

PROMTPRESS PUBLIC REPORT

Channel audit

"Belarus Today"



@belorusnew

Fresh & verified news from Belarus. Key events in politics, economy & society. Subscribe!

SUBSCRIBERS

12 492

+12419 per month

ERR (% SEE POSTS)

34.0%

in 24h 29.9%

REACH/POST

4.2K

ad reach 3.7K/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

Year 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 below the number shows the period it covers.

 SUBSCRIBERS 12 492 —	 SUBS REACH 33.87% avg % subs see post	 VIEWS/POST 4.2K median 4.3K · 4 days	 POSTS/DAY 7.2 ~50 per week
 7D TREND — no data for period	 REACTIONS/POST 22.2 total 754 reactions, 35 reposts, 0 comments	 POST LENGTH 600 chars median 623 · 4 days	 POSTS ANALYZED 34 4 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +12419 last month	 CITATION RATE 0 citation index · 3 channels mentioned ever	 CHANNEL AGE 1 year 3 months created 17.03.2025

AI EDITOR SUMMARY

Channel "Belarus Today" — 12 492 subs. Each post averages 4.2K people (34% of subs), good reach. Publishes 50 posts/week (~7/day) — active publishing.

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 34 posts over 4 days.
- 02 Dominant format — Photo (23/34 posts).
- 03 Avg post length — 600 chars (median 623).
- 04 Audience peak activity — Thursday, 16:00 MSK.
- 05 Top posts get the most 1x more views than the weakest (4.8K avg for top vs 3.9K for worst) — among 34 posts over 4 days. Worth analyzing what the top has in common — topic, format, time.

TOP 5 POSTS

Nº1 18.06 · 13:57 TEXT Lukashenko calls to ban children's trips without state supervision after bus attack in Bryansk region President of Belarus Alexander...		VIEWS 5 605	REACTIONS 25
		REPOSTS 2	ER 44.9%
Nº2 20.06 · 09:51 PHOTO On June 22 at 12:00 Belarus will honor WWII victims with a minute of silence At noon, TV and radio will broadcast...		VIEWS 4 347	REACTIONS 25
		REPOSTS 1	ER 34.8%
Nº3 20.06 · 10:07 PHOTO ☒We looked at corn in Belarus and worldwide — in charts, figures, and facts Corn is a valuable agricultural...		VIEWS 4 326	REACTIONS 25
		REPOSTS 1	ER 34.6%

Nº4 20.06 • 11:13 PHOTO Union State International Forum 'Great Heritage – Common Future' kicks off in Brest ■The forum's main goal is to protect...	VIEWS 4 320 REPOSTS 1 REACTIONS 27 ER 34.6%
Nº5 20.06 • 11:23 PHOTO ☒Forest access restrictions imposed in 23 southern districts of Belarus Belarus Today ☒☒	VIEWS 4 308 REPOSTS 1 REACTIONS 25 ER 34.5%

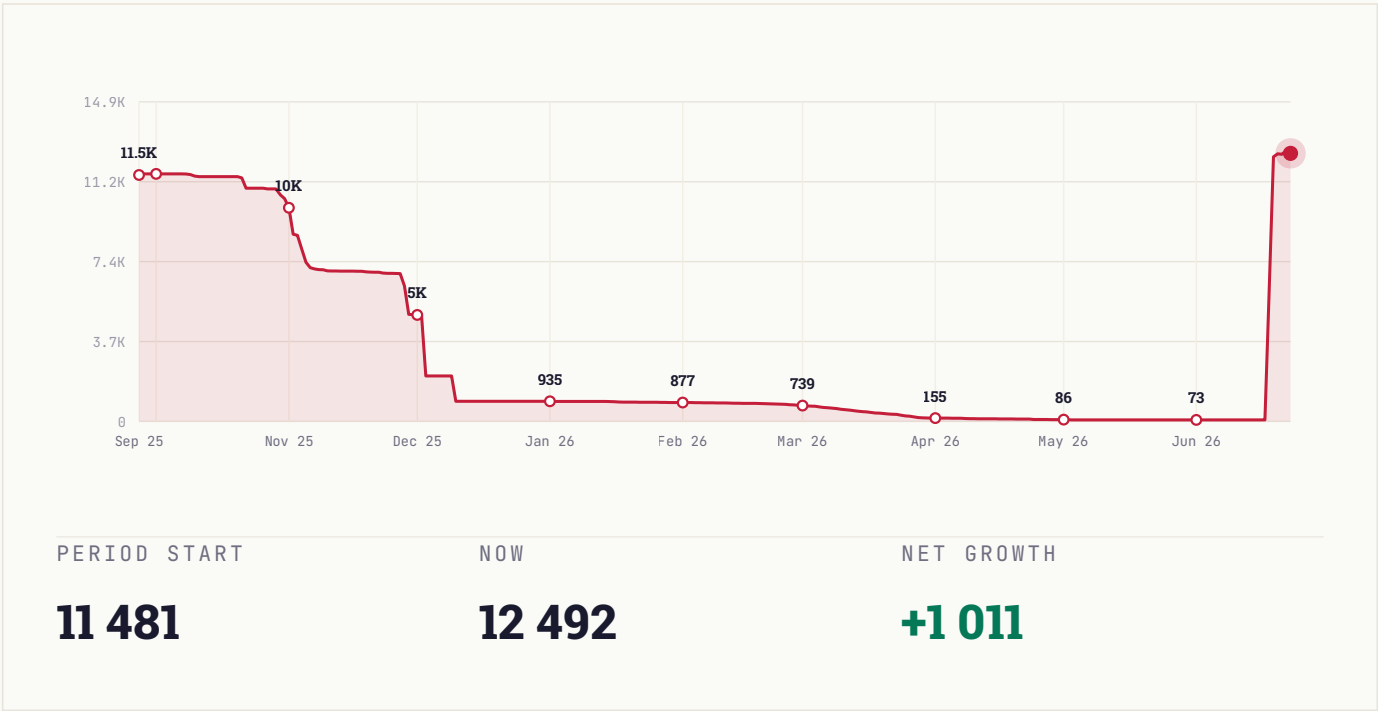
WORST 3

↓ 20.06 • 15:55 TEXT Dear readers! we've curated a unique selection - only quality and fresh info: Minsk News Today - We promptly and...	VIEWS 4 020 REPOSTS 1 REACTIONS 25 ER 32.2%
↓ 20.06 • 17:09 PHOTO Minsk builders made a house for hedgehogs living near the worksite In one of the capital's yards, replacement was carried out...	VIEWS 3 987 REPOSTS 1 REACTIONS 25 ER 31.9%
↓ 17.06 • 20:45 TEXT Belarus MFA asks citizens to avoid conflict zones and adjacent regions Belarus MFA urges citizens not to travel to countries...	VIEWS 3 774 REPOSTS 1 REACTIONS 1 ER 30.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

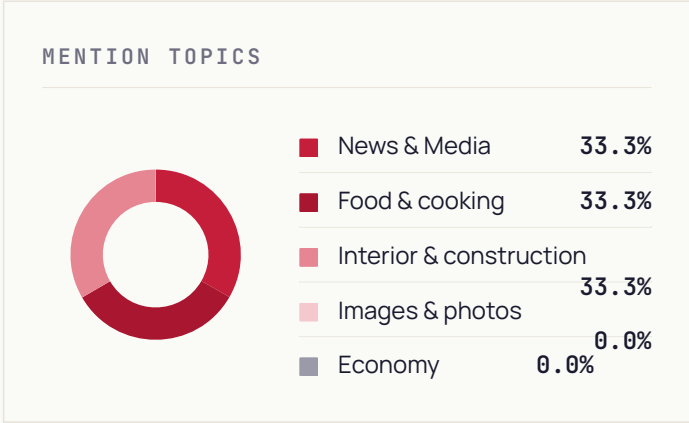
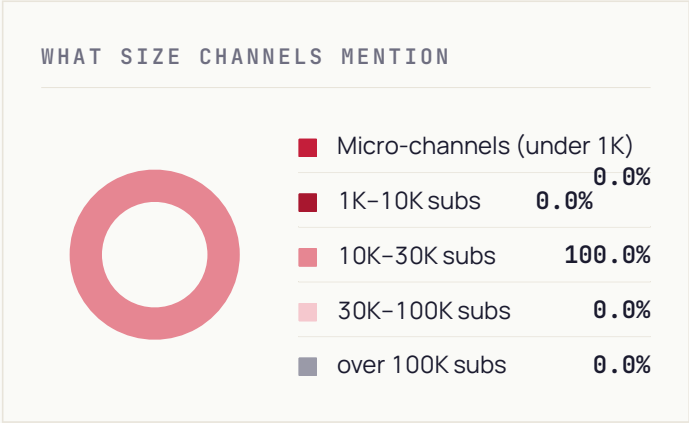
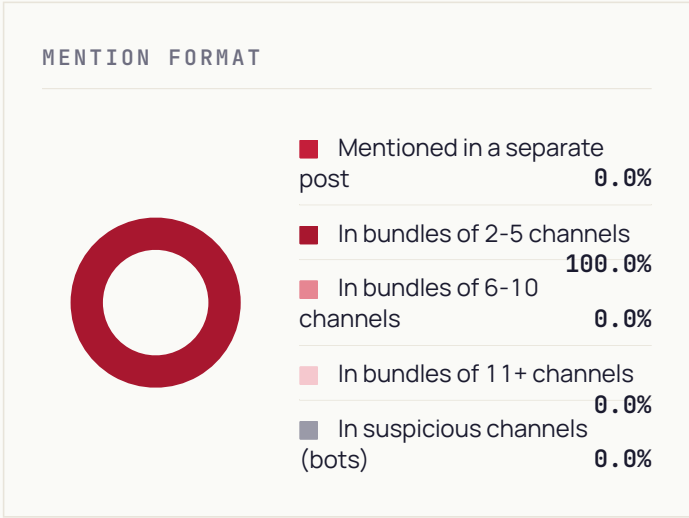
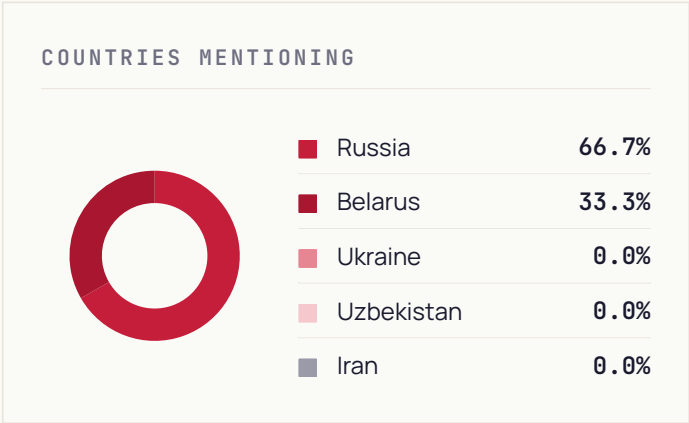
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

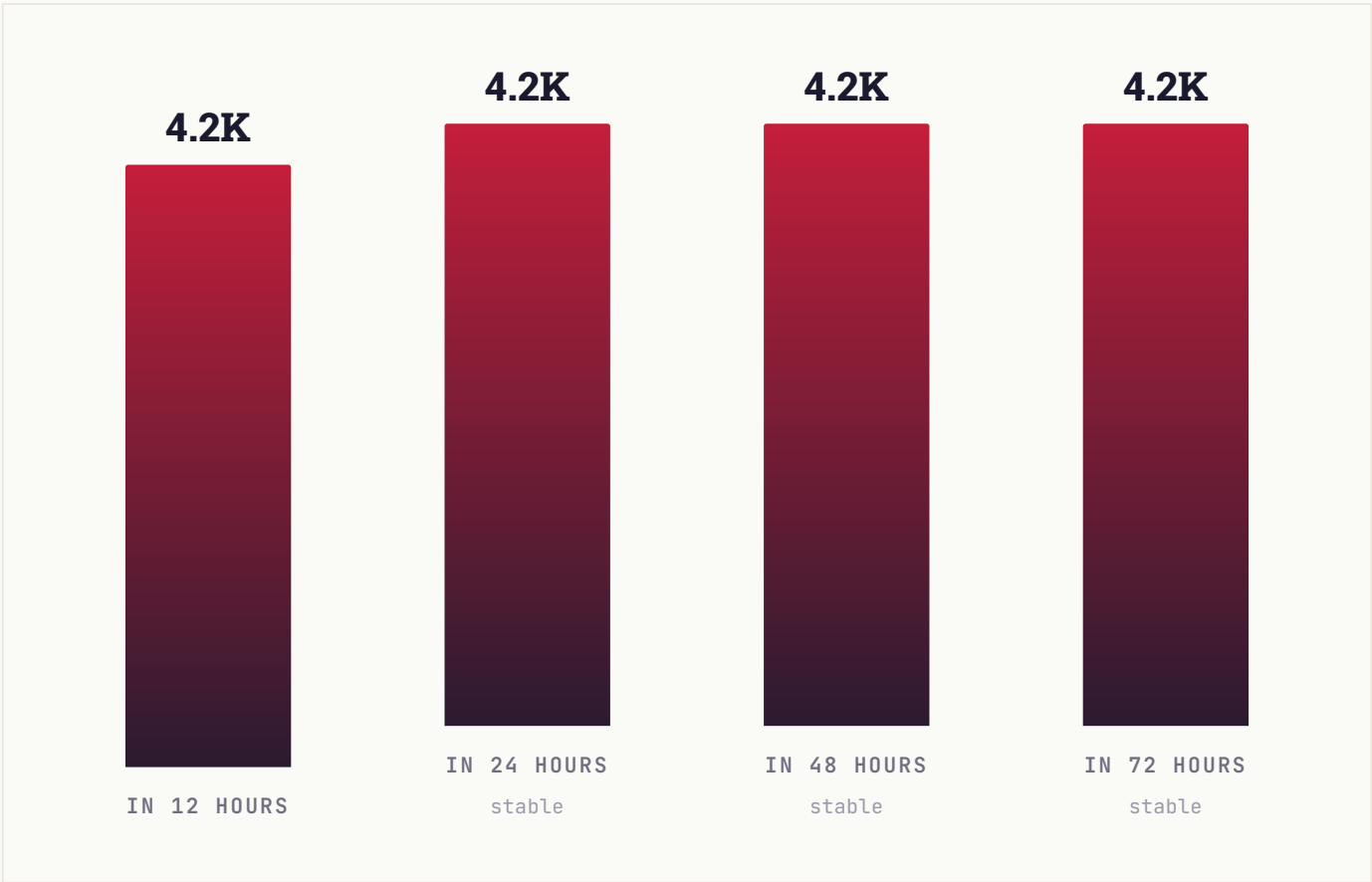
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 3 different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.3K
MG Minsk. Main!	215.5K
ON Onliner	148.5K
ZI Mirror News	107.9K
BE BELTA	81.1K
B&W Emergency Belarus What's Happening?	75.8K
ML Minsk Live	73.1K
PB Belarus Overheard	60K
BT Belarus Glavnoe	57.6K
GG Gomel. Main!	56.4K
"S" "Belarus Today" YOU	12.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#81 of 99). Niche median — 19.3K subs.
First growth KPI — reach median. Leader: NEXTA Live (764.3K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **58** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	1	
September 2025	0	0	57	
August 2025	0	0	0	
July 2025	0	0	0	
TOTAL MENTIONS	MONTHS IN DATA		ACQUIRED SUBS	
0	6		58	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

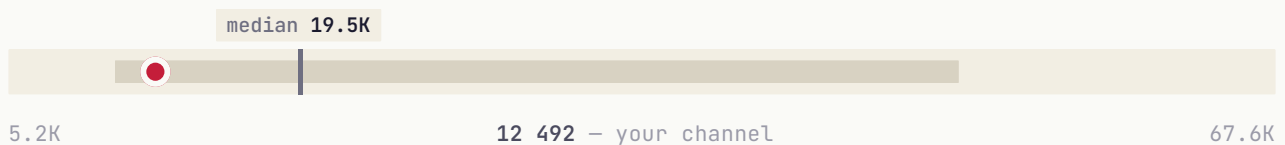
#81/100

POSITION IN NICHE

Channel in the bottom half of the ranking

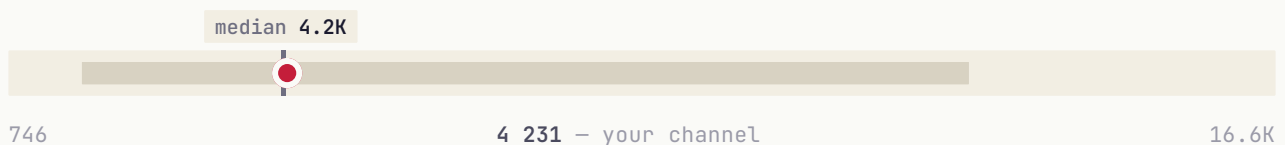
SUBSCRIBERS

36% below median



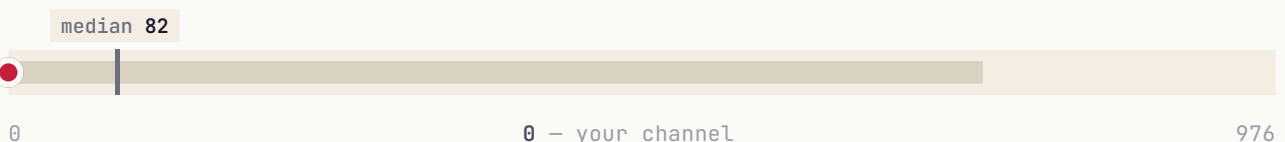
AVG REACH / POST

better than 50% of niche



CITATION INDEX

99% below median



— 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

Main post of the week — on Thursday

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend share 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts 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 us to do this **PromptPress?**

This audit — 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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