

PUBLIC REPORT PROMTPRESS

Channel audit

BSMU_official



@bsmu_official

SUBS

11 329

+254 per month

ERR (% SEE POSTS)

33.0%

in 24h 28.8%

REACH/POST

4K

ad reach 3.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 11 329 -	 SUBS REACH 35.02% avg % subs see post	 VIEWS/POST 4K median 3.4K · 29 days	 POSTS/DAY 7.4 ~52 per week
 7D TREND +21.8% vs previous week	 REACTS/POST 22.6 total 4,945 reactions, 3,613 reposts, 0 comments	 POST LENGTH 567 chars median 630 · 29 days	 POSTS ANALYZED 219 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH +254 last month	 CITATION RATE 37 citation index · 133 channels mentioned ever	 CHANNEL AGE 5 years 7 months created 19.11.2020

AI EDITOR SUMMARY

Channel «BSMU_official» – 11 329 subs. Each post averages 4K people (35% of subs), good reach. Publishes 52 posts/week (~7/day) – active posting. Week 22–28 Jun reach up +21.8% week 15–21 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **219** posts in 29 days.
- 02 Dominant format – **Photo** (145/219 posts).
- 03 Avg post length – **567** chars (median 630).
- 04 Peak audience activity – **Sunday**, 11:00 MSK.
- 05 Top posts get **5x** more views than the weakest (10.8K avg for top vs 2.3K for worst) – among 219 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 10:42 PHOTO ⚡ BSMU opened its doors to future students: first day of admissions The first day of document submission at Belarusian...	VIEWS 11 210 REP. 50	REACTS 43 ER 98.9%
Nº2 16.06 · 04:06 VIDEO Open dialogue with the future An unusual meeting took place at the alma mater. The rector of Belarusian State Medical University...	VIEWS 10 939 REP. 29	REACTS 24 ER 96.6%
Nº3 28.06 · 08:55 VIDEO ⚡ Informed choice: document submission for targeted training An informed choice of profession and workplace. The admissions campaign has started...	VIEWS 10 303 REP. 32	REACTS 21 ER 90.9%

Nº4 04.07 • 12:32 PHOTO ⚡ First day of internal entrance exams at our university! Today marks the start of internal entrance exams – with...	VIEWS 9 568 REACTS 30 REP. 37 ER 84.5%
Nº5 28.06 • 06:32 VIDEO ⚡ Day two of BSMU admissions campaign is in full swing Applicants are actively submitting documents to all faculties of Belarusian...	VIEWS 9 502 REACTS 42 REP. 35 ER 83.9%

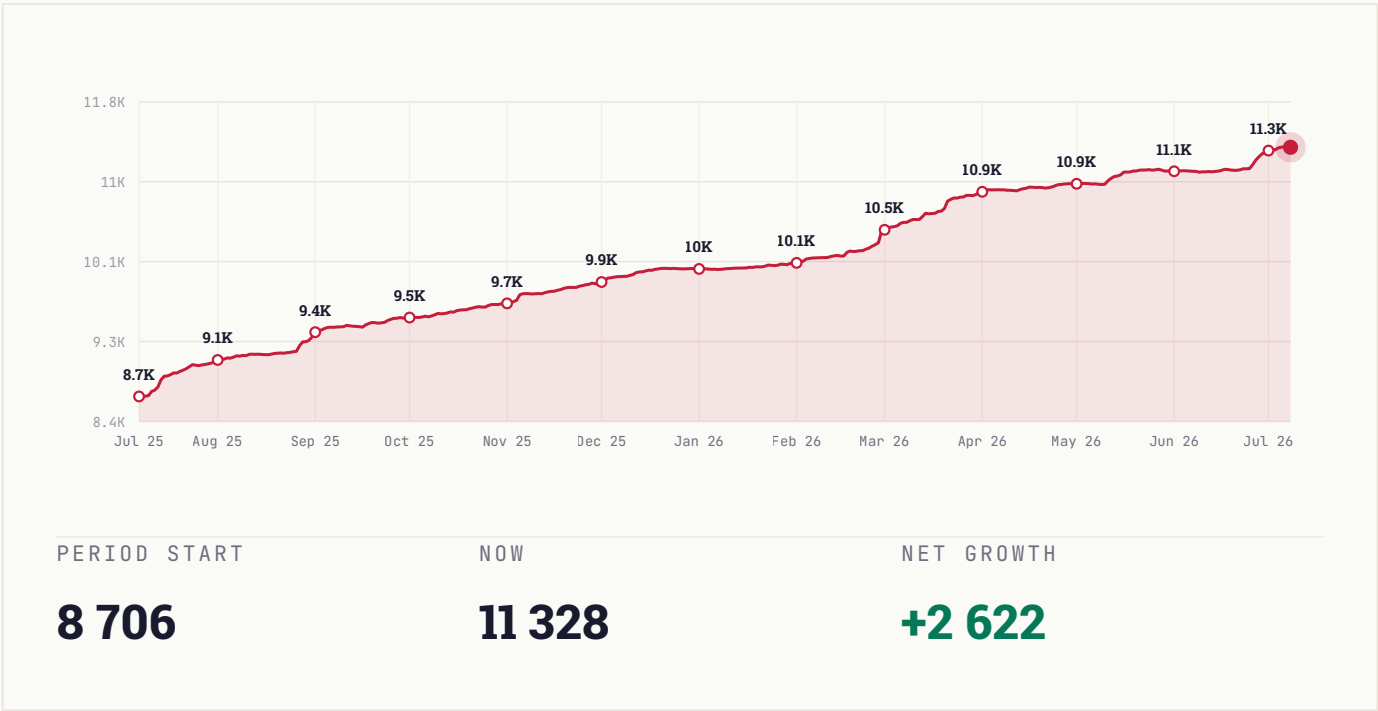
WORST 3

↓ 19.06 • 09:21 PHOTO 👩 Olga Svetlitskaya: “I always teach young people – be first among equals” 📌 Anesthesiology and resuscitation require a rare combination of...	VIEWS 2 329 REACTS 18 REP. 6 ER 20.6%
↓ 19.06 • 09:24 PHOTO On June 22 at 12:00, Belarus will honor WWII victims with a minute of silence. On TV and radio, in military...	VIEWS 2 232 REACTS 17 REP. 2 ER 19.7%
↓ 22.06 • 07:32 TEXT 📢 President of Belarus addressed compatriots on the Day of National Remembrance of Victims of the Great Patriotic War and Genocide...	VIEWS 2 213 REACTS 30 REP. — ER 19.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

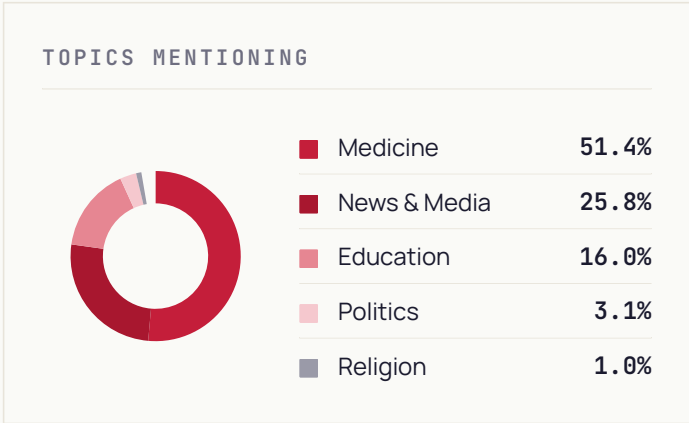
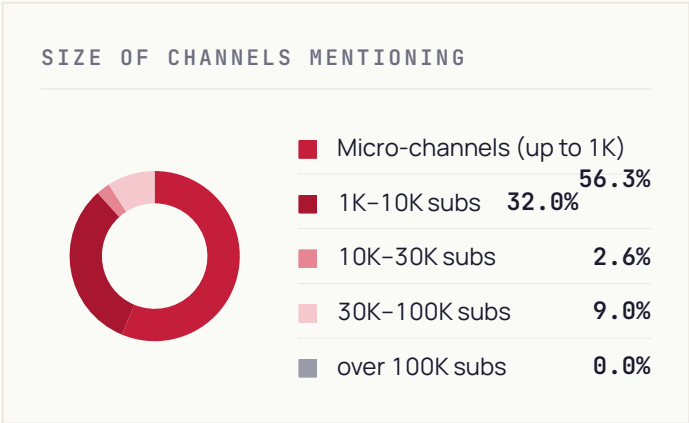
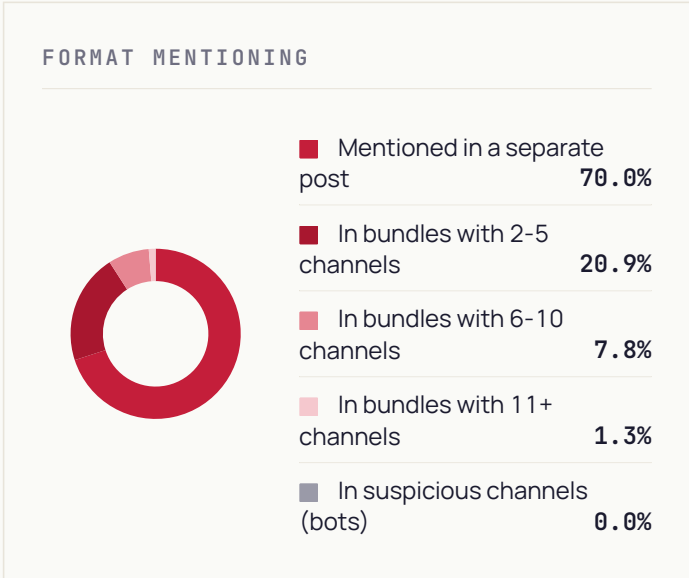
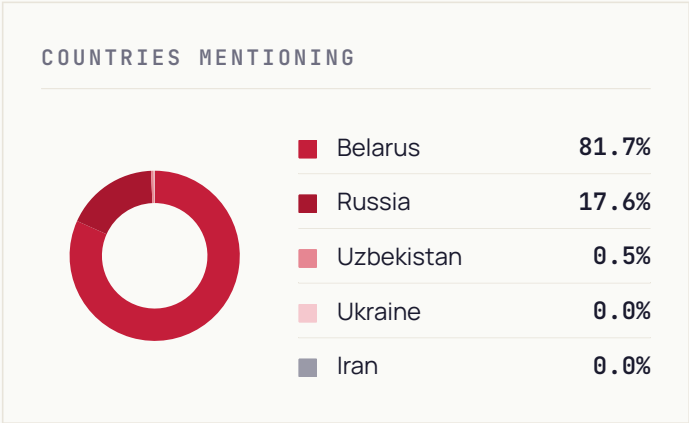
Subscriber growth chart over the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

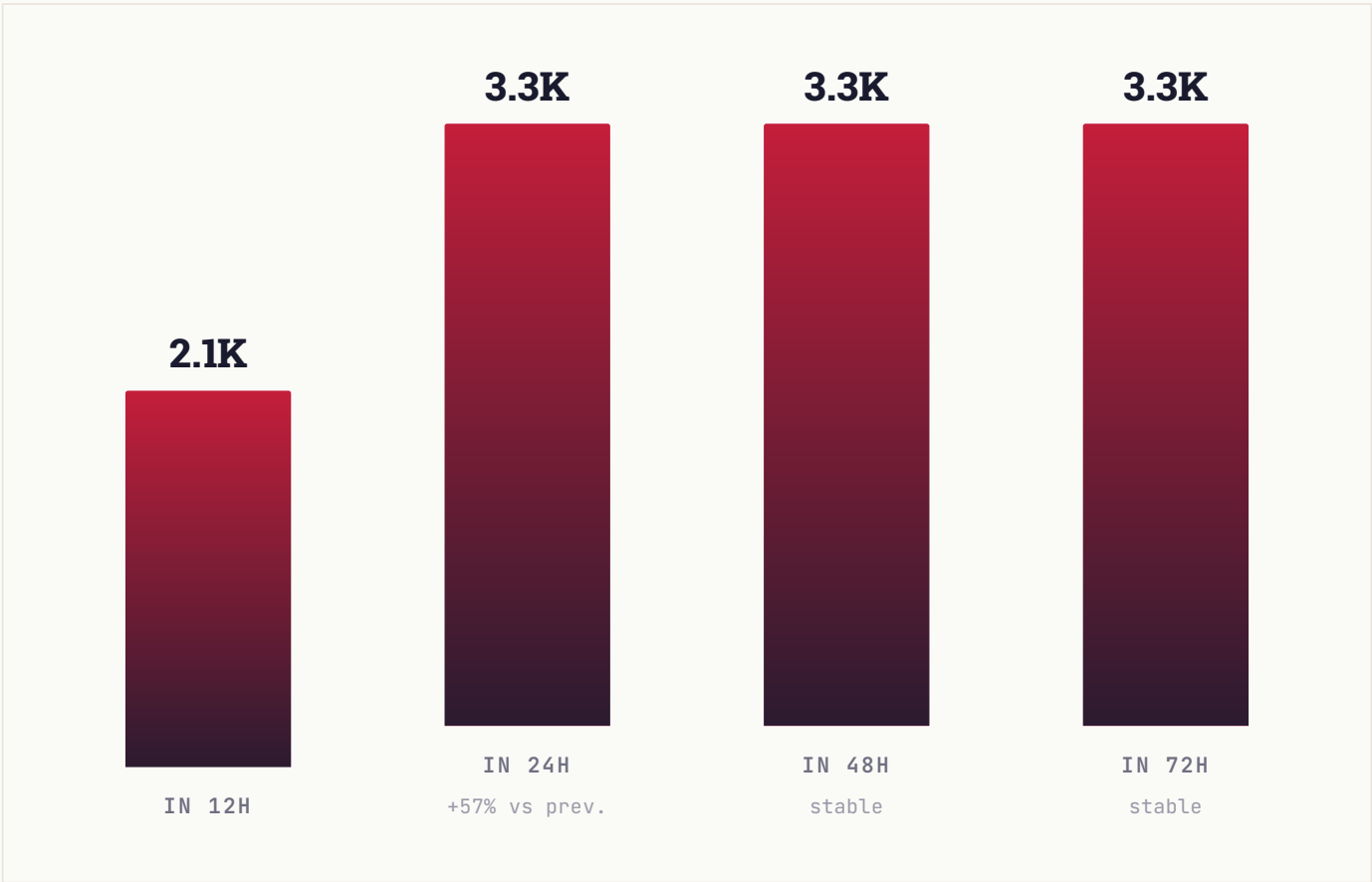
Citation index **37** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **133** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of a promo post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where you rank among niche neighbors.

CHANNEL	SUBS
MO Ministry of Education of Belarus	33K
1K 11 CLASS RB2 (Belarus)	19.9K
SW TRADE UNION of education and science	12.3K
B BSU Belarusian State University	11.7K
CE Cozy English 	11.6K
BS BSMU_official YOU	11.3K
9K 9 CLASS Belarus answers	10.7K
US TEACHERS of the capital	10.7K
M MINSK BRSM	10.2K
IN INYAZ.BY	10K
#III #IIIПАРГАЛКА	9.1K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#6 of 100). Strong position. Niche leader — Ministry of Education of Belarus (33K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **29**, they brought **1 171** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	87
December 2025	2	2	177
Nov 2025	7	6	218
Oct 2025	5	4	177
Sep 2025	4	4	234
August 2025	10	9	278

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
29	6	1 171

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#6 /100

POSITION IN NICHE

Channel in top 6% education Belarus

SUBS

better than 90% of niche

median 3.3K

811

11 329 — your channel

11.9K

AVG REACH / POST

better than 90% of niche

median 980

105

3 967 — your channel

4.3K

CITATION INDEX

better than 84% of niche

median 12

0

37 — your channel

53

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Sunday
On this day at 11:00 MSK audience is most active.

EFFECT
Best window for important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. 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 — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes from public data. 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
