

PROMTPRESS PUBLIC REPORT

Channel audit

BelarusTractors_off



@belarustractors_official

TC JSC «MTZ» Rules: — no hate, no insults; — treat BELARUS machinery with respect; — settle disputes in PM; — criticism of design, quality, service — in PM. 🚫ban — fast, without...

SUBSCRIBERS

11 184

+240 per month

ERR (% SEE POSTS)

48.0%

in 24 hrs **31.1%**

REACH/POST

5.5K

ad reach **3.5K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

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 spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

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.

SUBSCRIBERS 11 184 —	SUBS REACH 49.35% avg % subs see post	VIEWS/POST 5.5K median 5.3K · 29 days	POSTS/WEEK 44.4 for the period
7D TREND -6.2% vs previous week	REACTIONS/POST 39.1 total 7,435 reactions, 4,826 reposts, 163 comments	POST LENGTH 495 chars median 414 · 29 days	POSTS ANALYZED 190 29 days
AD REACH 3.5K 24h avg	CHURN / MONTH +240 last month	CITATION RATE 96 citation index · 405 channels mentioned all time	CHANNEL AGE 5 years 3 months created 27.02.2021

AI EDITOR SUMMARY

Channel «BelarusTractors_official» – 11 184 subs. Each post averages 5.5K people (49% of subs), wide reach for a channel this size. Publishes 44 posts per week (~6/day) – active posting. Week 25–31 May reach dropped -6.2% to week 18–24 May – worth analyzing.

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 190 posts over 29 days.
- 02 Dominant format – Photo (122/190 posts).
- 03 Avg post length – 495 chars (median 414).
- 04 Peak audience activity – Wed, 09:00 MSK.
- 05 Top posts get 4× more views than the weakest (13.7K avg for top vs 3.8K for worst) – among 190 posts over 29 days. Worth analyzing what the top have in common – topic, format, timing.

TOP 5 POSTS

№120.05 · 06:12PHOTO	VIEWS	REACTIONS
	20 137	103
A week and a half left until Minsk Tractor Works' 80th anniversary! How will we celebrate? Revealing all the cards! !! Key event...	REPOSTS	ER
	847	180.1%
№222.05 · 06:20PHOTO	VIEWS	REACTIONS
	10 994	89
!!!!!! You asked – we share the holiday schedule. It will take place on May 29 at Prizavodskaya Square. ☒ From 11:00 to 23:00 there will be...	REPOSTS	ER
	622	98.3%
№320.05 · 13:44TEXT	VIEWS	REACTIONS
	10 055	20
☒☒☒ It's almost 22 years since Olga Leonova, a machine operator in assembly shop #3, first walked through the factory gate. Back then she...	REPOSTS	ER
	5	89.9%

Nº4 26.05 • 06:23 VIDEO  Only 3 days left until Minsk Tractor Works' 80th anniversary! Join us to celebrate the plant's birthday. Program...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 722</td><td>47</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>32</td><td>86.9%</td></tr> </table>	VIEWS	REACTIONS	9 722	47	REPOSTS	ER	32	86.9%
VIEWS	REACTIONS								
9 722	47								
REPOSTS	ER								
32	86.9%								
Nº5 21.05 • 08:10 PHOTO Remember and come!  Open House at Minsk Tractor Works on May 31! Check out the poster...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 598</td><td>85</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>480</td><td>85.8%</td></tr> </table>	VIEWS	REACTIONS	9 598	85	REPOSTS	ER	480	85.8%
VIEWS	REACTIONS								
9 598	85								
REPOSTS	ER								
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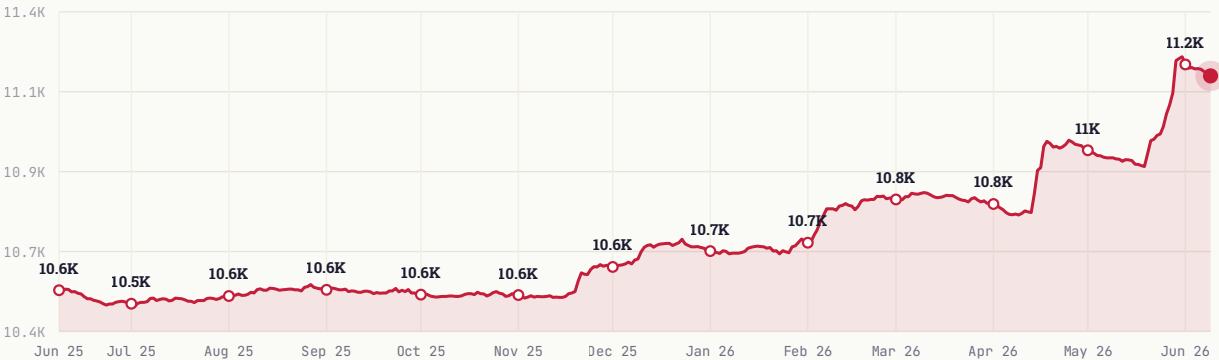
WORST 3

↓ 04.06 • 08:11 TEXT First Deputy Foreign Minister: cooperation with African countries becomes mainstream for Belarusian enterprises "It is in Africa that...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>4 081</td><td>10</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>—</td><td>36.5%</td></tr> </table>	VIEWS	REACTIONS	4 081	10	REPOSTS	ER	—	36.5%
VIEWS	REACTIONS								
4 081	10								
REPOSTS	ER								
—	36.5%								
↓ 05.06 • 09:40 PHOTO  Belarus plans to expand the range of equipment supplied to Kyrgyzstan. This was stated by Belarusian Prime Minister Alexander Turchin...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>3 838</td><td>17</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>—</td><td>34.3%</td></tr> </table>	VIEWS	REACTIONS	3 838	17	REPOSTS	ER	—	34.3%
VIEWS	REACTIONS								
3 838	17								
REPOSTS	ER								
—	34.3%								
↓ 19.05 • 14:32 PHOTO  Almost 2.5 hours of non-stop conversation with the Minister of Industry  in a live dialogue  And, it seems, everyone left satisfied...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>3 507</td><td>15</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>3</td><td>31.4%</td></tr> </table>	VIEWS	REACTIONS	3 507	15	REPOSTS	ER	3	31.4%
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3 507	15								
REPOSTS	ER								
3	31.4%								

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 the channel gained or lost subs.



PERIOD START

10 567

NOW

11 186

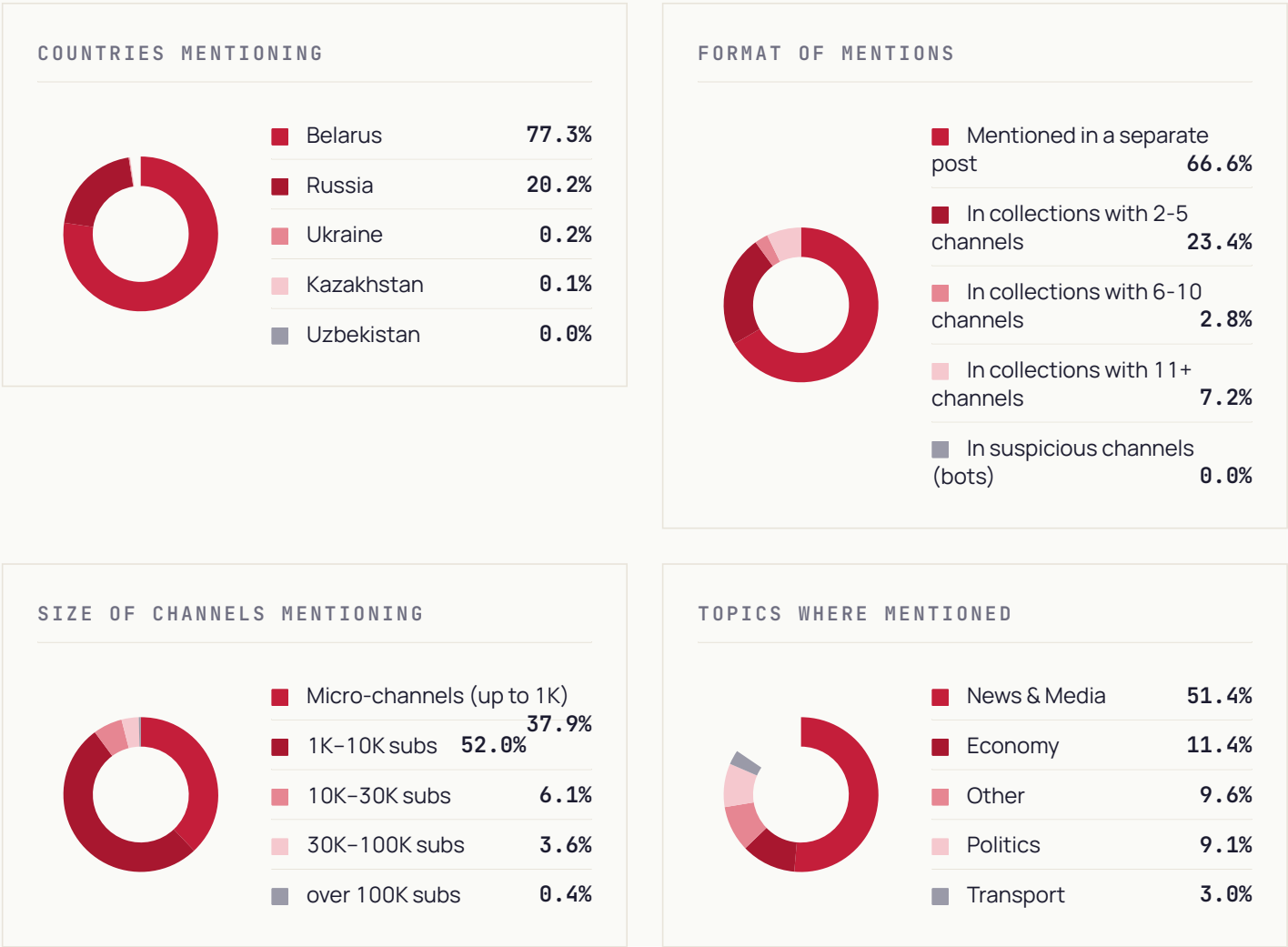
NET GROWTH

+619

SECTION 04 · CITATIONS

Who mentions the channel and how

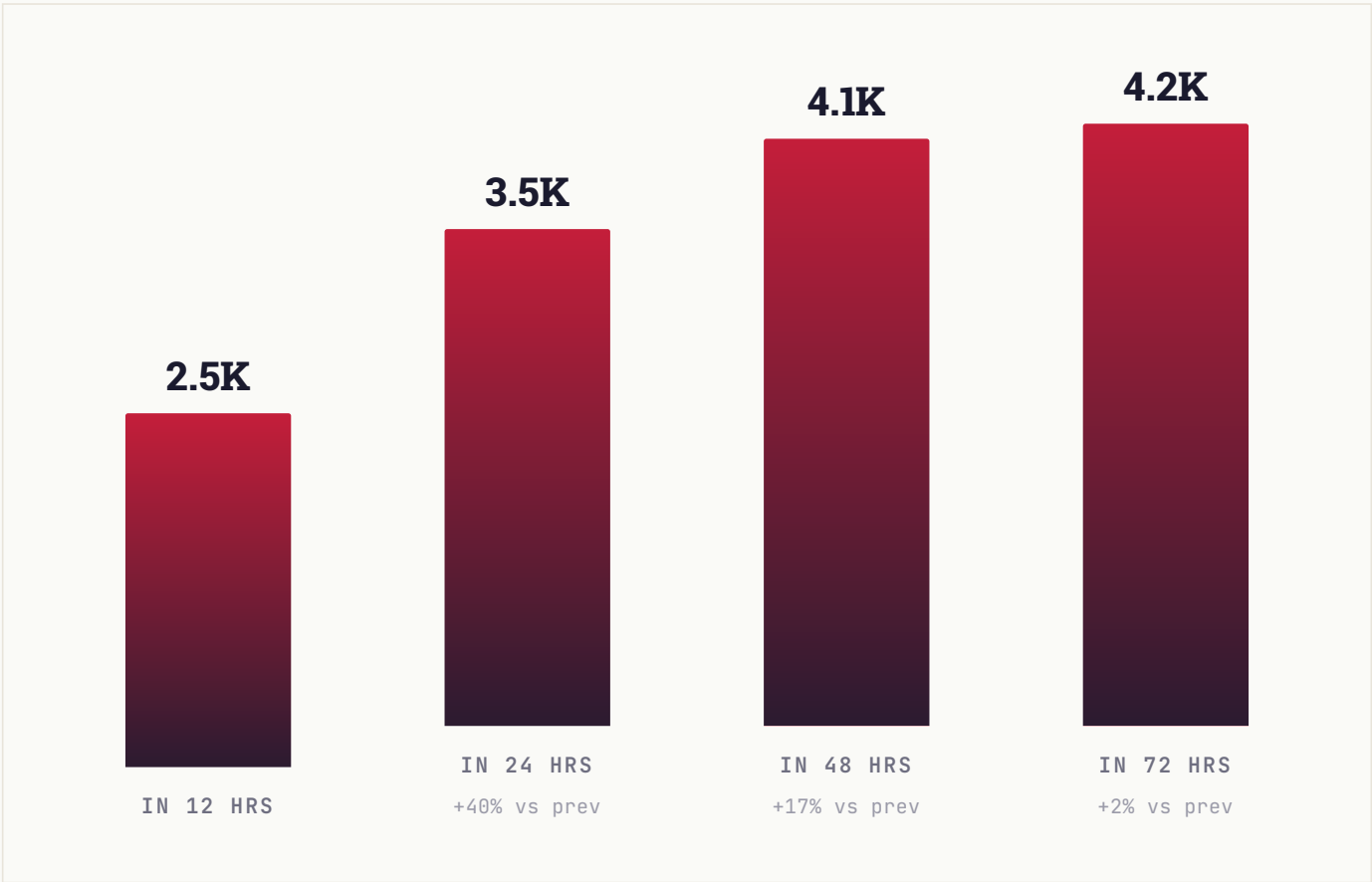
Citation index **96** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **405** different channels.



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 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 neighbors.

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 Eavesdropping Belarus	58.2K
BG Belarus Galounae	56.8K
GG Gomel. Main!	56K
BE BelarusTractors_official YOU	11.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#83 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **122**, they brought **415** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	44	30	99	
November 2025	18	10	117	
October 2025	18	15	42	
Sep 2025	10	8	40	
August 2025	15	9	59	
July 2025	17	10	58	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
122	6	415

SECTION 08 · NICHE COMPARISON

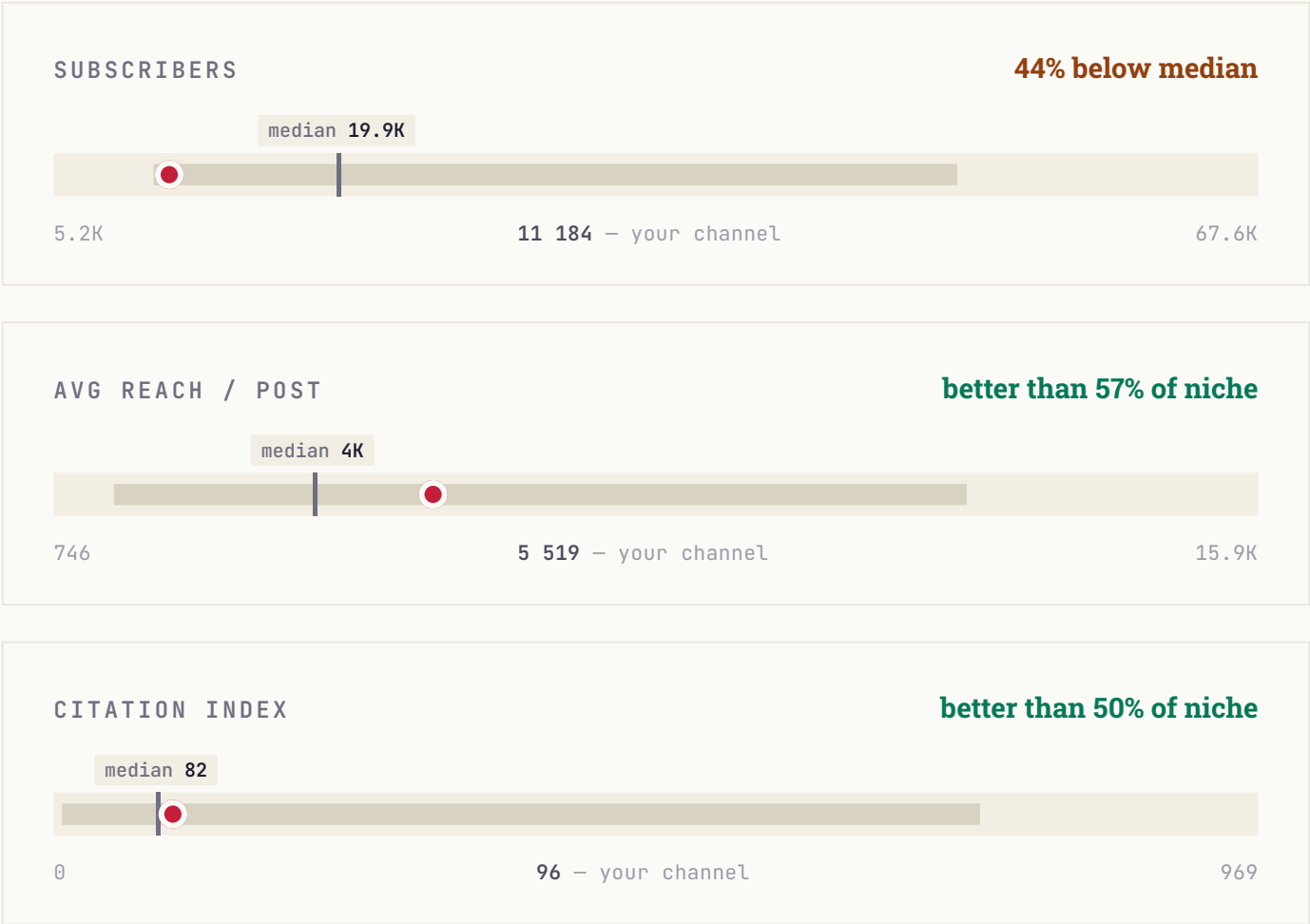
Where channel stands in its league

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

#83/100

POSITION IN NICHE

Channel in bottom half of ranking



— 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

Post of the week — on Wednesday

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
