

PUBLIC REPORT PROMTPRESS

Channel audit

ChP | Vitebsk



@chp_vitebsk

✂ ЧП | ДТП | Новости ■ Witnessed an incident or something interesting? ■ Tell us ■ @chp_vitebskbot For advertising and cooperation ■ @chp_manager

SUBSCRIBERS

51 323

-36 per month

ERR (% SEE POSTS)

61.0%

daily **33.8%**

REACH/POST

30.7K

ad reach **17.4K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 51 323 —	 SUBSCRIBER REACH 59.82% avg % of subs see post	 VIEWS/POST 30.7K median 31.7K · 28 days	 POSTS/WEEK 13.3 for period
 7D TREND -4.2% vs previous week	 REACTIONS/POST 177.8 9,600 reactions total, 8,265 reposts, 1,041 comments	 POST LENGTH 284 chars. median 272 · 28 days	 POSTS ANALYZED 54 28 days
 AD REACH 17.4K 24h avg	 CHURN / MONTH -36 last month	 CITATION RATE 10 citation index · 49 channels mentioned ever	 CHANNEL AGE 8 years 4 months created 16.02.2018

AI EDITOR SUMMARY

Channel «ChP | Vitebsk» — 51 323 subs. Each post averages 30.7K people (60% from subs), wide reach for a channel this size. Publishes 13 posts/week (~2/day) — consistent schedule. Week of Jun 8–14 reach stable (-4.2% vs week 1–7 Jun).

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 **54** posts over 28 days.
- 02 Dominant format — **Video** (27/54 posts).
- 03 Avg post length — **284** chars (median 272).
- 04 Peak audience activity — **Friday**, 10:00 MSK.
- 05 Top posts get **1x** more views than the weakest (38.2K avg top vs 26.5K worst) — among 54 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 07:31 VIDEO Accident involving a training car in Bilevo	VIEWS 38 928 REP. 538	REACTIONS 251 ER 75.8%
Nº2 04.06 · 13:18 VIDEO Apartment fire at Frunze Ave 63 Details unknown	VIEWS 38 088 REP. 95	REACTIONS 156 ER 74.2%
Nº3 11.06 · 06:52 PHOTO In Vitebsk, police detained a local resident born 1991 who set up a home lab for growing narcotic substances...	VIEWS 37 516 REP. 82	REACTIONS 123 ER 73.1%

Nº4 03.06 · 06:26 PHOTO Accident in Vitebsk: female motorcyclist injured Yesterday evening on General Ivanovsky Street a truck and a motorcycle collided...	VIEWS 36 532 REP. 61	REACTIONS 130 ER 71.2%
Nº5 05.06 · 18:40 PHOTO Hit and killed a person, fled the scene Around 4:10 AM on May 27 at the 35th km of the R23 highway "Minsk–Mikashevichi", a 21-year-old resident of Vitebsk...	VIEWS 36 504 REP. 105	REACTIONS 250 ER 71.1%

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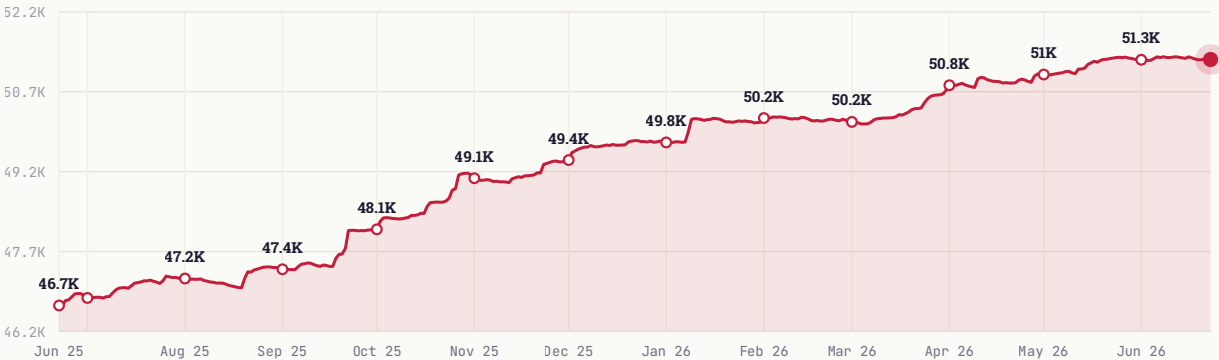
WORST 3

↓ 31.05 · 10:16 VIDEO Leningradskaya St.	VIEWS 27 223 REP. 192	REACTIONS 306 ER 53.0%
↓ 31.05 · 15:22 VIDEO «Trash», «cops». How do law enforcement officers feel about it? Egor Ermakov got the answer firsthand ☒	VIEWS 26 829 REP. 85	REACTIONS 127 ER 52.3%
↓ 20.06 · 04:38 PHOTO In Vitebsk district, a pedestrian died in a road accident The crash occurred today around 1:10 AM on the 28th km of highway R-20 «Vitebsk-Polotsk-border...	VIEWS 25 498 REP. 65	REACTIONS 137 ER 49.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

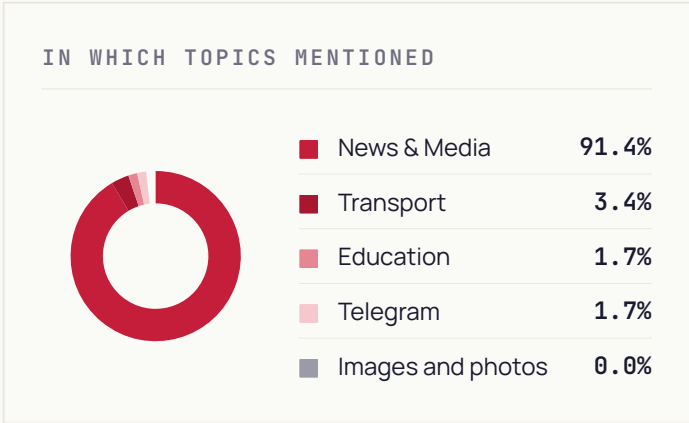
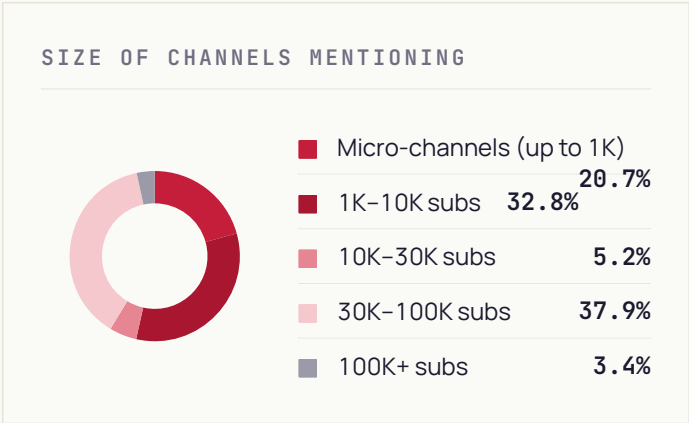
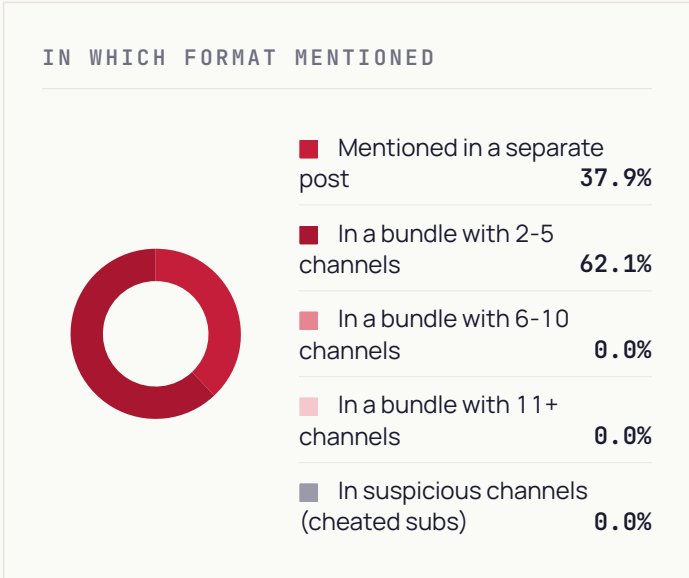
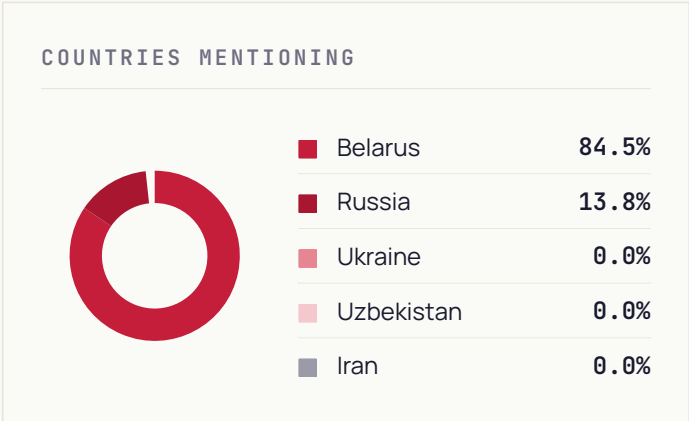


START OF PERIOD	NOW	NET GROWTH
46 728	51 324	+4 596

SECTION 04 · MENTIONS

Who and how mentions the channel

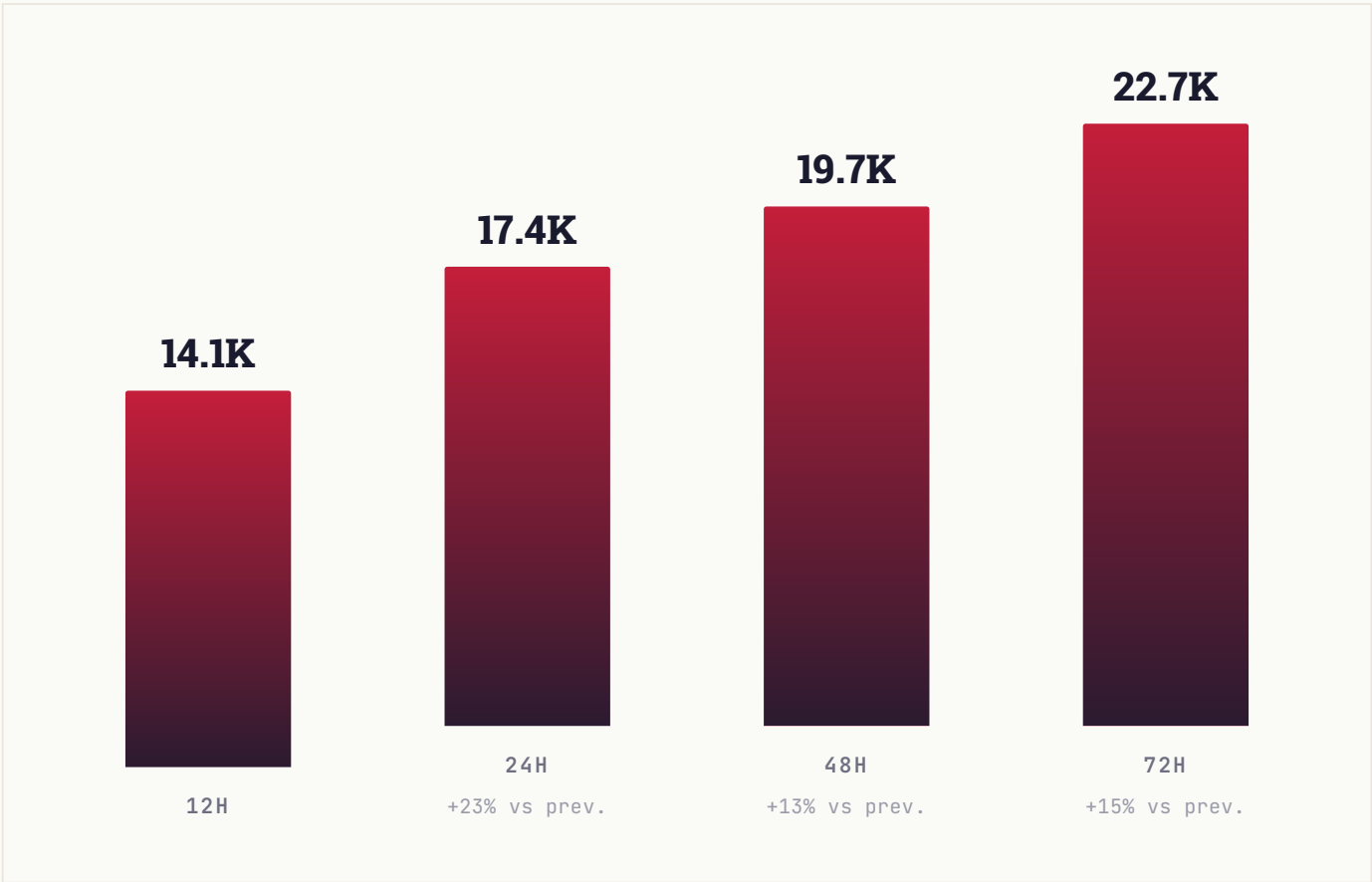
Citation index **10** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **49** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
B- BELAVIA - Belarusian Airlines	56.2K
ChP Vitebsk YOU	51.3K
UG UGAI GUVU Minsk City Executive Committee	35.8K
AN av.by news 🇧🇪	20.7K
MM Minsktrans.International routes	20K
AB AutoGrodno	19.3K
LD Cast wheels Belarus	18.9K
TR CARS RB UP TO \$500 🇧🇪🇧🇪	16.4K
GM Golden Mil Auto 🇧🇪🇧🇪	16K
PD PDD.by	15.9K
MI Minsktrans	14.8K

COMPARATIVE CONCLUSION

Channel in top-2 niche (#2 of 100 category channels). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **14**, they brought **3 787** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2	1	470
November 2025	4	3	458
October 2025	2	2	1 089
September 2025	0	0	852
August 2025	1	1	403
July 2025	5	4	515

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
14	6	3 787

SECTION 08 · NICHE COMPARISON

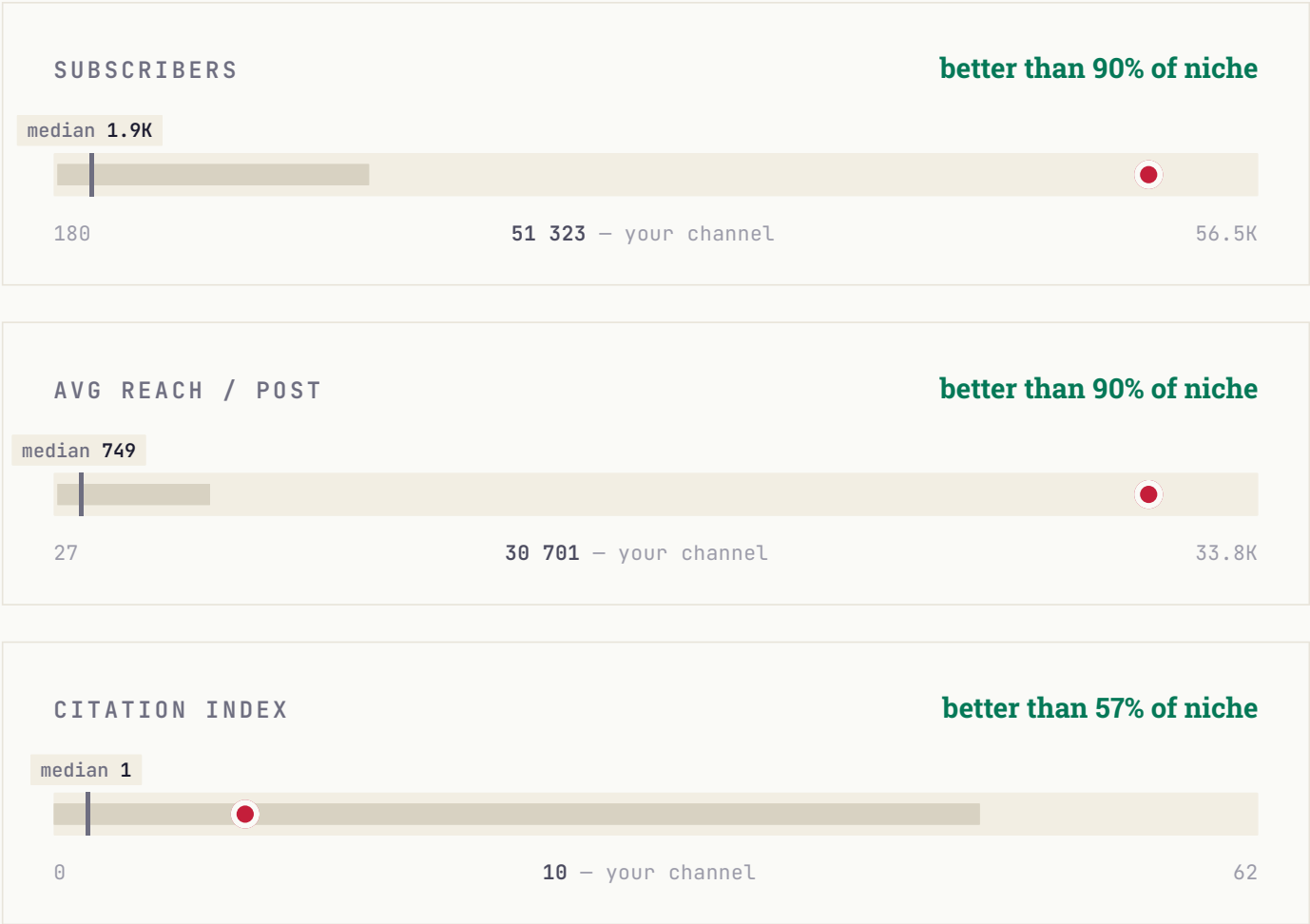
Where channel ranks in its league

Took top-100 channels in category «Transport» (Belarus) and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#2/100

POSITION IN NICHE

Channel in top 2% transport 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**

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for an
important 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager