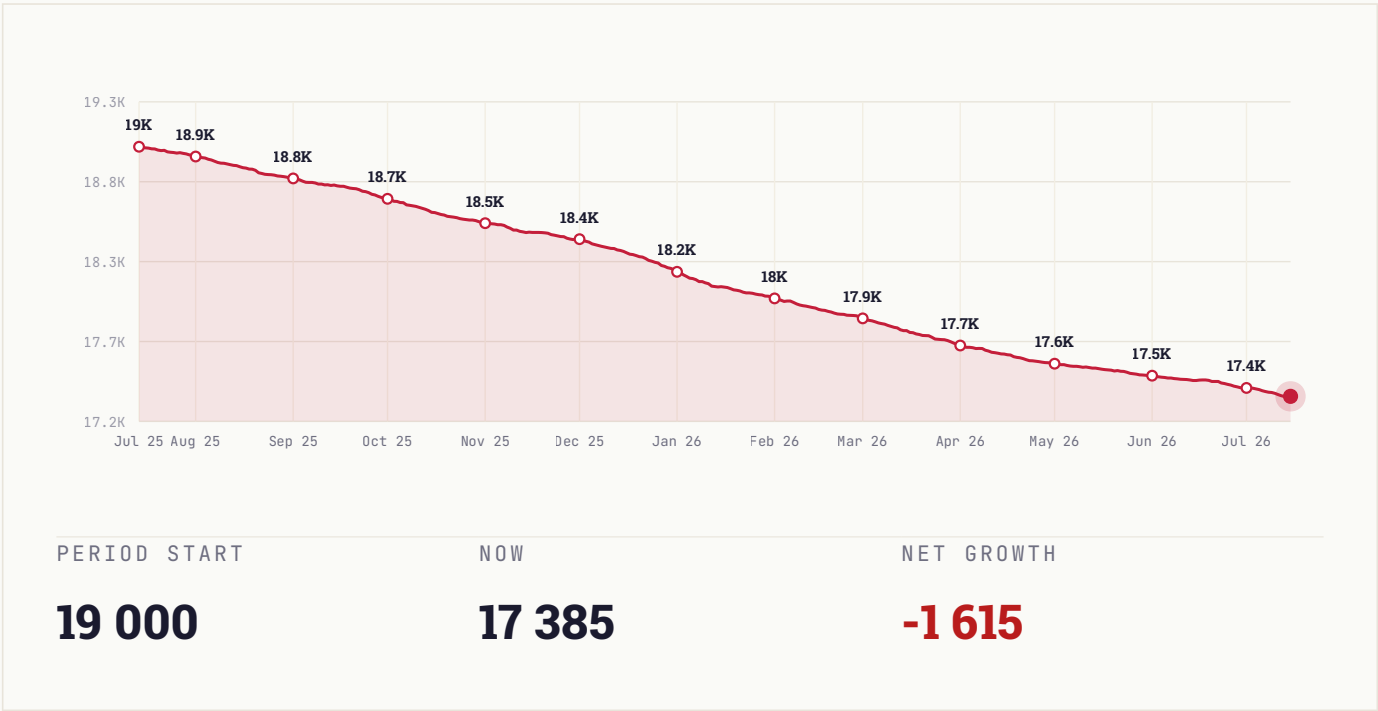
↓10.07 · 06:29TEXT Online Advertising: Launch Tips & Setup Hacks Webinar on common ad setup mistakes and how to avoid them...	VIEWS	REACTIONS
	276	—
	REPOSTS	ER
	5	1.6%

↓12.07 · 07:27TEXT Two Schools of Modern Philosophy A philosophy lesson covering the current model of philosophy, the old model...	VIEWS	REACTIONS
	273	—
	REPOSTS	ER
	7	1.6%

SECTION 03 · SUB GROWTH

How the channel grew over the year

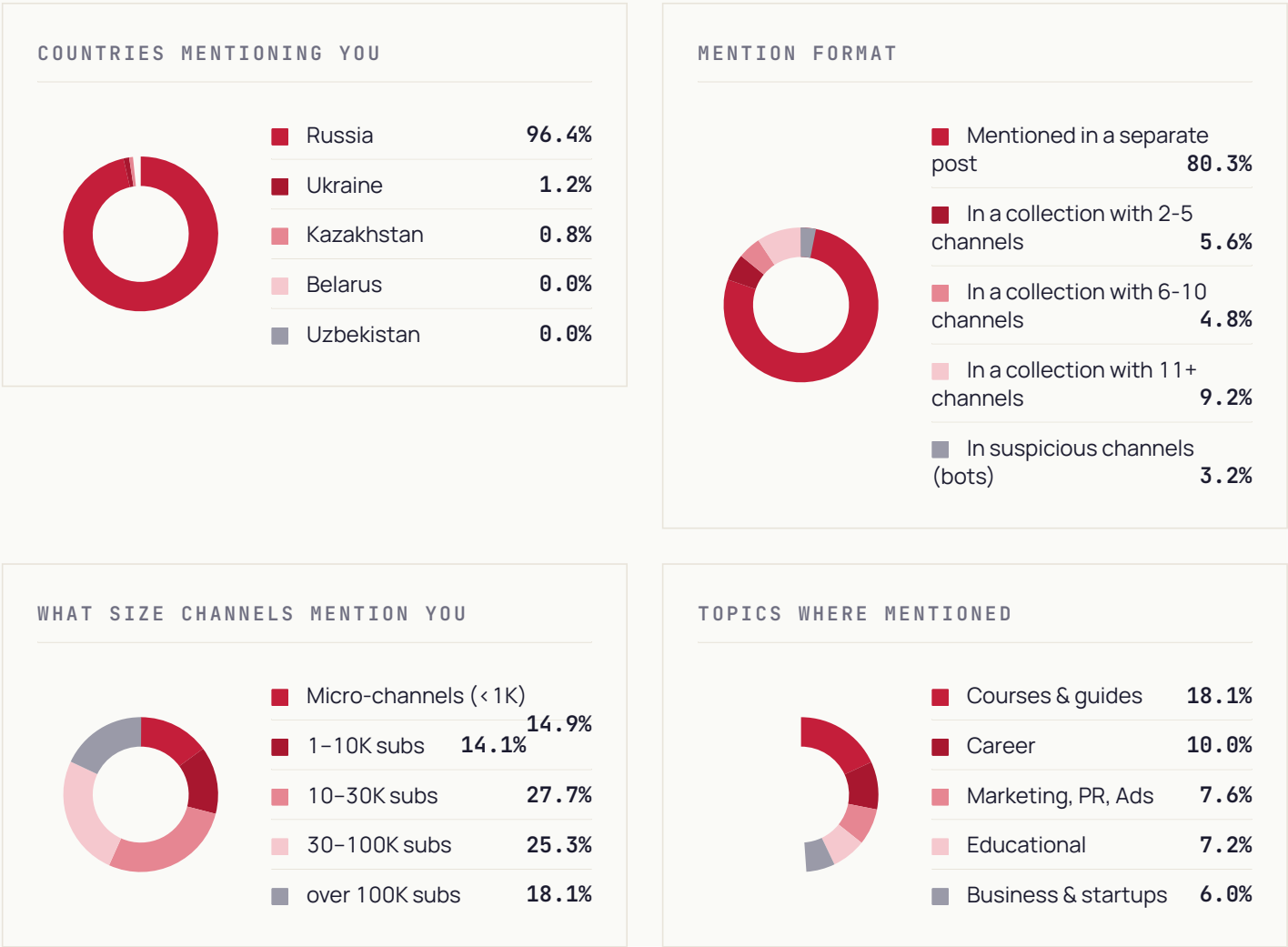
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

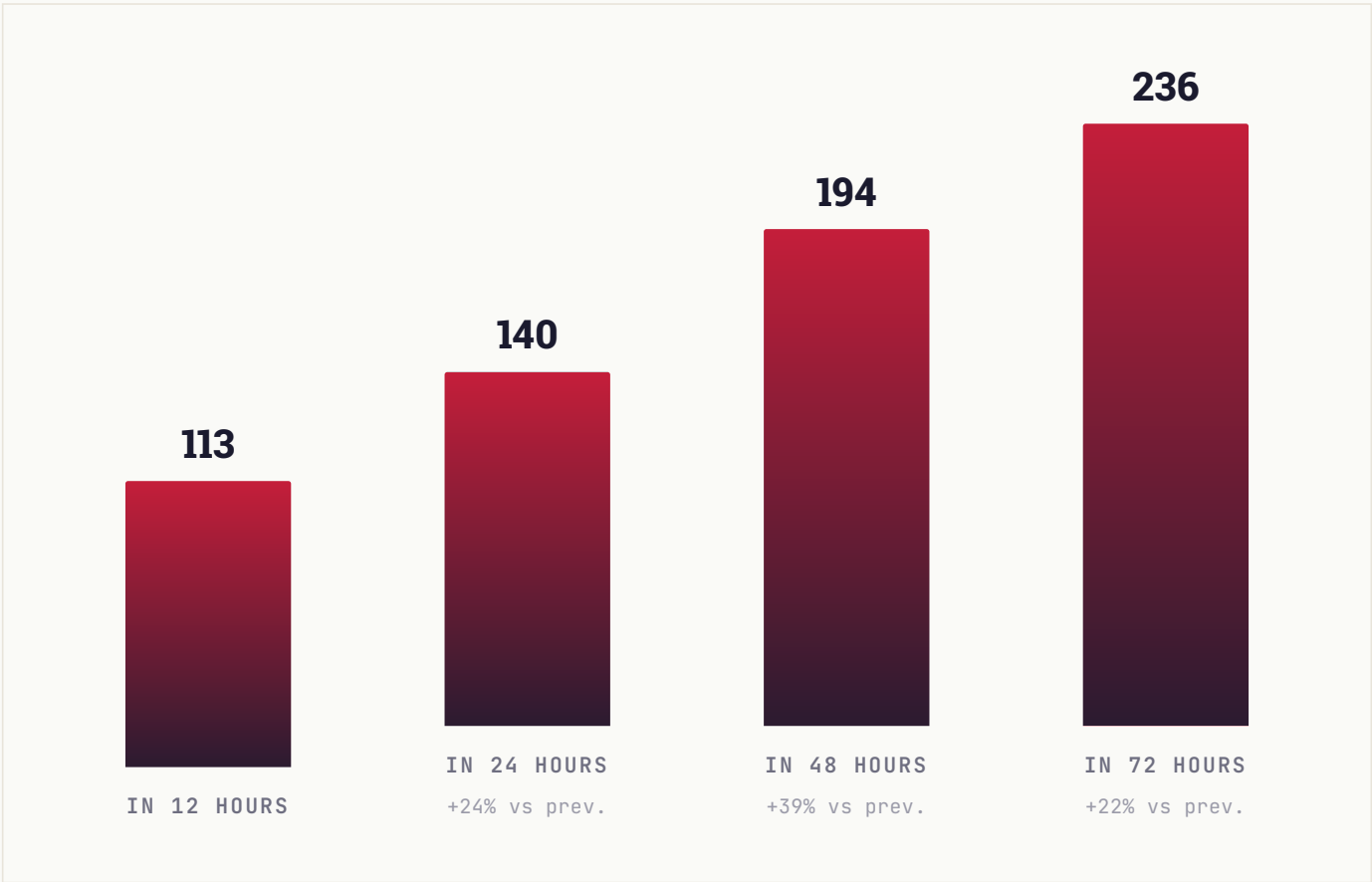
Citation index **152** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **217** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBS
Mم Manjmy منجمى	406.4K
BO Free education	312.1K
UF UDEMY FREE Coursevania	257.7K
MO My Education	234.9K
EC Extreme Cursos	173.3K
FC Free Courses With Certificates!	168.7K
كو كورسات ووظائف مجانية	152K
نن نیما نیکخواه یوتیوب گرام 	149.9K
لا لوعة الفراق	138.3K
WD Web Development	133.5K
U2 University 2.0 Courses Webinars YOU	17.4K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — **Manjmy منجمى** (406.4K), top-100 median: 43.6K. First goal — enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **0**, they brought **9** new subs.

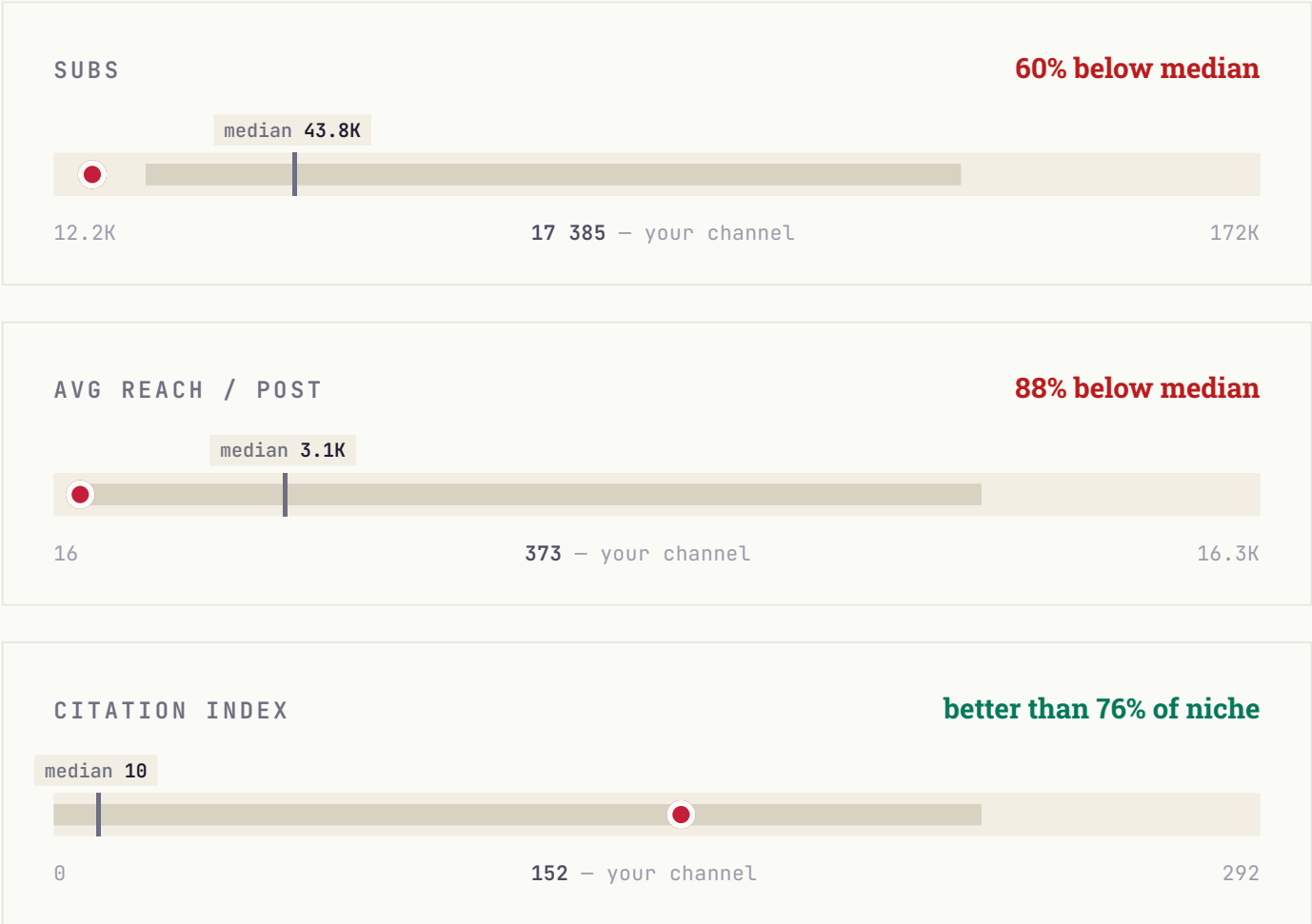
PERIOD	MENTIONS	CHANNELS	NEW SUBS	
January 2026	0	0	1	
December 2025	0	0	1	
Nov 2025	0	0	4	
Oct 2025	0	0	0	
Sep 2025	0	0	3	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	9

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Courses & guides» (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.



— 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

Main post of the week — on Thursday
 Audience is most active on this day at 08:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
 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 2.14% vs norm 6.0%. Try polls and interactive formats.

EFFECT
+3.9pp 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 and interactive formats
 Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and close your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager