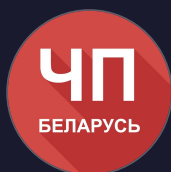


PUBLIC REPORT PROMTPRESS

Channel audit

Emergency Belarus ☒ Stay informed



@cpbelarus

Stay informed on incidents, facts, accidents and important events in Belarus! Take care of yourself and your loved ones! For cooperation t.me/cpbelarus?direct

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
51 292	31.0%	15.8K
08.06.2026 ⁻³ per month	per day 22.0%	ad reach 11.3K /24h
HTTPS://PROMTPRESS.COM/AUDIT/CPBELARUS		

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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.

 SUBSCRIBERS 51 292 —	 SUBSCRIBER REACH 30.79% avg % subs see post	 VIEWS/POST 15.8K median 16K · 29 days	 POSTS/WEEK 26.8 over period
 7D TREND +5.3% vs previous week	 REACTIONS/POST 70.1 total 7,854 reactions, 3,801 reposts, 469 comments	 POST LENGTH 582 chars median 534 · 29 days	 POSTS ANALYZED 112 29 days
 AD REACH 11.3K 24h avg	 CHURN / MONTH -3 last month	 CITATION RATE 70 citation index · 327 channels mentioned ever	 CHANNEL AGE 9 years 3 months created 16.02.2017

AI EDITOR SUMMARY

Channel «ChP Belarus ☑ Stay informed» – 51 292 subs. Each post avg views 15.8K people (31% of subs), good reach. Publishes 27 posts/week (~4/day) – active posting. Week 25–31 May reach up +5.3% week 18–24 May – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 112 posts over 29 days.
- 02 Dominant format – Video (58/112 posts).
- 03 Avg post length – 582 chars (median 534).
- 04 Audience peak activity – Sunday, 15:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (20K avg top vs 13.8K worst) – among 112 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 18:13 PHOTO Accident in Polotsk district: driver died An accident occurred today in the afternoon on the 119th km of the R-20 road "Vitebsk - Polotsk". By...	VIEWS 20 351 REP. 46	REACTIONS 107 ER 39.7%
Nº2 26.05 · 12:58 PHOTO "Belpochta" warns Belarusians of new scam scheme Attackers send emails and messenger messages...	VIEWS 20 059 REP. 165	REACTIONS 48 ER 39.1%
Nº3 21.05 · 14:16 VIDEO In Poland, unknown persons in civilian clothes blocked and shot at a car of a Belarusian citizen On the night of May 12 in the southwestern region...	VIEWS 19 594 REP. 84	REACTIONS 93 ER 38.2%

Nº4 31.05 · 14:00 VIDEO ☒In Minsk, a car collided with a bus, 3 passengers taken to healthcare facilities for examination This afternoon, a 45-year-old...	VIEWS 19 356 REP. 16	REACTIONS 61 ER 37.7%
Nº5 21.05 · 07:42 VIDEO ✂Fake from Belarus Traffic Police Scammers keep deceiving people by offering to 'buy' driver's licenses in Belarus. Now they've gone even...	VIEWS 19 228 REP. 28	REACTIONS 62 ER 37.5%

|

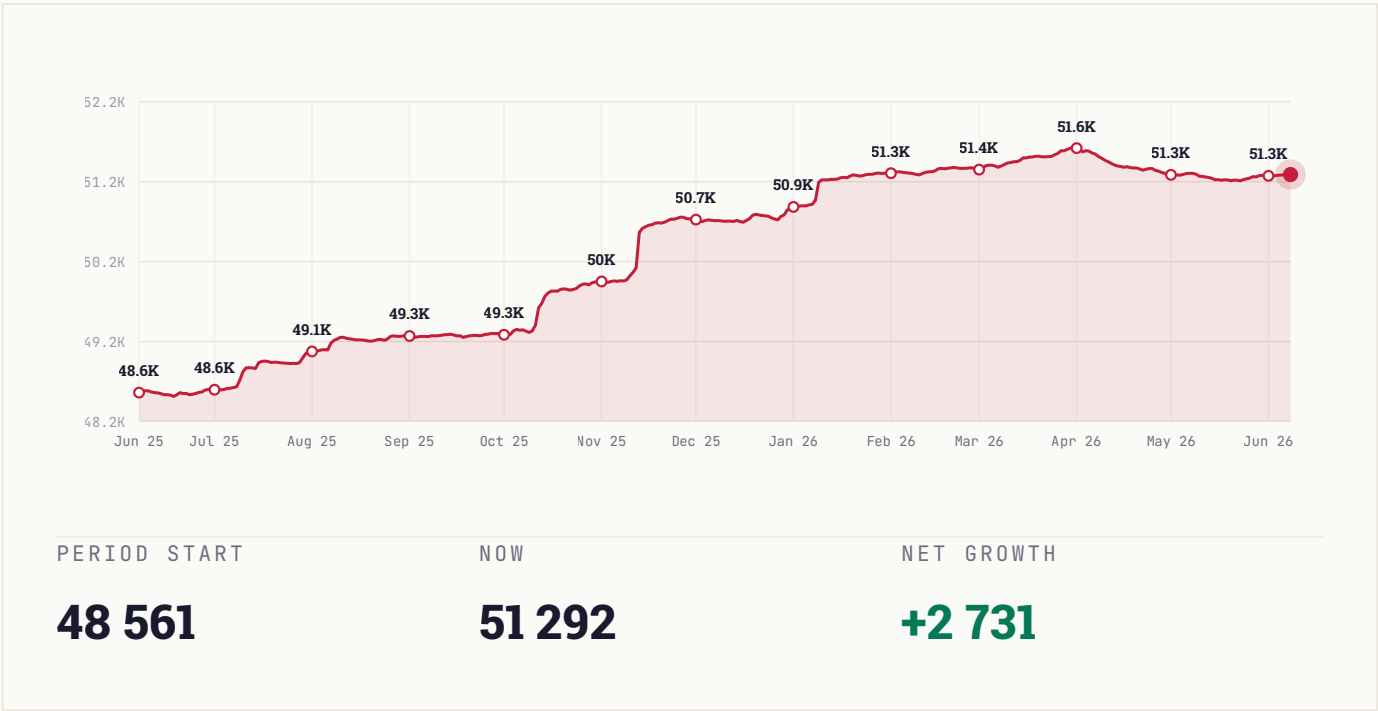
WORST 3

↓ 05.06 · 13:08 VIDEO Accident on Kamennaya Gorka. Traffic police and ambulance on scene From an eyewitness.	VIEWS 13 940 REP. 63	REACTIONS 20 ER 27.2%
↓ 05.06 · 18:29 PHOTO Accident in Gomel region: two dead Today around 18:20 on the N-4631 road "Buda-Koshelevo-Pytkovka" a 27-year-old driver of a Jac car, by...	VIEWS 13 737 REP. 26	REACTIONS 77 ER 26.8%
↓ 05.06 · 11:15 PHOTO This morning in Dobrush district near Nosovichi agro-town, a man born 1971 was found dead in an artificial reservoir. Yesterday he...	VIEWS 13 696 REP. 15	REACTIONS 46 ER 26.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

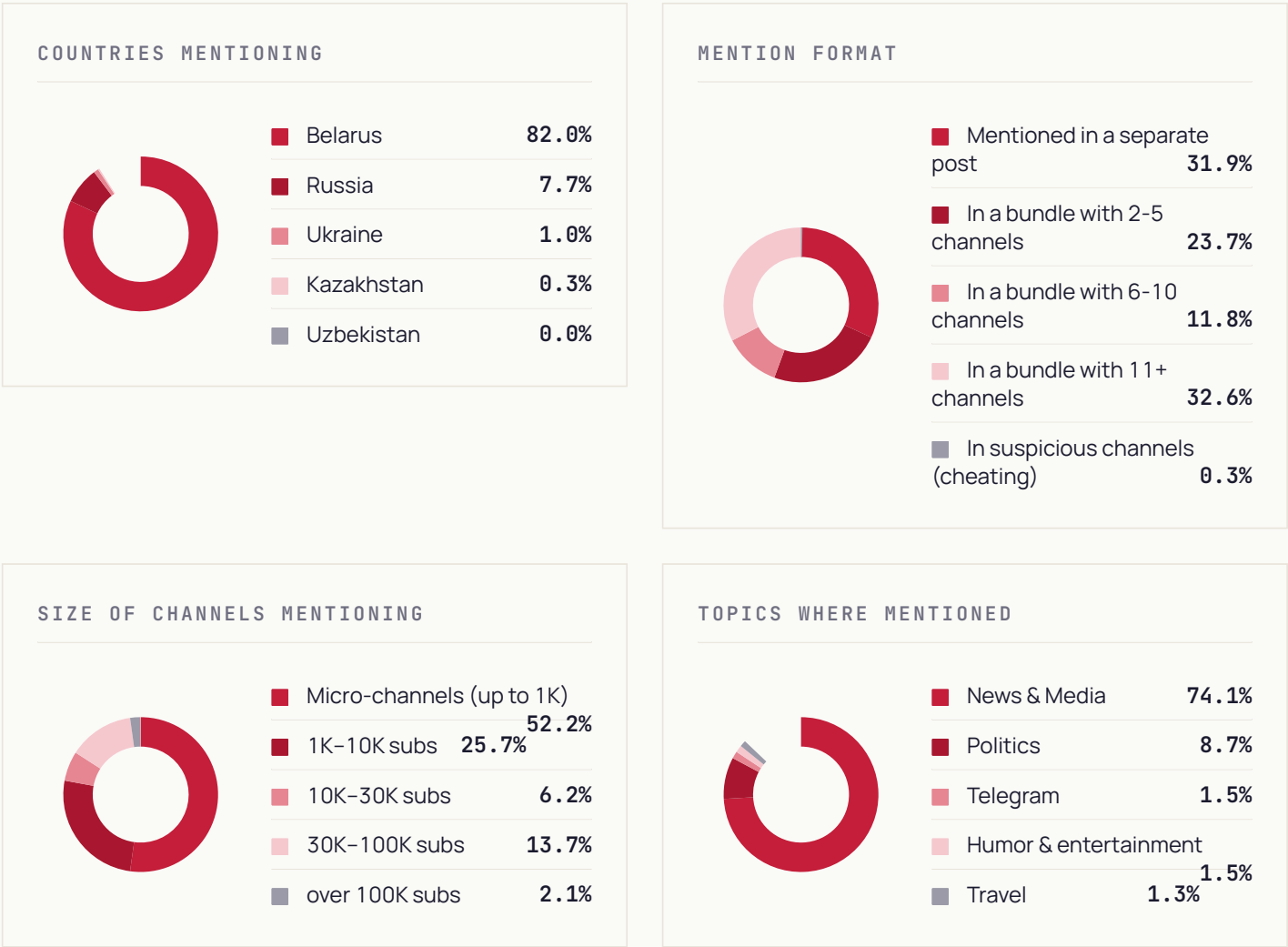
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

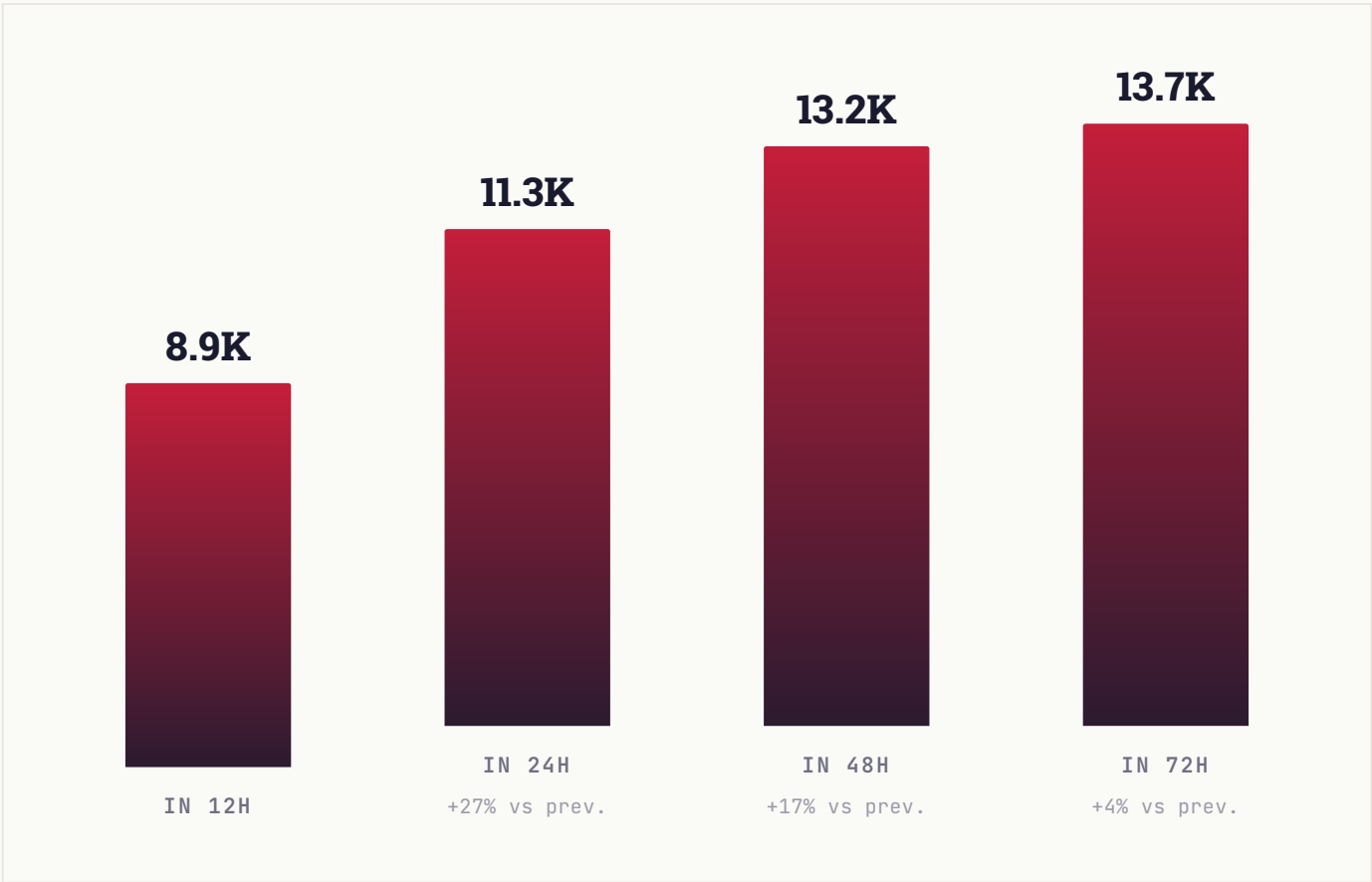
Citation index **70** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All-time channel mentioned **327** different channels.



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 and audience. Your channel is highlighted — you can see its place 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
B&W Emergency Belarus ☒ Stay informed YOU	51.3K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#12 of 97). Leader — NEXTA Live (764.9K). Goal for coming months — enter niche top 10 through systematic traffic work.

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 **16**, they brought **2 749** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	3	3	286
November 2025	3	2	833
October 2025	2	2	732
Sep 2025	1	1	95
August 2025	3	2	280
July 2025	4	3	523

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
16	6	2 749

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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

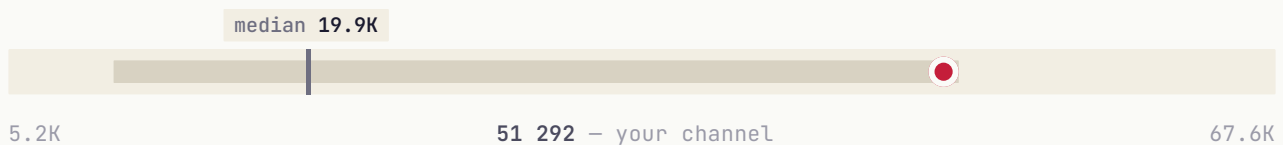
#71/100

POSITION IN NICHE

Channel in the bottom half of the ranking

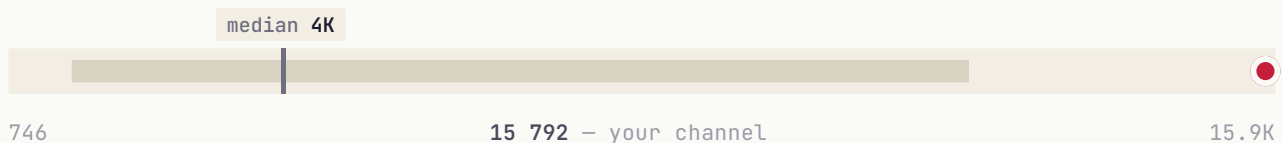
SUBSCRIBERS

better than 89% of niche



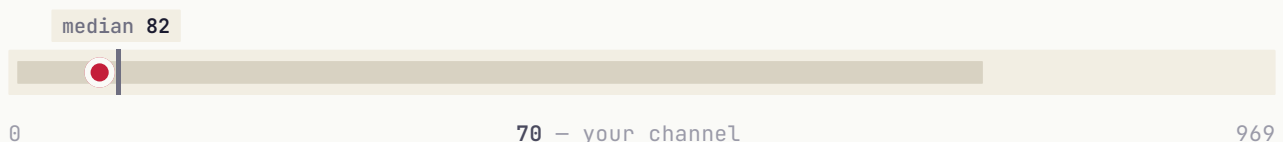
AVG REACH / POST

better than 90% of niche



CITATION INDEX

15% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

On this day at 15:00 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 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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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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