

PUBLIC REPORT BY PROMTPRESS

Channel audit

BELAVIA - Belarusian Airlines



@belavia_official
Welcome! Official channel of Belavia airline

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
56 228	59.0%	33.8K
+89 per month 23.06.2026	daily 32.9% HTTPS://PROMTPRESS.COM/AUDIT/BELAVIA_OFFICIAL	ad reach 18.5K/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.

 SUBSCRIBERS 56 228 —	 SUBSCRIBER REACH 60.1% avg % subs see post	 VIEWS/POST 33.8K median 34.1K · 28 days	 POSTS/WEEK 5.7 over period
 7D TREND -9.1% vs prev week	 REACTIONS/POST 344.3 7,918 reactions, 3,114 reposts, 0 comments	 POST LENGTH 536 chars. median 533 · 28 days	 POSTS ANALYZED 23 28 days
 AD REACH 18.5K 24h avg	 CHURN / MONTH +89 last month	 QUOTABILITY 186 citation index · 461 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 01.04.2022

AI EDITOR SUMMARY

Channel «BELAVIA - Belarusian Airlines» — 56 228 subs. Each post avg views 33.8K people (60% from subs), wide reach for channel this size. Publishes 6 posts/week (~1/day) — rare. Week Jun 8–14 reach dropped -9.1% to week Jun 1–7 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 23 posts in 28 days.
- 02 Dominant format – Video (12/23 posts).
- 03 Avg post length – 536 chars (median 533).
- 04 Peak audience activity – Thursday, 11:00 MSK.
- 05 Top posts get 2x more views than weakest (43.1K avg top vs 27.8K worst) – among 23 posts in 28 days. Analyze top commonalities: topic, format, timing.

TOP 5 POSTS

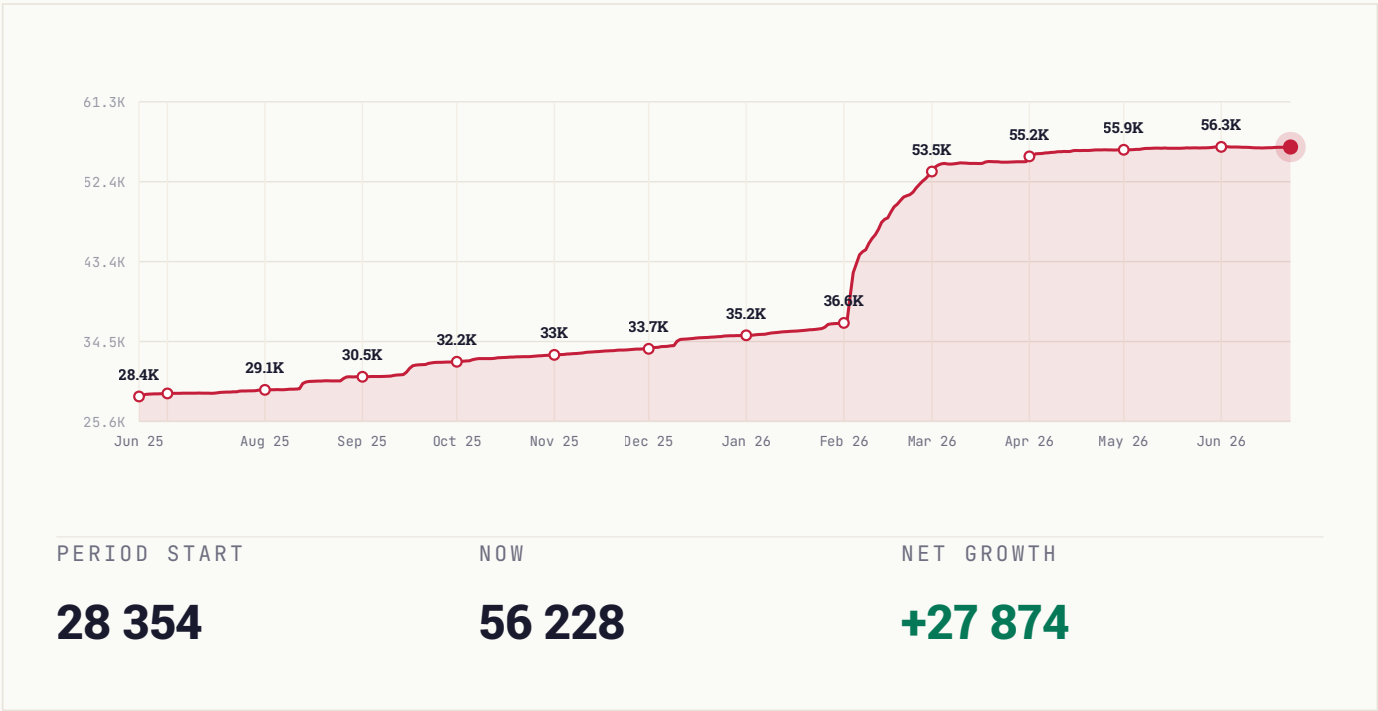
Nº1 01.06 · 12:10 VIDEO Today on Belavia flights for kids – a small surprise: fun coloring sets with pencils and a healthy snack, so even a short flight...	VIEWS 45 523 REPOSTS 87	REACTIONS 720 ER 81.0%
Nº2 11.06 · 08:56 PHOTO June days are made for shots like these ➤ Wide silhouette, elegant lines, and the EW-589PD, great from any angle. Another favorite...	VIEWS 42 059 REPOSTS 68	REACTIONS 572 ER 74.8%
Nº3 25.05 · 11:43 VIDEO ➤Minsk ⇄ Ufa: opening Bashkortostan together Starting June 24, our schedule includes the city of aromatic honey, sweet chak-chak, and hospitality...	VIEWS 41 847 REPOSTS 231	REACTIONS 245 ER 74.4%

Nº4 30.05 • 10:15 PHOTO Surfers' and tea lovers' paradise: from October 27 Belavia resumes flights to Sri Lanka ✈️ ➔ Active travel and slow relaxation: safari...	VIEWS 39 769 REPOSTS 303 REACTIONS 364 ER 70.7%
Nº5 04.06 • 11:55 PHOTO Craving a beach vacation? We've picked destinations to make this summer brighter ➔ Get inspired and choose your route to...	VIEWS 37 833 REPOSTS 61 REACTIONS 291 ER 67.3%
WORST 3	
↓ 15.06 • 13:38 VIDEO In aviation and golf, results come from many details, where ease and beauty hide mastery and constant...	VIEWS 28 973 REPOSTS 53 REACTIONS 351 ER 51.5%
↓ 19.06 • 13:32 PHOTO Important to-do if heading to Vietnam ➔ From June 22, 2026, you need an e-card to enter...	VIEWS 27 667 REPOSTS 364 REACTIONS 193 ER 49.2%
↓ 18.06 • 11:29 TEXT ➔Due to flight restrictions over Moscow, schedule adjusted On June 18, all Moscow airports introduced (as of now...	VIEWS 26 722 REPOSTS 223 REACTIONS 161 ER 47.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

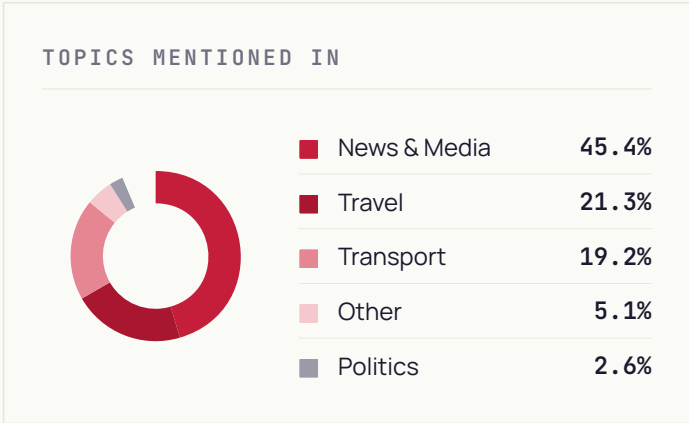
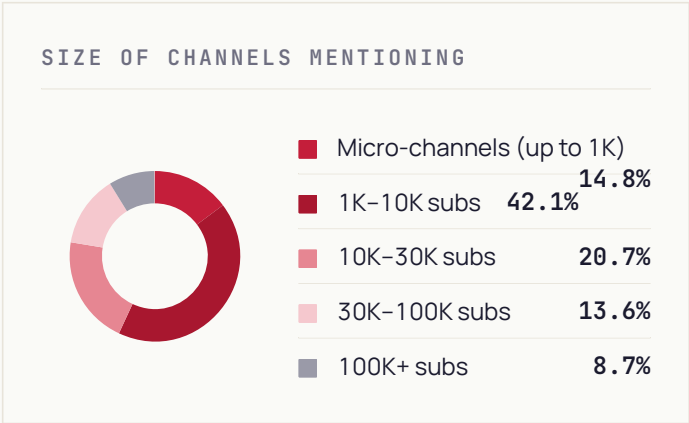
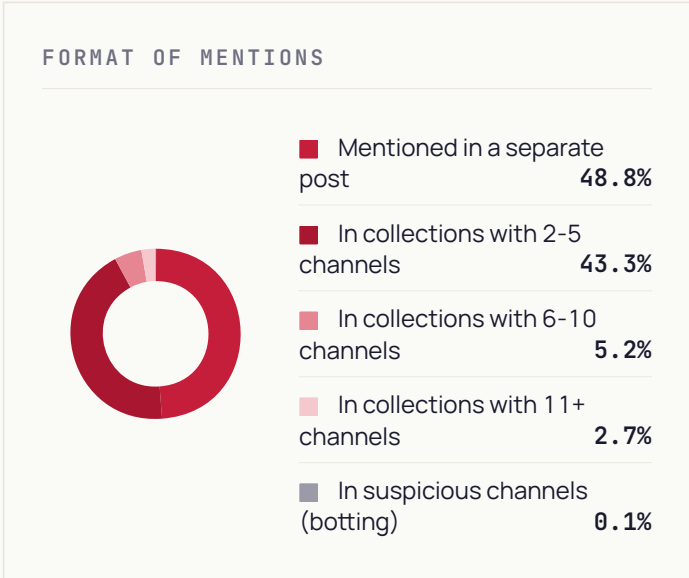
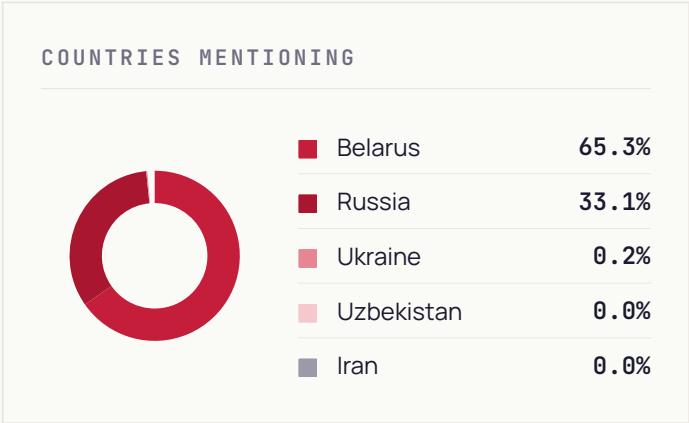
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

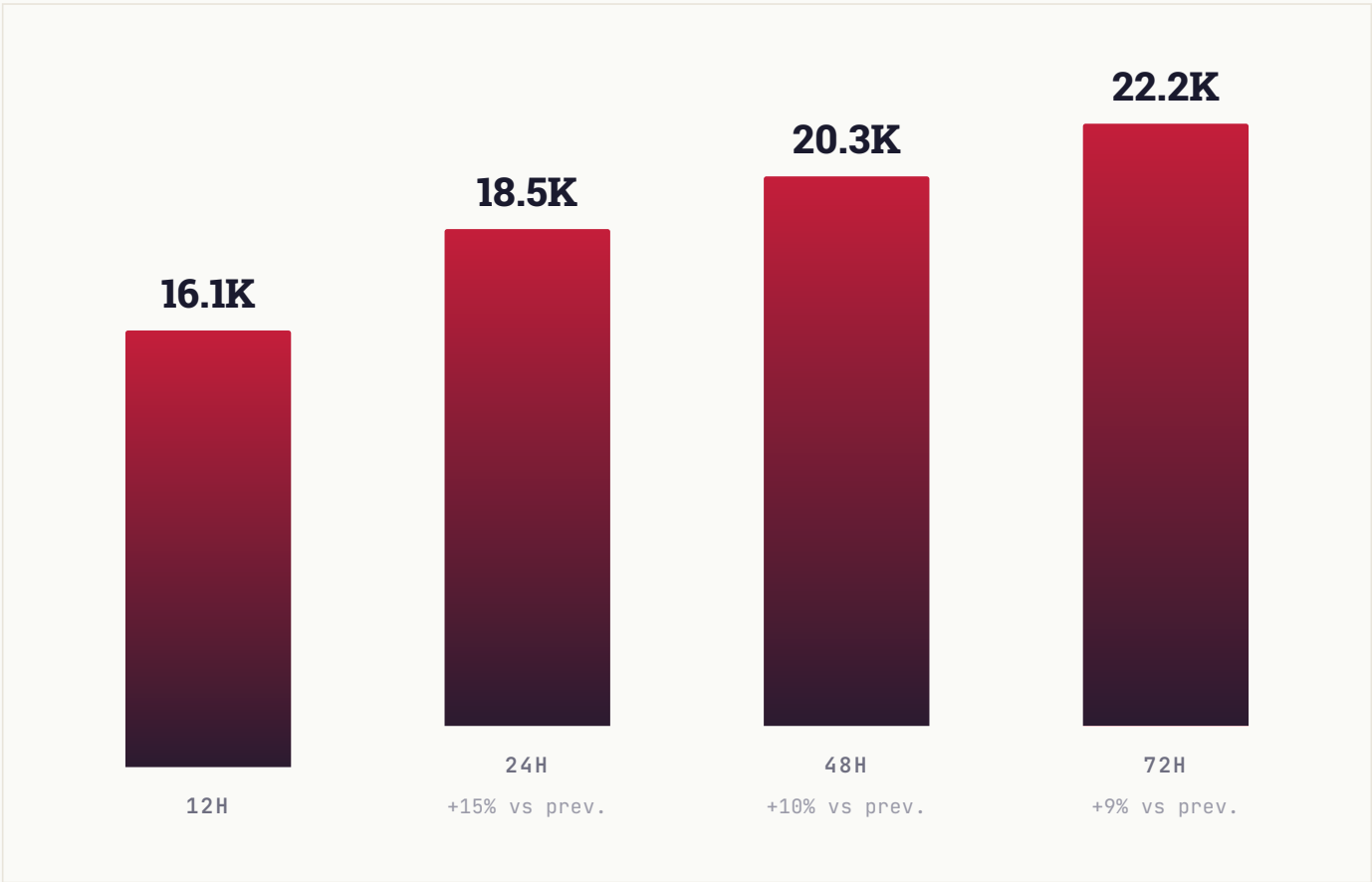
Citation index **186** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All time channel mentioned **461** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of a promo 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 & audience. Your channel is highlighted — see where it stands among niche neighbors.

CHANNEL	SUBSCRIBERS
B- BELAVIA - Belarusian Airlines YOU	56.2K
Ch Emergency Vitebsk	51.3K
UG UGAI GUVO Minsk City Executive Committee	35.8K
AN av.by news 🇧🇪	20.7K
MM Minsktrans.International routes	20K
AB AvtoGrodno	19.3K
LD Alloy wheels Belarus	18.9K
TR CARS RB UP TO \$500 🇷🇺🇷🇺	16.4K
GM Golden Mile Auto 🇷🇺🇷🇺	16K
PD PDD.by	15.9K
MI Minsktrans	14.8K

COMPARATIVE CONCLUSION

Channel in niche #1 (#1 of 100 category channels). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **277**, they brought **6 606** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	56	34	1 493	
November 2025	66	39	711	
October 2025	70	36	750	
Sep 2025	28	20	1 686	
August 2025	26	18	1 516	
July 2025	31	24	450	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
277	6	6 606

SECTION 08 · NICHE COMPARISON

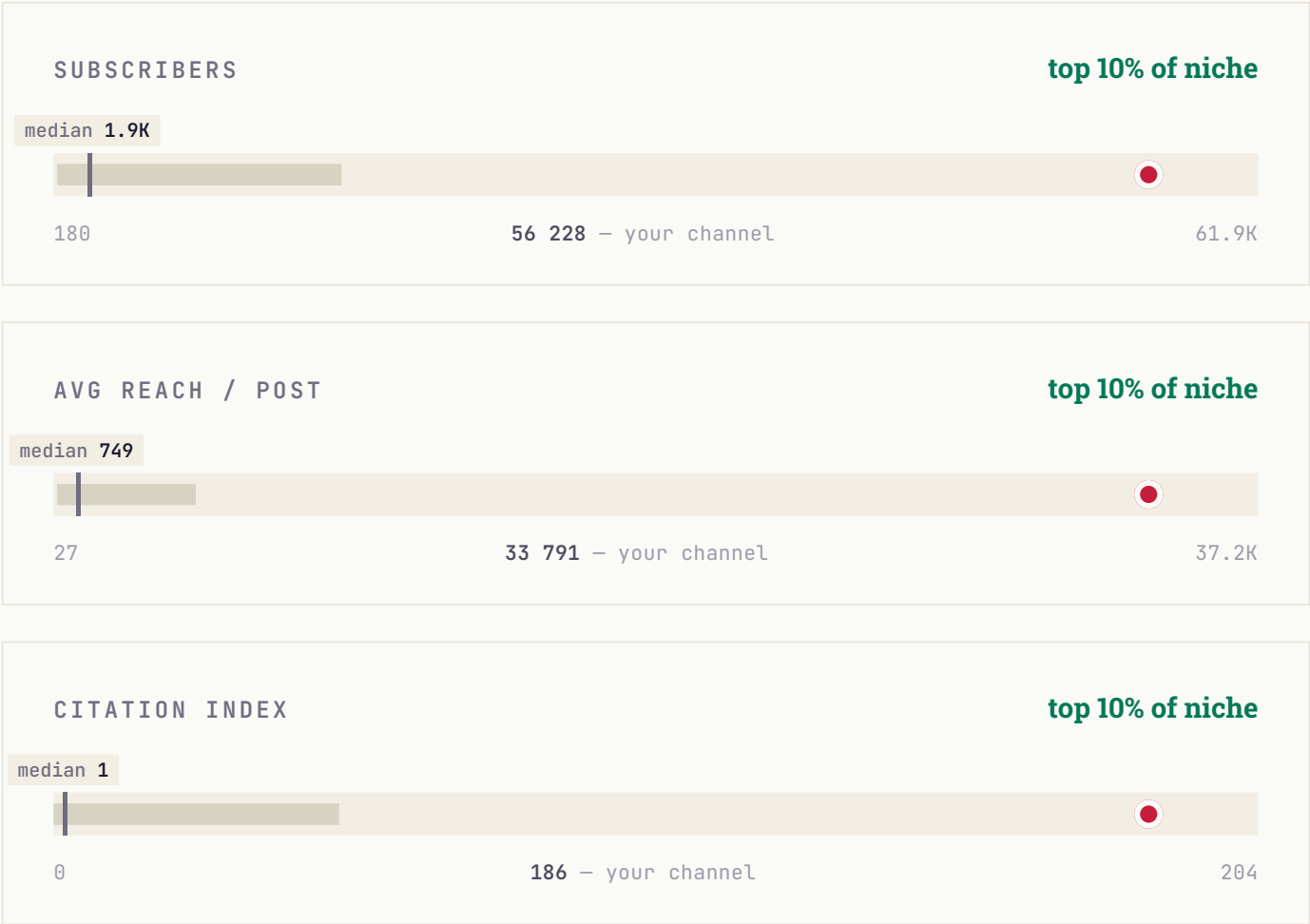
Where the channel stands in its league

Top-100 channels in category «Transport» (Belarus) and compared your channel.
Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median.
Red dot = your channel.

#1/100

POSITION IN NICHE

Channel in top 1% transport Belarus



— 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

Top post of the week — on Thursday

Most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & 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

04

Cross-promo with neighboring channels

Cross-post with same-segment channels 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 is what we can do in minutes using 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
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02	Contact manager	t.me/PromptPress_manager
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