

PUBLIC PROMTPRESS REPORT

Channel audit

Bobruysk. Main!



@bobruysk

Main news Telegram channel of Bobruisk ■ Suggest news —
@suggestbobruyskbot Ads ■ @glavnoebel

SUBSCRIBERS

25 118

-45 per month

ERR (% SEE POSTS)

29.0%

in 24h **21.6%**

REACH/POST

7.2K

ad reach **5.4K/24h**

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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 25 118 —	 SUBS REACH 28.67% avg % subs see post	 VIEWS/POST 7.2K median 7.4K · 29 days	 POSTS/DAY 8.6 ~60 per week
 7D TREND -8.8% vs previous week	 REACTIONS/POST 73.1 total 18,485 reactions, 9,784 reposts, 1,386 comments	 POST LENGTH 251 chars median 216 · 29 days	 POSTS ANALYZED 253 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -45 last month	 CITATION RATE 6 citation index · 19 channels mentioned ever	 CHANNEL AGE 10 months 30 days created 10.07.2025

AI EDITOR SUMMARY

Channel «Bobruisk. Main!» — 25 118 subs. Each post avg views 7.2K people (29% of subs), good reach. Publishes 60 posts/week (~9/day) — active posting. For week 25–31 May reach dropped -8.8% 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 from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **253** posts over 29 days.
- 02 Dominant format – **Photo** (175/253 posts).
- 03 Avg post length – **251** chars (median 216).
- 04 Audience peak – **Sunday**, 20:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (9.6K avg for top vs 6.2K for worst) – among 253 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 13:40 VIDEO 👁 Horrifying footage from the crash scene Brick structure of a house damaged. Details are being clarified. 1👤 Subscribe!	VIEWS 9 963 REP. 584	REACTIONS 100 ER 39.7%
Nº2 17.05 · 13:31 PHOTO 🔗 More footage from the crash scene 1👤 Subscribe!	VIEWS 9 392 REP. 477	REACTIONS 88 ER 37.4%
Nº3 17.05 · 17:17 VIDEO 🔗 Details and moment of accident on Minskaya At the intersection of Minskaya and Sotsialisticheskaya streets, a 77-year-old Volkswagen driver turning left...	VIEWS 9 323 REP. 458	REACTIONS 108 ER 37.1%

Nº4

17.05 · 16:21

VIDEO

🚗 Car involved in accident on Minskaya being loaded onto a tow truck 1🔔 Subscribe!

VIEWS

9 000

REACTIIONS

65

REP.

228

ER

35.8%

Nº5

19.05 · 18:22

VIDEO

🚗 Car hits 5-year-old girl in Bobruisk On Zapadnaya Street, a woman driving a Mazda hit a child. The girl ran out from behind...

VIEWS

8 608

REACTIIONS

85

REP.

55

ER

34.3%

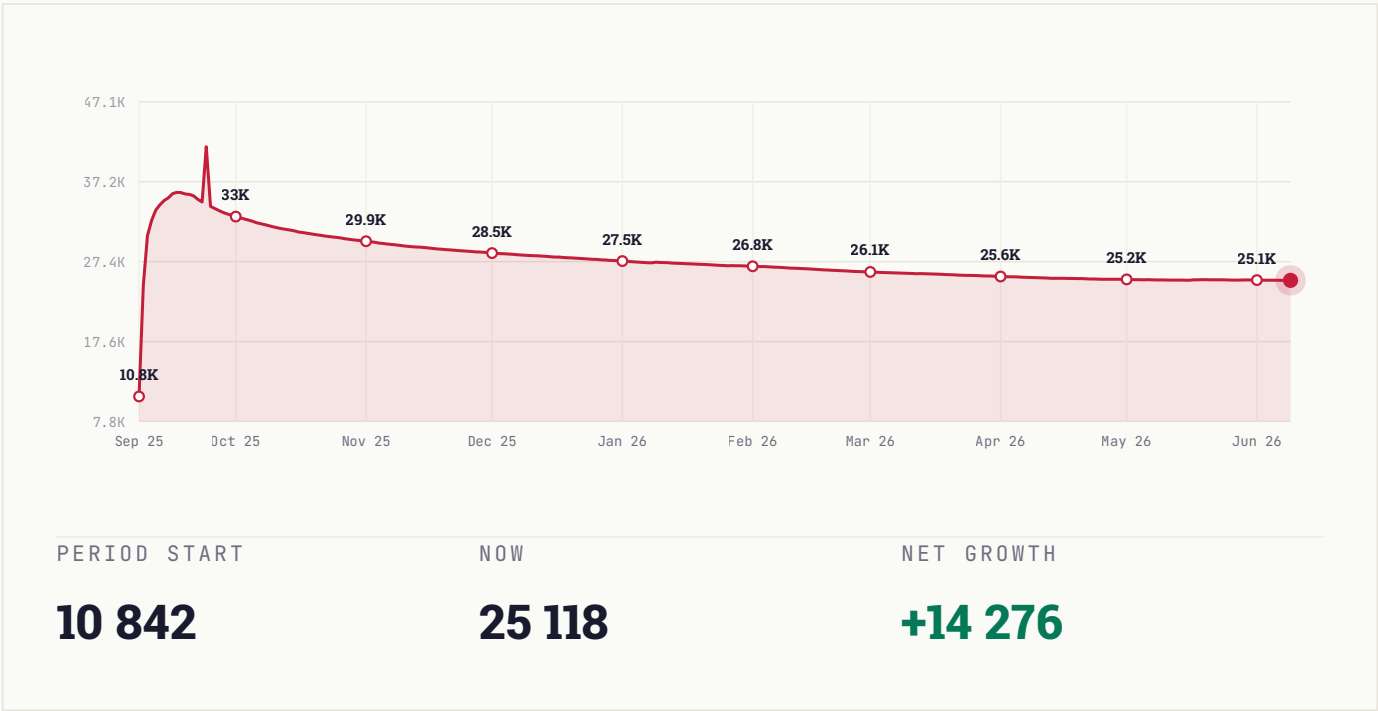
WORST 3

↓ 05.06 · 13:16 PHOTO 🚧 How Fandokovsky Bridge looks now Reconstruction is planned to be completed by 2028. Photo from a subscriber. 8🔔 Subscribe!	VIEWS 6 284 REACTIIONS 58 REP. 13 ER 25.0%
↓ 04.06 · 09:39 PHOTO 🚧 Fifth catch: Bobruisk fisherman again avoids fine for poaching On Lake Gnilusha, a man was detained for fishing with a banned...	VIEWS 6 248 REACTIIONS 53 REP. 11 ER 24.9%
↓ 04.06 · 08:40 VIDEO 😊 Meeting of two generations in our city 8🔔 Subscribe!	VIEWS 6 153 REACTIIONS 90 REP. 38 ER 24.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

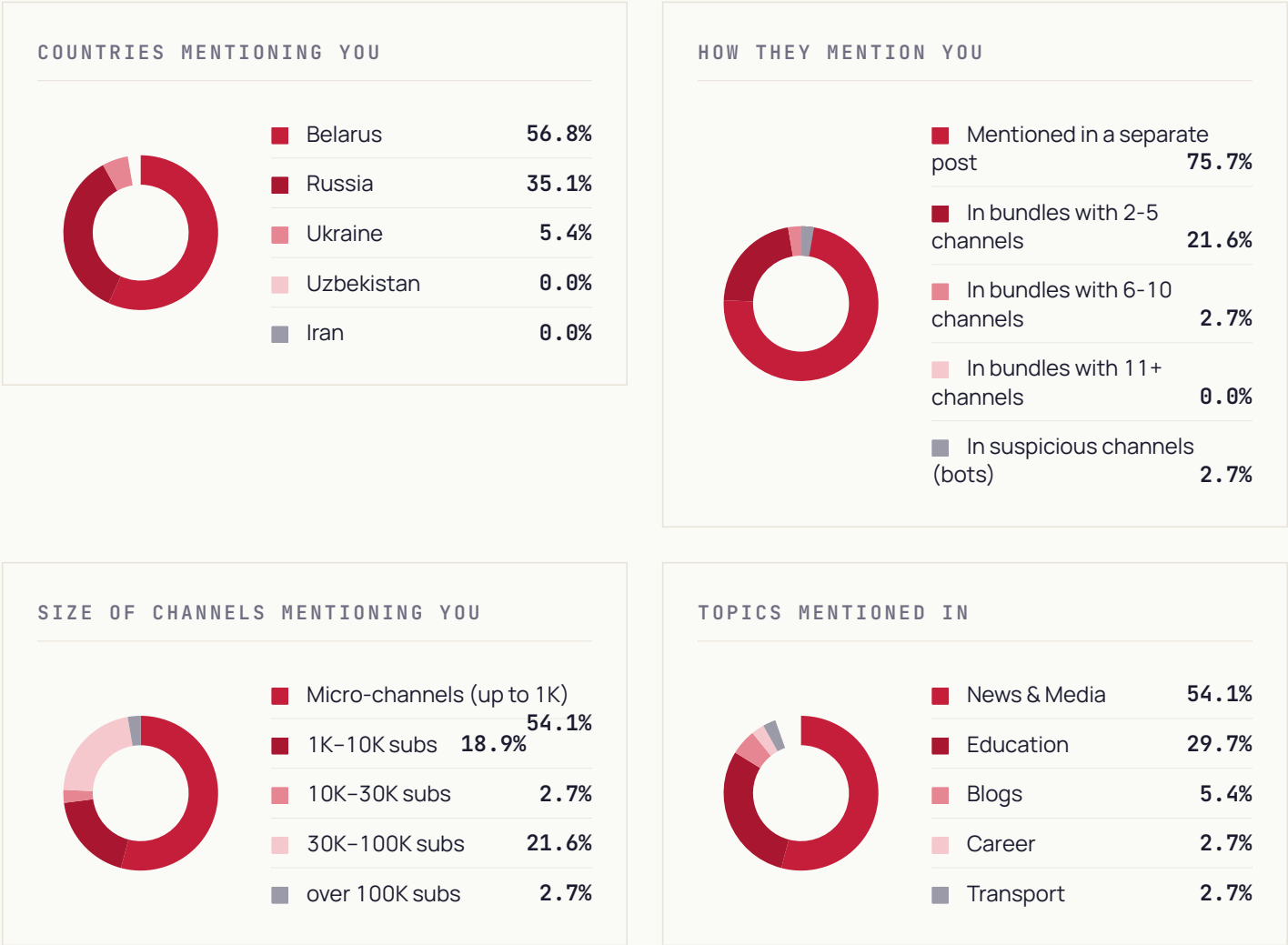
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

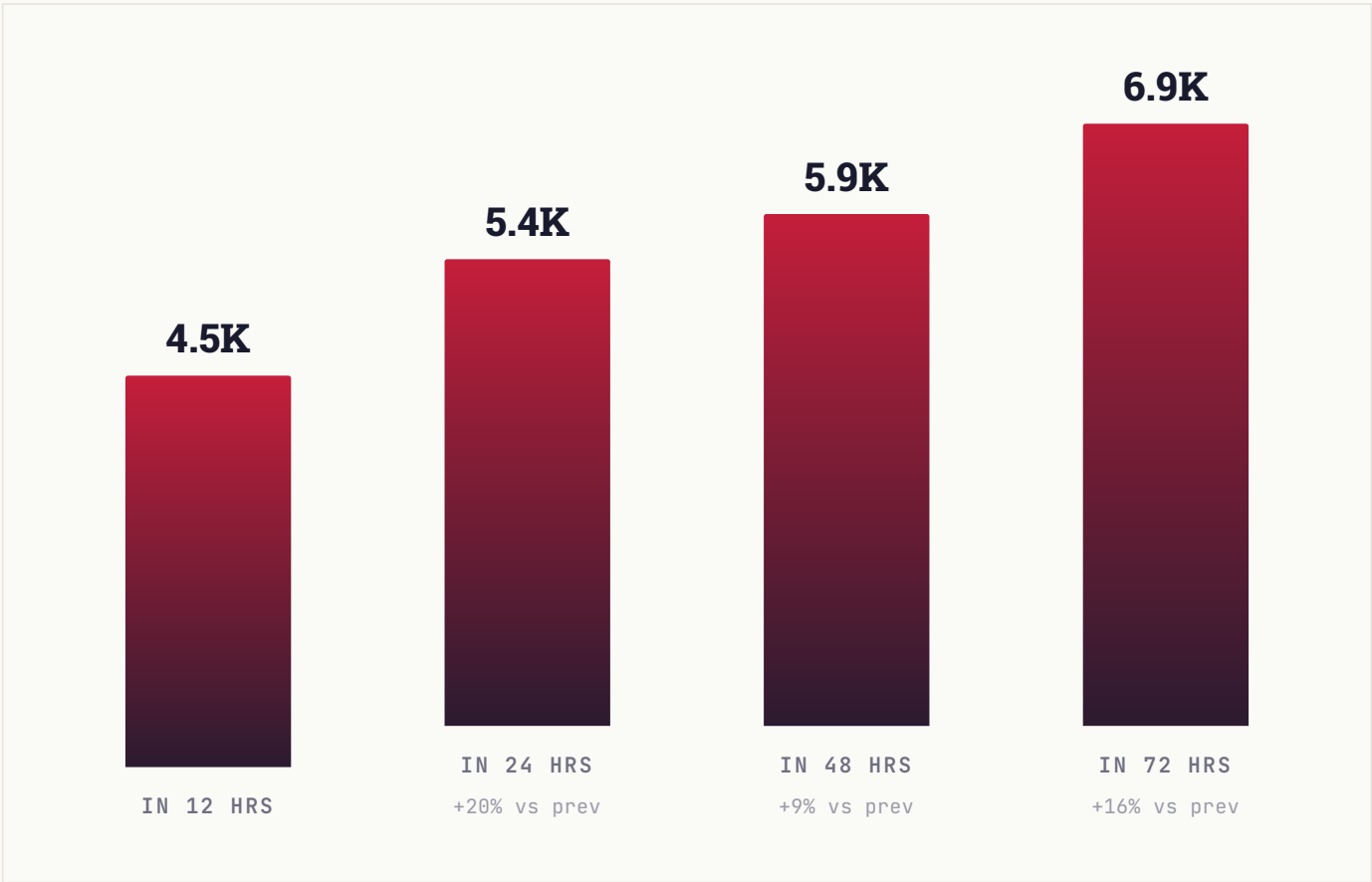
Citation index 6 – channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 19 different channels.



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 highlighted — see your 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 Eavesdropping Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
BG Bobruysk. Main! YOU	25.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#34 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quartile — a 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 **14**, they brought **31 873** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4	2	0
November 2025	2	2	0
October 2025	1	1	0
September 2025	5	4	31 873
August 2025	2	2	0
July 2025	0	0	0
TOTAL MENTIONS			14
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			31 873

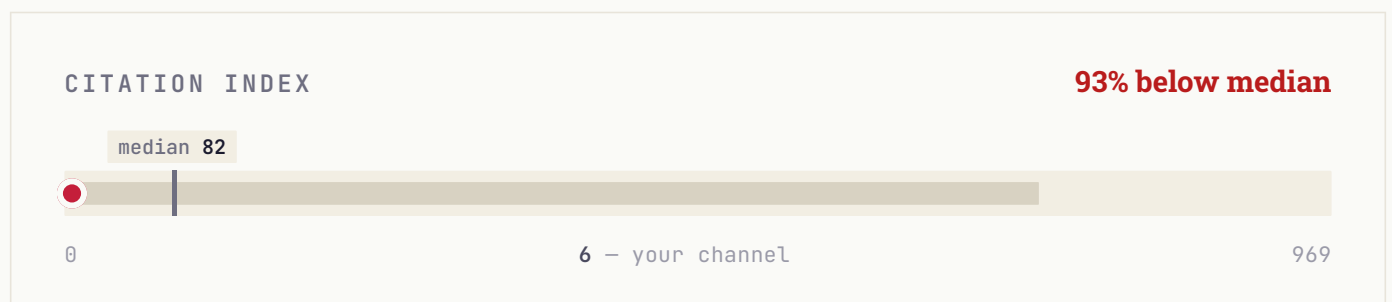
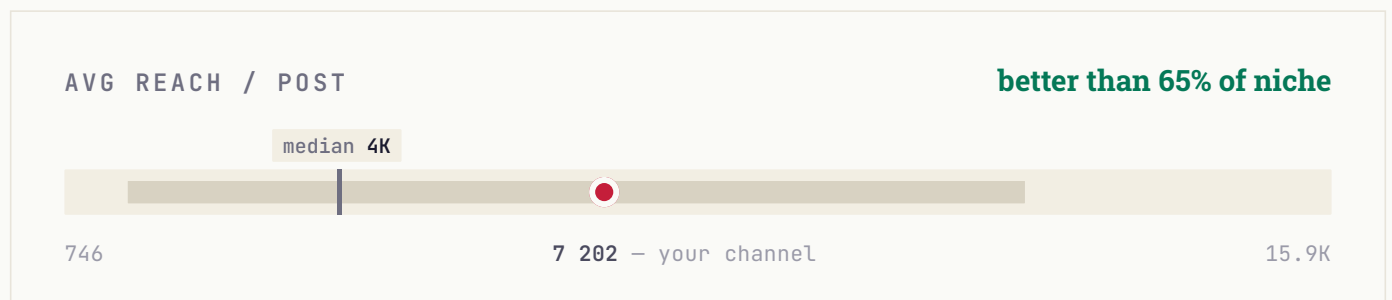
— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

#34 /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 20:00 MSK.

EFFECT

**Best window
for key posts**

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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 us to do this **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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager