

PROMTPRESS PUBLIC REPORT

Channel audit

Gomel. Main!



@gomel

Main news Telegram channel of Gomel ■ Ads — @glavnoebel ■
Suggest news — @suggestgomelbot

SUBSCRIBERS

56 002

+2121 per month

ERR (% SEE POSTS)

29.0%

daily 23.4%

REACH/POST

16.2K

ad reach 13.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 56 002 —	 SUBSCRIBER REACH 28.9% avg % subs see post	 VIEWS/POST 16.2K median 16.2K · 29 days	 POSTS/DAY 15.4 ~108 per week
 7D TREND +8.6% vs previous week	 REACTIONS/POST 158.8 73,529 reactions, 38,766 reposts, 6,166 comments	 POST LENGTH 260 chars median 238 · 29 days	 POSTS ANALYZED 463 29 days
 AD REACH 13.1K 24h avg	 CHURN / MONTH +2121 last month	 CITATION RATE 47 citation index · 441 channels mentioned all time	 CHANNEL AGE 3 years 2 months created 02.04.2023

AI EDITOR SUMMARY

Channel «Gomel. Main!» – 56 002 subs. Each post averages 16.2K people (29% of subs), good reach. Publishes 108 posts/week (~15/day) – very active. Week 25–31 May reach up +8.6% Week 18–24 May – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **463** posts over 29 days.
- 02 Dominant format — **Photo** (320/463 posts).
- 03 Avg post length — **260** chars (median 238).
- 04 Audience peak activity — **Thursday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (23.7K avg for top vs 14.2K for worst) — among 463 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 19:55 PHOTO Photo from eyewitnesses shows a guy hanging from the 15th floor Details are being clarified. Subscribe	VIEWS 24 256 REP. 1 747	REACTIONS 536 ER 43.3%
Nº2 28.05 · 18:30 PHOTO < According to eyewitnesses, a boy fell from a high-rise in Khutor Ambulance and police on site. Photo from subscriber. ...	VIEWS 23 786 REP. 1 498	REACTIONS 467 ER 42.5%
Nº3 28.05 · 20:37 VIDEO A driveway cam video surfaced online Subscribe	VIEWS 23 084 REP. 1 148	REACTIONS 622 ER 41.2%

Nº4

28.05 · 21:27

PHOTO

🔗 Eyewitnesses report an accident on Lenin Avenue

Ambulance and Emergencies Ministry on site. 🔗 Subscribe

VIEWS

21 297

REACTIONS

132

REP.

97

ER

38.0%

Nº5

28.05 · 18:03

PHOTO

🔗 Belarus plans to expand list of no-smoking areas New draft law proposes banning smoking near entrances to...

VIEWS

20 883

REACTIONS

252

REP.

32

ER

37.3%

WORST 3

↓ 20.05 · 07:36 PHOTO 🔗 Over 1.2 billion rubles to be spent on reconstruction of M-10 highway section in Gomel region It's about 85 km of road. Currently...	VIEWS 14 246 REACTIONS 84 REP. 26 ER 25.4%
↓ 20.05 · 06:37 PHOTO 🔗 Gomel schoolboy creates route through city fountains 4th grader Alexey Pelkhovsky developed project 'Fountains of the City...	VIEWS 14 198 REACTIONS 239 REP. 29 ER 25.4%
↓ 04.06 · 09:30 PHOTO 🔗 In Kostyukovka, discussed major renovation of a house on Nezalezhnosti Street District head met with residents in the microdistrict...	VIEWS 14 161 REACTIONS 62 REP. 11 ER 25.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

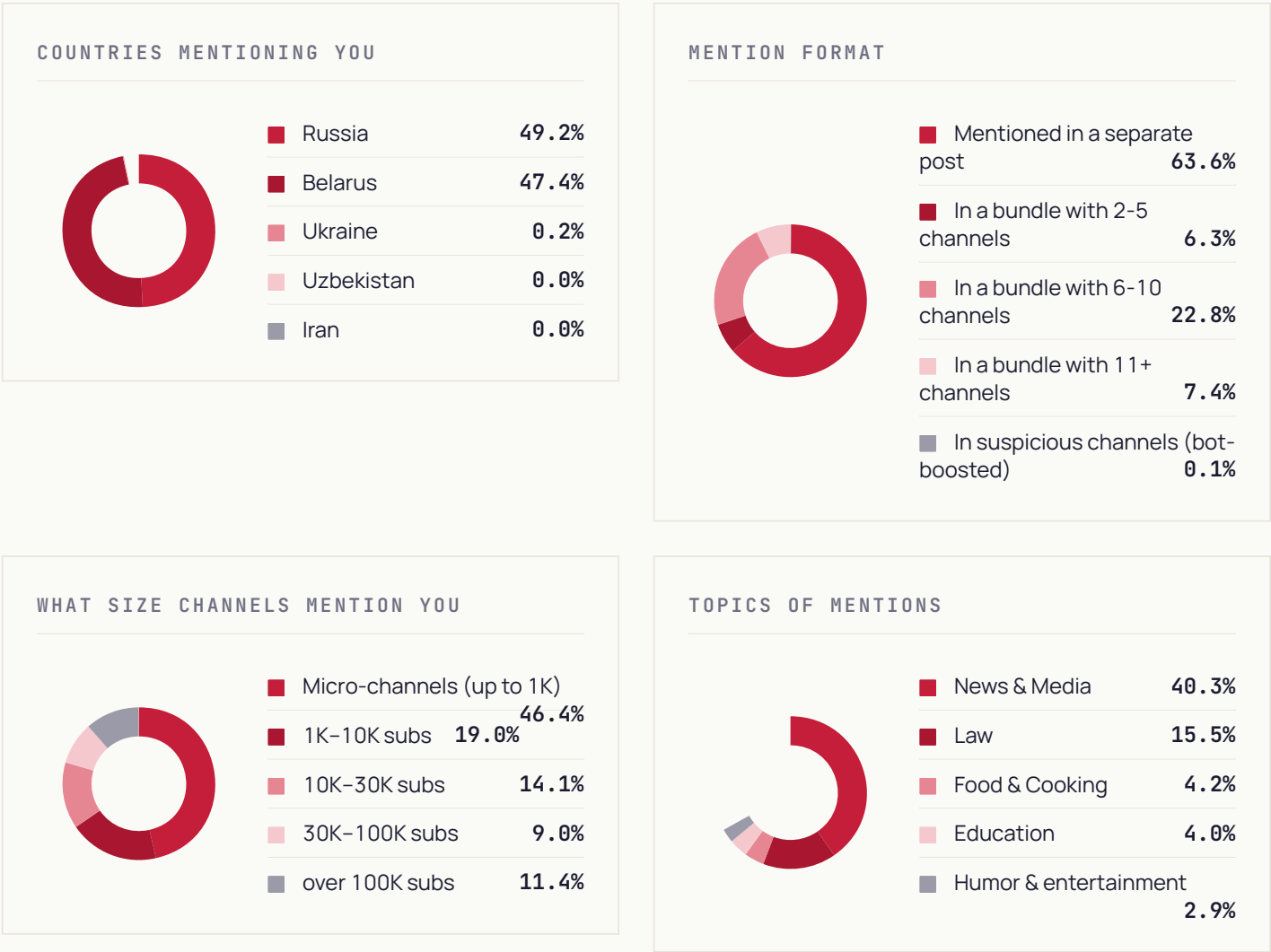
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

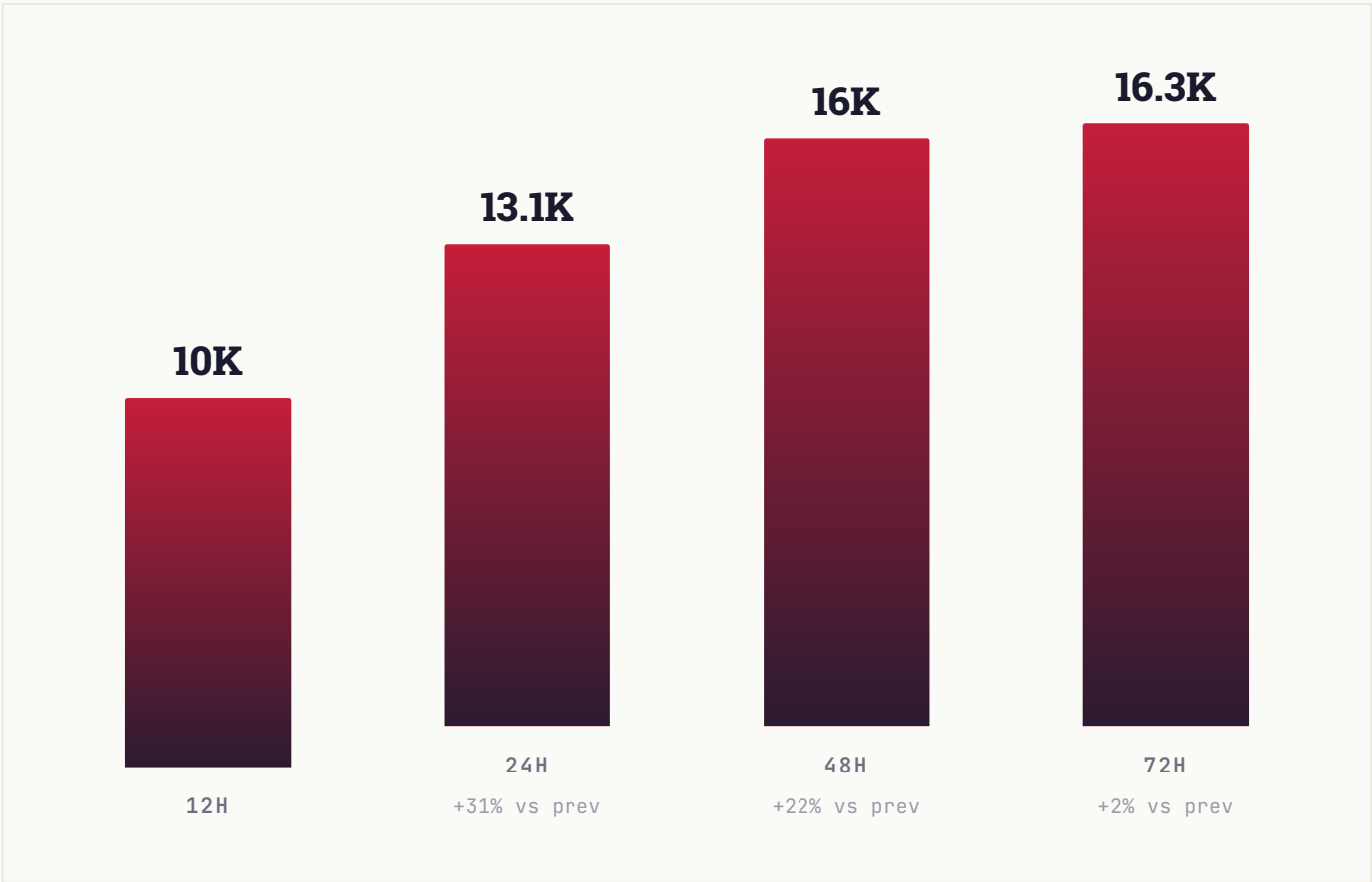
Citation index **47** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **441** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 — shows 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 Галоўнае	56.8K
GG Gomel. Main! YOU	56K
BE BelNovosti	51.6K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#10 of 97). Strong position. Niche leader — NEXTA Live (764.9K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **120**, they brought **2 209** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	18	3	363
November 2025	25	13	434
October 2025	16	13	40
Sep 2025	13	12	785
August 2025	15	7	438
July 2025	33	16	149
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
120	6	2 209	

SECTION 08 · NICHE COMPARISON

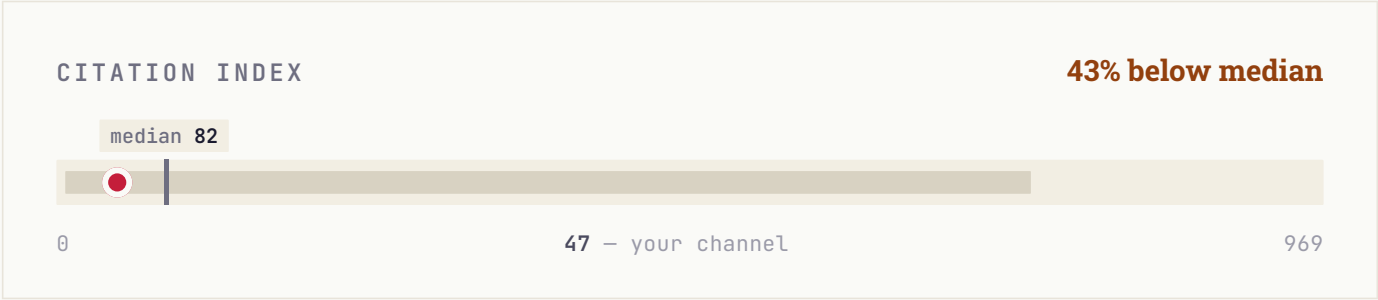
Where the channel stands in its league

Took top-100 channels in category «News & Media» (Belarus) and compared your channel. Gray band — range for 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



— 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 Thursday

Audience is most active on this day and at 22:00 MSK.

EFFECT

**Best time for
key posts**

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 lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels quarterly. 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 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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