

PUBLIC REPORT PROMTPRESS

Channel audit

Belorusneft_official



@belorusneft_official

Official channel of international energy company Belorusneft.
Company and country news. Chat-bot: @Belorusneft_info_bot

SUBSCRIBERS

22 034

-1 per month

ERR (% SEE POSTS)

14.0%

in 24h **11.7%**

REACH/POST

3.2K

ad reach **2.6K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 22 034 —	 SUBS REACH 14.51% avg % subs see post	 VIEWS/POST 3.2K median 3.2K · 24 days	 POSTS/DAY 18.4 ~129 per week
 7D TREND -5.6% vs previous week	 REACTIONS/POST 31.2 total 14,042 reactions, 1,787 reposts, 0 comments	 POST LENGTH 550 chars median 527 · 24 days	 POSTS ANALYZED 450 24 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH -1 last month	 CITATION RATE 74 citation index · 431 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 19.01.2022

AI EDITOR SUMMARY

Channel «Belorusneft_official» – 22 034 subs. Each post averages 3.2K people (15% of subs), low reach – consider expanding audience. Publishes 129 posts per week (~18/day) – very active posting. For week 25–31 May reach dropped by -5.6% to week 18–24 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **450** posts in 24 days.
- 02 Dominant format – **Photo** (234/450 posts).
- 03 Avg post length – **550** chars (median 527).
- 04 Peak audience activity – **Sunday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (5.1K avg top vs 2.4K worst) – among 450 posts over 24 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 18.05 · 16:20 VIDEO ☺ Walk peaceful city streets. Love and be loved. Learn, work with passion, help others. In such...	VIEWS 5 332 REPOSTS 44	REACTIONS 31 ER 24.2%
Nº2 17.05 · 10:59 PHOTO 🔔🔔🔔 Reminder: check accounts for fraud with «Проверь.Бел» It detects fake social media accounts and...	VIEWS 4 997 REPOSTS 7	REACTIONS 17 ER 22.7%
Nº3 17.05 · 15:05 PHOTO 📍 «Belorusneft»: pulse of the regions 📍 A mountain bike cross-country race «Knyaz-Kamen» took place in Borisov. On a 18.5 km...	VIEWS 4 977 REPOSTS 12	REACTIONS 34 ER 22.6%

Nº4 03.06 · 13:03 PHOTO 🔖 Belarusneft products vie for State Quality Mark in 2026! RUE «Production Association «Belorusneft» and...	VIEWS 4 677 REPOSTS 7	REACTIONS 48 ER 21.2%
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Nº5 19.05 · 08:00 VIDEO 🔖 "Belorusneft — 60. A living history" This section breathes life into unique archival photos tied to Belarusian oil. Some...	VIEWS 4 599 REPOSTS 3	REACTIONS 33 ER 20.9%
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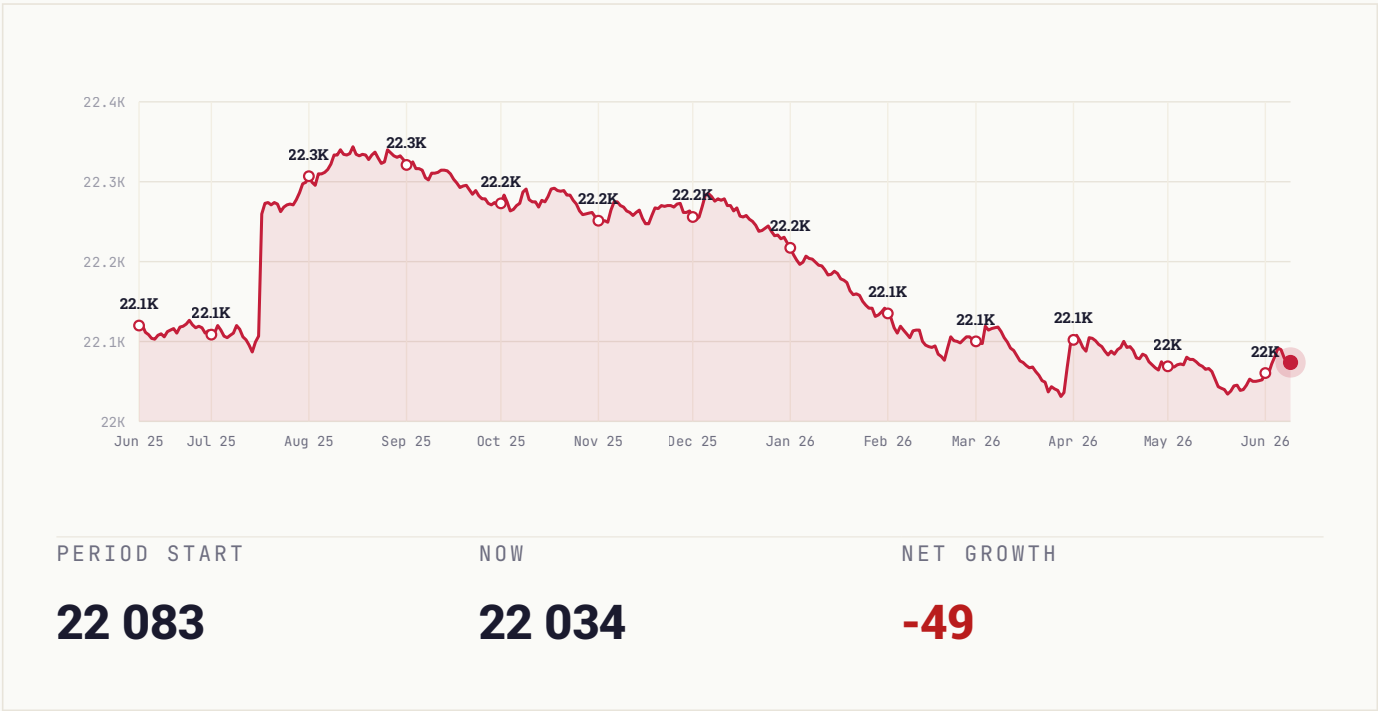
WORST 3

↓ 01.06 · 10:04 VIDEO (post without caption — video)	VIEWS 2 457 REPOSTS 1	REACTIONS 19 ER 11.2%
↓ 01.06 · 10:02 VIDEO (post without caption — video)	VIEWS 2 429 REPOSTS 1	REACTIONS 20 ER 11.0%
↓ 01.06 · 10:04 VIDEO (post without caption — video)	VIEWS 2 422 REPOSTS 1	REACTIONS 20 ER 11.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

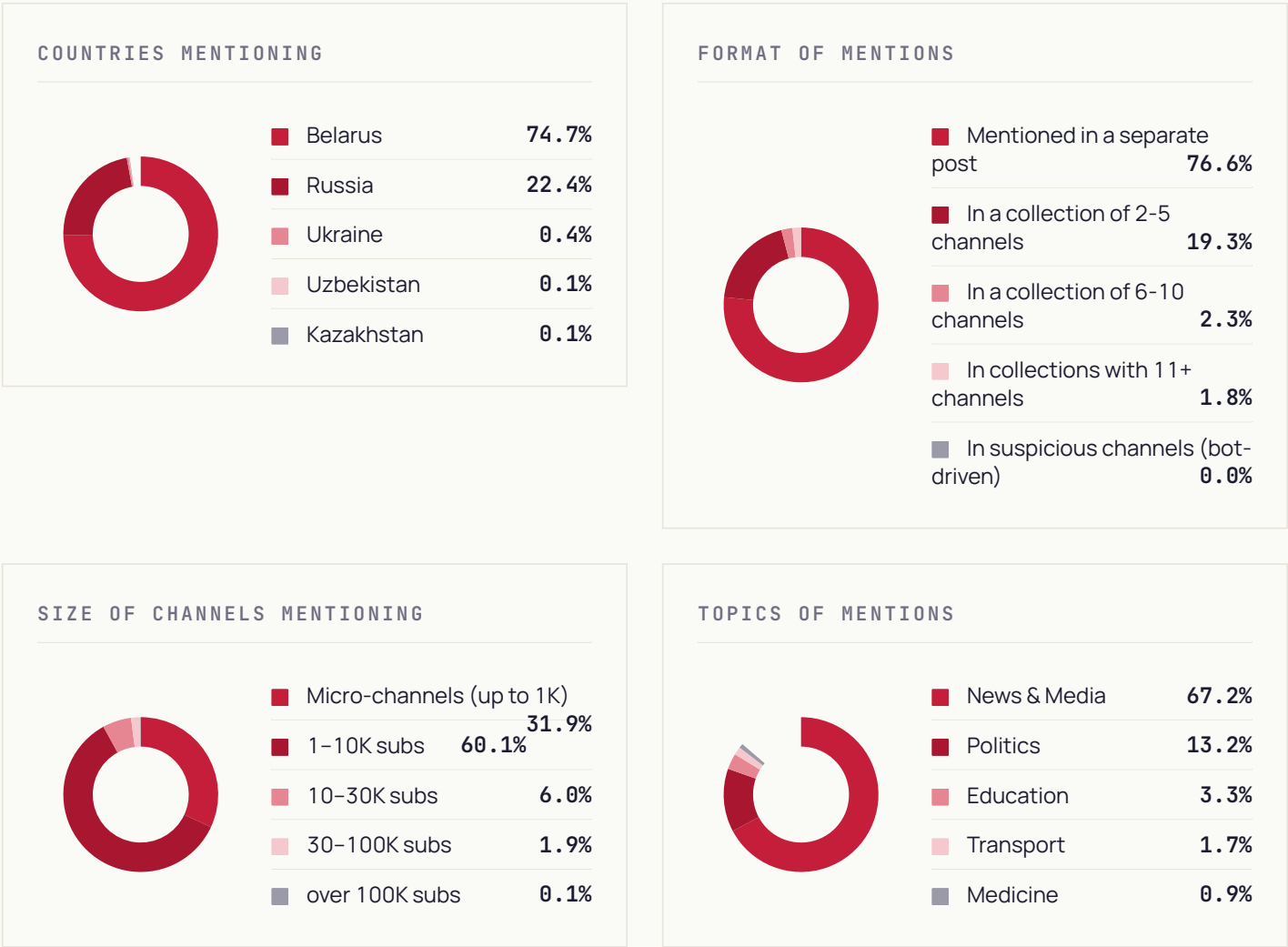
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

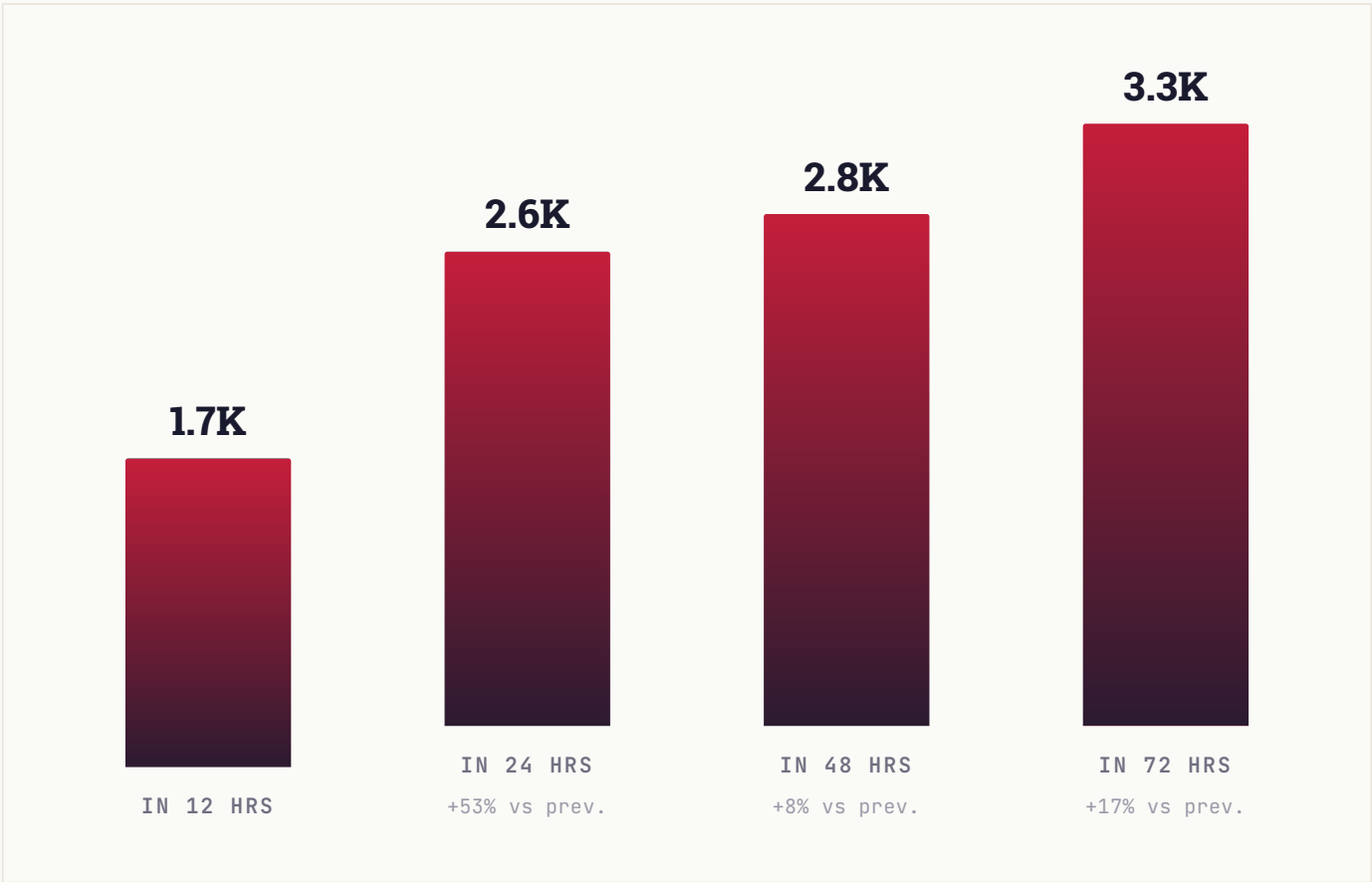
Citation index **74** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **431** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — 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 Overheard Belarus	58.2K
BG Belarus Galounae	56.8K
GG Gomel. Main!	56K
BE Belarusneft_official YOU	22K

COMPARATIVE CONCLUSION

Channel in top half of niche (#40 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quartile — realistic 6-12 month horizon.

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 **281**, they brought **594** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	34	17	56
November 2025	18	12	68
October 2025	184	163	73
Sep 2025	20	11	30
August 2025	14	12	98
July 2025	11	9	269

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
281	6	594

SECTION 08 · NICHE COMPARISON

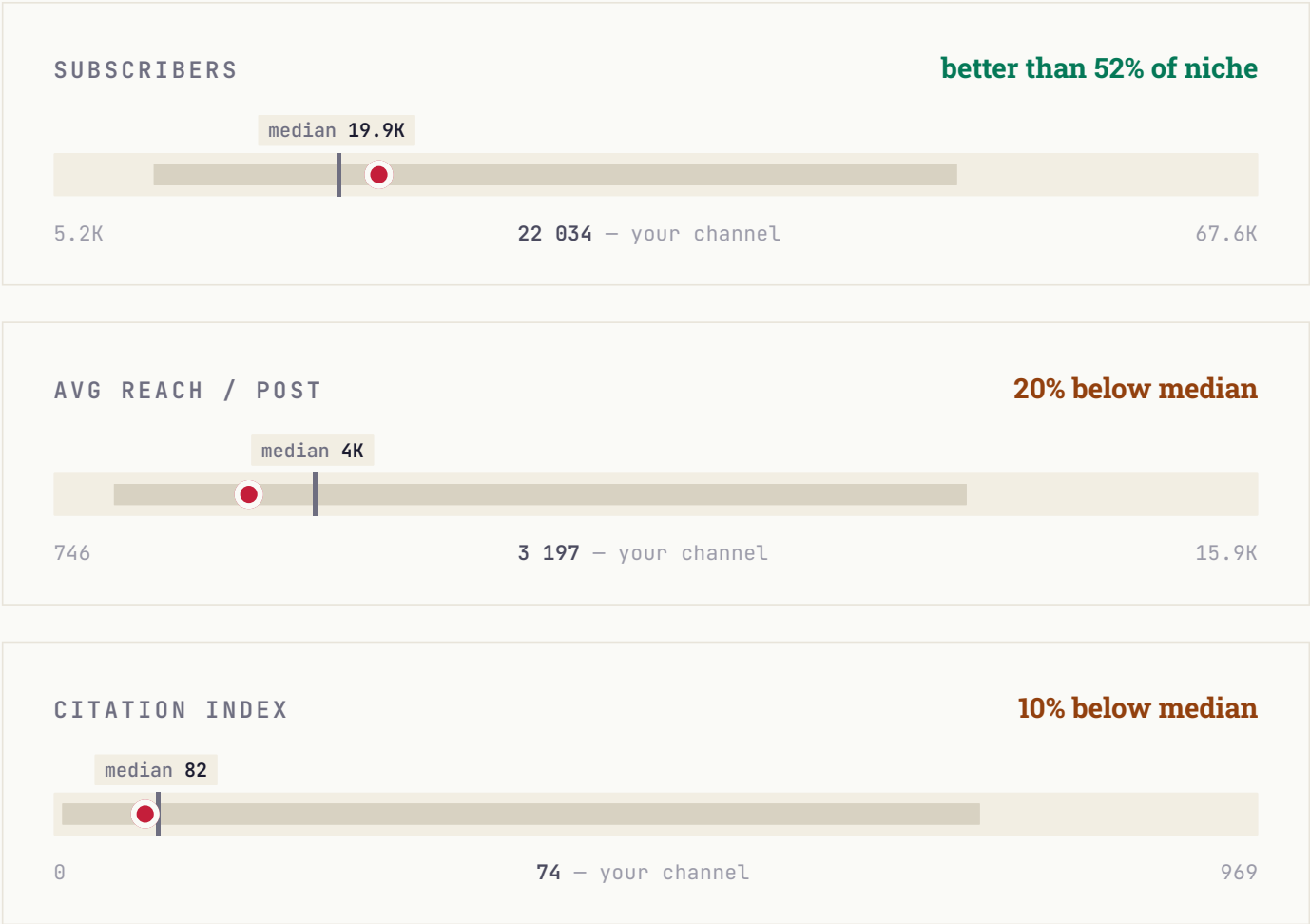
Where channel stands in its league

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

#40/100

POSITION IN NICHE

Channel in the top half of the ranking



— 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

Post of the week — on Sunday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

System 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

Swap posts quarterly with channels in the same segment. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
