

PUBLIC REPORT PROMTPRESS

# Channel audit

## БРСМ: live



@brsm\_official

Official tg-channel of BRSМ Feedback @brsm\_live\_bot

SUBSCRIBERS

**14 902**

-651 per month

ERR (% SEE POSTS)

**10.0%**

in 24h **6.8%**

REACH/POST

**1.8K**

ad reach **1K**/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.

|                                                                                                                                                    |                                                                                                                                                                                         |                                                                                                                                                                                         |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>14 902</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>12.02%</div> <div>avg % of subs see post</div>                       | <div> VIEWS/POST</div> <div>1.8K</div> <div>median 1.4K · 29 days</div>                                | <div> POSTS/DAY</div> <div>7.6</div> <div>~53 per week</div>                        |
| <div> 7D TREND</div> <div>+2.3%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>20.1</div> <div>total 4,586 reactions, 1,662 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>568 chars.</div> <div>median 537 · 29 days</div>                          | <div> POSTS ANALYZED</div> <div>228</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>1K</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>-651</div> <div>last month</div>                                      | <div> QUOTABILITY</div> <div>280</div> <div>citation index · 1,257 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>6 years 5 months</div> <div>created 26.12.2019</div> |

AI EDITOR SUMMARY

Channel «BRSM: live» — 14 902 subs. Each post averages 1.8K people (12% from subs), reach is low — consider expanding audience. Publishes 53 posts per week (~8/day) — active posting. Week of May 25–31 reach stable (+2.3% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **228** posts over 29 days.
- 02 Dominant format – **Photo** (135/228 posts).
- 03 Avg post length – **568** chars (median 537).
- 04 Peak audience activity – **Tue**, 20:00 MSK.
- 05 Top posts get **13×** more views than the weakest (10.6K avg for top vs 820 for worst) – among 228 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                     |                                                                   |                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>11.05 · 17:02</div><div>PHOTO</div></div> <div>♥ Republican Project “Belarus: Before and After” Join the season dedicated to the 81st anniversary of the Victory of the Soviet people in the Great...</div> | <div>VIEWS</div> <div>12 224</div> <div>REP.</div> <div>127</div> | <div>REACTIONS</div> <div>27</div> <div>ER</div> <div>82.0%</div> |
| <div><div>Nº2</div><div>19.05 · 06:00</div><div>PHOTO</div></div> <div>📅 Today marks exactly 5 years since the feat of Belarusian military pilots - Guard Major Andrey Nichiporchik and Guard Lieutenant Nikita...</div>            | <div>VIEWS</div> <div>10 282</div> <div>REP.</div> <div>77</div>  | <div>REACTIONS</div> <div>36</div> <div>ER</div> <div>69.0%</div> |
| <div><div>Nº3</div><div>05.06 · 14:13</div><div>PHOTO</div></div> <div>📄 APPLICATIONS OPEN FOR NATIONAL SELECTION OF THE 19TH FESTIVAL “YOUTH FOR THE UNION STATE” 📅 How to participate? If you are 14...</div>                     | <div>VIEWS</div> <div>9 412</div> <div>REP.</div> <div>106</div>  | <div>REACTIONS</div> <div>18</div> <div>ER</div> <div>63.2%</div> |

|                                                                                                                                                                                                                                                     |                                                                 |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº4</div><div>14.05 · 07:37</div><div>PHOTO</div></div> <div><div>📌 1995 Referendum: Strategic Course for Sovereignty and Unity</div><div>The first referendum in the history of our country since independence took place...</div></div> | <div>VIEWS</div> <div>8 952</div> <div>REP.</div> <div>56</div> | <div>REACTIONS</div> <div>20</div> <div>ER</div> <div>60.1%</div> |
| <div><div>Nº5</div><div>28.05 · 09:20</div><div>PHOTO</div></div> <div><div>📌 RIGHT TO KNOW   ANNOUNCEMENT Topic: Investigation of the criminal case on the genocide of the Belarusian people during the Great Patriotic War. Today...</div></div>  | <div>VIEWS</div> <div>8 597</div> <div>REP.</div> <div>12</div> | <div>REACTIONS</div> <div>12</div> <div>ER</div> <div>57.7%</div> |

|

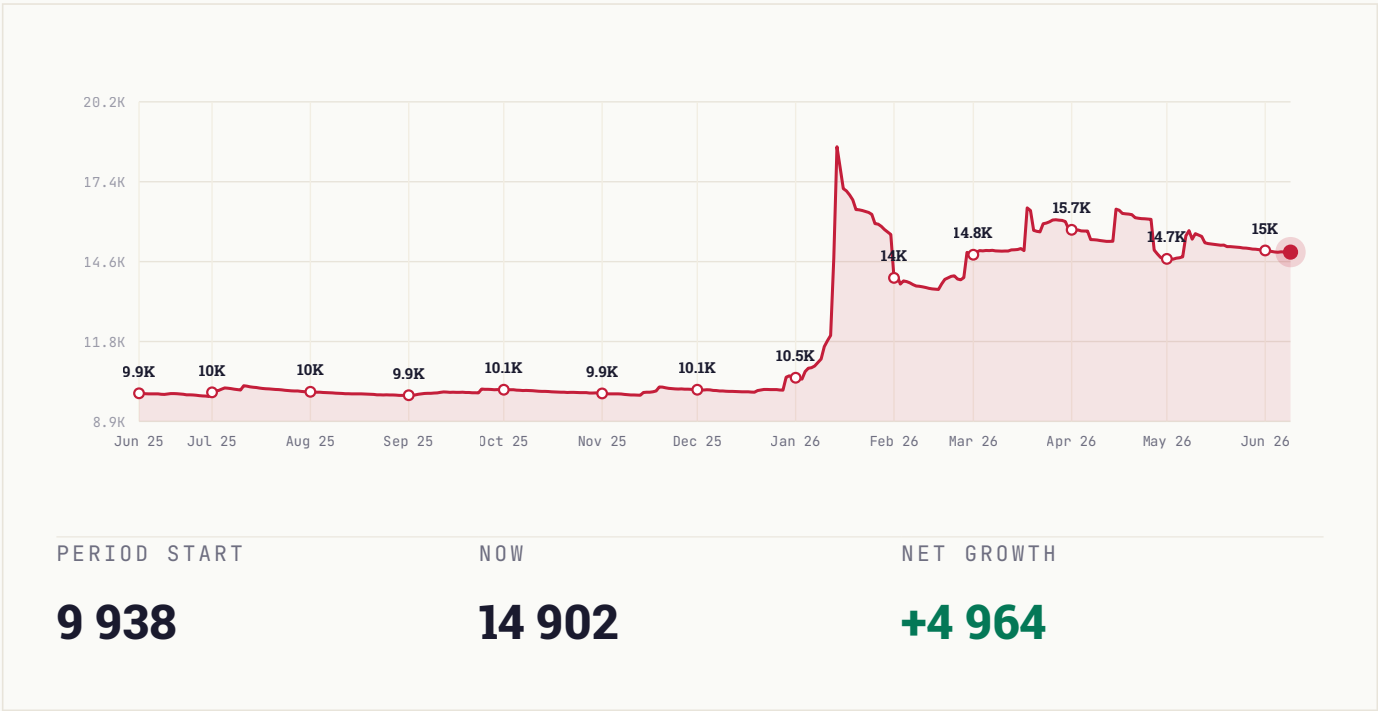
WORST 3

|                                                                                                                                                                                                                                                    |                                                              |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>05.06 · 07:45</div><div>VIDEO</div></div> <div><div>📌 Today Grodno hosts one of the country's largest and brightest holidays - the 15th Republican Festival of National Cultures City...</div></div>                         | <div>VIEWS</div> <div>888</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>13</div> <div>ER</div> <div>6.0%</div> |
| <div><div>↓</div><div>05.06 · 07:10</div><div>PHOTO</div></div> <div><div>📌 Online Project "Women's Face of Belarus"   Vitebsk Region</div><div>The life path of Natalya Grigorievna Kurpan is an example of dedication to her work...</div></div> | <div>VIEWS</div> <div>804</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>12</div> <div>ER</div> <div>5.4%</div> |
| <div><div>↓</div><div>05.06 · 11:12</div><div>VIDEO</div></div> <div><div>(post without caption – video)</div></div>                                                                                                                               | <div>VIEWS</div> <div>770</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>14</div> <div>ER</div> <div>5.2%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

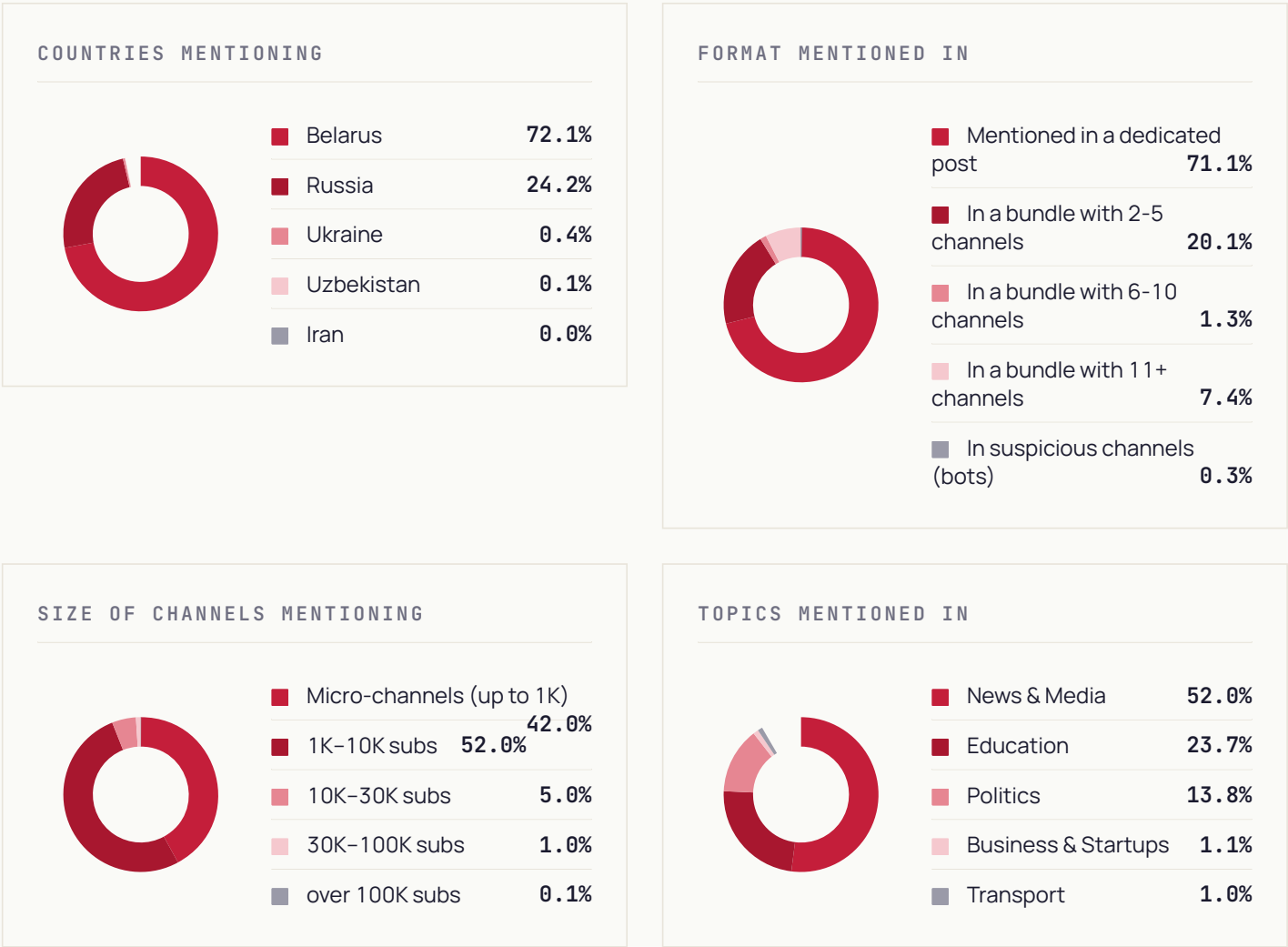
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

# Who mentions the channel and how

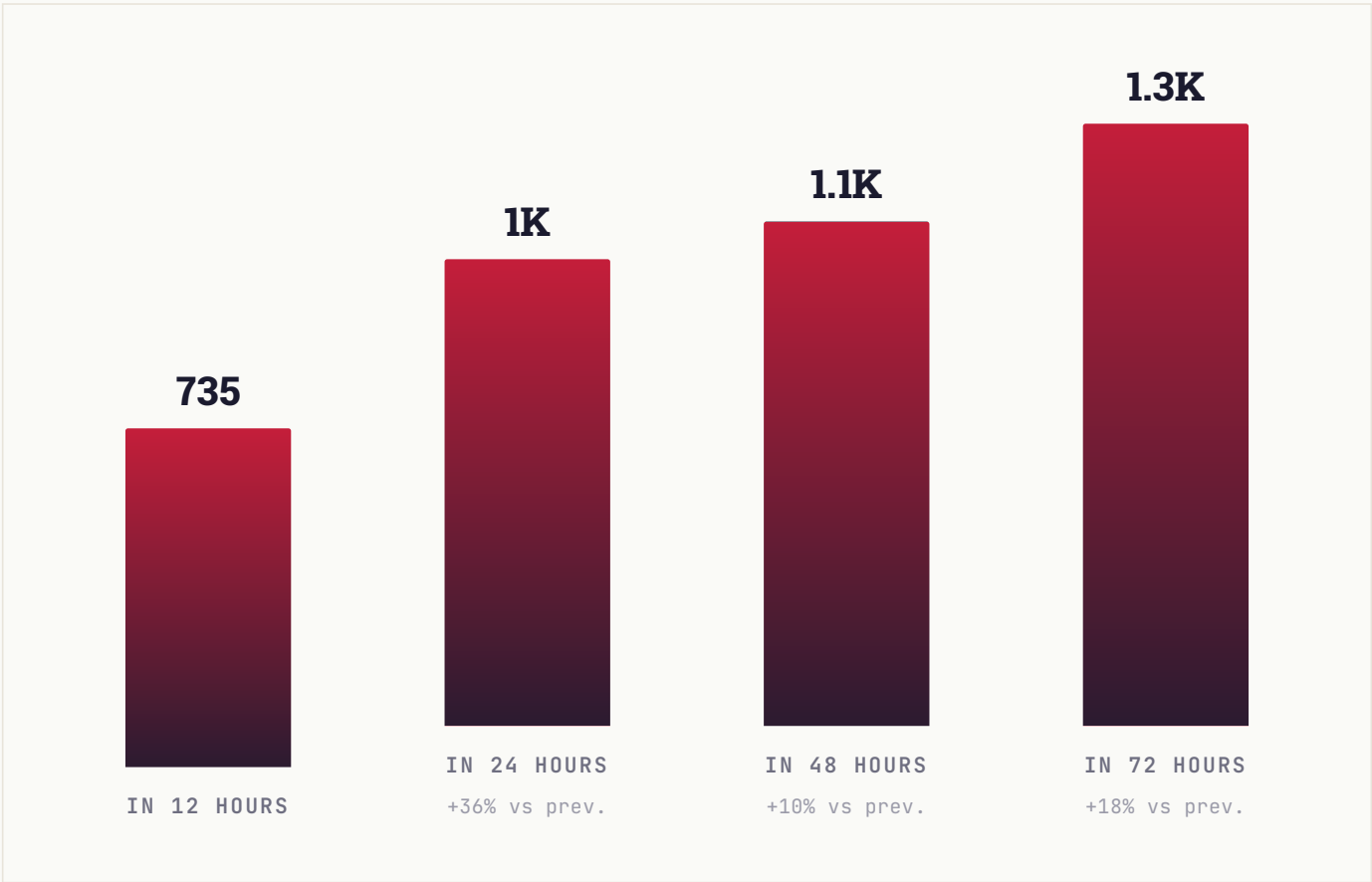
Citation index **280** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 257** different channels.



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 nearest channels by topic and audience. Your channel highlighted — shows 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 Галоўнае                       | 56.8K       |
| GG Gomel. Main!                           | 56K         |
| BL БPCM: live YOU                         | 14.9K       |

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#70 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

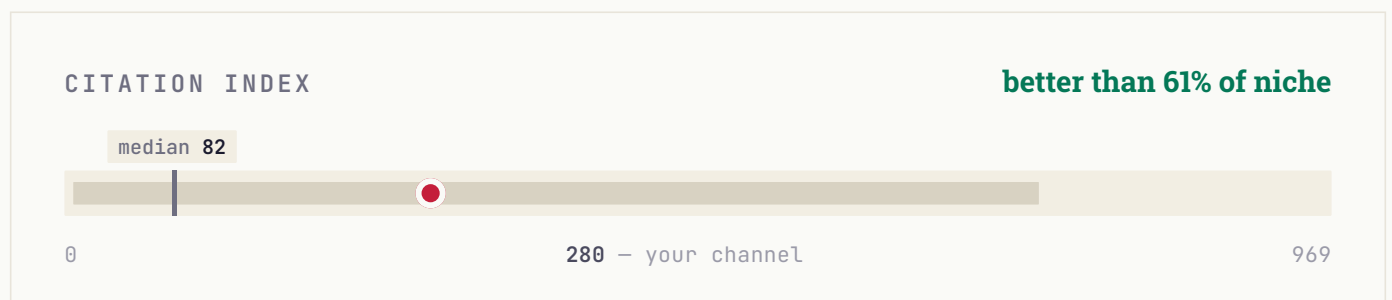
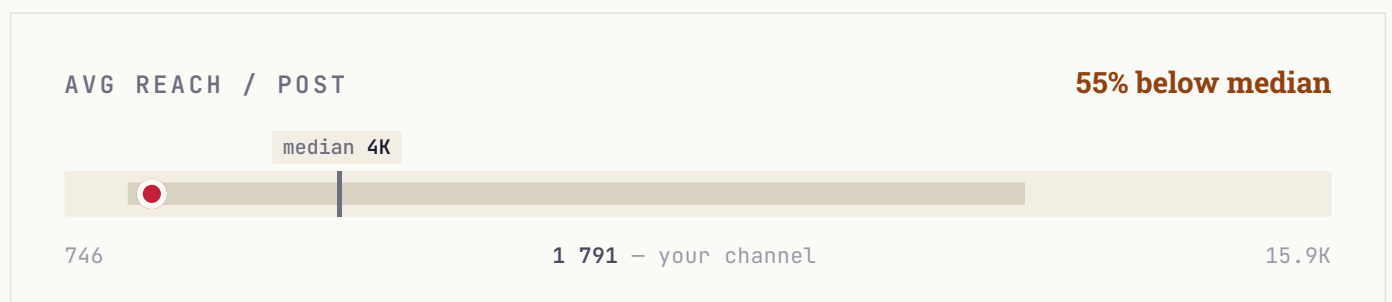
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **376**, they brought **1 664** new subs.

| PERIOD         | MENTIONS       | CHANNELS              | BROUGHT SUBSCRIBERS |
|----------------|----------------|-----------------------|---------------------|
| December 2025  | 11             | 10                    | 616                 |
| November 2025  | 73             | 48                    | 302                 |
| October 2025   | 5              | 4                     | 13                  |
| Sep 2025       | 104            | 87                    | 277                 |
| August 2025    | 58             | 44                    | 7                   |
| July 2025      | 125            | 93                    | 449                 |
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |                     |
| 376            | 6              | 1 664                 |                     |

## SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

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



— SECTION 09 · STRATEGY

# What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- |           |                                                                                                                                                                                                                       |                                                        |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| <b>01</b> | <b>Top post of the week — on Tuesday</b><br>Audience is most active on this day at 20:00 MSK.                                                                                                                         | EFFECT<br><b>Best window<br/>for key posts</b>         |
| <b>02</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress finds sources for your niche. | EFFECT<br><b>+1000-3000<br/>subs.</b>                  |
| <b>03</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually boost ER by +5-15%.<br>One poll per week on a hot topic is an easy growth point.                                                    | EFFECT<br><b>+5-15% ER</b>                             |
| <b>04</b> | <b>Cross-promo with neighboring channels</b><br>Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.                                                         | EFFECT<br><b>Growth from<br/>relevant<br/>audience</b> |
| <b>05</b> | <b>Update channel description for Telegram search</b><br>Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.                                                               | EFFECT<br><b>Organic traffic<br/>source</b>            |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.  
Want to go further — run ads with us and hit your growth plan  
in a month.

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01 **Launch ads on  
Telegram**

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

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02 **Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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