

PUBLIC REPORT BY PROMTPRESS

Channel audit

Favorite Brest



@brestgik

Official Telegram channel of Brest City Executive Committee

SUBSCRIBERS

13 963

+639 per month

ERR (% SEE POSTS)

17.0%

daily **15.8%**

REACH/POST

2.4K

Ad reach **2.2K**/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 13 963 —	 SUBSCRIBER REACH 17.11% Avg % subs see post	 VIEWS/POST 2.4K Median 2.3K · 16 days	 POSTS/DAY 18.3 ~128 per week
 7D TREND — No data for period	 REACTIONS/POST 76.5 23,624 reactions, 2,583 reposts, 0 comments	 POST LENGTH 504 chars Median 502 · 16 days	 POSTS ANALYZED 309 16 days
 AD REACH 2.2K Avg 24h	 CHURN / MONTH +639 last month	 CITATION RATE 92 Citation index · 266 channels mentioned all time	 CHANNEL AGE 3 years 2 months Created 30.03.2023

AI EDITOR SUMMARY

Channel «Favorite Brest» — 13 963 subs. Each post avg views 2.4K people (17% from subs), average reach — room to grow. Publishes 128 posts/week (~18/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top engagement posts & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **309** posts over 16 days.
- 02 Dominant format — **Photo** (211/309 posts).
- 03 Avg post length — **504** chars (median 502).
- 04 Peak audience activity — **Saturday**, 18:00 MSK.
- 05 Top posts get **5x** More views than weakest (7.3K avg top vs 1.6K worst) — among 309 posts over 16 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 15:20 VIDEO #ЛюбимыйБрест ❤️❤️❤️ Brest residents, time to make history for our city! Choose a name for the NEW super beach! 🌊 As we...	VIEWS 9 342 REP. 270	REACTIONS 6 495 ER 66.9%
Nº2 29.05 · 09:02 VIDEO #ЛюбимыйБрест ✂️ Safety at a new level! Briefing at the city executive committee Right now, city leadership at the Brest City Executive Committee...	VIEWS 8 267 REP. 20	REACTIONS 27 ER 59.2%
Nº3 31.05 · 06:33 PHOTO #ЛюбимыйБрест 😊 Dear friends! 📢 REMINDER: today, May 31, at 10:30 AM in the Culture and Recreation Park, a wonderful event...	VIEWS 4 432 REP. 13	REACTIONS 28 ER 31.7%

Nº4

31.05 · 06:32

PHOTO

Vote 📌 Favorite city's Telegram channel 📌

VIEWS

4 199

REP.

2

REACTIONS

32

ER

30.1%

Nº5

30.05 · 14:58

VIDEO

Motorcycle festival participants laid flowers at the Brest Hero Fortress Memorial #lregion 📌 More news via @pervyiregion

VIEWS

4 111

REP.

2

REACTIONS

23

ER

29.4%

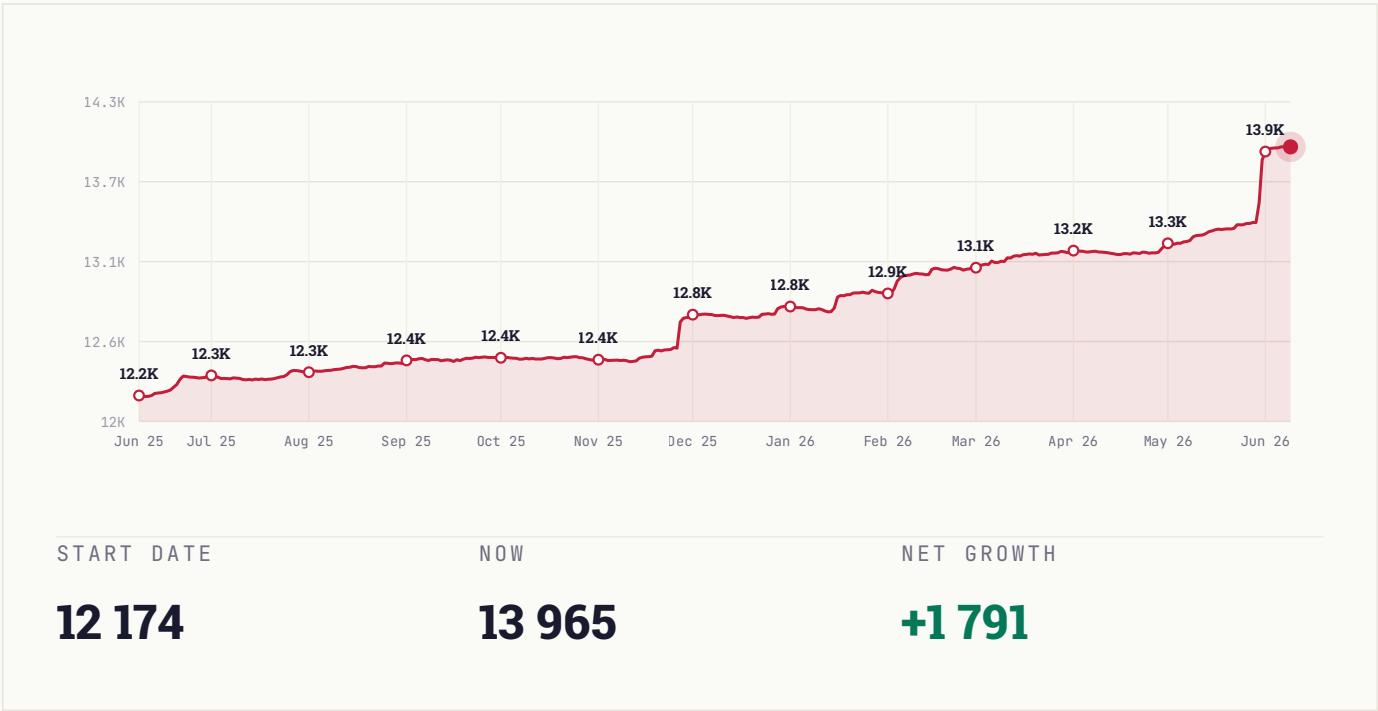
WORST 3

↓ 29.05 · 11:57 PHOTO #ЛюбимыйБрест 📌 25 years of Brest GOChS: a parade of fire and rescue vehicles and an exhibition in the center of Brest...	VIEWS 1 664 REP. 7	REACTIONS 23 ER 11.9%
↓ 28.05 · 08:44 TEXT 📌 President of Belarus sent greetings to participants of the II International Inter-Party Conference. 📌 The Head of State noted that...	VIEWS 1 621 REP. —	REACTIONS 22 ER 11.6%
↓ 28.05 · 10:08 TEXT 📌Brest Regional Commission for Monitoring the Preparation and Conduct of the Admission Campaign drew attention to negative...	VIEWS 1 480 REP. 4	REACTIONS 7 ER 10.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

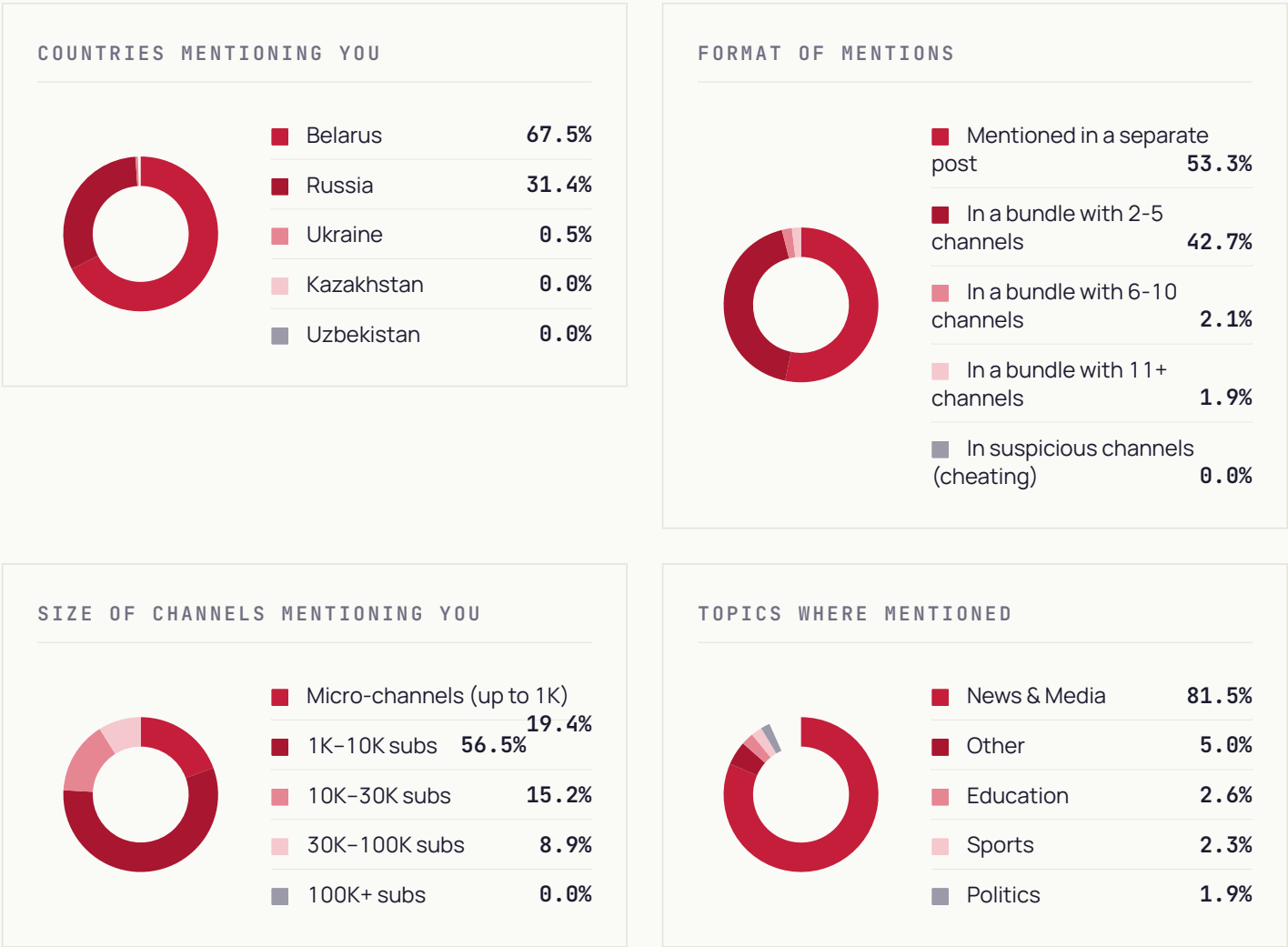
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

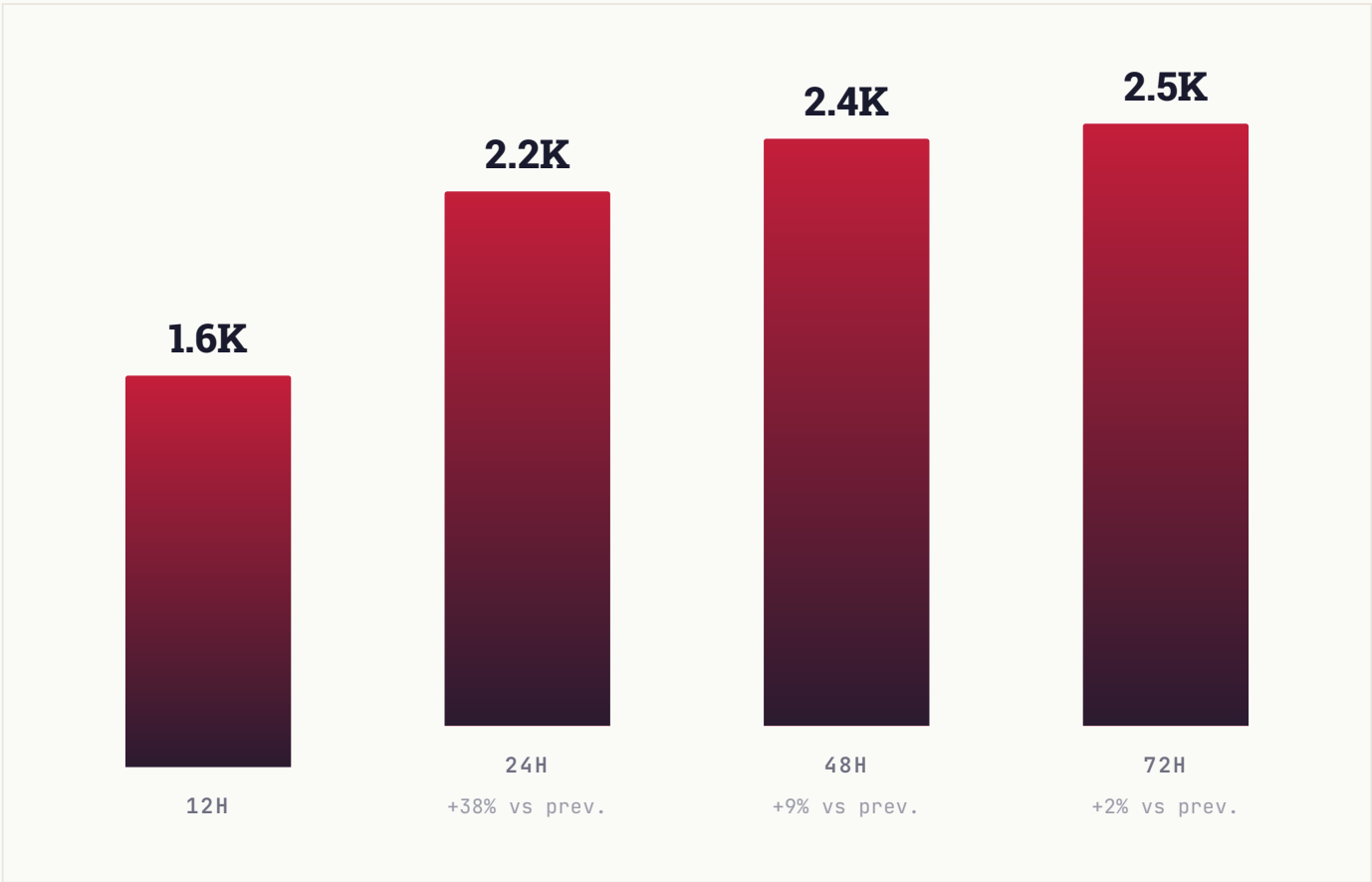
Citation index **92** — channel popularity rating based on mentions. Takes into account not only their number but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from a channel with 1K. All time the channel was mentioned **266** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel is highlighted — see its 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 Overheard Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
LB Favorite Brest YOU	14K

COMPARATIVE INSIGHT

Channel in Bottom half of top-100 niche (#73 of 97). Niche median — 19.8K subs. First KPI for growth — reach the median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** Such mentions: **387**, they brought **781** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	53	17	124	
Nov 2025	21	9	338	
Oct 2025	34	14	45	
Sep 2025	79	31	98	
August 2025	78	22	88	
July 2025	122	26	88	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
387	6	781

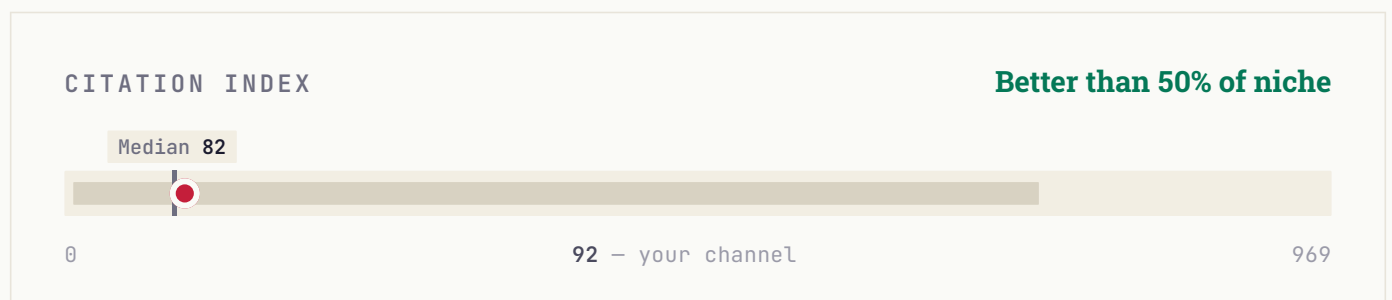
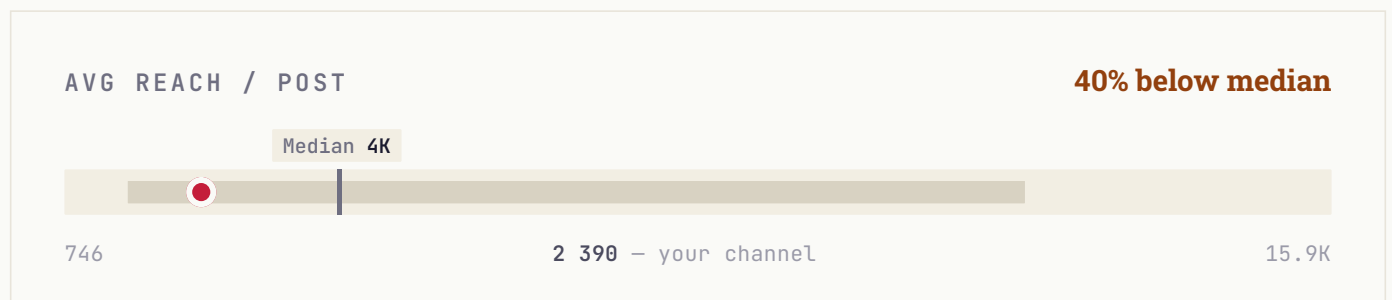
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#73/100

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

Post of the week — on Saturday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best time for
key posts**

02

System traffic buy

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-niche channels quarterly. 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 — this is a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager