

PUBLIC REPORT PROMTPRESS

Channel Audit

dev.by: главные ИТ-новости Беларуси



@devby

dev.by — media about IT industry in Belarus and the world Send news, photos and videos to our bot @devby_insight_bot Ads: @hello_devby_bot Support the team: <https://www.patreon.com/join/devby> or...

SUBSCRIBERS

25 571

24.06.2026
-241 per month

ERR (% SEE POSTS)

27.0%

in 24h **21.9%**

REACH/POST

6.8K

HTTPS: // PROMTPRESS.COM/AUDIT/DEVBY
ad reach **5.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 25 571 —	 SUBSCRIBER REACH 26.47% avg % subs see post	 VIEWS/POST 6.8K median 6.8K · 29 days	 POSTS/DAY 7.7 ~54 per week
 7D TREND -2.8% vs previous week	 REACTIONS/POST 40.7 total 9,159 reactions, 5,634 reposts, 0 comments	 POST LENGTH 548 chars median 513 · 29 days	 POSTS ANALYZED 225 29 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH -241 last month	 QUOTABILITY 199 citation index · 391 channels mentioned ever	 CHANNEL AGE 8 years 4 months created 22.02.2018

AI EDITOR SUMMARY

Channel «dev.by: top IT news of Belarus» — 25 571 subs. Avg views per post 6.8K people (26% of subs), good reach. Posts 54 posts/week (~8/day) — active. Week Jun 8–14 reach stable (-2.8% vs week of June 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **225** posts in 29 days.
- 02 Dominant format – **Text** (208/225 posts).
- 03 Avg post length – **548** chars (median 513).
- 04 Peak audience activity – **Sunday**, 17:00 MSK.
- 05 Top posts get **1x** more views than the weakest (8.4K avg for top vs 6.1K for worst) – among 225 posts in 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 30.05 · 09:32 TEXT 🇨🇵🇮 Cyprus AI startup seeks masturbation consultants, drowns in applications The most talked-about AI job opening unexpectedly...	VIEWS 8 552 REP. 184	REACTIONS 82 ER 33.4%
Nº2 05.06 · 16:35 TEXT The switch effect: why tech pros & zoomers are mass-switching to flip phones (and should we) 📱 Many have noticed...	VIEWS 8 390 REP. 40	REACTIONS 62 ER 32.8%
Nº3 04.06 · 13:04 TEXT 🇺🇸🇲🇸 Step toward independence: Microsoft unveils its first reasoning AI model At the annual Build 2026 conference, Microsoft...	VIEWS 8 265 REP. 10	REACTIONS 28 ER 32.3%

Nº4 04.06 · 15:03 TEXT 👤👤👤👤Hackers hacked Obama's Instagram by tricking Meta chatbot into changing email Hackers gained access to Instagram accounts by convincing the chatbot...	VIEWS 8 197 REP. 69	REACTIONS 74 ER 32.1%
Nº5 31.05 · 14:33 TEXT 👤👤👤👤👤“Blue passport, slim chance for a business account.” How Polish banks terrorize even residents Belarusians in Poland regularly share...	VIEWS 8 137 REP. 17	REACTIONS 61 ER 31.8%

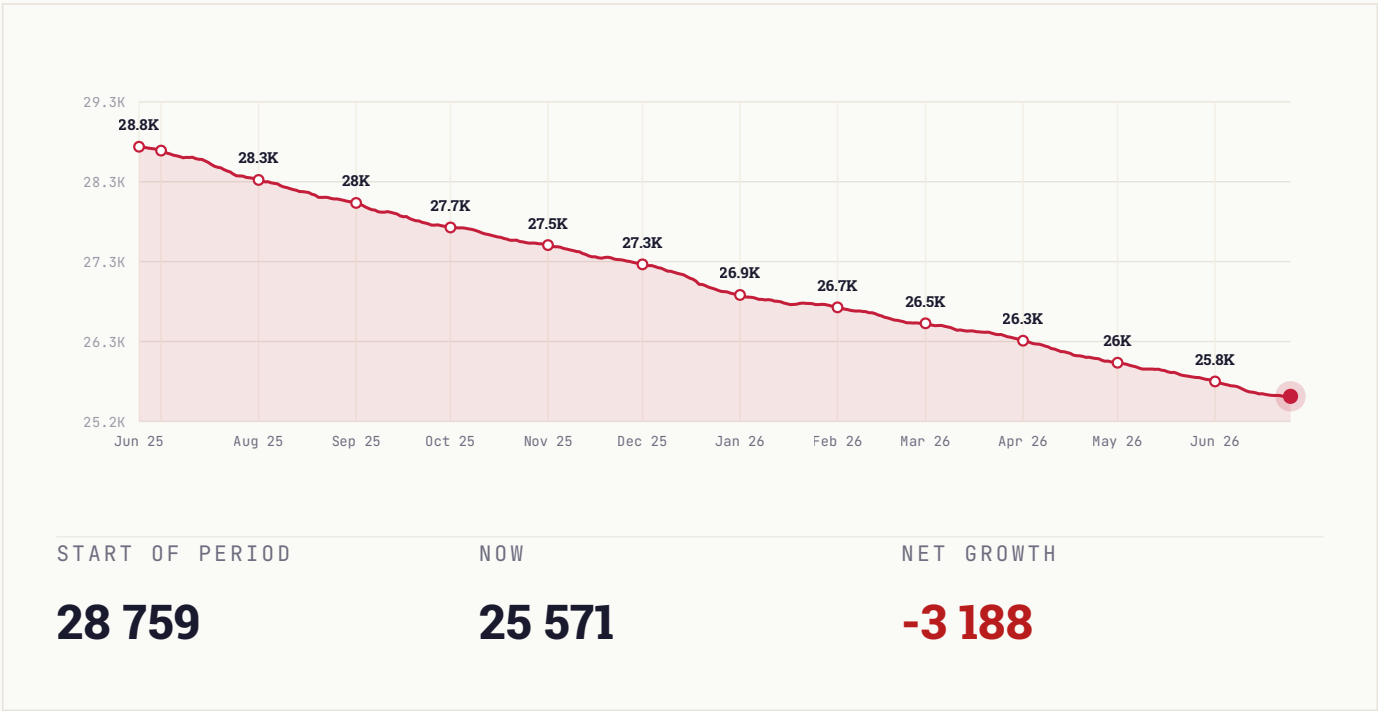
WORST 3

↓ 15.06 · 16:32 TEXT Architecture of meaning: programs, books and channels for leaders to attach AI to business (no coding needed) 📄 Problem for top managers...	VIEWS 6 203 REP. 16	REACTIONS 31 ER 24.3%
↓ 11.06 · 14:04 PHOTO Summer without gadget boredom: two kids' programs from Space Jam in Białystok 1📄 Mini Camp Space Jam 5-day day program...	VIEWS 6 135 REP. 2	REACTIONS 21 ER 24.0%
↓ 17.06 · 12:02 PHOTO 📄 BelTech returns: the main Belarusian IT community conference in Warsaw on Sep 25 For those building startups, managing...	VIEWS 5 949 REP. 31	REACTIONS 20 ER 23.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

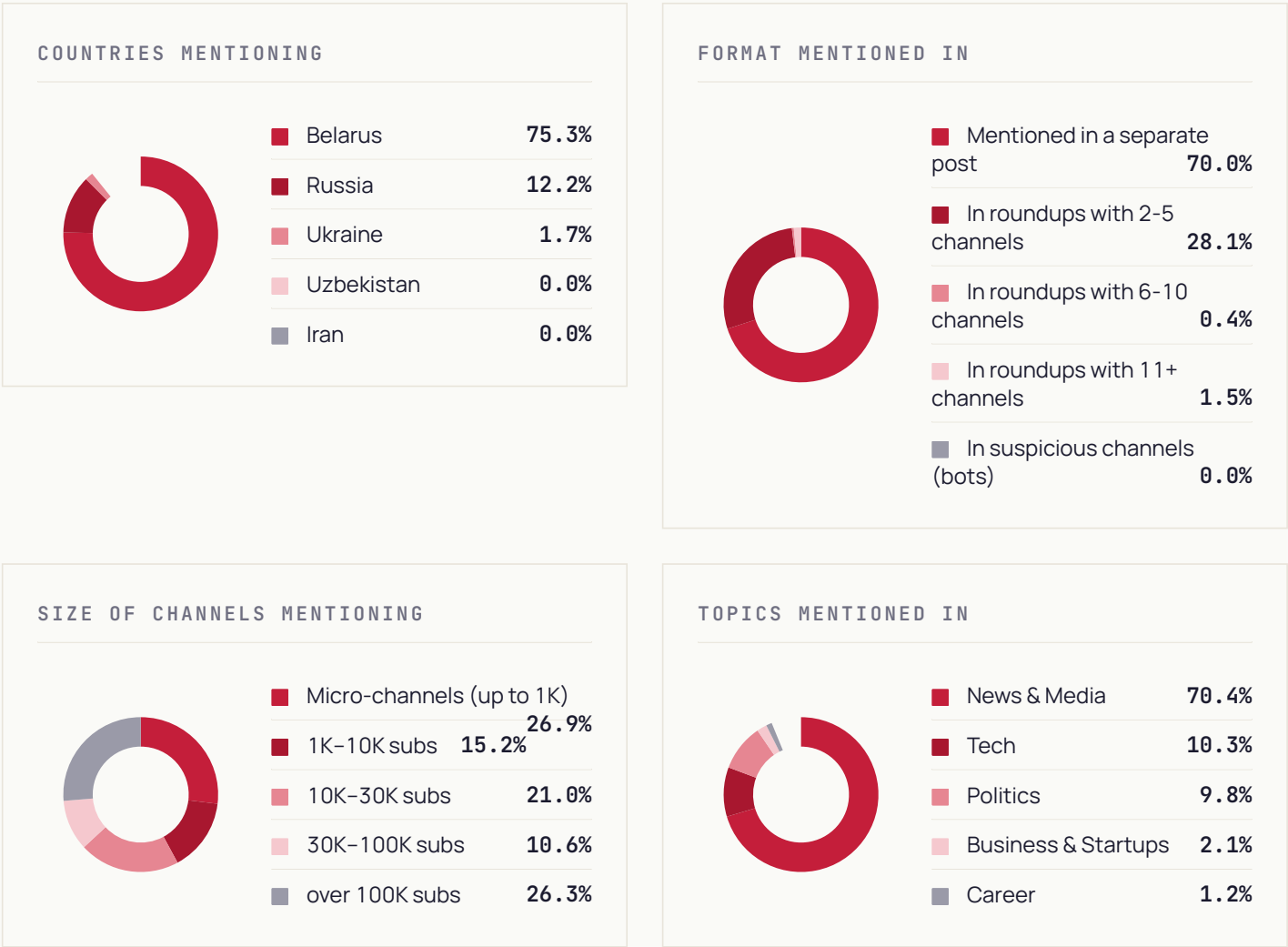
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

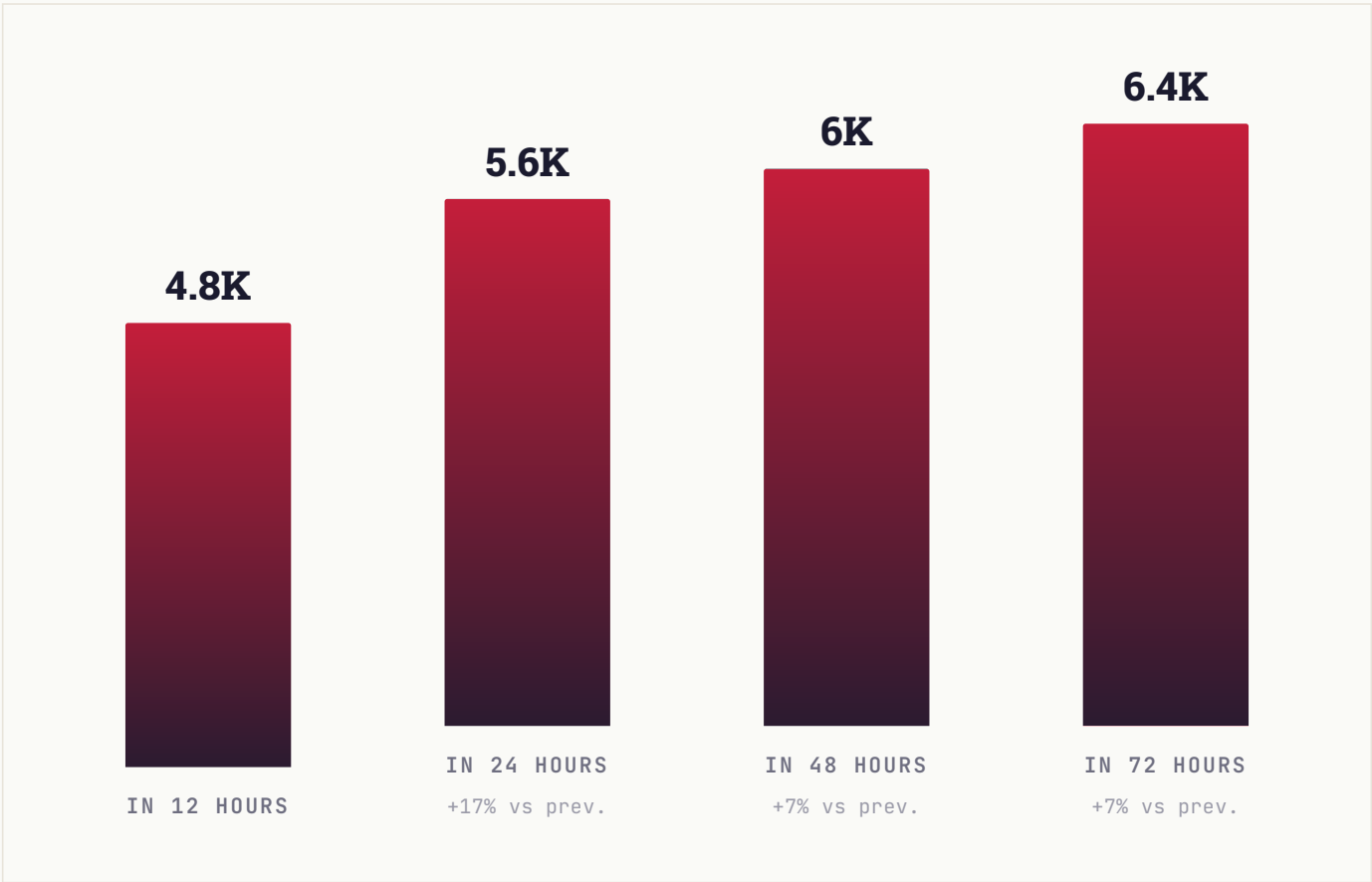
Citation Index **199** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **391** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MB MTS Belarus	163.4K
AB A1 Belarus	154.1K
XI Xistore.Халява	130.8K
CY CyberSecurityTechnologies	35.7K
MO Manager from heaven	25.6K
DG dev.by: главные ИТ-новости Беларуси YOU	25.6K
AY АйТиБорода	19.5K
CI CYBERFORTRESS	19.3K
KN K-Tech News	13.9K
In iPhones in Minsk Evgeniy_Apple	12.3K
EC EPAM Campus (West and Central Asia)	12.2K

COMPARATIVE INSIGHT

Channel intop 10 niche (#6 of 77). Strong position. Niche leader — MTS Belarus (163.4K), 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 **126**, they brought **49** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	23	5	0	
Nov 2025	16	4	13	
Oct 2025	16	6	11	
September 2025	13	6	10	
August 2025	27	5	6	
July 2025	31	4	9	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
126	6	49

SECTION 08 · NICHE COMPARISON

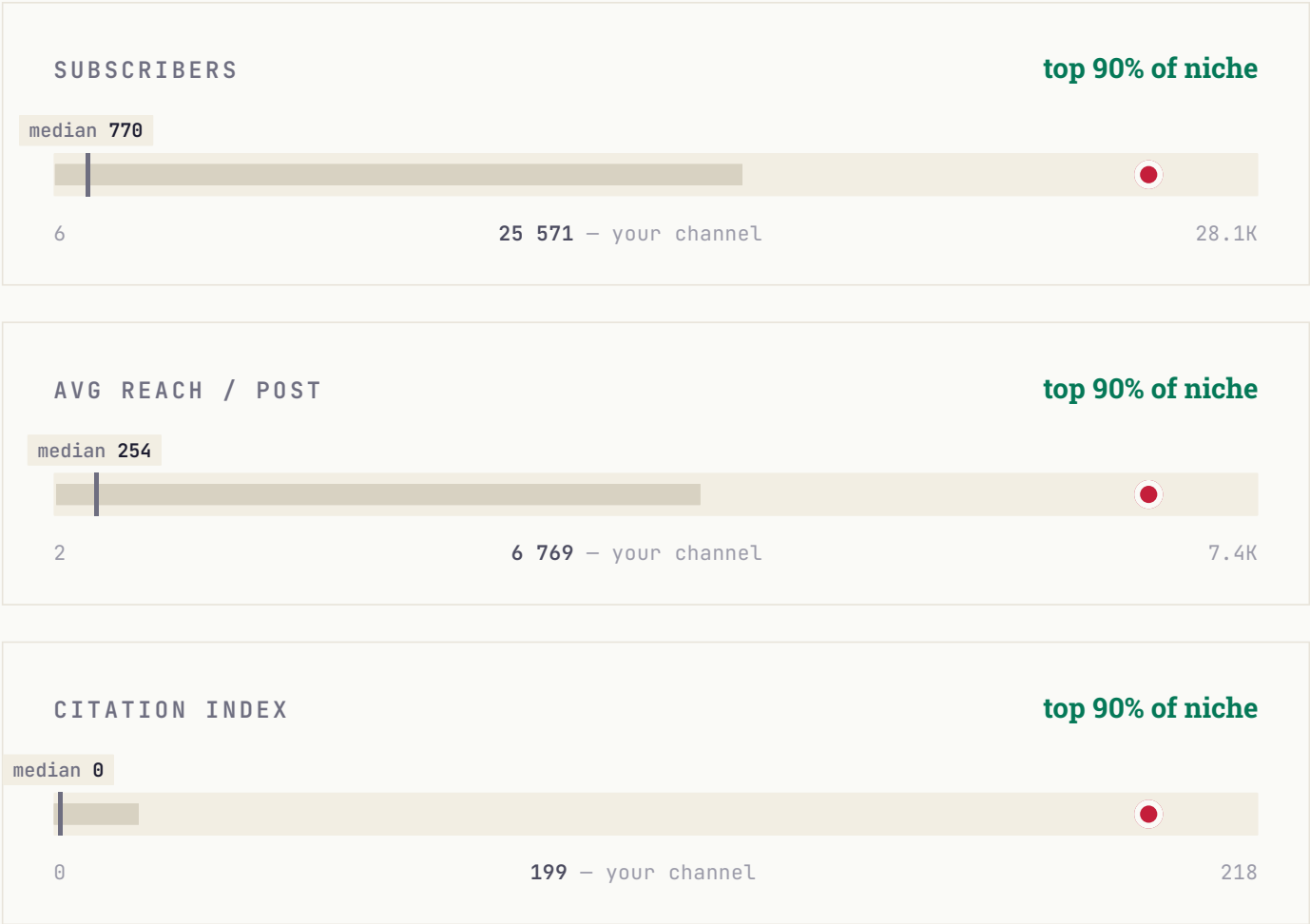
Where the channel stands in its league

Took top-77 channels in category «Tech» (Belarus) and compared your channel against them. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#6 / 77

POSITION IN NICHE

Channel in top 7% tech Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

Audience most active on this day at 17:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System 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**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & close 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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