

PUBLIC PROMTPRESS REPORT

Channel audit

Belaruskali

official channel



@belaruskali

Official news of Belarus' industrial giant

SUBSCRIBERS

10 093

+153 per month

ERR (% SEE POSTS)

28.0%

24h 23.7%

REACH/POST

2.9K

ad reach 2.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 10 093 —	 SUBSCRIBER REACH 28.51% avg % subs see post	 VIEWS/POST 2.9K median 3K · 25 days	 POSTS/DAY 11.6 ~82 per week
 7D TREND -3.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 426 chars median 374 · 25 days	 POSTS ANALYZED 302 25 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +153 last month	 CITATION RATE 85 citation index · 242 channels mentioned ever	 CHANNEL AGE 6 years 2 months created 23.03.2020

AI EDITOR SUMMARY

Channel «Belaruskali official channel» — 10 093 subs. Each post averages 2.9K people (29% of subs), good reach. Publishes 82 posts/week (~12/day) — very active. Week of May 25–31 reach stable (-3.7% vs week 18–24 May).

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 **302** posts over 25 days.
- 02 Dominant format — **Photo** (218/302 posts).
- 03 Avg post length — **426** chars (median 374).
- 04 Peak audience activity — **Wednesday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (top avg 3.5K vs worst 2.3K) — among 302 posts over 25 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 15:17 PHOTO 1850 participants, hundreds of emotions!☺️🇧🇪For the fourth time Minsk hosted the international half marathon One Run - an event where borders blur and they say...	VIEWS 3 534 REPOSTS 7 REACTIONS — ER 35.0%
Nº2 21.05 · 18:17 VIDEO Belarusian woman — muse, keeper. Today the warmest words were for her!🇧🇪 Young workers performed at the evening...	VIEWS 3 522 REPOSTS 7 REACTIONS — ER 34.9%
Nº3 25.05 · 13:19 PHOTO 🇧🇪🇧🇪🇧🇪 Though I'm 85, I won't get younger, But I won't stop working, Even at 85! 🇧🇪These lines characterize the life attitude of...	VIEWS 3 498 REPOSTS 5 REACTIONS — ER 34.7%

Nº4 26.05 · 08:48 PHOTO ⚡Scheduled hot water shutdown ⚡Housing and Utilities 'Complex' begins preparations for the new heating season. About 2 weeks...	VIEWS 3 491 REPOSTS 63	REACTIONS — ER 34.6%
Nº5 24.05 · 10:41 PHOTO Day of Slavic Literature and Culture celebrated in Belarus This holiday is associated with the names of Saints Cyril and Methodius...	VIEWS 3 483 REPOSTS 2	REACTIONS — ER 34.5%

|

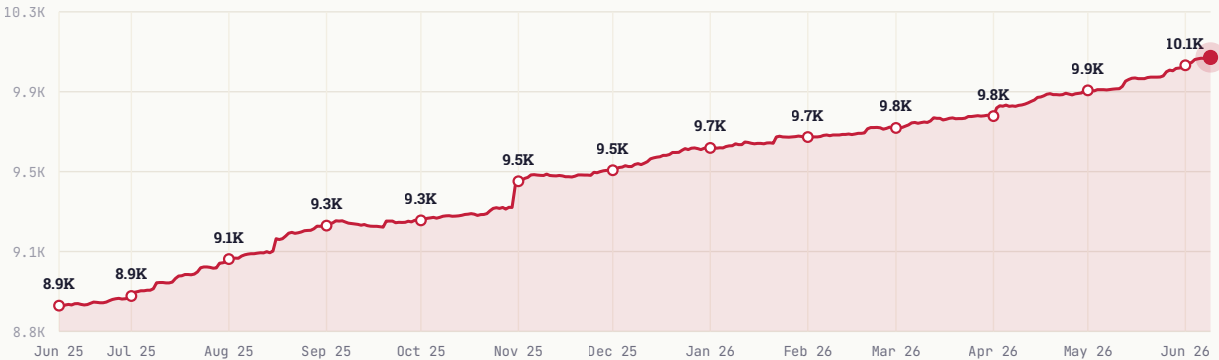
WORST 3

↓ 30.05 · 09:12 VIDEO Meanwhile, FC Shakhtar hosts a sports day for Chemist's Day The stadium filled with children's laughter, excitement, and loud support...	VIEWS 2 280 REPOSTS 1	REACTIONS — ER 22.6%
↓ 30.05 · 09:48 VIDEO ⚡ Relay marathon in full swing! ⚡ 'Crossing' - teamwork and mutual support at every stage! ⚡ 'Jump Rope' for adults - parents...	VIEWS 2 262 REPOSTS 1	REACTIONS — ER 22.4%
↓ 30.05 · 09:40 VIDEO Kids and their parents faced tough challenges ⚡ To warm up, the little ones performed a fiery dance with a "soccer ball" ⚡. And then...	VIEWS 2 225 REPOSTS 1	REACTIONS — ER 22.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



START OF PERIOD

NOW

NET GROWTH

8 887

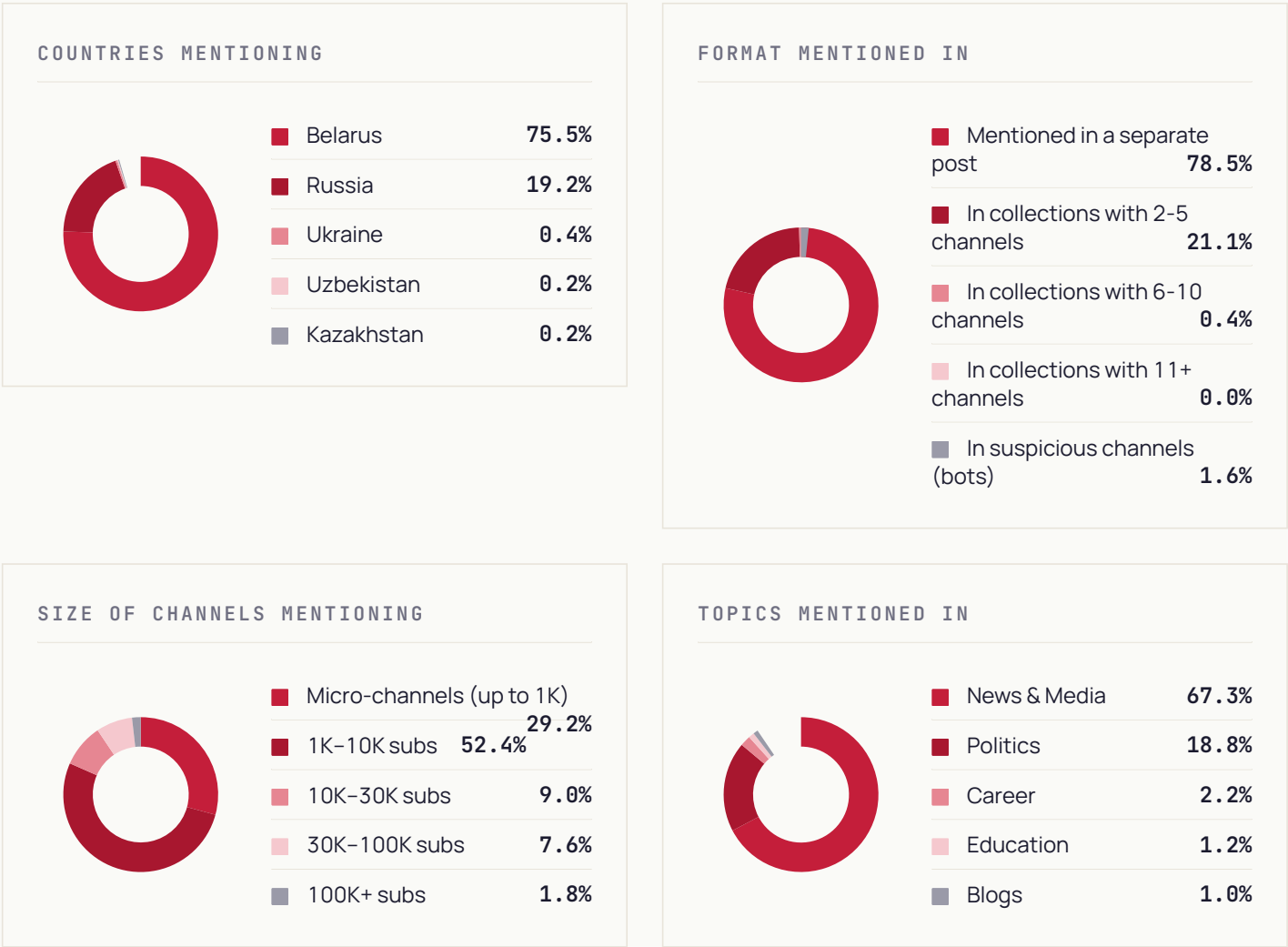
10 093

+1 206

SECTION 04 · MENTIONS

Who mentions the channel and how

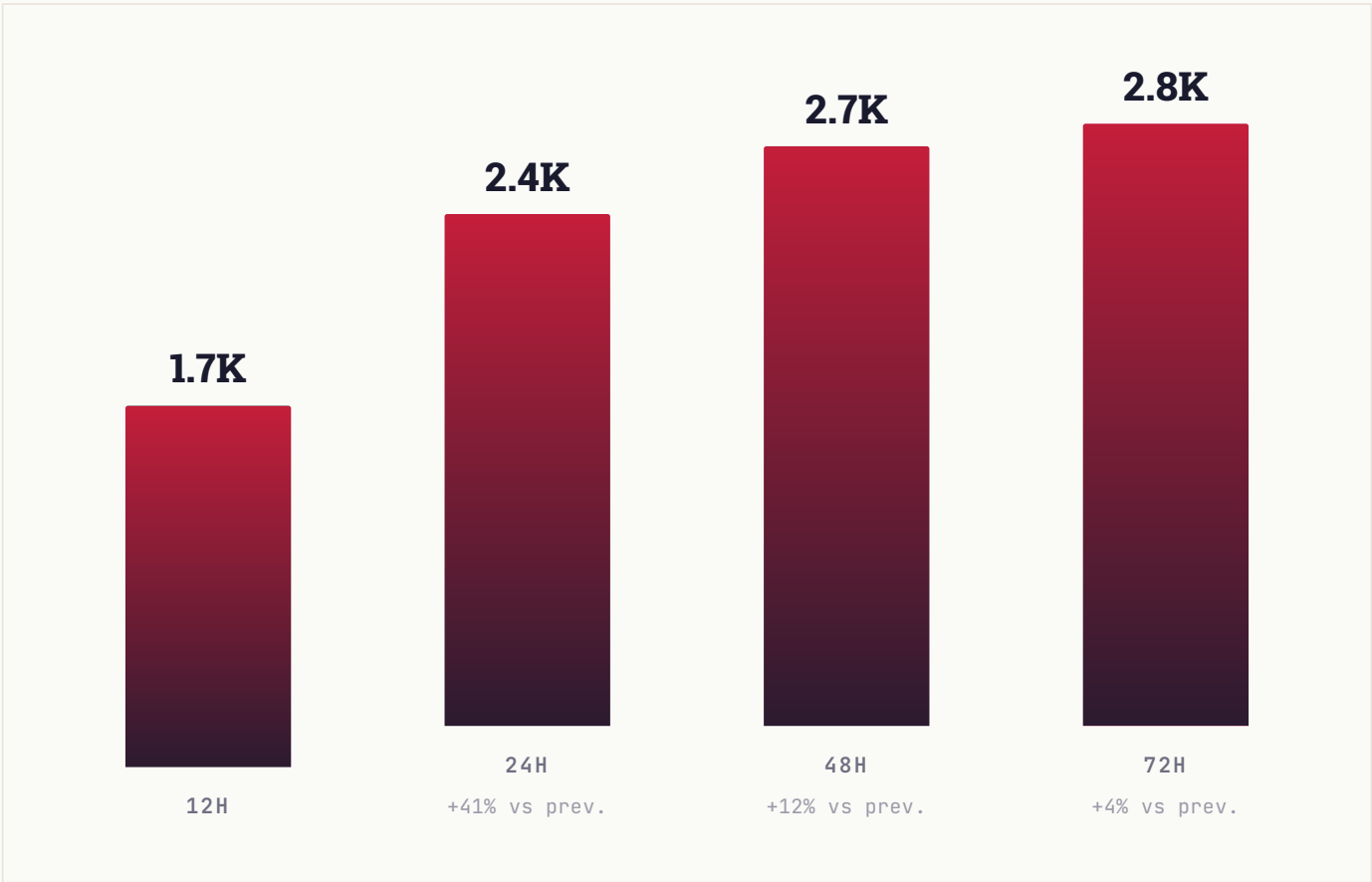
Citation index **85** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from a channel with 1K subs. All time the channel was mentioned **242** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should "live".



SECTION 06 · COMPETITORS

Who you compete with

11 nearby channels by topic & audience. Your channel is highlighted — see its niche rank.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Galounae	56.8K
GG Gomel. Main!	56K
BO Belaruskali official channel YOU	10.1K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#91 of 97). Niche median — 19.8K subs. First growth KPI — reach the median. Leader: NEXTA Live (764.9K).

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: **49**, they brought **885** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	13	5	135	
Nov 2025	12	7	98	
Oct 2025	6	4	198	
September 2025	5	4	75	
August 2025	4	2	194	
July 2025	9	8	185	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
49	6	885

SECTION 08 · NICHE COMPARISON

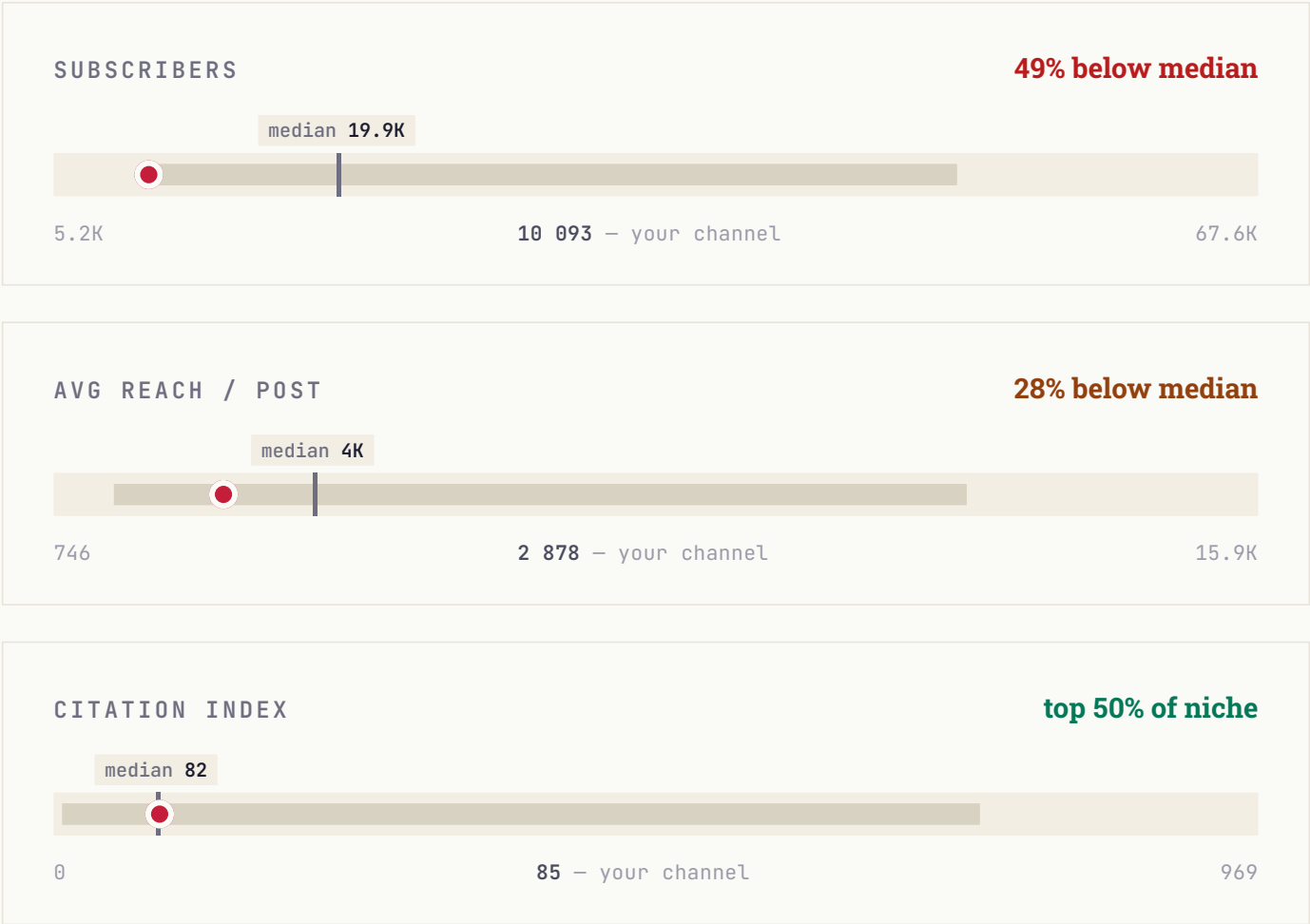
Where channel ranks in its league

Took top-100 channels in category "News & Media» (Belarus) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#91/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and return to this report in a month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Wednesday
Audience is most active on this day at 20:00 MSK. | EFFECT
Best window
for important
posts |
| 02 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress selects sources for your niche. | EFFECT
+1000-3000
subs |
| 03 | Test polls and interactive formats
Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — an easy growth point. | EFFECT
+5-15% ER |
| 04 | Cross-promo with nearby channels
Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |
| 05 | Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want us to do this **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 hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager