

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Economy of Belarus



@belarus_economy

Key economic news from Prosperous Contact: @ecanomicabot X:
https://x.com/belarus_economy

SUBSCRIBERS

8 425

-87 per month

ERR (% SEE POSTS)

45.0%

per day 16.7%

REACH/POST

2.8K

ad reach 1.4K/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 8 425 —	 SUBSCRIBER REACH 32.8% avg % subs see post	 VIEWS/POST 2.8K median 2.2K · 29 days	 POSTS/WEEK 26.7 for the period
 7D TREND +35.7% vs previous week	 REACTIONS/POST 11.5 total 1,313 reactions, 1,032 reposts, 96 comments	 POST LENGTH 402 chars. median 378 · 29 days	 POSTS ANALYZED 114 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -87 last month	 CITATION RATE 242 citation index · 696 channels mentioned it ever	 CHANNEL AGE 8 years 3 months created 15.02.2018

AI EDITOR SUMMARY

Channel «Economy of Belarus» — 8 425 subs. Each post gets avg 2.8K people (33% from subs), that's good reach. Publishes 27 posts per week (~4/day) — active posting. For week 25–31 May reach grew by +35.7% vs week 18–24 May — 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 SHARE

- 01 Analysis based on 114 posts over 29 days.
- 02 Dominant format – Photo (84/114 posts).
- 03 Avg post length – 402 characters (median 378).
- 04 Peak audience activity – Friday, 09:00 MSK.
- 05 Top posts get 10x more views than the weakest (17.4K avg for top vs 1.8K for worst) – among 114 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 18:26 PHOTO Bad news for Russian bank depositors The aggressor country's authorities decided to recruit potential fighters using bank...		VIEWS 23 124	REACTIONS 19
		REP. 325	ER 274.5%
Nº2 29.05 · 06:37 PHOTO Easing sanctions on Belarusian potash: who benefits, who loses? The US is interested in the return of Belarusian potash...		VIEWS 19 434	REACTIONS 14
		REP. 41	ER 230.7%
Nº3 14.05 · 15:30 PHOTO In 2025, revenue of Lithuanian railway freight division hit a record €517 million Propagandists and "strong...		VIEWS 9 516	REACTIONS 20
		REP. 18	ER 112.9%

Nº4 13.05 · 17:03 PHOTO Ukraine starts producing fuel cell components for VVER nuclear reactors in partnership with...	VIEWS 9 483 REP. 31	REACTIONS 19 ER 112.6%
Nº5 05.06 · 12:37 TEXT Foreign trade deficit in goods nears \$2 billion since year start Belarus foreign trade turnover in January...	VIEWS 9 328 REP. 14	REACTIONS 13 ER 110.7%

|

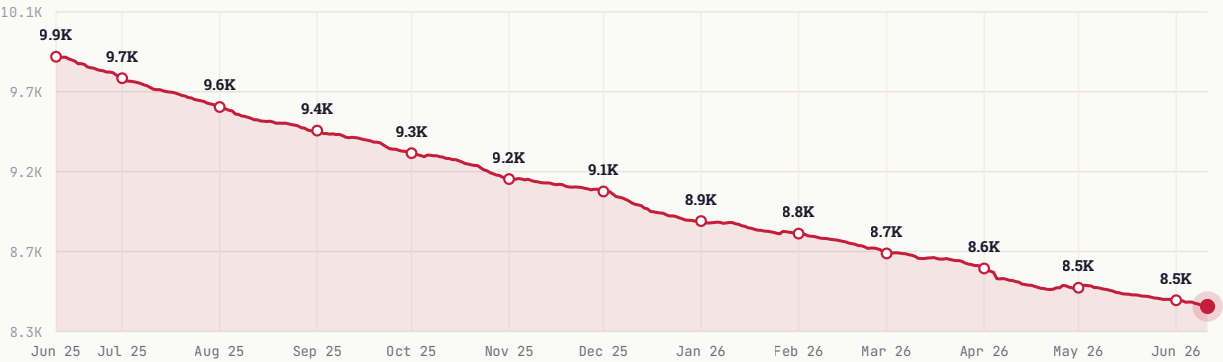
WORST 3

↓ 26.05 · 10:49 VIDEO Zelensky meets Svetlana Tikhanovskaya and trolls Lukashenko	VIEWS 1 820 REP. 33	REACTIONS 46 ER 21.6%
↓ 08.06 · 11:03 PHOTO https://bcse.by/online	VIEWS 1 798 REP. 1	REACTIONS 8 ER 21.3%
↓ 07.06 · 12:20 PHOTO ☒ Corruption Rating 2025: where in the region is cleanest, and where is trouble? Global corruption perception score dropped to 42 out of 100 – this is...	VIEWS 1 672 REP. 10	REACTIONS 6 ER 19.8%

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.

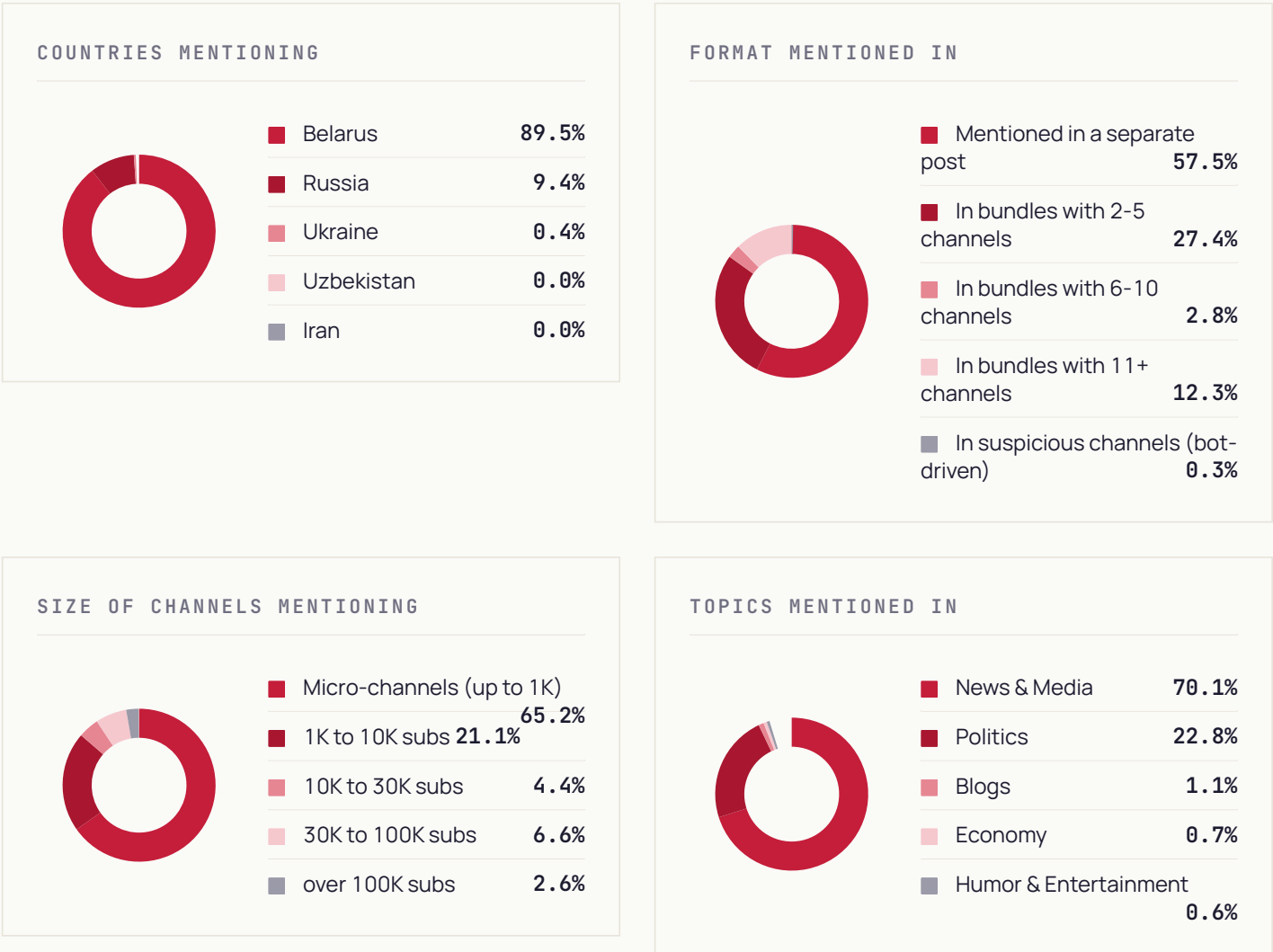


START DATE	NOW	NET GROWTH
9 852	8 425	-1 427

SECTION 04 · MENTIONS

Who mentions the channel and how

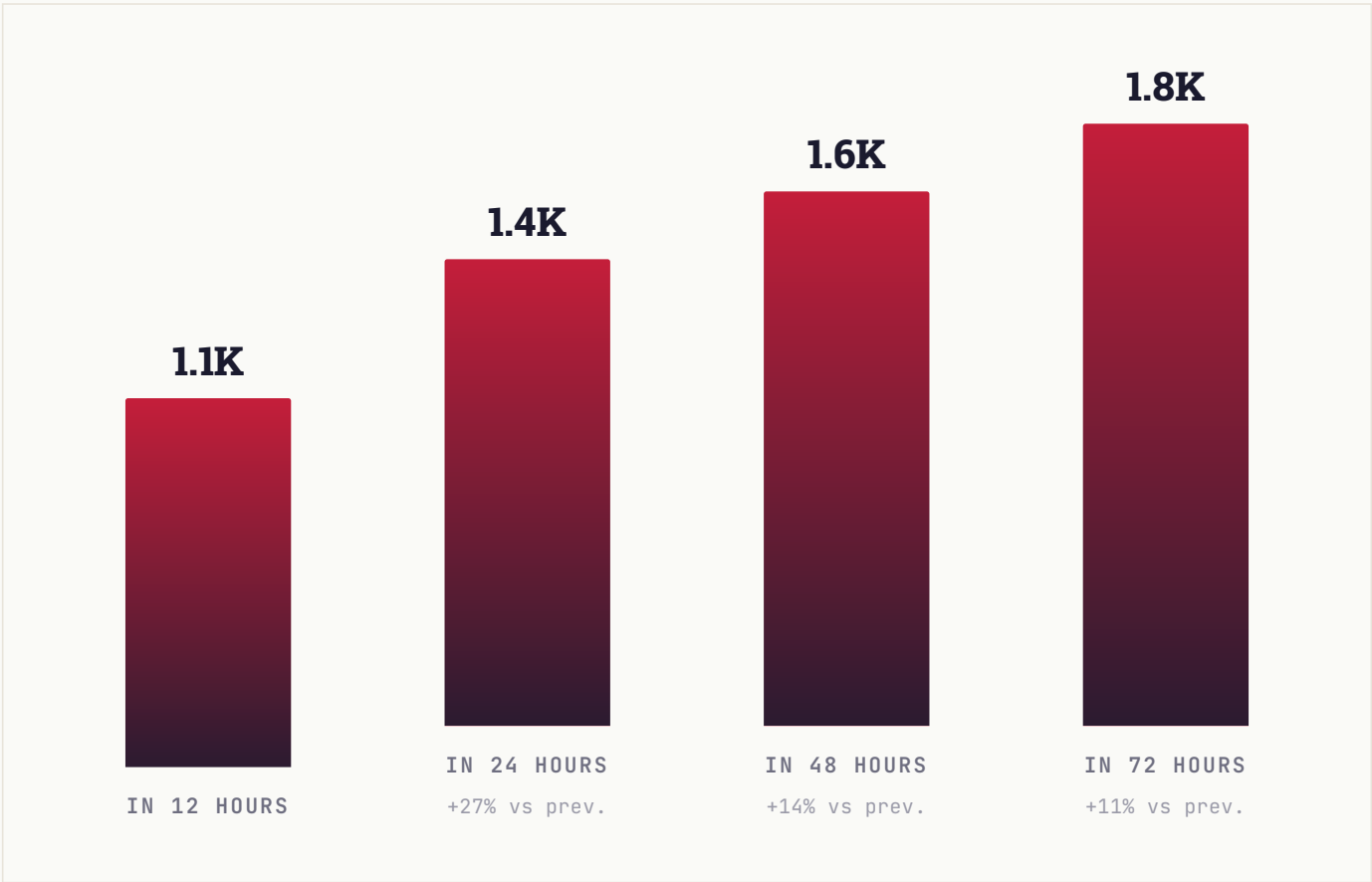
Citation index **242** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from a channel with 1K. All time channel was mentioned **696** different channels.



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 — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes and Duties of Belarus	15.1K
UO Operational Management Department of the Inspectorate of the Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
EB Economy of Belarus YOU	8.4K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#11 of 67). Leader — Alfa-Bank (Belarus) (79.3K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **31**, they brought **39** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	3	3	3	
Nov 2025	6	5	16	
Oct 2025	10	4	9	
September 2025	2	2	7	
August 2025	9	7	4	
July 2025	1	1	0	
TOTAL MENTIONS	31	MONTHS IN DATA	6	ATTRACTED SUBSCRIBERS
			39	

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-67 channels in category «**Economy**» (Belarus) and saw how your channel compares. Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#11/67

RANK IN NICHE

Channel in top 16% – strong position

SUBSCRIBERS

better than 68% of niche

median 1.7K



AVG REACH / POST

better than 62% of niche

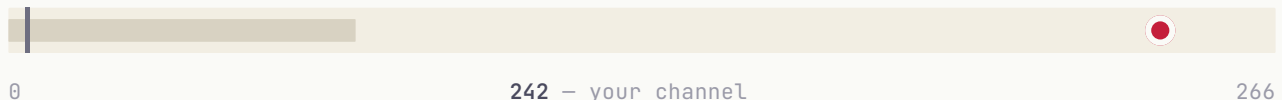
median 896



CITATION INDEX

better than 90% of niche

median 3



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

- | | | |
|----|---|--|
| 01 | Main post of the week — on Friday
Audience most active on this day at 09:00 MSK. | EFFECT
Best time for key posts |
| 02 | Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 03 | 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 |
| 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 growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Cross-post with channels in the same segment 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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