

— PUBLIC PROMTPRESS REPORT

Channel audit

UGAI GUVVD

Minsk City

Executive

Committee



@gaiminsk

Channel run by the agitation and propaganda department - current road situation in Minsk; - useful tips for drivers; - info on campaigns, news; - and much more...

SUBSCRIBERS

35 863

ERR (% SEE POSTS)

22.0%

REACH/POST

7.6K

+705 per month

daily 20.0%

ad reach 7.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Transport» category

09 Strategy

5 priority actions

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 35 863 —	 SUBS REACH 21.26% avg % subs see post	 VIEWS/POST 7.6K median 7.5K · 29 days	 POSTS/DAY 13.8 ~97 per week
 7D TREND +1.7% vs previous week	 REACTIONS/POST 14.2 5,899 reactions, 11,895 reposts, 0 comments	 POST LENGTH 675 chars median 738 · 29 days	 POSTS ANALYZED 414 29 days
 AD REACH 7.2K 24h avg	 CHURN / MONTH +705 last month	 CITATION RATE 276 citation index · 867 channels mentioned all time	 CHANNEL AGE 8 years 10 months created 03.08.2017

AI EDITOR SUMMARY

Channel «UGAI GUV D MINGORISPOLKOMA» — 35 863 subs. Each post averages 7.6K people (21% subs), average reach — room to grow. Publishes 97 posts/week (~14/day) — very active. Week of Jun 8–14 reach stable (+1.7% vs week of June 1–7).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **414** posts over 29 days.
- 02 Dominant format – **Video** (194/414 posts).
- 03 Avg post length – **675** chars (median 738).
- 04 Peak audience activity – **Sun, 22:00 MSK**.
- 05 Top posts drive **9x** more views than the weakest (18.6K avg for top vs 2K for worst) – among 414 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 09:05 VIDEO ☒ Two underage "racers" on e-scooters identified, investigation underway A video appeared online showing...	VIEWS 20 261 REPOSTS 146	REACTIONS 35 ER 56.5%
Nº2 01.06 · 08:30 VIDEO ✱Yay, holidays!✱ Summer is fun, the longest break. Kids play outside carefree. But don't forget...	VIEWS 18 722 REPOSTS 86	REACTIONS 13 ER 52.2%
Nº3 18.06 · 18:35 VIDEO #ДТП ☒ Child hit by car in courtyard Tonight, a 43-year-old driver of a Geely, driving through a courtyard...	VIEWS 16 876 REPOSTS 115	REACTIONS 18 ER 47.1%

Nº4 21.06 • 19:05 VIDEO #ДТП Boy ran from behind a parked car and got into accident Tonight, a 42-year-old driver of a Geely, driving...	VIEWS 15 119 REPOSTS 115 REACTIONS 25 ER 42.2%
Nº5 31.05 • 14:02 PHOTO Remind kids of traffic rules To keep young road users safe during the long-awaited...	VIEWS 15 001 REPOSTS 73 REACTIONS 5 ER 41.8%

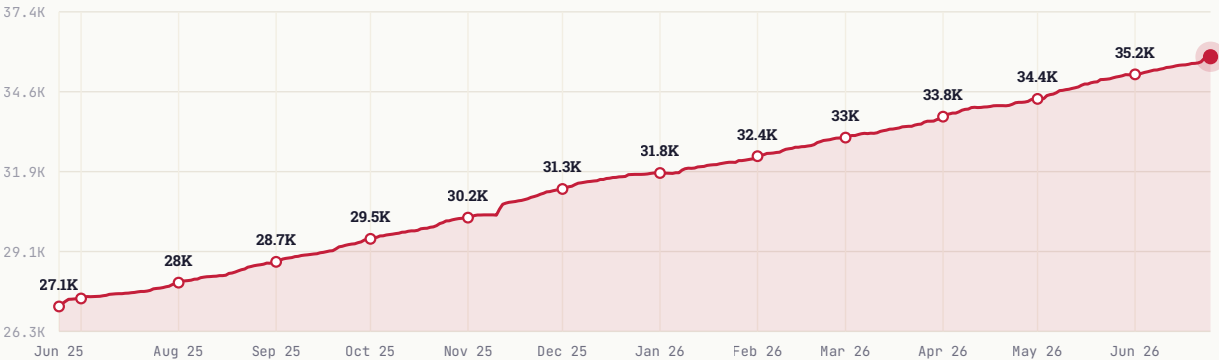
WORST 3

↓ 29.05 • 07:03 PHOTO Max fun, min risks! Boost road smarts! Break time means freedom, scooters, bikes, and walks with...	VIEWS 2 447 REPOSTS 8 REACTIONS 5 ER 6.8%
↓ 28.05 • 07:02 PHOTO Max fun, min risks! Boost road smarts! Break time means freedom, scooters, bikes, and walks with...	VIEWS 1 751 REPOSTS 6 REACTIONS 5 ER 4.9%
↓ 28.05 • 09:29 PHOTO Attention! Due to a mass event, traffic will be temporarily restricted for all vehicles on...	VIEWS 1 701 REPOSTS 22 REACTIONS 5 ER 4.7%

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 grew and which it lost subs.

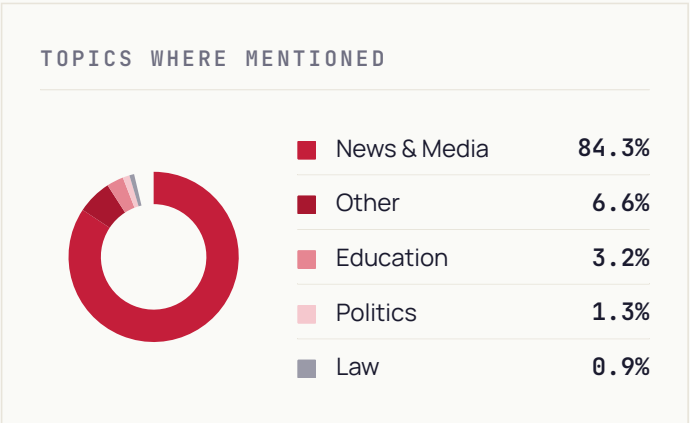
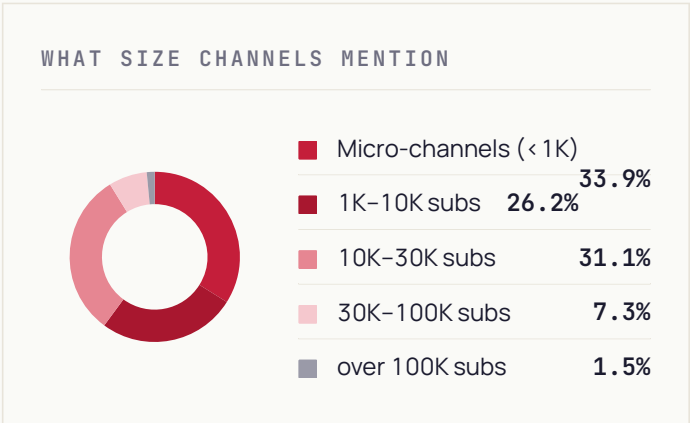
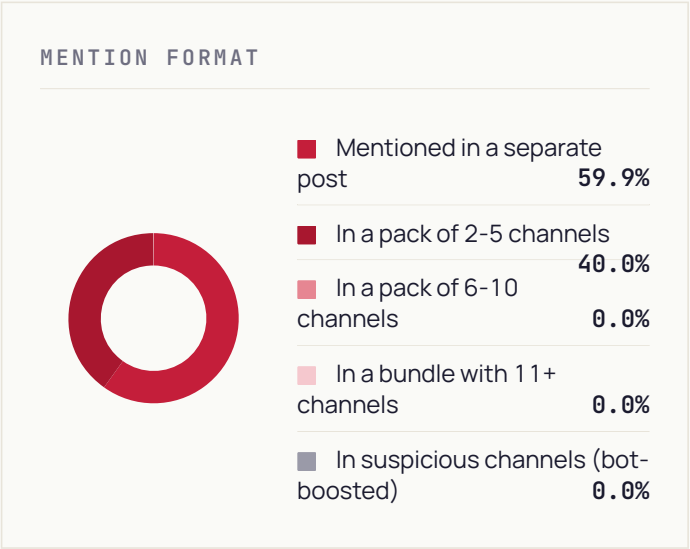
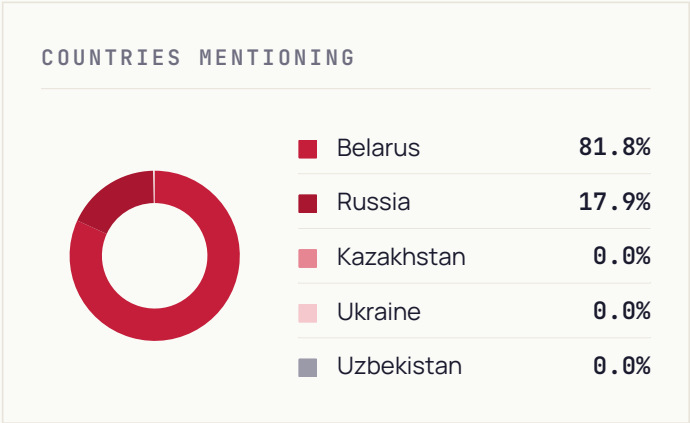


START DATE	NOW	NET GROWTH
27 148	35 865	+8 717

SECTION 04 · MENTIONS

Who mentions the channel and how

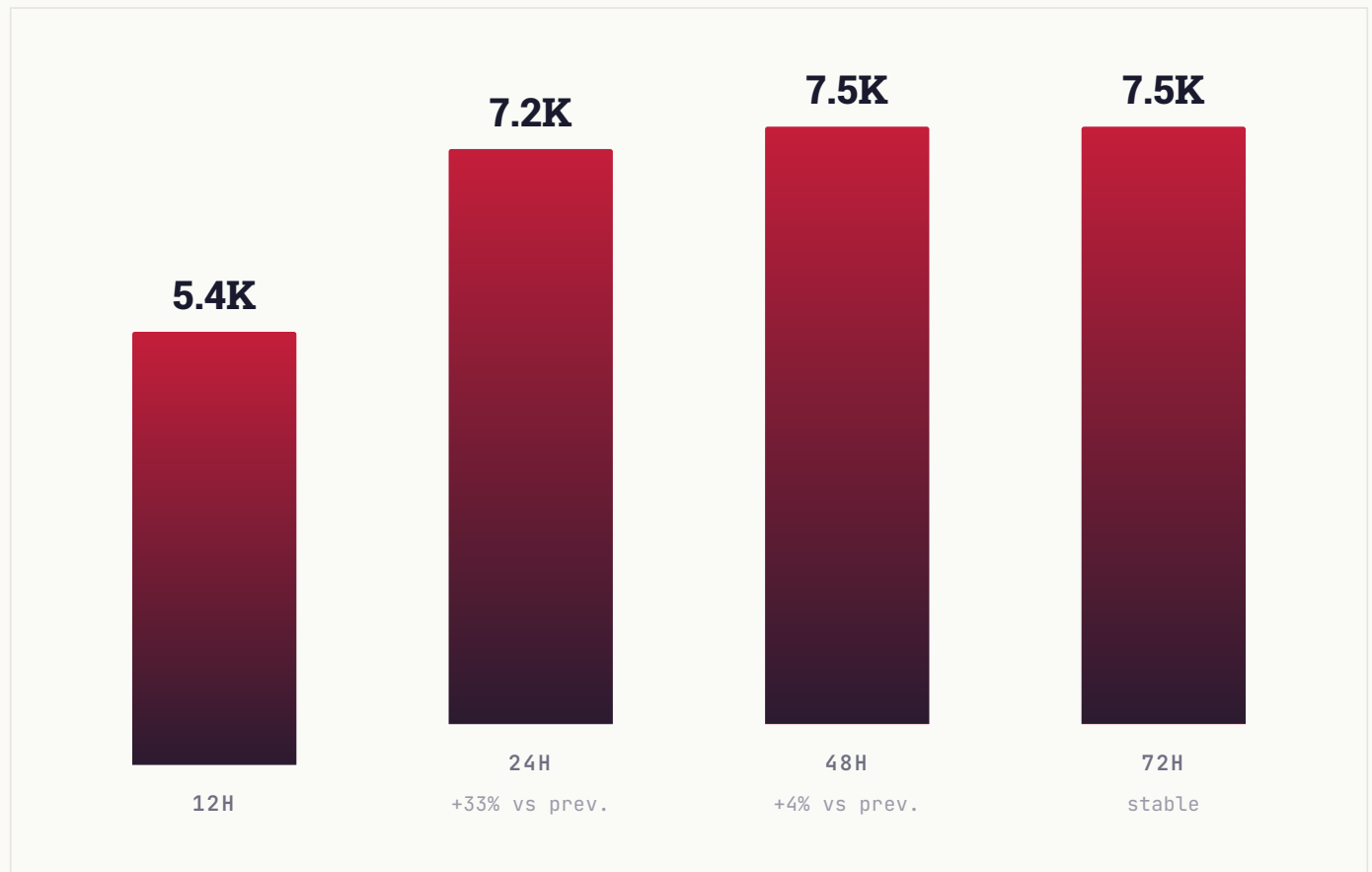
Citation index **276** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **867** different channels.



— 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 highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
B- BELAVIA - Belarusian Airlines	56.2K
Ch ChP Vitebsk	51.3K
UG UGAI GUV D Minsk City Executive Committee YOU	35.9K
AN av.by news 🇧🇪	20.7K
MM Minsktran.International routes	20K
AB AutoGrodno	19.3K
LD Alloy wheels Belarus	18.9K
TR CARS RB UP TO \$500 🇷🇺🇧🇪	16.4K
GM Golden Mile Auto 🇷🇺🇧🇪	16K
PD PDD.by	15.9K
MI Minsktran	14.8K

COMPARATIVE SUMMARY

Channel in top 3 niches (#3 of 100 channels in category). A leader — client-partners can cross-promote with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 653**, they brought **4 416** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	332	57	591	
Nov 2025	304	55	1 002	
Oct 2025	263	45	736	
September 2025	265	41	830	
August 2025	232	49	735	
July 2025	257	45	522	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 653	6	4 416

SECTION 08 · NICHE COMPARISON

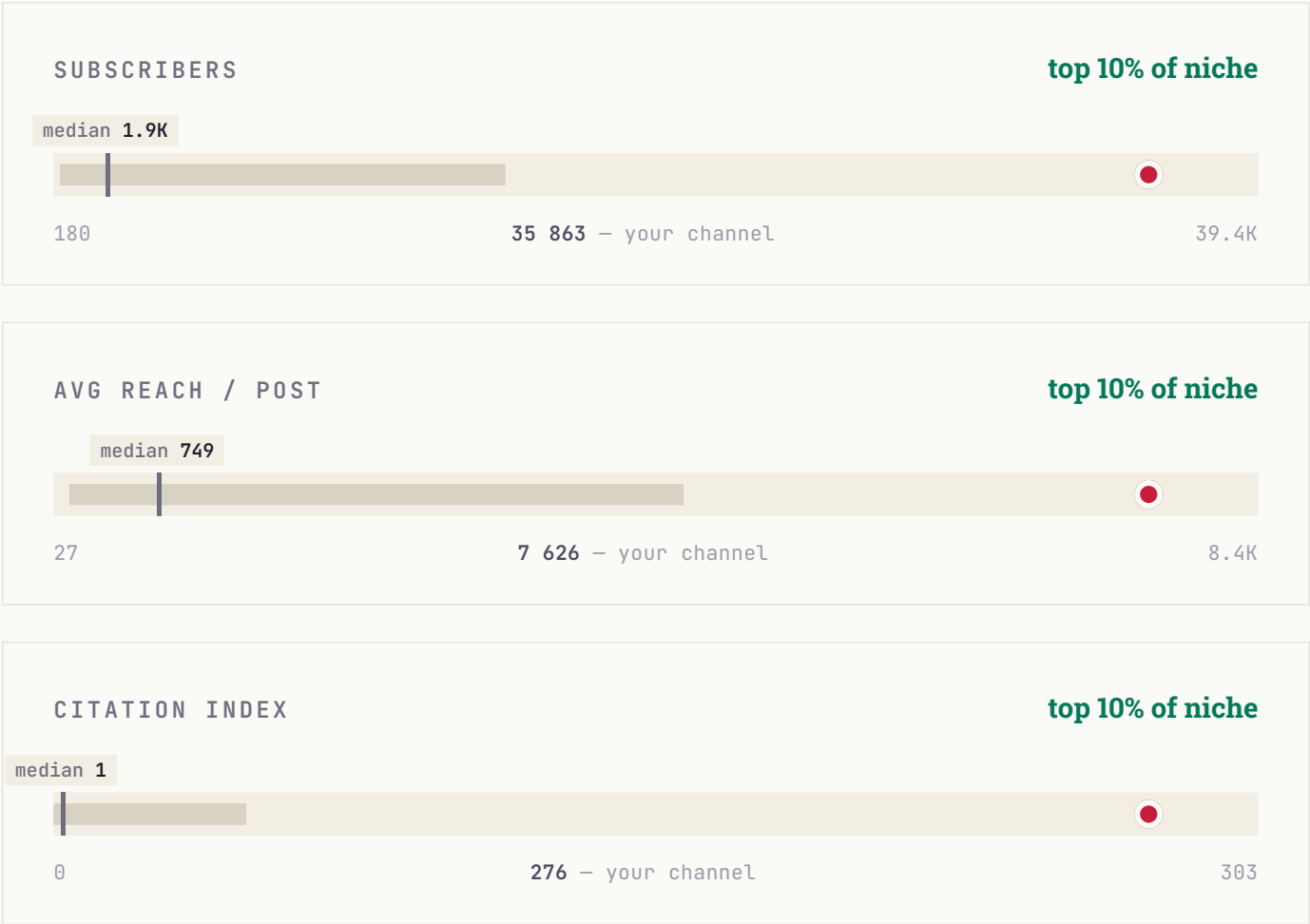
Where channel ranks in its league

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

#3/100

RANK IN NICHE

Channel in top 3% transport Belarus



— 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 | EFFECT |
| | On this day at 22:00 MSK audience is most active. | Best window
for an
important post |
| <hr/> | | |
| 02 | Systematic traffic buying | EFFECT |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | +1000-3000
subs |
| <hr/> | | |
| 03 | Test polls & interactive formats | EFFECT |
| | Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win. | +5-15% ER |
| <hr/> | | |
| 04 | Cross-promo with neighboring channels | EFFECT |
| | Cross-post with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth. | Growth from
relevant
audience |
| <hr/> | | |
| 05 | Update channel description for Telegram search | EFFECT |
| | Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic. | Organic traffic
source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and close your growth
plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
