

PROMTPRESS PUBLIC REPORT

Channel audit

BEREZA.BY



@berezaby

■BEREZA.BY news channel – about Bereza district, Bereza, and Beloozersk ■Ads: @reklama_v_mayak_i_berezaby

SUBSCRIBERS

15 392

+36 per month

ERR (% SEE POSTS)

37.0%

in 24 hrs **27.3%**

REACH/POST

5.7K

ad reach **4.2K/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 it covers.

 SUBSCRIBERS 15 392 —	 SUBS REACH 36.95% avg % subs see post	 VIEWS/POST 5.7K median 5.7K · 29 days	 POSTS/DAY 8.9 ~62 per week
 7D TREND +5.6% vs previous week	 REACTIONS/POST 25.0 total 6,676 reactions, 2,428 reposts, 0 comments	 POST LENGTH 470 chars median 408 · 29 days	 POSTS ANALYZED 267 29 days
 AD REACH 4.2K 24h avg	 CHURN / MONTH +36 over the last month	 CITATION RATE 46 citation index · 195 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 08.04.2020

AI EDITOR SUMMARY

Channel «BEREZA.BY» — 15 392 subs. Avg views per post: 5.7K people (37% of subs), good reach. Publishes 62 posts/week (~9/day) — active. Week May 25–31 reach grew by +5.6% to week May 18–24 — positive trend.

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 TOP POSTS SHARE

- 01 Analysis based on 267 posts over 29 days.
- 02 Dominant format — Photo (258/267 posts).
- 03 Avg post length — 470 chars (median 408).
- 04 Peak audience activity — Wed, 17:00 MSK.
- 05 Strongest posts get 2× more views than the weakest (10.6K avg for top vs 5K for worst) — among 267 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 14:21 PHOTO 📄 DIGITAL LITERACY WEEK CONTINUES IN BEREZA DISTRICT 👩 Berezа Police officers conduct preventive work...		VIEWS 12 680	REACTIONS 19
		REPOSTS 9	ER 82.4%
Nº2 25.05 · 14:52 PHOTO 👩 POLICE CONDUCT LARGE-SCALE DIGITAL SAFETY WORK FOR DISTRICT RESIDENTS 📄 From May 25 to 31, a nationwide campaign...		VIEWS 11 255	REACTIONS 30
		REPOSTS 22	ER 73.1%
Nº3 21.05 · 15:05 PHOTO 📄📄 FOUR RESIDENTS BECOME FULL CITIZENS OF BELARUS 📄 A ceremony was held at Berezа District Police Department...		VIEWS 7 961	REACTIONS 23
		REPOSTS 25	ER 51.7%

Nº4 02.06 · 09:19 PHOTO PROGRAM OF THE IX REGIONAL FOLK HUMOR FESTIVAL 'SPORAŬSKIYA ZHARTY' June 6, Sporovo village, Bereza district Sporovo Center...	VIEWS 7 385 REPOSTS 26	REACTIONS 10 ER 48.0%
Nº5 11.05 · 09:42 PHOTO PHOTO FACT. District military-patriotic game 'Eaglet' at 927th Training Center.	VIEWS 7 205 REPOSTS 32	REACTIONS 42 ER 46.8%

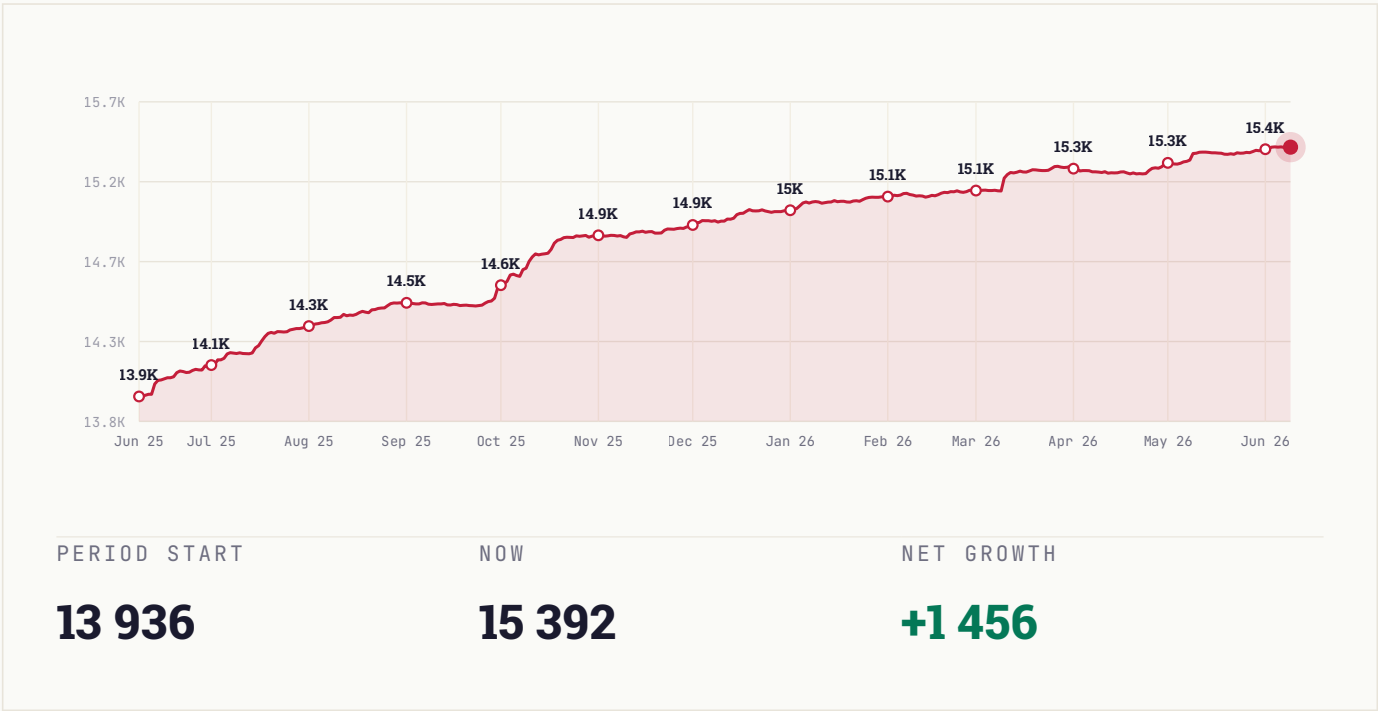
WORST 3

↓ 05.06 · 17:32 PHOTO PROGRAM OF THE IX REGIONAL FOLK HUMOR FESTIVAL 'SPORAŬSKIYA ZHARTY' June 6, Sporovo village, Bereza district Sporovo Center...	VIEWS 5 081 REPOSTS 21	REACTIONS 18 ER 33.0%
↓ 21.05 · 06:19 VIDEO LISTEN TO THE NEW PODCAST EPISODE Part 3. What attracts tourists to Belarusian history, culture, and traditions? Timestamps 00:00 Start 00:10...	VIEWS 5 051 REPOSTS 2	REACTIONS 8 ER 32.8%
↓ 05.06 · 17:25 PHOTO MAYAK STORE OPENS IN BELOOZERSK In today's world of abundant shelves and fierce competition...	VIEWS 4 980 REPOSTS 7	REACTIONS 27 ER 32.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

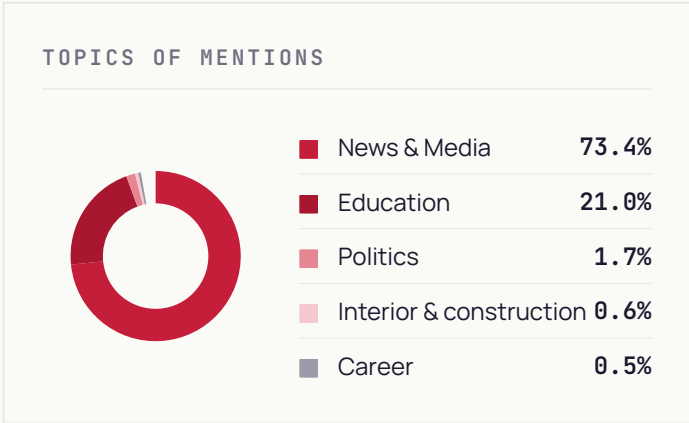
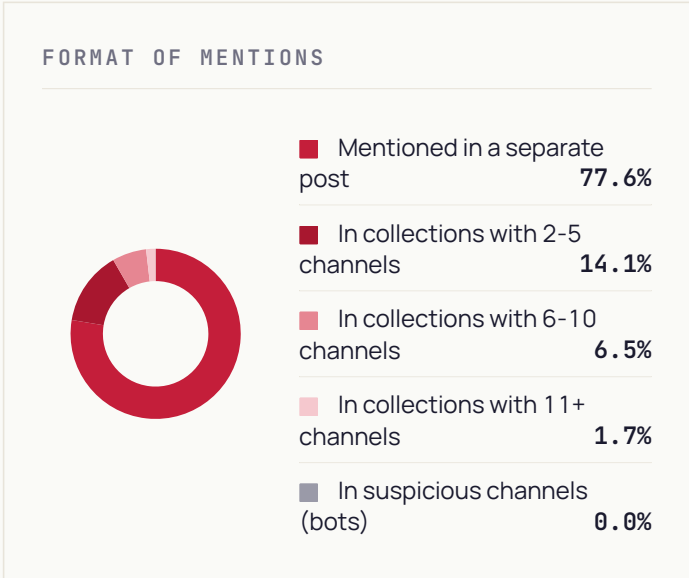
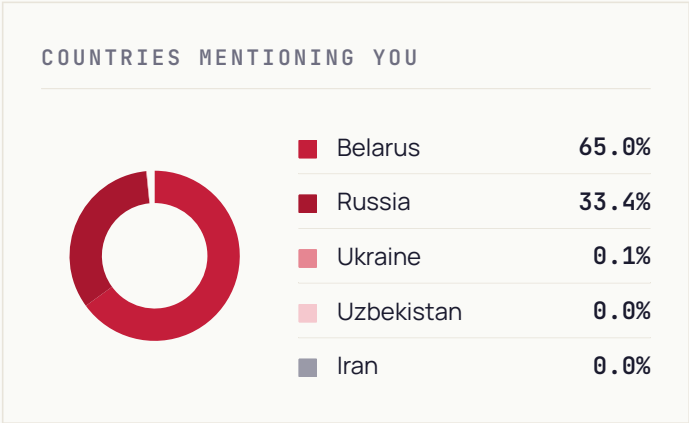
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

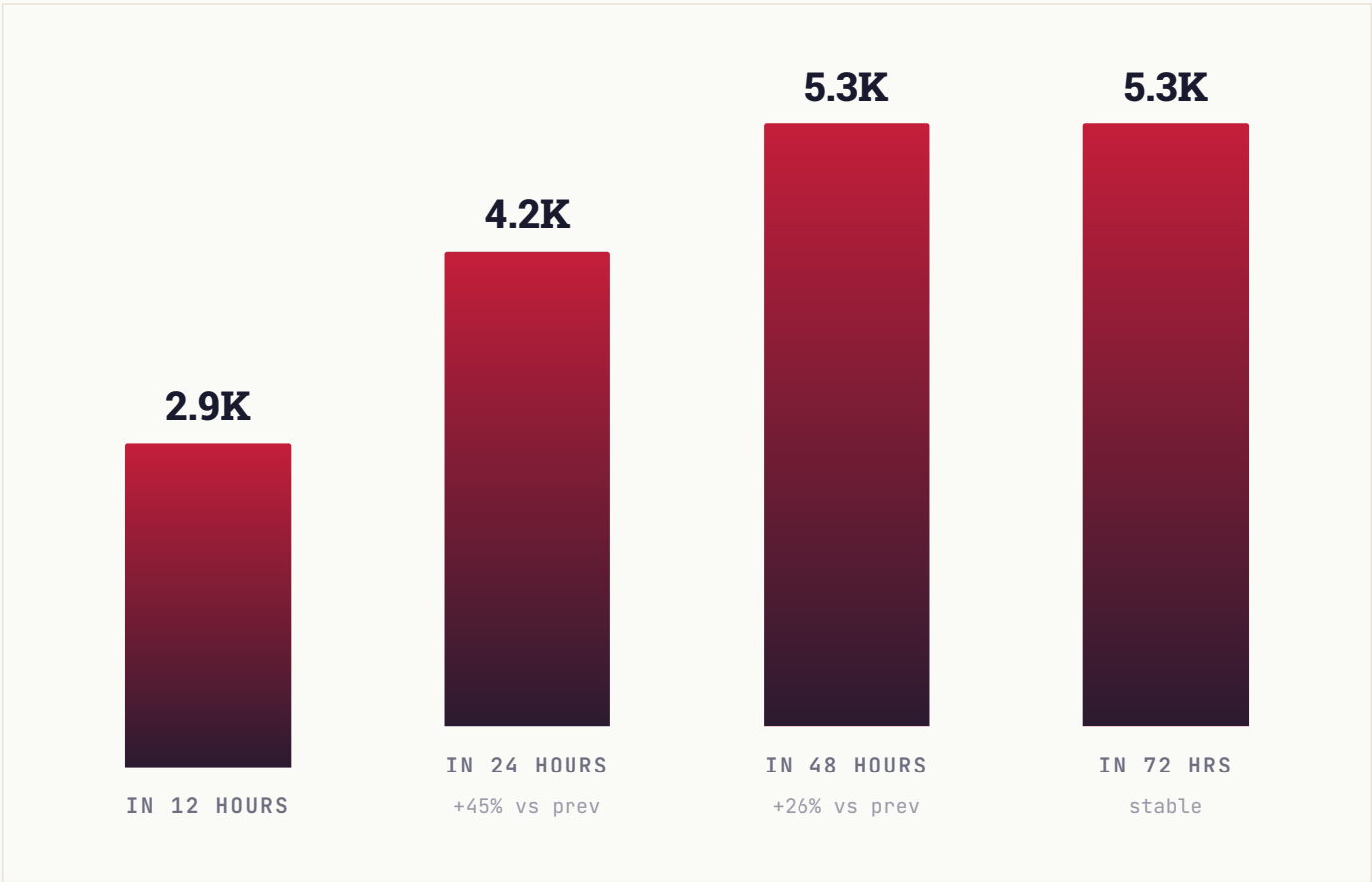
Citation index **46** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **195** different channels.



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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

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 Belarus Emergency What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Main	56.8K
YY Gomel. Main!	56K
BE BEREZA.BY YOU	15.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#65 of 97). Niche median — 19.8K subs. First growth KPI — reach 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: **290**, they brought **1 099** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	40	13	127
November 2025	24	11	93
October 2025	68	19	337
September 2025	75	24	130
August 2025	41	16	159
July 2025	42	13	253

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
290	6	1 099

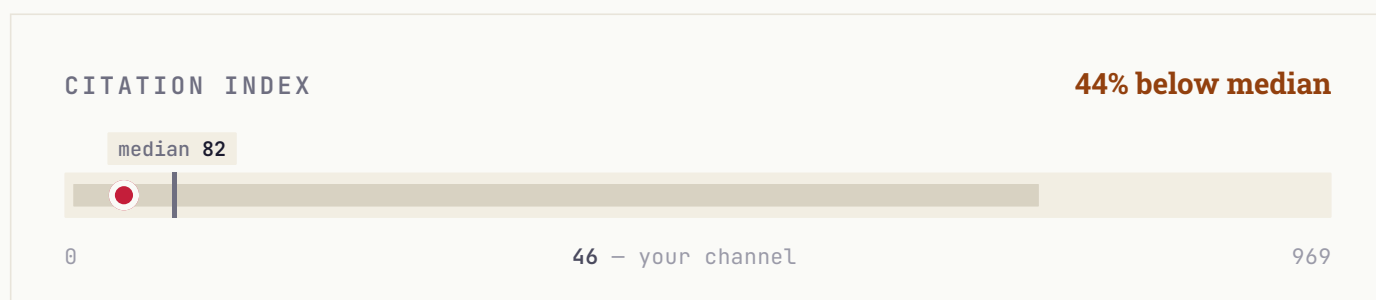
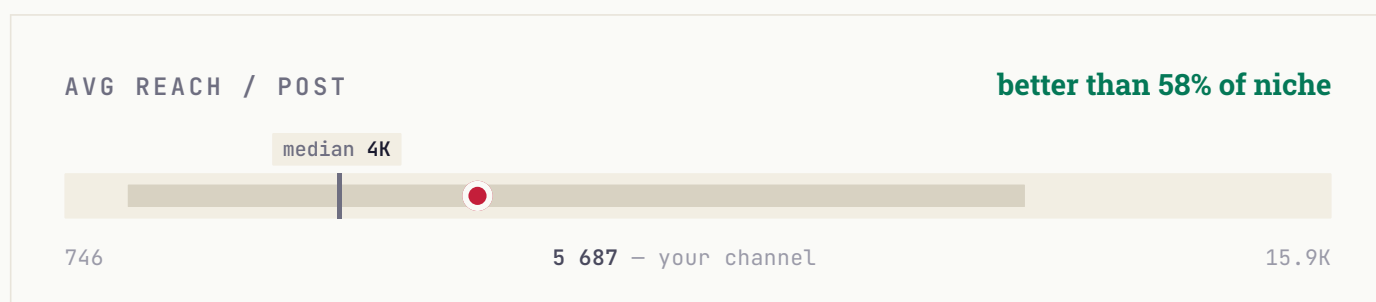
SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in «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.

#65 /100

POSITION IN NICHE
Channel in the bottom half of the 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

Top post of the week — on Wednesday

Audience most active on this day at 17:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target 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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