

PROMTPRESS PUBLIC REPORT

Channel audit

BelVestnik



@belvestnik

Objective author's view on events in Belarus and abroad Chat:

@Belvestnik_Chat Contact: @belvestnik_adm @BVestnik_bot Our

Rutube: www.rutube.ru/channel/29896902 Our Tik-Tok:...

SUBSCRIBERS

20 531

+75 per month

ERR (% SEE POSTS)

10.0%

in 24h **2.5%**

REACH/POST

1.9K

ad reach **516**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 20 531 —	 SUBSCRIBER REACH 9.32% avg % subs see post	 VIEWS/POST 1.9K median 746 · 29 days	 POSTS/DAY 21.9 ~153 per week
 7D TREND -50.3% vs previous week	 REACTIONS/POST 3.4 only 2,228 reactions, 2,680 reposts, 348 comments	 POST LENGTH 621 chars median 616 · 29 days	 POSTS ANALYZED 648 29 days
 AD REACH 516 24h avg	 CHURN / MONTH +75 last month	 CITATION RATE 1 371 citation index · 3,054 channels mentioned ever	 CHANNEL AGE 6 years 8 months created Sep 26, 2019

AI EDITOR SUMMARY

Channel «BelVestnik» — 20 531 subs. Avg views per post: 1.9K people (9% of subs), reach is low — consider expanding audience. Publishes 153 posts/week (~22/day) — very active. Week May 25–31 reach dropped -50.3% by week May 18–24 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **648** posts in 29 days.
- 02 Dominant format – **Photo** (448/648 posts).
- 03 Avg post length – **621** chars (median 616).
- 04 Peak audience activity – **Thu, 09:00 MSK**.
- 05 Top posts get **237x** more views than the weakest (114.7K avg for top vs 483 for worst) – among 648 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 12.05 · 07:54 PHOTO ☒Latvia Woos US Troops Leaving Germany Latvian authorities continue their policy of turning the country into a military...	VIEWS 130 375 REP. 86	REACTIONS 2 ER 635.0%
Nº2 04.06 · 06:56 PHOTO US oil and fuel stocks hit 20-year low due to Iran war. As FT reports, last week...	VIEWS 124 652 REP. 7	REACTIONS 1 ER 607.1%
Nº3 23.05 · 06:10 PHOTO ☒Why Belarusians in Lithuania Are a Problem An attentive person won't miss what's pushed to the background in daily news – that's where...	VIEWS 89 040 REP. 46	REACTIONS 2 ER 433.7%

Nº4 04.06 · 10:57 PHOTO No master no way: Poland begs for new US base Poland officially asked the US to open another...	VIEWS 86 942 REP. 53	REACTIONS 2 ER 423.5%
Nº5 22.05 · 08:05 PHOTO Proxy War: How Foreign Forces Try to Destabilize Belarus Have you noticed that loud exposés and flashy slogans...	VIEWS 72 693 REP. 42	REACTIONS 7 ER 354.1%

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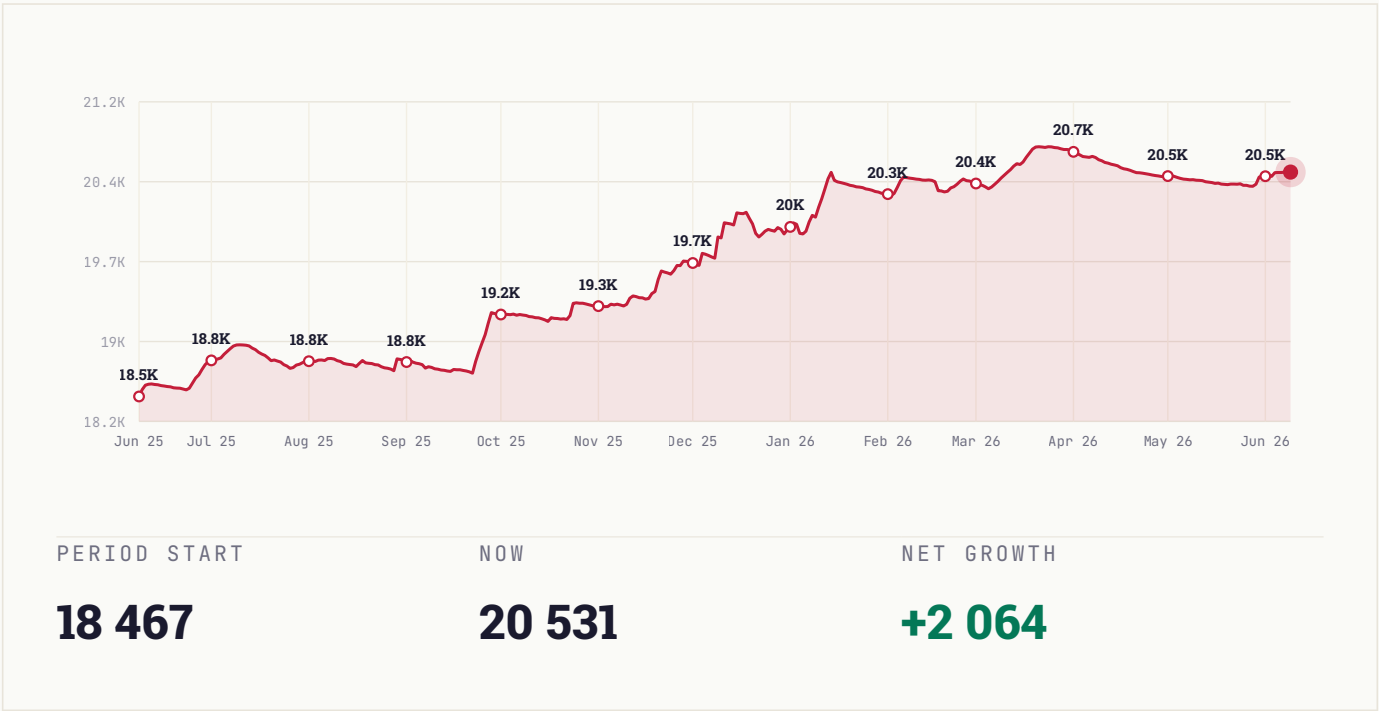
WORST 3

↓ 29.05 · 09:46 VIDEO «Ukraine against» destroyed a Ukrainian military truck Members of the movement in Lviv region burned a vehicle used for...	VIEWS 496 REP. 4	REACTIONS 6 ER 2.4%
↓ 05.06 · 14:22 VIDEO Tikhanovskaya Office Political Analyst Turns Out to Be KGB Informant: 'I recorded all conversations and will send them to you.' Remember how Batka...	VIEWS 479 REP. 1	REACTIONS 3 ER 2.3%
↓ 28.05 · 12:06 VIDEO Attempted detention in Odessa fitness club ended with beating of "notification group" In Odessa, employees of the territorial center...	VIEWS 475 REP. 3	REACTIONS 7 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

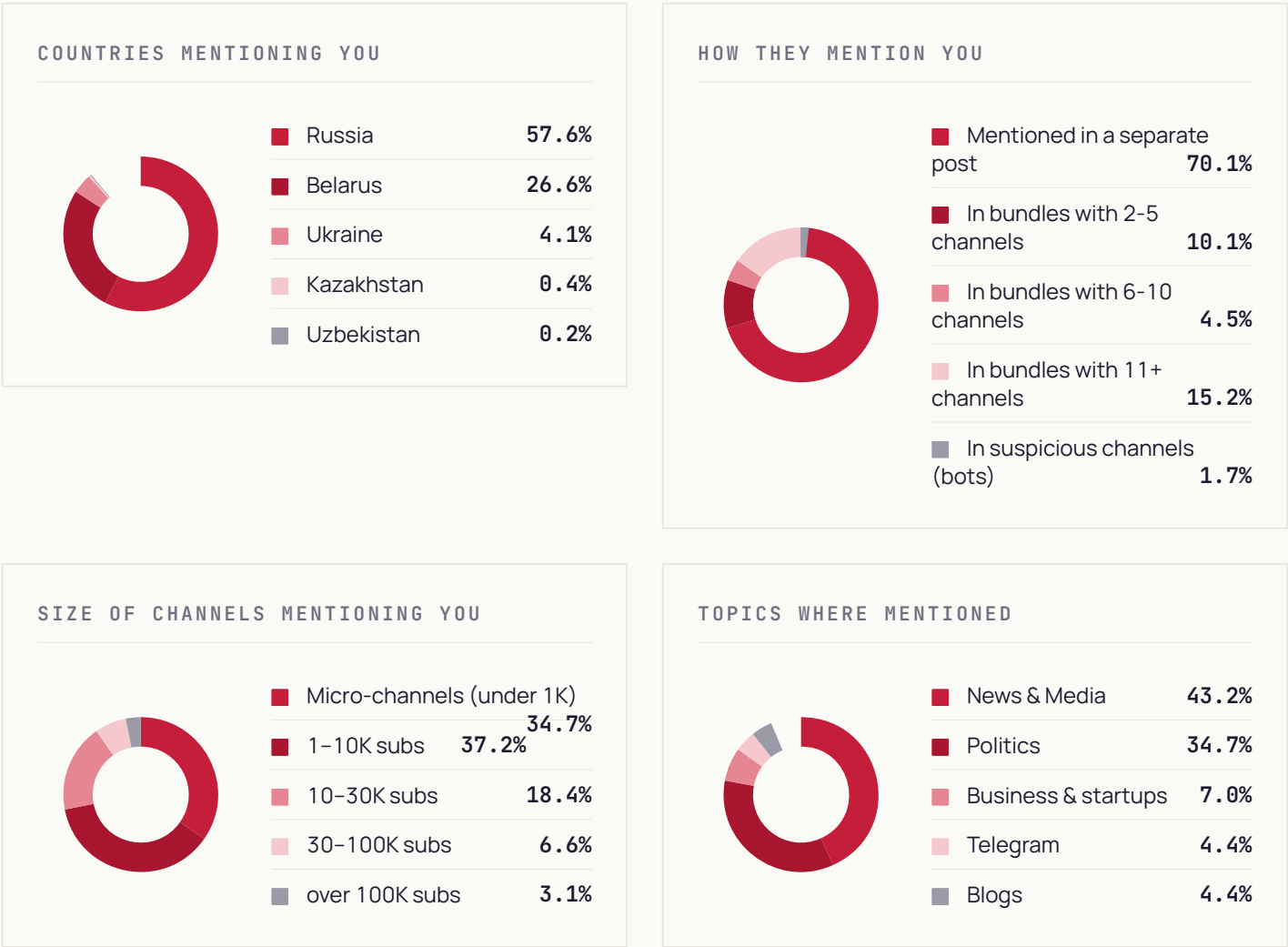
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

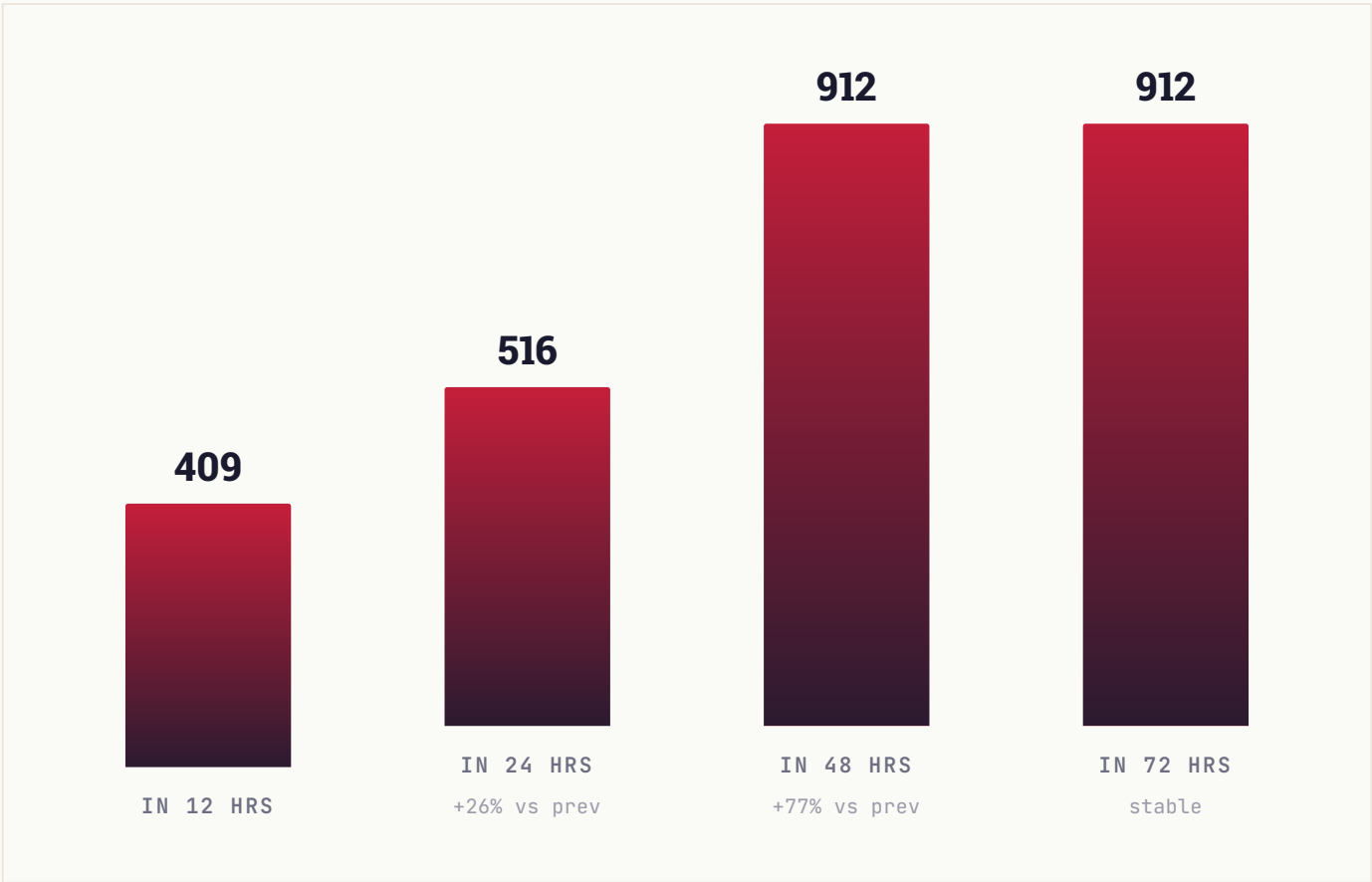
Citation index **1 371** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 054** different channels.



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 and audience. Your channel highlighted — see its place 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 Main	56.8K
GG Gomel. Main!	56K
BE BelVestnik YOU	20.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#47 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we log posts in other channels that mention yours. Over the last **6 months** such mentions: **2 108**, they brought **2 449** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	401	117	708	
Nov 2025	328	117	503	
Oct 2025	253	76	204	
Sep 2025	242	73	604	
August 2025	405	84	199	
July 2025	479	160	231	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
2 108	6	2 449

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 covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#47

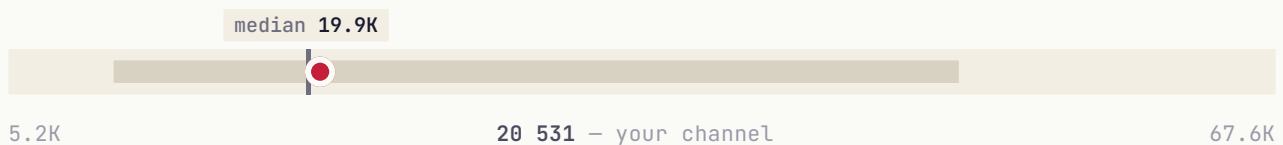
/100

POSITION IN NICHE

Channel in top half of ranking

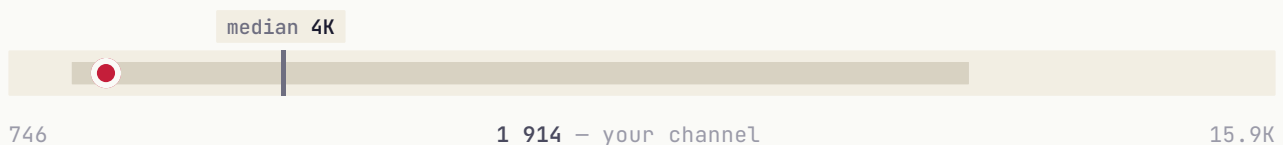
SUBSCRIBERS

better than 50% of niche



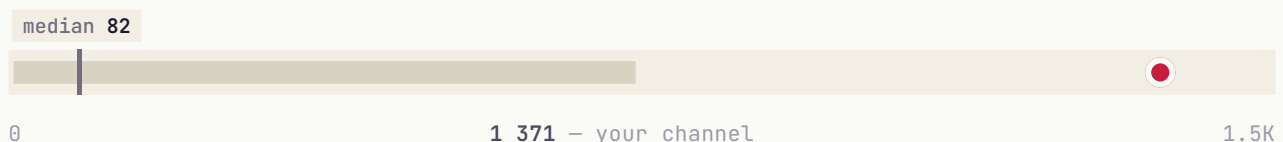
AVG REACH / POST

52% below median



CITATION INDEX

better than 90% of niche



— 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

Best post day — Thursday
 Audience is most active on this day at 09:00 MSK.

EFFECT
Best window for important post
- 02

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
- 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 lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Exchange 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 — 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 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