

— PROMTPRESS PUBLIC REPORT

Channel audit

Brest Regional Executive Committee



@brestoik

Government organization 🇧🇪!! We are the first to report the most important news of #1 region exclusively online

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
14 955	22.0%	3.3K
09.06.2026 ⁻⁷ per month	daily 16.3%	ad reach 2.4K /24h
	HTTPS://PROMTPRESS.COM/AUDIT/BRESTOIK	

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 955 -	 SUBSCRIBER REACH 22.14% avg % subs see post	 VIEWS/POST 3.3K median 3K · 29 days	 POSTS/DAY 7.8 ~54 per week
 7D TREND +9.4% vs previous week	 REACTIONS/POST 20.7 only 4,793 reactions, 1,846 reposts, 15 comments	 POST LENGTH 344 chars median 212 · 29 days	 POSTS ANALYZED 232 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -7 last month	 CITATION RATE 170 citation index · 547 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 14.03.2022

AI EDITOR SUMMARY

Channel «Brest Regional Executive Committee» – 14 955 subs. Each post averages 3.3K people (22% from subs), average reach – room to grow. Publishes 54 posts/week (~8/day) – active publishing. For week 25–31 May reach grew +9.4% to week 18–24 May – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **232** posts in 29 days.
- 02 Dominant format — **Photo** (118/232 posts).
- 03 Avg post length — **344** chars (median 212).
- 04 Peak audience activity — **Friday, 08:00 MSK**.
- 05 Strongest posts get **7x** more views than the weakest (13.1K avg top vs 2K worst) — among 232 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 08:16 TEXT 📄The Brest regional commission for monitoring the preparation and conduct of the admission campaign drew attention to negative...	VIEWS 22 875 REP. 216	REACTIONS 21 ER 153.0%
Nº2 15.05 · 05:03 TEXT 1📄Dear residents of Brest region! Please accept sincere congratulations on Family Day! For every person, family is the main source...	VIEWS 8 713 REP. 26	REACTIONS 35 ER 58.3%
Nº3 23.05 · 05:01 PHOTO 📷Today we mark a somber but deeply significant date — 30 years since the feat of the first Hero of Belarus, Lieutenant Colonel of Aviation Vladimir...	VIEWS 7 852 REP. 22	REACTIONS 19 ER 52.5%

Nº4 11.05 · 11:22 PHOTO ⚡⚡⚡The executive authorities of the Brest region, the deputy corps and residents of #1region sincerely congratulate the chairman...	VIEWS 7 085 REP. 23	REACTIONS 109 ER 47.4%
Nº5 14.05 · 07:46 PHOTO ⚡⚡⚡The Brest region leadership joyfully received the long-awaited news – on May 13, Daniil Osyko from Baranovichi successfully received...	VIEWS 6 938 REP. 14	REACTIONS 107 ER 46.4%

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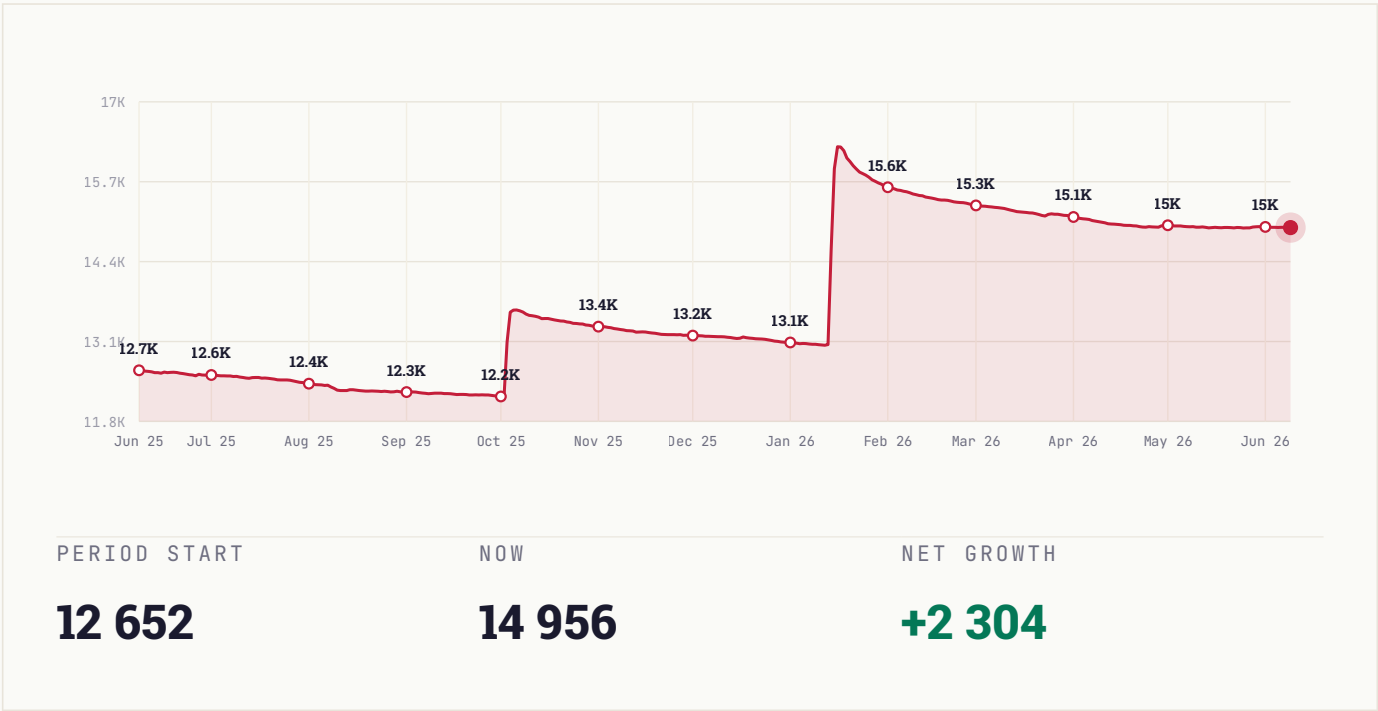
WORST 3

↓ 24.05 · 07:38 PHOTO One promising area of cooperation between regions 🇷🇺Pyotr Parkhomchik named aircraft manufacturing ❤️🇷🇺🇷🇺❤️🇷🇺	VIEWS 2 029 REP. 5	REACTIONS 17 ER 13.6%
↓ 24.05 · 07:23 PHOTO Trade turnover between Brest region and Republic of Tatarstan more than doubled in five years 🇷🇺Right now started...	VIEWS 1 988 REP. 4	REACTIONS 15 ER 13.3%
↓ 24.05 · 06:21 VIDEO Guests visit youth patriotic center ❤️🇷🇺🇷🇺❤️🇷🇺	VIEWS 1 981 REP. 2	REACTIONS 11 ER 13.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

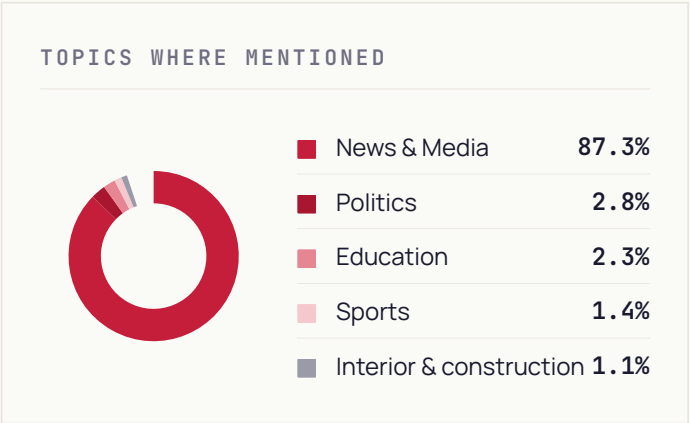
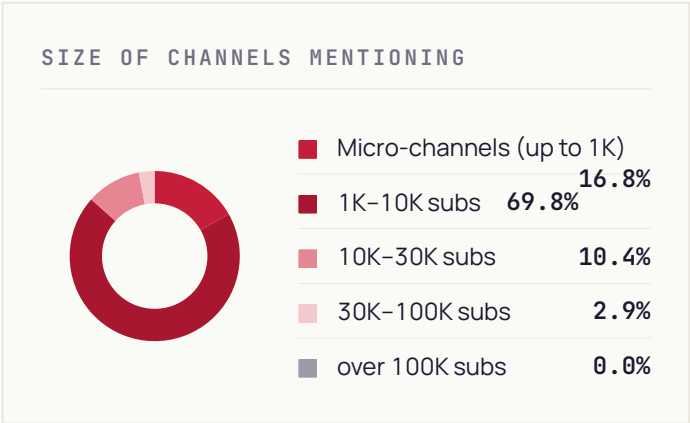
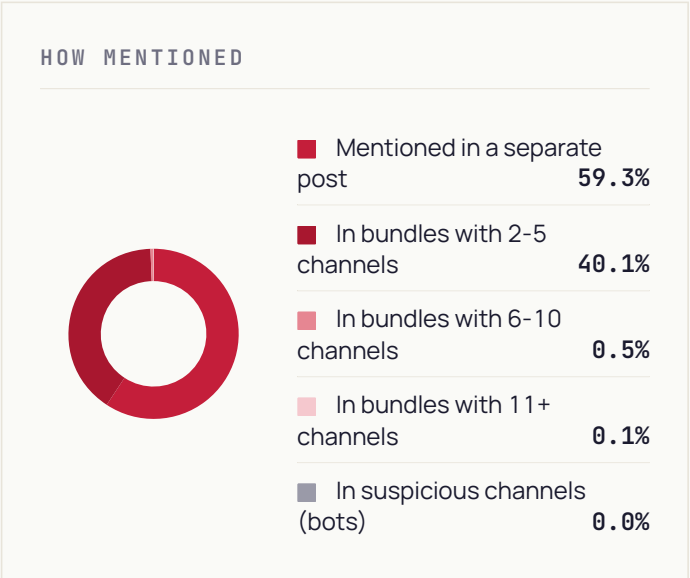
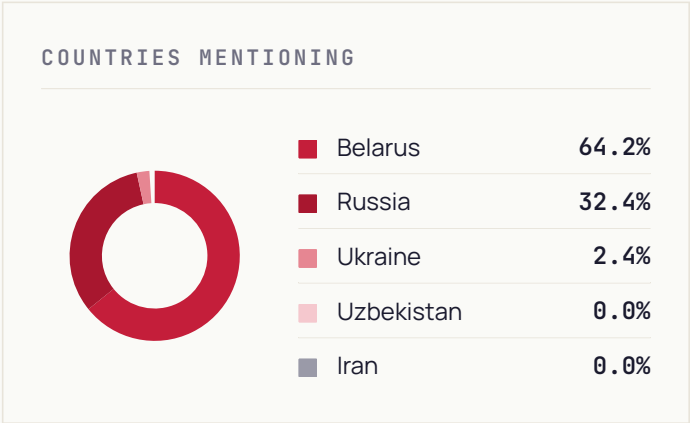
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

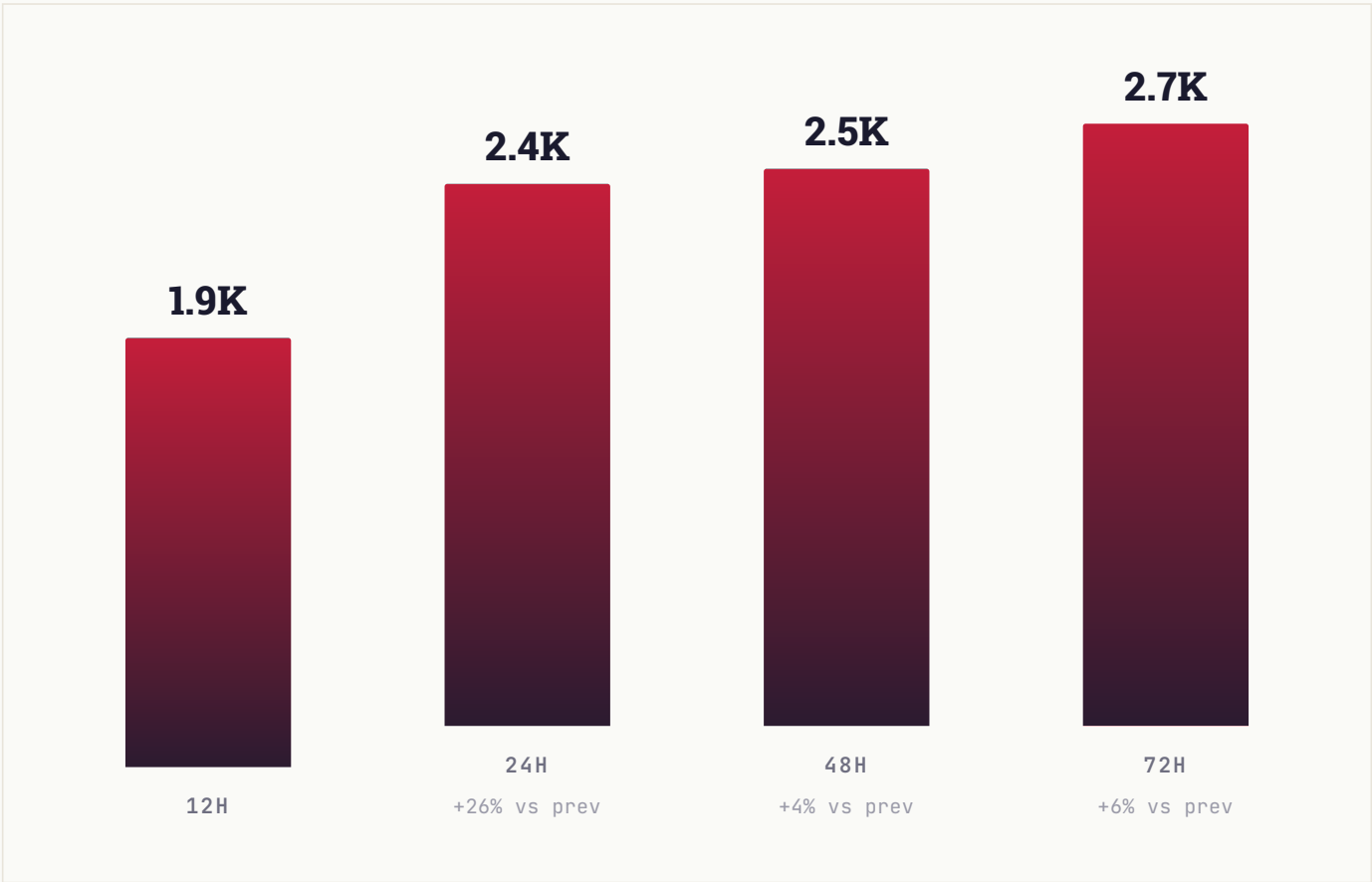
Citation index **170** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **547** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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
BO Brest Regional Executive Committee YOU	15K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#67 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

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **565**, they brought **1 518** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	62	21	28 
November 2025	68	31	12 
October 2025	119	67	1 399 
September 2025	105	54	23 
August 2025	101	43	37 
July 2025	110	66	19 
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
565	6		1 518

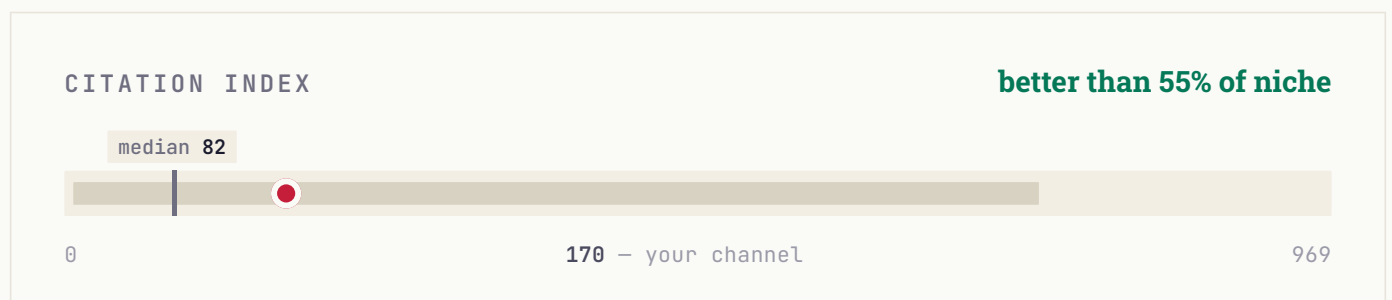
— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «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.

#67/100

POSITION IN NICHE
Channel in bottom half of 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

Top post of the week — on Friday

Audience is most active on this day at 08:00 MSK.

EFFECT

Best time for key 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 — 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 us to do it PromptPress?

This audit is what we can do in minutes using public data. If you want to go further — run ads through 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
