

PUBLIC REPORT BY PROMTPRESS

Channel audit

TRADE UNION

of education and science



@btuesww

With people and for people! The Education and Science Workers' Union is one of the largest industry unions in Belarus. Site: <https://estu.1prof.by> Feedback:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
12 276	31.0%	3.8K
08.07.2026 ⁺⁸³ this month	daily ^{9.5%}	ad reach ^{1.2K} /24h
	HTTPS: //PROMTPRESS.COM/AUDIT/BTUESWW	

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 12 276 —	 SUBSCRIBER REACH 30.87% avg % subs see post	 VIEWS/POST 3.8K median 2.8K · 29 days	 POSTS/WEEK 23.3 over period
 7D TREND -39.8% vs previous week	 REACTIONS/POST 19.7 only 1,909 reactions, 1,808 reposts, 0 comments	 POST LENGTH 624 chars median 651 · 29 days	 POSTS ANALYZED 97 29 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH +83 last month	 CITATION RATE 69 citation index · 456 channels mentioned ever	 CHANNEL AGE 5 years 3 months created 09.03.2021

AI EDITOR SUMMARY

Channel «PROFSOYUZ obrazovaniya i nauki» – 12 276 subs. Each post avg views 3.8K people (31% from subs), good reach. Publishes 23 posts/week (~3/day) – active. Week Jun 22–28 reach dropped -39.8% vs week Jun 15–21 – analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 97 posts in 29 days.
- 02 Dominant format — Photo (71/97 posts).
- 03 Avg post length — 624 chars (median 651).
- 04 Peak audience activity — Friday, 21:00 MSK.
- 05 Top posts get 11x more views than weakest (14.5K avg top vs 1.4K worst) — across 97 posts in 29 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 18:10 POLL (captionless post — poll)	VIEWS 27 913 REP. 759	REACTIONS 137 ER 227.4%
Nº2 10.06 · 08:19 VIDEO  240 seconds to make your mark! International youth short documentary film contest 'Eurasia.DOC 4 minutes' is looking for...	VIEWS 7 929 REP. 30	REACTIONS 13 ER 64.6%
Nº3 14.06 · 14:39 PHOTO ✓ The final stage of the competition for the best dormitory of secondary specialized and vocational-technical institutions has taken place...	VIEWS 7 780 REP. 11	REACTIONS 21 ER 63.4%

Nº4 22.06 • 05:07 PHOTO Today at 12.00 Belarus will honor the memory of those who died in the Great Patriotic War with a nationwide minute of silence. On TV and radio...	VIEWS 7 634 REP. 35 REACTIONS 22 ER 62.2%
Nº5 03.07 • 06:05 PHOTO Congratulations from the Chairman of the Belarusian Trade Union of Education and Science Workers Tatyana Yakubovich on Independence Day Dear...	VIEWS 7 593 REP. 42 REACTIONS 25 ER 61.9%

WORST 3

↓ 30.06 • 09:38 PHOTO A second mother for hundreds of children. How Anastasia Kurgan has been giving warmth to pupils for 19 years The professional path of the teacher is connected with the state educational institution 'Loshnitsky...'	VIEWS 1 422 REP. 4 REACTIONS 13 ER 11.6%
↓ 01.07 • 05:59 TEXT (captionless post — text)	VIEWS 1 400 REP. 1 REACTIONS 9 ER 11.4%
↓ 03.07 • 06:41 TEXT (captionless post — text)	VIEWS 1 328 REP. 5 REACTIONS 18 ER 10.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and churn months.



PERIOD START

11 396

NOW

12 276

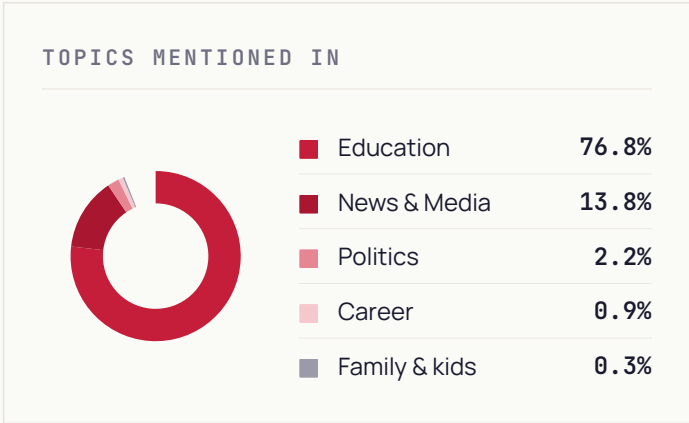
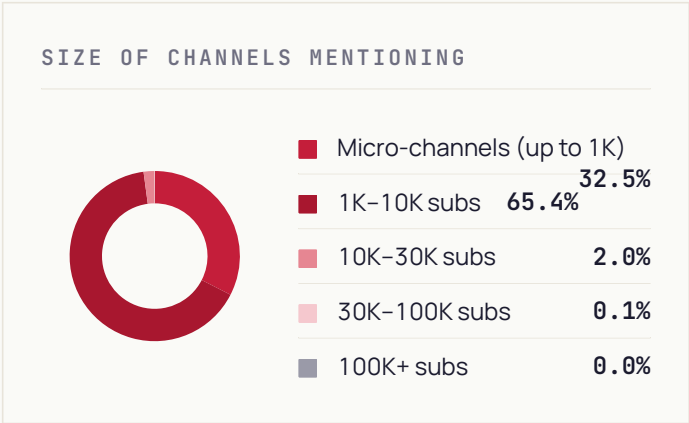
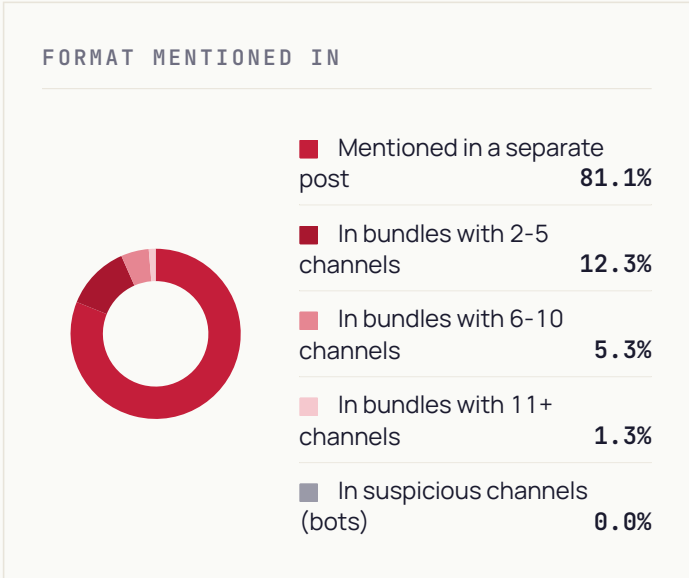
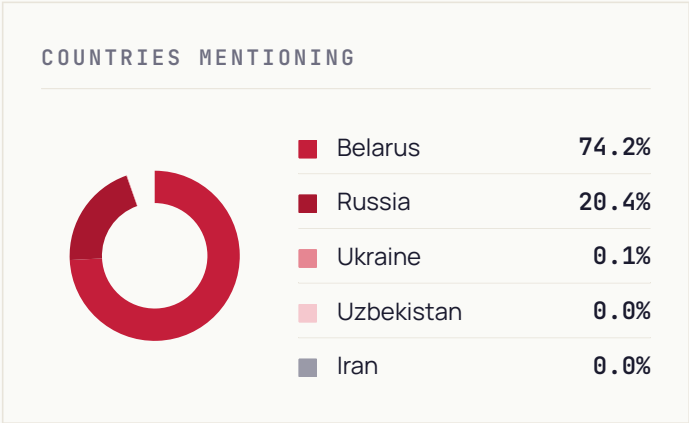
NET GROWTH

+880

SECTION 04 · MENTIONS

Who mentions the channel and how

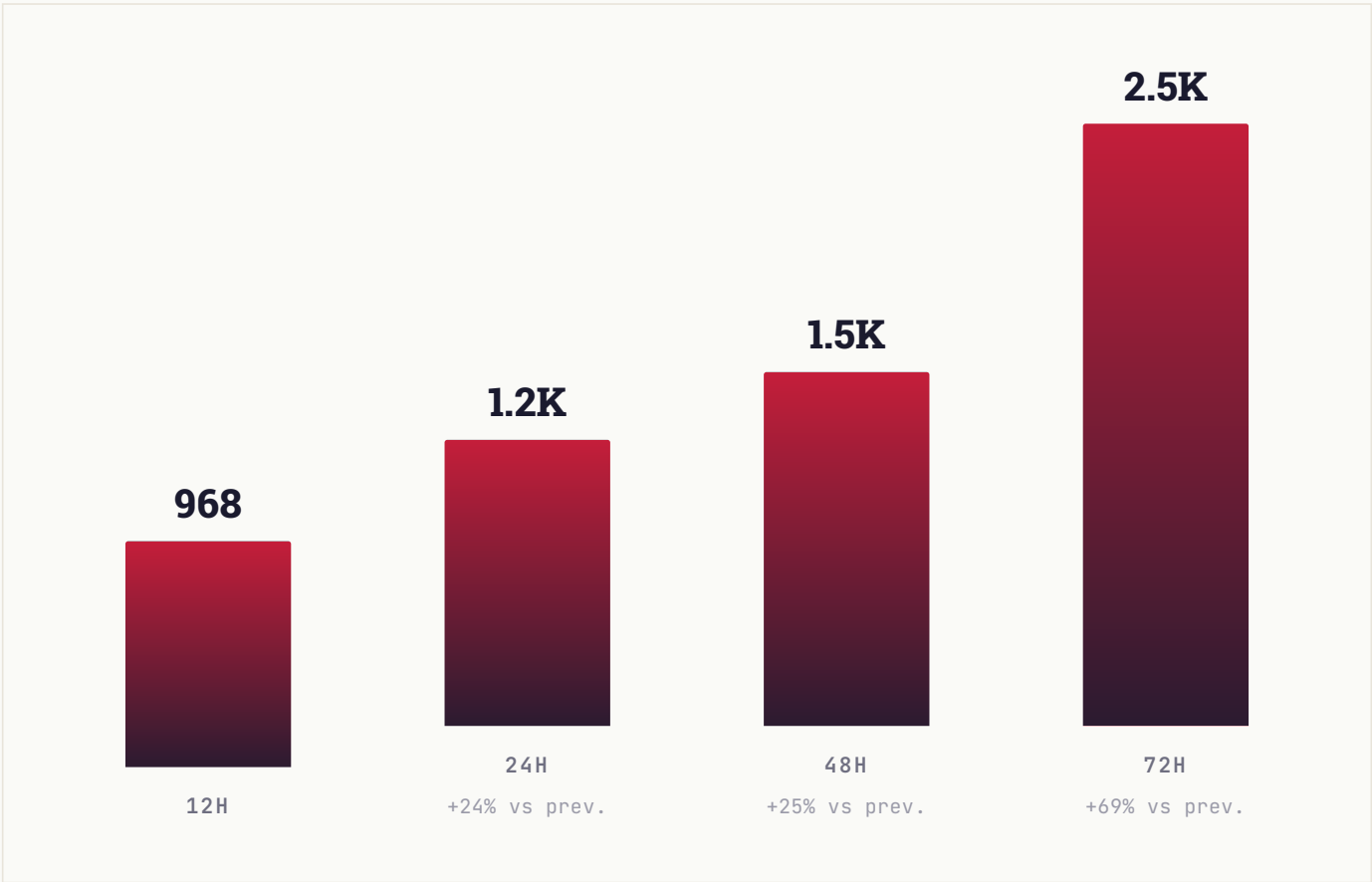
Citation index **69** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **456** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



— SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Ministry of Education of Belarus	33K
1K 11 CLASS RB2 (Belarus)	19.9K
PO TRADE UNION of education and science YOU	12.3K
B BSU Belarusian State University	11.7K
CE Cozy English 📝	11.6K
BS BSMU_official	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 3 niches (#3 of 100 channels in category). One of the leaders — client partners can cross-promo with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **144**, they brought **2 891** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	8	5	501
December 2025	15	8	538
November 2025	12	7	571
October 2025	23	13	130
Sep 2025	24	15	836
August 2025	62	29	315
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
144	6	2 891	

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category "Education» (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.

#3/100

POSITION IN NICHE

Channel in top 3% education Belarus



— 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 21:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 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 picks sources for your niche.

EFFECT

**+1000-3000
subs****04****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**05****Cross-promo with neighboring channels**

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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