

PUBLIC REPORT BY PROMTPRESS

Channel audit

РoZыVnoy «Vologda»



@vologdapoz

Channel about war, our soldiers and Donbass Contact:
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SUBSCRIBERS

148 563

+21441 per month

ERR (% WHO SEE
POSTS)

3.0%

in 24h **2.0%**

REACH/POST

4.5K

ad reach **3.1K**/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 148 563 —	SUBS REACH 3.0% avg % subs see post	VIEWS/POST 4.5K median 4.1K · 29 days	POSTS/WEEK 29.5 for period
7D TREND +25.2% vs previous week	REACTIONS/POST 722.7 total 89,616 react., 145 rep., 0 comm.	POST LENGTH 495 chars median 434 · 29 days	POSTS ANALYZED 124 29 days
AD REACH 3.1K 24h avg	CHURN / MONTH +21441 last month	CITATION RATE 111 citation index · 195 channels mentioned ever	CHANNEL AGE 3 years 11 months created 16.08.2022

AI EDITOR SUMMARY

Channel «PoZыVnoi «Vologda»» — 148 563 subs. Each post avg views 4.5K people (3% from subs), reach low — should expand audience. Publishes 30 posts/week (~4/day) — active posting. Week Jul 6–12 reach up +25.2% to week Jun 29 – Jul 5 — positive trend.

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 124 posts in 29 days.
- 02 Dominant format – Photo (61/124 posts).
- 03 Avg post length – 495 chars (median 434).
- 04 Peak audience activity – Sunday, 15:00 MSK.
- 05 Top posts get 7x more views than the weakest (9.8K avg for top vs 1.3K for worst) – among 124 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 09:07 PHOTO Vologda donated over 500 books to Alchevsk. Readers from three Vologda libraries took part in the book drive: Vologda Universal...	VIEWS 12 413 REPOSTS 5	REACTIONS 647 ER 8.4%
Nº2 05.07 · 12:44 VIDEO My beloved «Lace»!	VIEWS 8 676 REPOSTS 4	REACTIONS 728 ER 5.8%
Nº3 07.07 · 09:50 VIDEO And another story on a federal channel about our Vologda guys! Callsign «Kuba», we're proud!	VIEWS 8 453 REPOSTS 3	REACTIONS 736 ER 5.7%

Nº4

07.07 · 08:02

VIDEO

👉

That's how federal TV covered our warriors

VIEWS

8 016

REPOSTS

2

REACTIONS

768

ER

5.4%

Nº5

30.06 · 06:20

PHOTO

Humanitarian cargo at the front. Words of gratitude from our defenders. And here's what they said: You think you just packed boxes?...

VIEWS

7 737

REPOSTS

2

REACTIONS

763

ER

5.2%

|

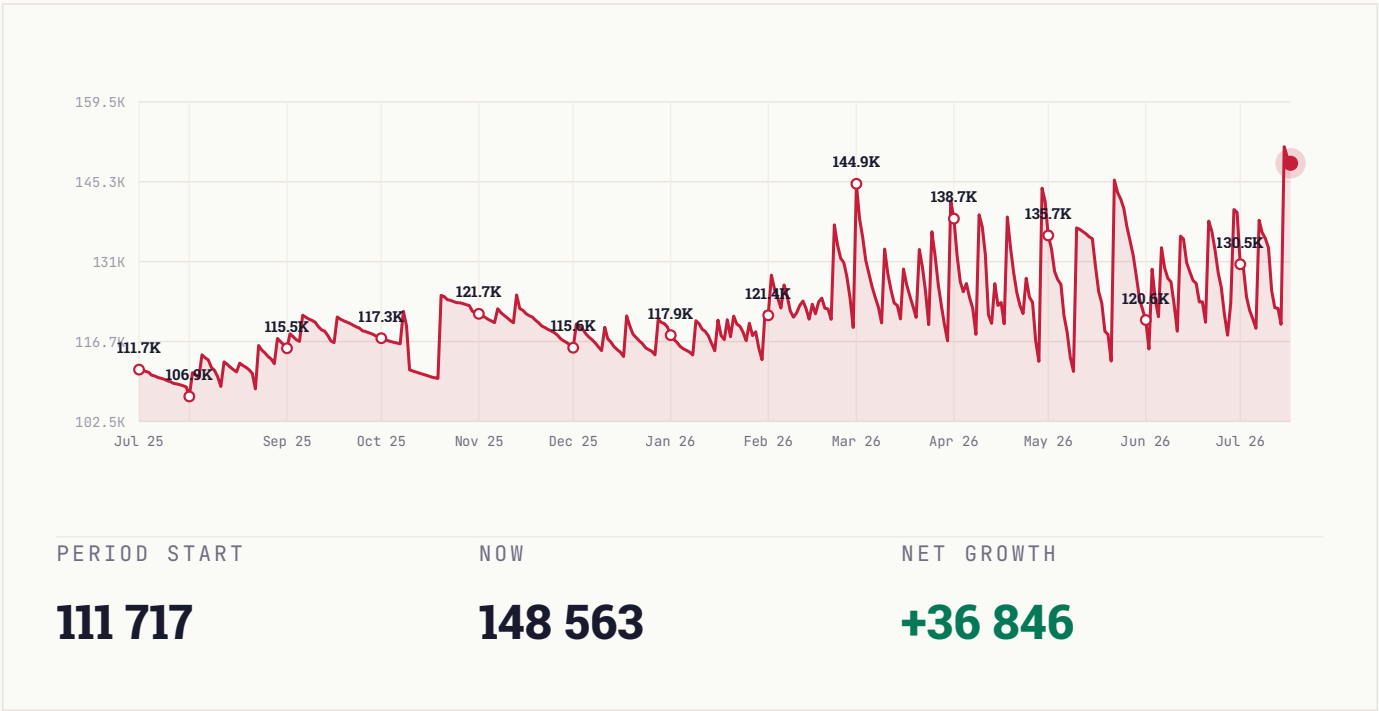
WORST 3

↓ 22.06 · 10:08 VIDEO Good morning! Today marks one of the saddest dates in our country's history – Day of Remembrance and Sorrow. Early in the morning of June 22, 1941...	VIEWS 1 480 REPOSTS —	REACTIONS 749 ER 1.0%
↓ 02.07 · 18:27 PHOTO In Cherepovets the first Hero of Russia – SVO participant officially appeared. The award to the family of our fellow countryman Guard Captain Igor Nikolaevich Makov...	VIEWS 1 287 REPOSTS 2	REACTIONS 747 ER 0.9%
↓ 23.06 · 06:45 VIDEO Sports, not spirits! 💪💪💪	VIEWS 1 245 REPOSTS 2	REACTIONS 738 ER 0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

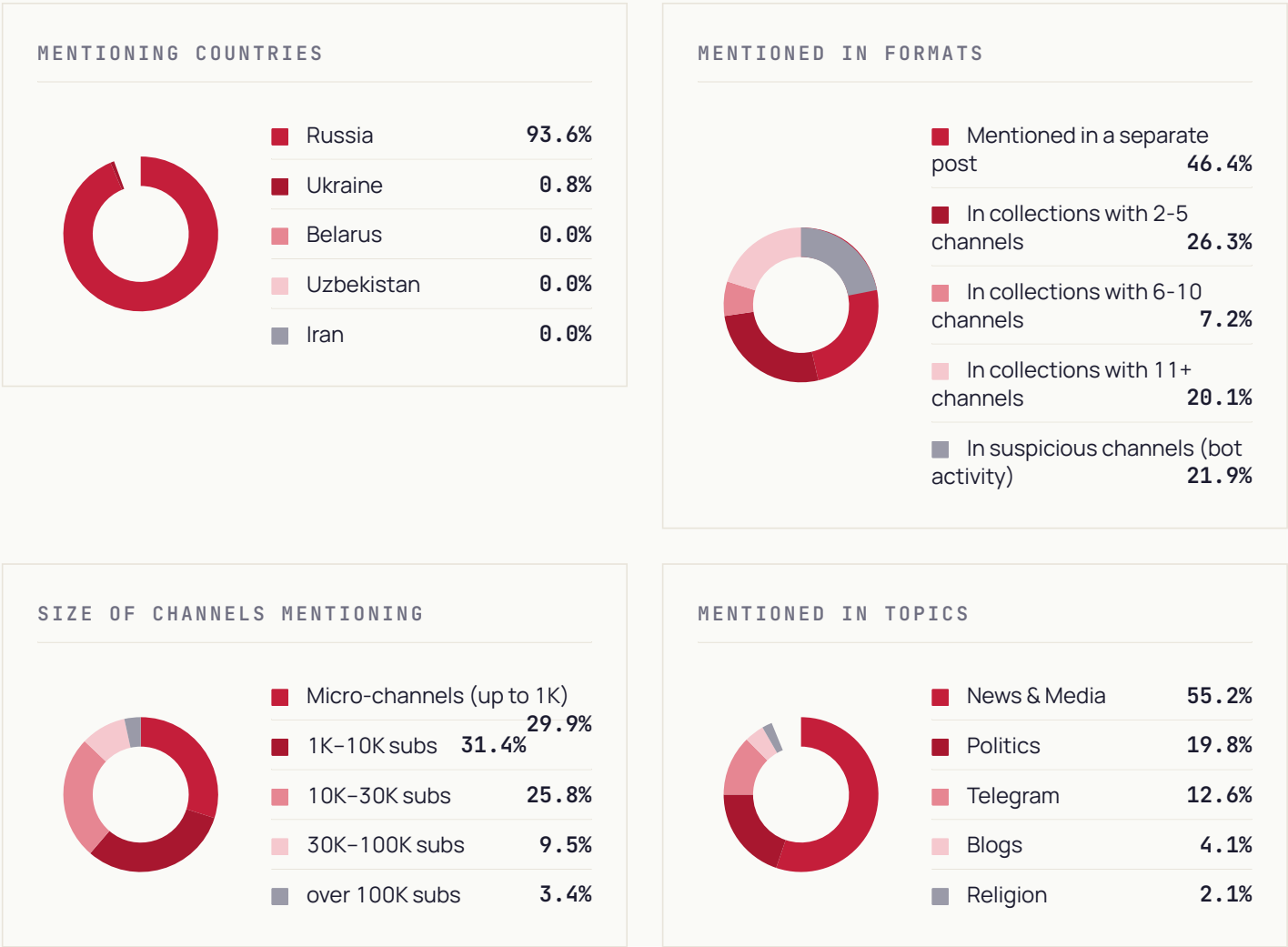
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

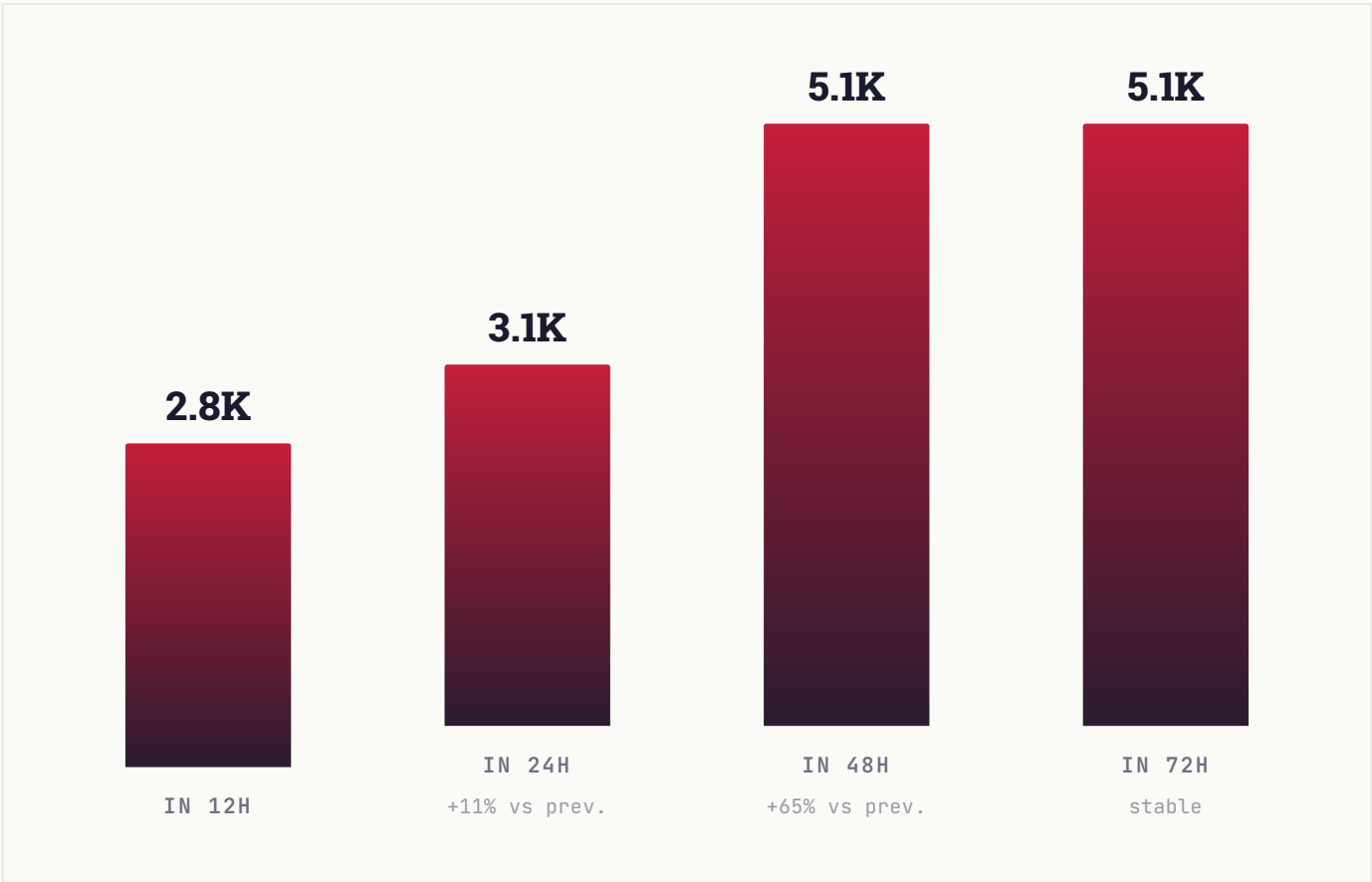
Citation index **111** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **195** different channels.



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 neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
کا کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Trukha ⚡ Ukraine	3.1M
P« PoZыVnoy «Vologda» YOU	148.6K

COMPARATIVE CONCLUSION

Channel is still outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work with 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 were **57**, they brought **119 517** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	2	31 149
December 2025	2	2	21 926
Nov 2025	3	3	7 446
Oct 2025	37	34	20 658
Sep 2025	5	3	11 850
August 2025	8	6	26 488
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
57	6	119 517	

Where the channel stands in its league

SUBSCRIBERS

89% below median

median 1.3M

498.9K 148 563 – your channel 4.1M

AVG REACH / POST

95% below median

median 93.7K

733 4 462 – your channel 443.8K

CITATION INDEX

94% below median

median 1.9K

0 111 – your channel 11.2K

— 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

Top post of the week — on Sunday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.0% 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 selects sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

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