

— PUBLIC REPORT BY PROMTPRESS

Channel audit

БрестСИТИ - news



@brestcity

Brest. City and region news. Bot for sending photos, videos, messages - @brestcitybot.

SUBSCRIBERS

24 357

+103 per month

ERR (% SEE POSTS)

17.0%

per day 15.1%

REACH/POST

3.9K

ad reach 3.7K/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 24 357 —	 SUBSCRIBER REACH 15.81% avg % subs see post	 VIEWS/POST 3.9K median 3.9K · 20 days	 POSTS/DAY 43.7 ~306 per week
 7D TREND — no data for period	 REACT./POST 19.7 total 17,379 reactions, 5,705 reposts, 194 comments	 POST LENGTH 137 chars median 118 · 20 days	 POSTS ANALYZED 883 20 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +103 last month	 CITATION RATE 60 citation index · 223 channels mentioned all time	 CHANNEL AGE 8 years 7 months created 26.10.2017

AI EDITOR SUMMARY

Channel «BrestSITI - news» — 24 357 subs. Each post averages 3.9K people (16% from subs), this is average reach — room to grow. Publishes 306 posts per week (~44/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **883** posts in 20 days.
- 02 Dominant format – **Text** (668/883 posts).
- 03 Avg post length – **137** chars (median 118).
- 04 Peak audience activity – **Tuesday**, 23:00 MSK.
- 05 Top posts gather **1x** more views than the weakest (4.8K avg top vs 3.4K worst) – among 883 posts in 20 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 09:14 PHOTO At Laguna market (Kovalevo) avg strawberry price 16 rub. Some at 12, some at 20. BrestCITY subscribe	VIEWS 4 916 REP. 9	REACT. 12 ER 20.2%
Nº2 24.05 · 13:50 TEXT Since May 25 in Belarus, drivers can get fined in daylight → https://brestcity.com/blog/s-25-maya-v-belarusi	VIEWS 4 820 REP. 32	REACT. 12 ER 19.8%
Nº3 26.05 · 11:15 TEXT Poland prepares to open sections of expressways (towards Brest and Grodno) → https://brestcity.com/blog/polsha-gotovit-otkryt	VIEWS 4 706 REP. 17	REACT. 31 ER 19.3%

Nº4 19.05 • 20:20 VIDEO ☒In Brest, rescuers delivered a baby - a man stopped the car waving his arms: https://brestcity.com/blog/spasateli-prinyali-rody ☒...	VIEWS 4 661 REACT. 102 REP. 29 ER 19.1%
Nº5 28.05 • 15:20 PHOTO Brest celebrated Border Guard Day Today a festive program dedicated to Border Guard Day took place in our city. One of the venues...	VIEWS 4 653 REACT. 27 REP. 5 ER 19.1%

WORST 3

↓ 29.05 • 14:21 VIDEO Drunk Brest resident attacked police officer at station - faces up to 7 years → https://brestcity.com/blog/napal-na-milicionera	VIEWS 3 465 REACT. 18 REP. 7 ER 14.2%
↓ 29.05 • 15:11 TEXT First flight from Brest to El Alamein (Egypt). Will fly until end of Oct → https://brestcity.com/blog/v-elalamejn-egipet	VIEWS 3 440 REACT. 12 REP. 3 ER 14.1%
↓ 29.05 • 14:57 TEXT Lukashenko invited Macron to Minsk and shared phone call details → https://brestcity.com/blog/lukashenko-priglasil-makrona	VIEWS 3 435 REACT. 28 REP. 2 ER 14.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

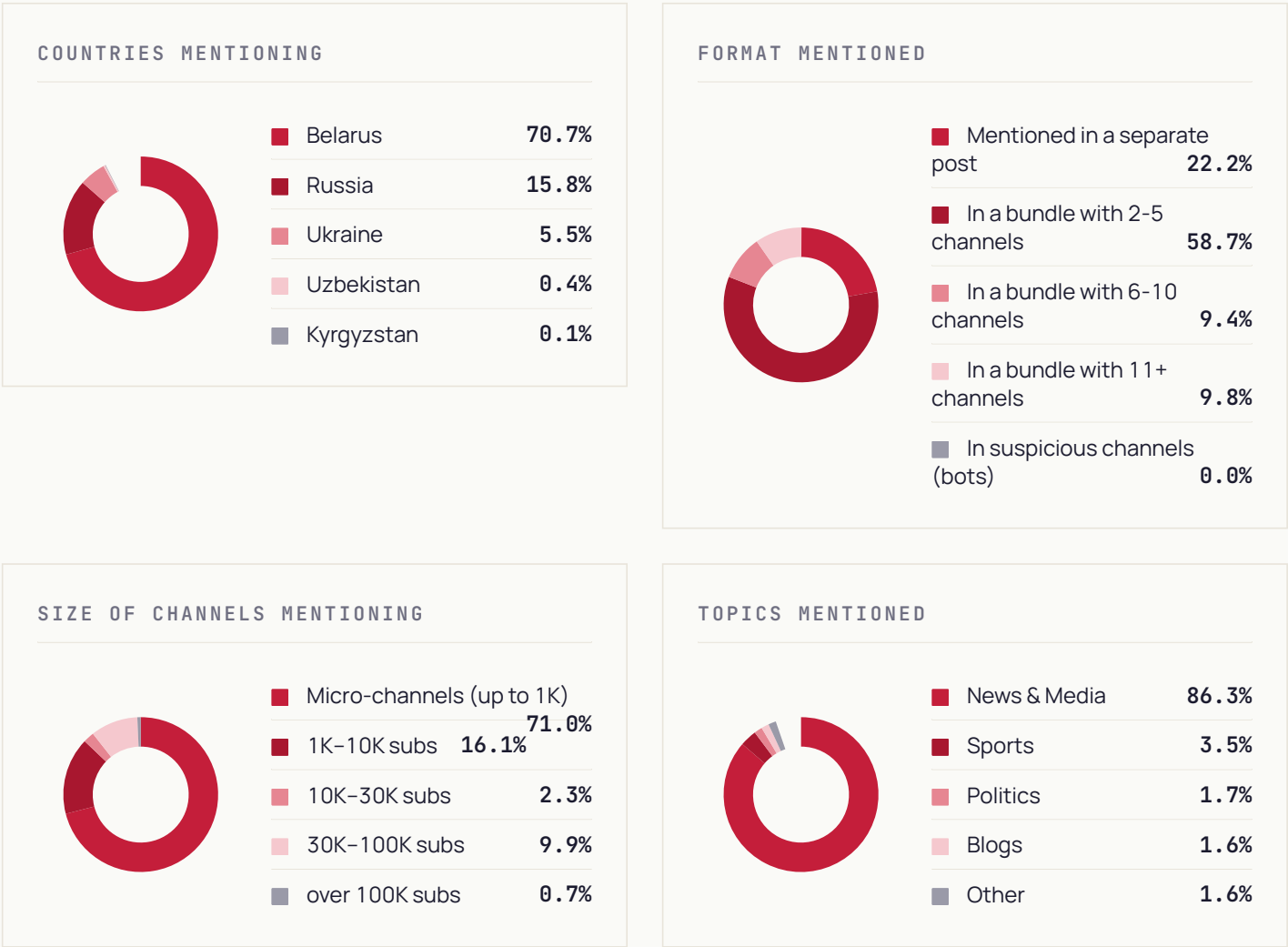
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

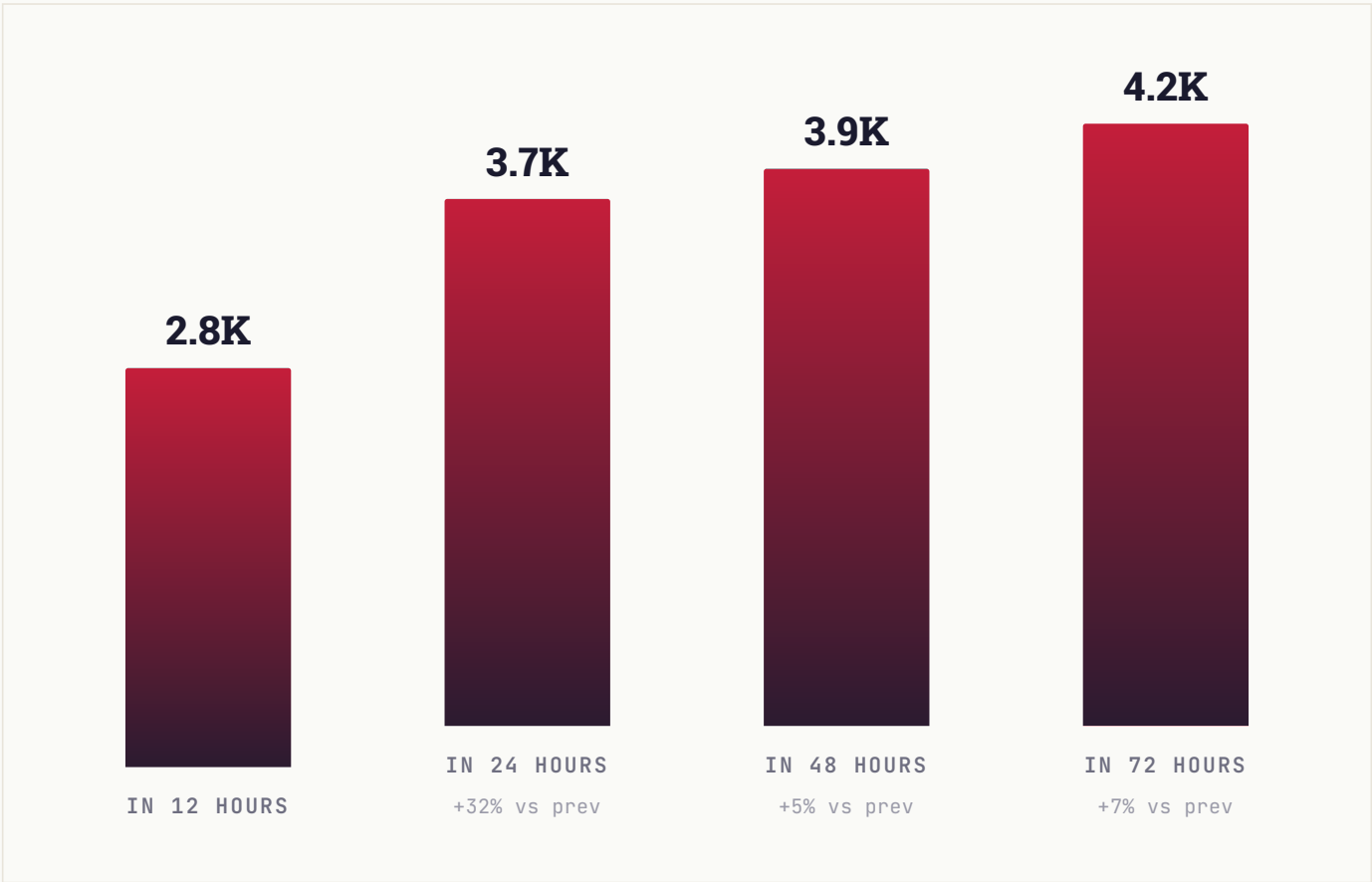
Citation index **60** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **223** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby 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 Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Galounae	56.8K
YY Gomel. Main!	56K
B- БрестСИТИ - news YOU	24.4K

COMPARATIVE INSIGHT

Channel intop half of niche (#35 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **74**, they brought **1 481** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	11	4	88
November 2025	15	6	200
October 2025	7	5	249
September 2025	7	5	202
August 2025	10	6	184
July 2025	24	10	558

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
74	6	1 481

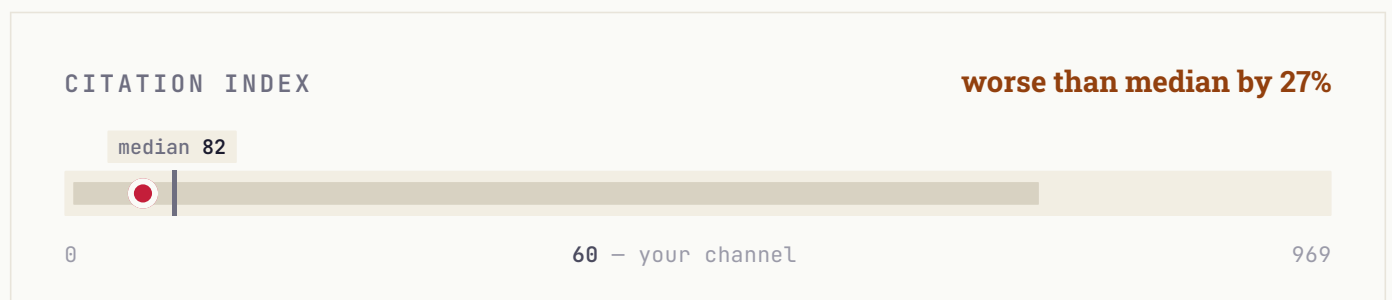
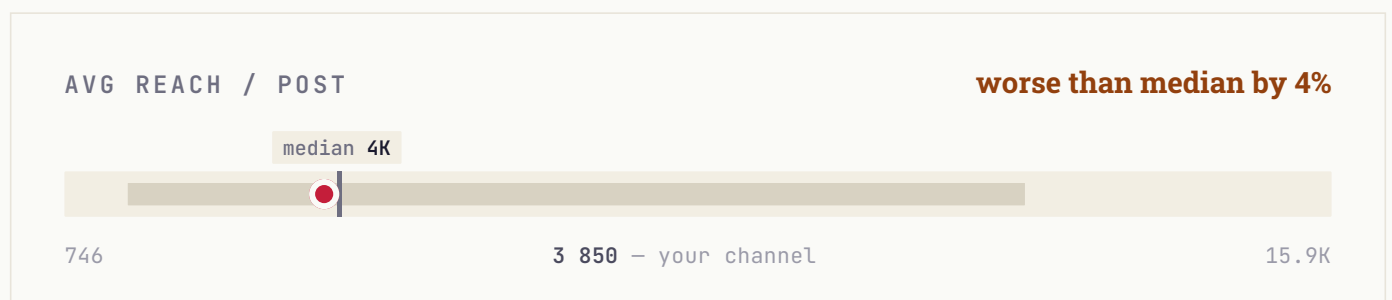
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#35 /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 next month.

01**Main post of the week — on Tuesday**

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best time for
an important
post****02****Increase share of video posts**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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 and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER**05****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**

★ 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 close 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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