

PROMTPRESS PUBLIC REPORT

Channel audit

Yunarmiya



@yunarmya

Official Telegram channel of the Yunarmiya Movement No. 4834712350
 Website: <https://yunarmy.ru/> VK: <https://vk.com/un.armia> Odnoklassniki: <https://ok.ru/yunarmy> Rutube:...

SUBSCRIBERS

18 547

-421 per month

ERR (% WHO SEE POSTS)

6.0%

daily 3.6%

REACH/POST

1.1K

ad reach 664/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 18 547 —	 SUBS REACH 6.07% avg % of subs see post	 VIEWS/POST 1.1K median 1.1K · 29 days	 POSTS/WEEK 26.7 for the period
 7D TREND -13.3% vs previous week	 REACTIONS/POST 21.1 only 2,409 reactions, 513 reposts, 0 comments	 POST LENGTH 573 chars. median 552 · 29 days	 POSTS ANALYZED 114 29 days
 AD REACH 664 24h avg	 CHURN / MONTH -421 last month	 CITATION RATE 351 citation index · 4,064 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Yunarmiya» – 18 547 subs. Each post gets avg 1.1K people (6% of subs), reach is low – should expand audience. Publishes 27 posts per week (~4/day) – active publishing. For the week Jun 29 – Jul 5, reach dropped -13.3% to the week of Jun 22–28 – worth analyzing the reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 114 posts over 29 days.
- 02 Dominant format — Photo (98/114 posts).
- 03 Avg post length — 573 chars (median 552).
- 04 Peak audience activity — Saturday, 13:00 MSK.
- 05 Top-performing posts get 3x more views than the weakest (2.1K avg for top vs 793 for worst) — among 114 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 14:53 PHOTO Memory in lines ð As part of the 'Calendar of Unified Action Days', the all-Russian literary campaign 'Lines Scorched by War' has launched...	VIEWS 2 254 REPOSTS 14	REACTIONS 19 ER 12.2%
Nº2 27.06 · 10:26 PHOTO Happy Youth Day, Yunarmiya members❤ Your energy is what the country's future rests on. Together we preserve the memory of the heroic...	VIEWS 2 195 REPOSTS 17	REACTIONS 41 ER 11.8%
Nº3 22.06 · 07:02 PHOTO June 22 — a date forever etched in our country's history ð On this day the Great Patriotic War began — a severe trial...	VIEWS 1 915 REPOSTS 11	REACTIONS 22 ER 10.3%

Nº4 01.07 • 07:04 PHOTO Hello, July 🥰 The first summer month is behind us, but there's still plenty of interesting things ahead! 🔗 July 6–12 — campaign 'History of My Family' Create...	VIEWS 1 884 REPOSTS 20 REACTIONS 20 ER 10.2%
Nº5 17.06 • 15:35 PHOTO Summer that can lead to «Artek» 🕶️ And also — to «Orlyonok», «Smena» or «Okean». All this is possible in the new interactive module «Summer with...	VIEWS 1 846 REPOSTS 32 REACTIONS 19 ER 10.0%
WORST 3	
↓ 09.07 • 12:54 TEXT Memory in every frame 🙌 A mural was unveiled in the Tula region as part of the all-Russian campaign 'Graffiti. Defender'. On...	VIEWS 807 REPOSTS — REACTIONS 14 ER 4.4%
↓ 09.07 • 09:56 PHOTO Such meetings are remembered for a long time ❤️ In the Vologda region, Yunarmeets met with Hero of Russia Sergei Boyko. Sergei Nikolaevich...	VIEWS 797 REPOSTS 2 REACTIONS 19 ER 4.3%
↓ 02.07 • 12:23 PHOTO Now even closer! 💙 The 'Keepers of History' project now has an official VK page. Here we'll gather the most important...	VIEWS 775 REPOSTS 2 REACTIONS 12 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

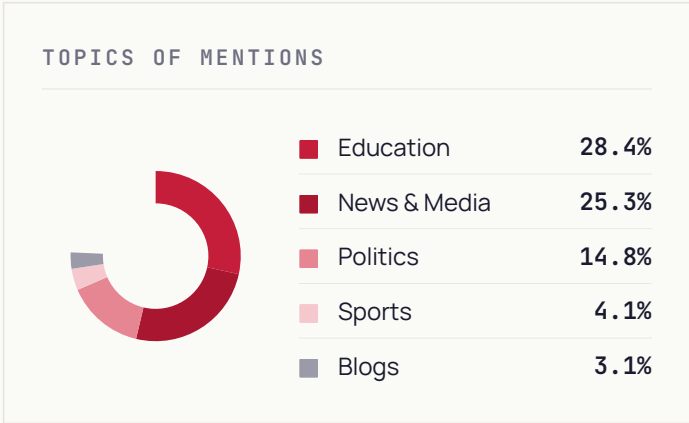
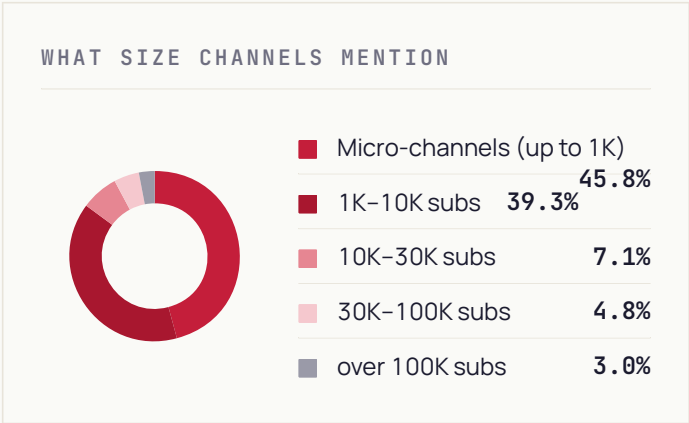
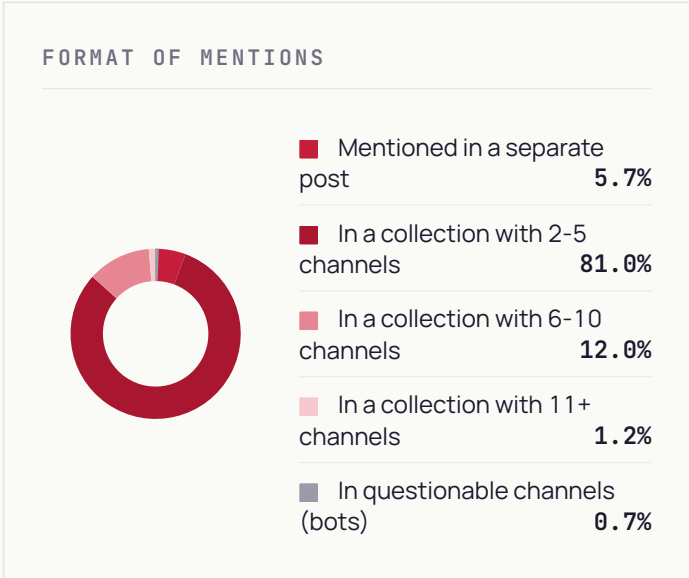
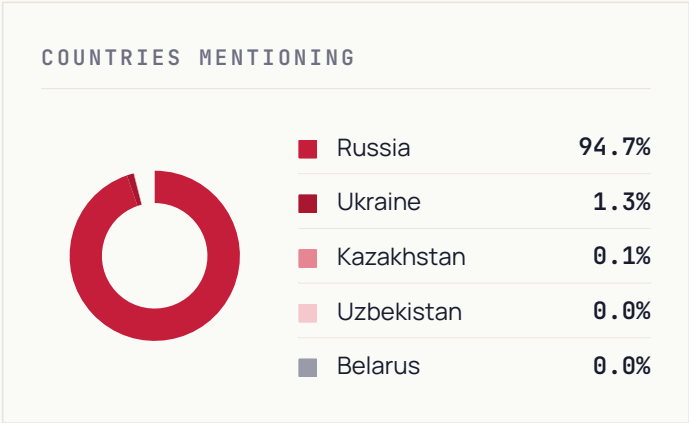
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

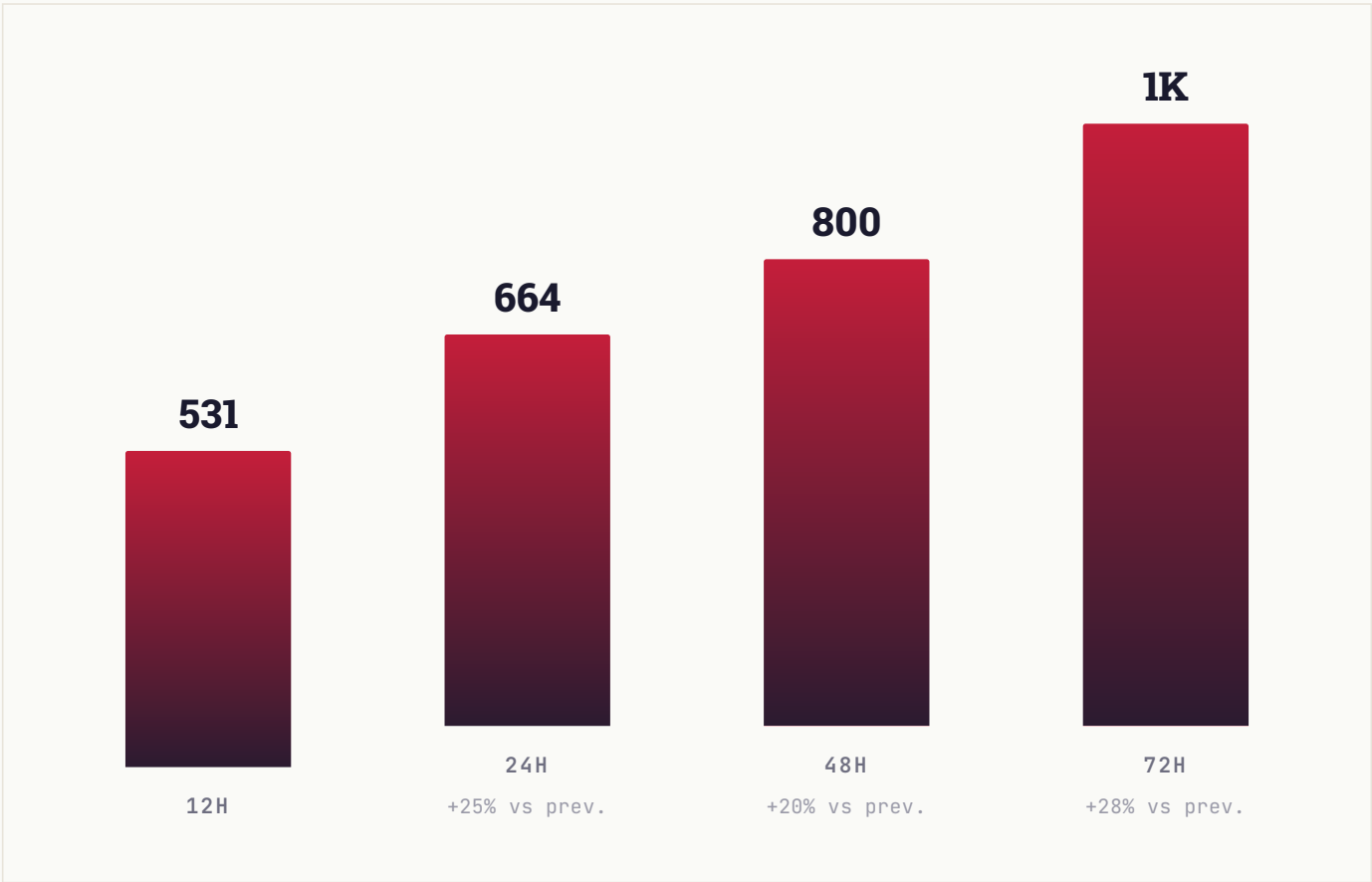
Citation index **351** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **4 064** different channels.



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 — 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 UmSchool Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
YU Yunarmiya YOU	18.5K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 410**, they brought **2 126** new subs.

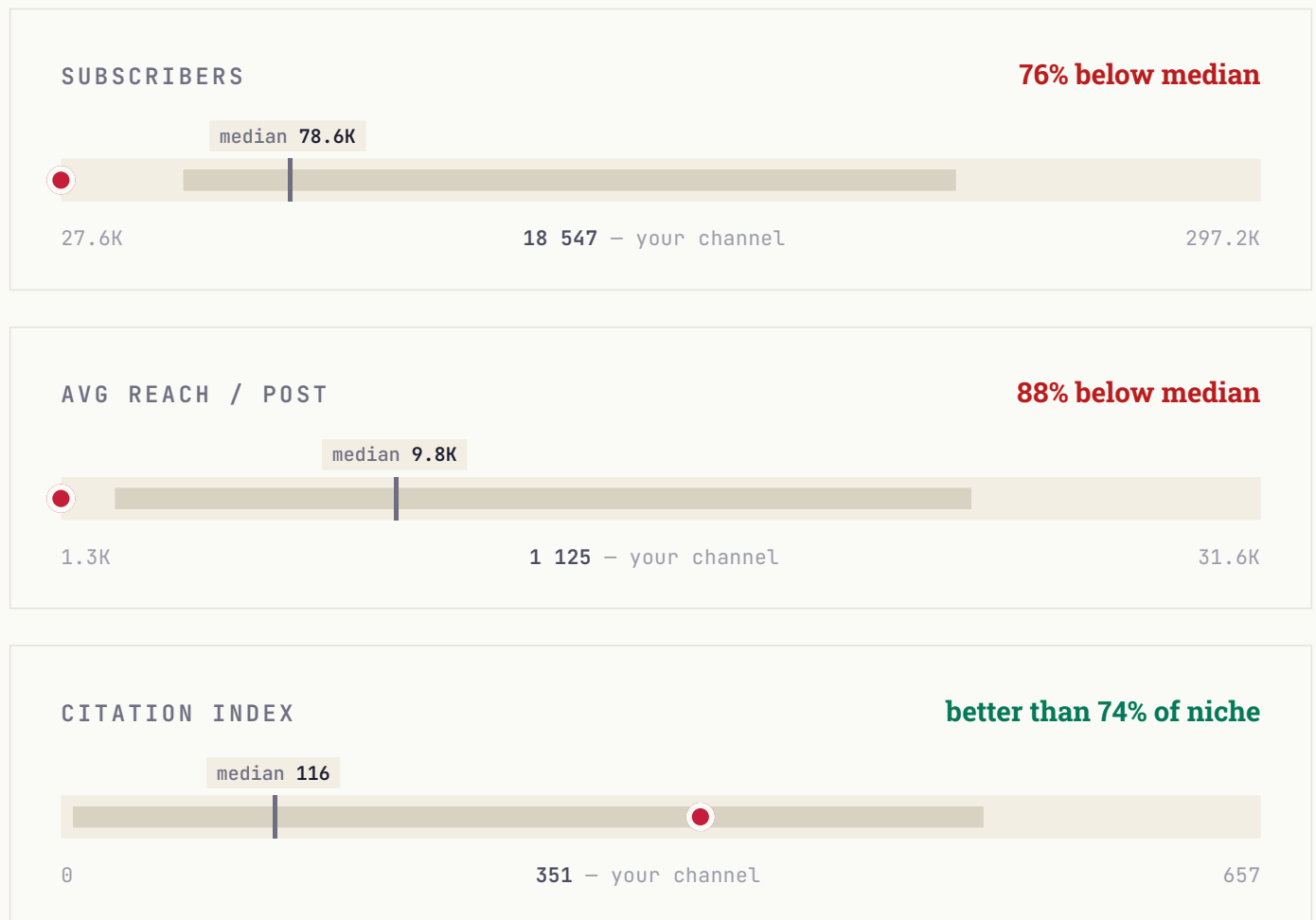
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	23	19	653
December 2025	95	67	33
Nov 2025	146	115	1 059
Oct 2025	170	152	253
Sep 2025	815	285	108
August 2025	161	102	20

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 410	6	2 126

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Education» (Russia) and compared your channel. 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 off and revisit this report in a month.

01

Main post of the week — on Saturday

On this day at 13:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

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**

03

ER below niche benchmark — rethink formats

Current ER 6.07% vs norm 8.0%. Try polls and interactive formats.

EFFECT

+1.9pp ER

04

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 us to do this **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager