

PUBLIC REPORT PROMTPRESS

Channel audit

Gomel. Official



@gomel_official

Official Telegram channel of Gomel City Executive Committee.
Feedback: @Gorod_Gomel_bot

SUBSCRIBERS

28 108

-261 per month

ERR (% SEE POSTS)

27.0%

24h 21.1%

REACH/POST

7.6K

ad reach 5.9K/24h

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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 28 108 —	 SUBSCRIBER REACH 26.95% avg % subs see post	 VIEWS/POST 7.6K median 7.1K · 23 days	 POSTS/DAY 19.7 ~138 per week
 7D TREND -9.2% vs previous week	 REACTIONS/POST 31.7 total 14,450 reactions, 10,452 reposts, 0 comments	 POST LENGTH 744 chars median 792 · 23 days	 POSTS ANALYZED 456 23 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH -261 last month	 CITATION RATE 146 citation index · 564 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 30.12.2022

AI EDITOR SUMMARY

Channel «Gomel. Official» — 28 108 subs. Each post avg views 7.6K people (27% of subs), good reach. Publishes 138 posts/week (~20/day) — very active. Week 25–31 May reach dropped -9.2% to week 18–24 May — worth analyzing reasons.

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 **456** posts over 23 days.
- 02 Dominant format – **Photo** (369/456 posts).
- 03 Avg post length – **744** chars (median 792).
- 04 Audience peak – **Saturday**, 21:00 MSK.
- 05 Strongest posts get **5x** more views than the weakest (26.8K avg for top vs 5.1K for worst) – among 456 posts over 23 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 19.05 · 15:02 PHOTO 📷 iSummer vacation is coming soon – time when children spend more time outdoors and get more freedom. To make leisure not...	VIEWS 36 271 REP. 302	REACTIONS 39 ER 129.0%
Nº2 03.06 · 10:03 PHOTO 📷 iSummer vacation – time when children spend more time outdoors and get more freedom. To make leisure not only fun but...	VIEWS 23 769 REP. 212	REACTIONS 27 ER 84.6%
Nº3 24.05 · 13:35 PHOTO 🔗🔗🔗 Ahead of the summer season, we remind users of personal mobility devices (e-scooters, hoverboards, unicycles and...	VIEWS 20 501 REP. 149	REACTIONS 35 ER 72.9%

Nº4 18.05 · 10:34 PHOTO Dear residents of Gomel! Yesterday in Gomel there was another case of stray dogs attacking a minor child. In connection with this...	VIEWS 20 392 REP. 267	REACTIONS 105 ER 72.5%
Nº5 16.05 · 18:04 PHOTO ☒The Ministry of Education of Belarus has developed a Unified Information and Educational Resource for teachers and students. ☒On...	VIEWS 19 315 REP. 208	REACTIONS 45 ER 68.7%

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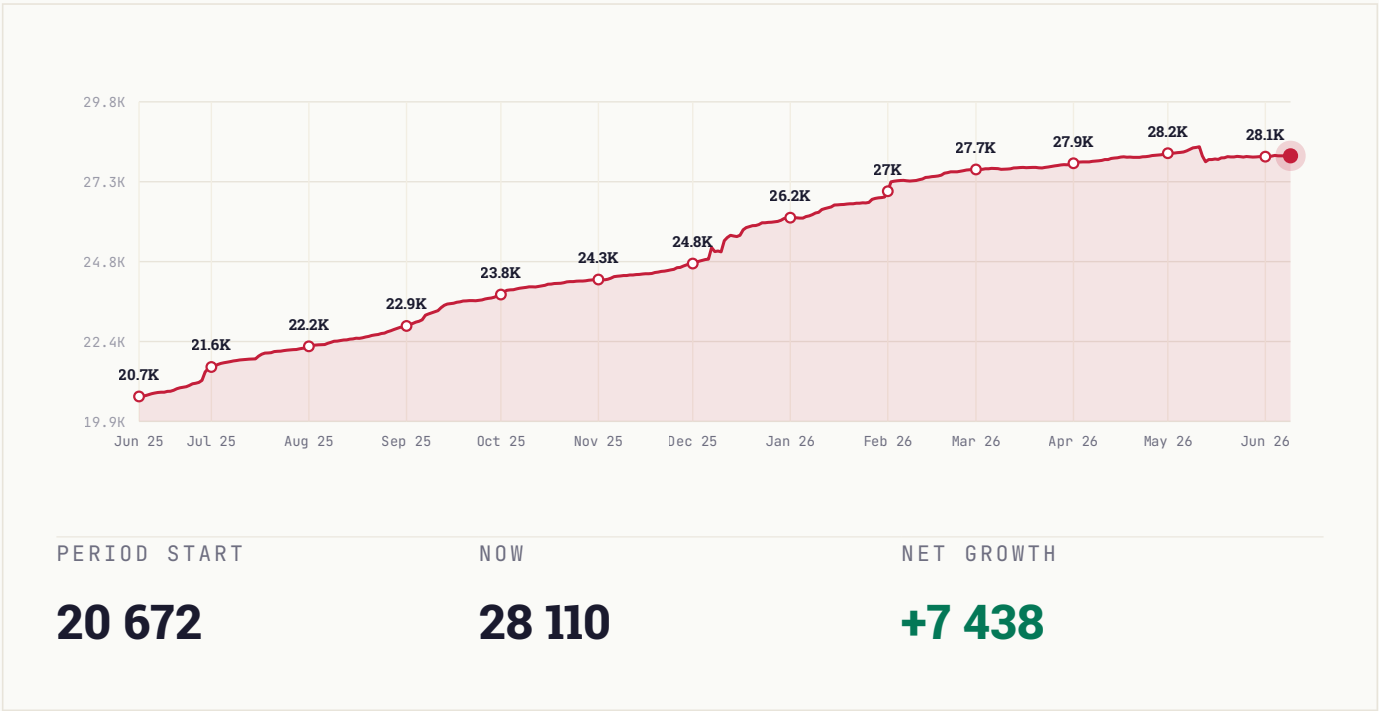
WORST 3

↓ 22.05 · 11:15 PHOTO Strengthening international cooperation and economic development are impossible without preserving historical memory. As part of a busy...	VIEWS 5 345 REP. 2	REACTIONS 27 ER 19.0%
↓ 28.05 · 12:02 PHOTO "In summer, 41 projects are planned without labor camps, employing over 490 people -...	VIEWS 5 340 REP. 5	REACTIONS 23 ER 19.0%
↓ 04.06 · 17:13 PHOTO ☒ Alexander Lukashenko signed Decree 'On Measures to Develop International Road Freight Transport'. ☒ The document provides for...	VIEWS 4 757 REP. 15	REACTIONS 27 ER 16.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

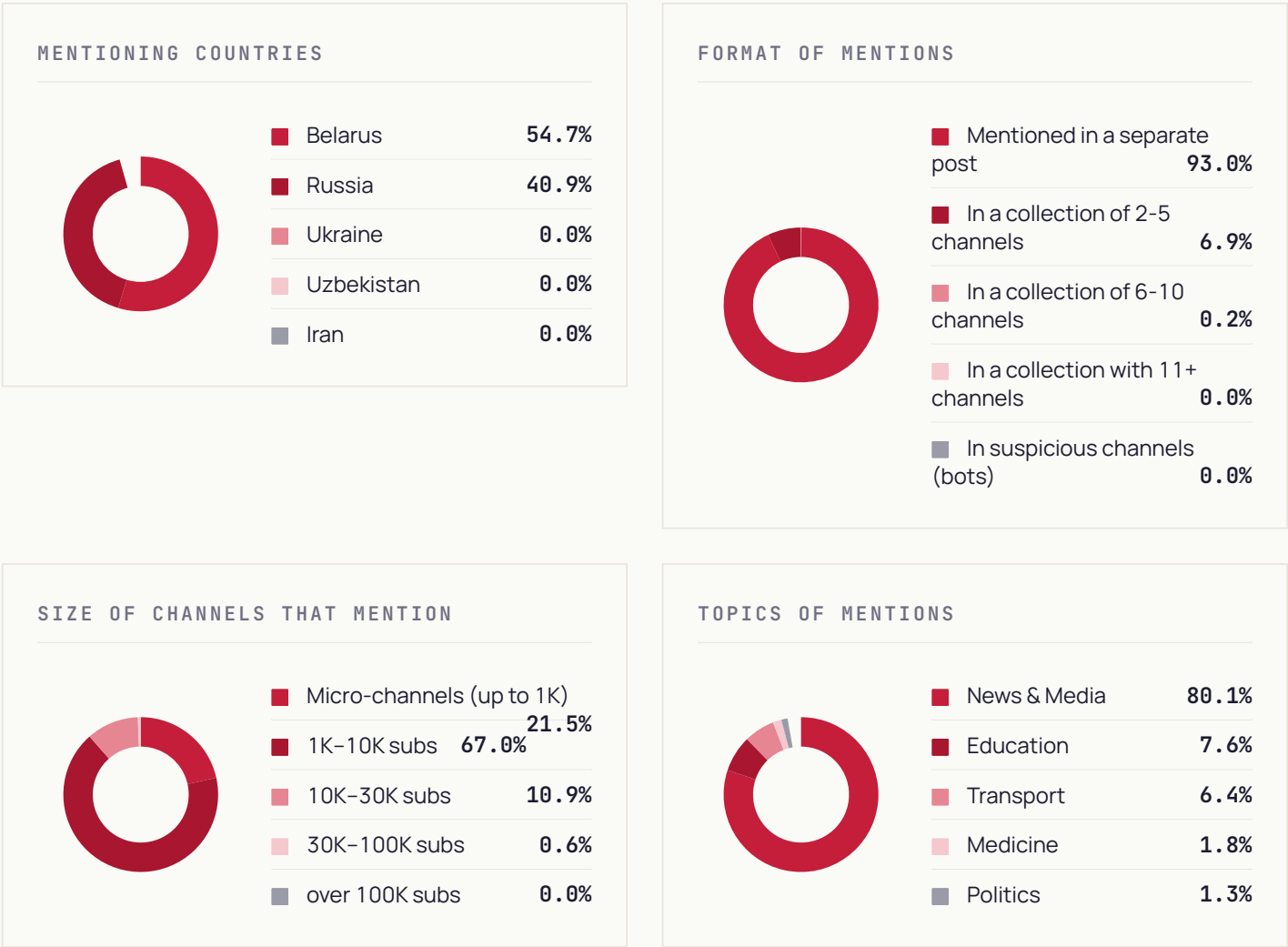
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

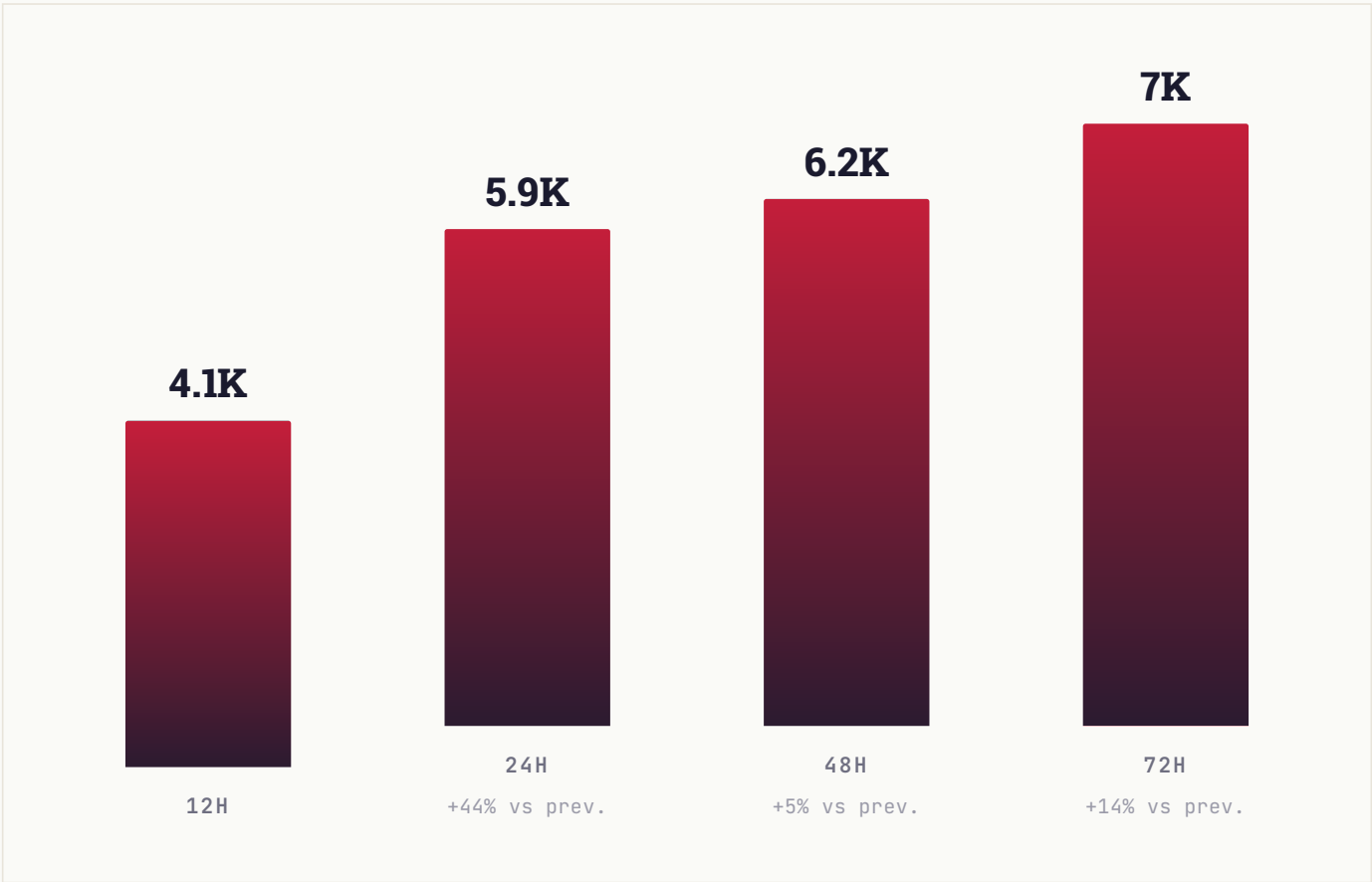
Citation index **146** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **564** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — 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 Glavnoe	56.8K
GG Gomel. Main!	56K
GO Gomel. Official YOU	28.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#31 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Target top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **4 819**, they brought **4 855** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1 038	137	1 597	
November 2025	727	88	502	
October 2025	680	89	489	
September 2025	998	99	990	
August 2025	926	90	652	
July 2025	450	70	625	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
4 819	6	4 855

SECTION 08 · NICHE COMPARISON

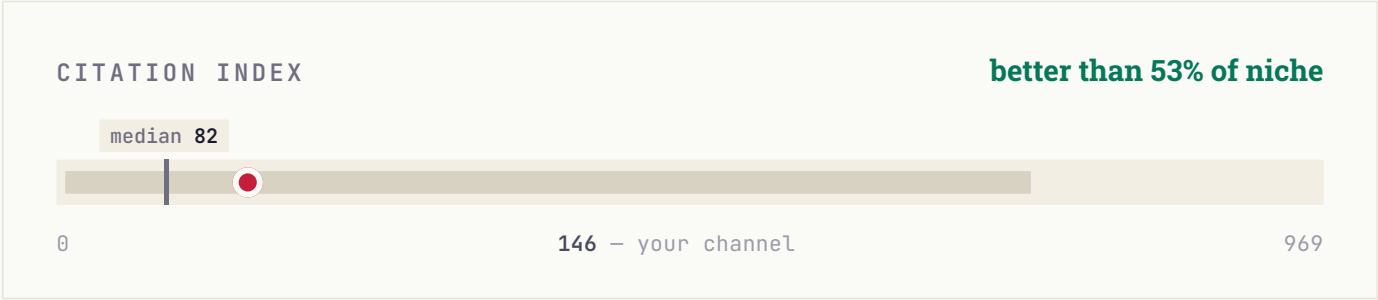
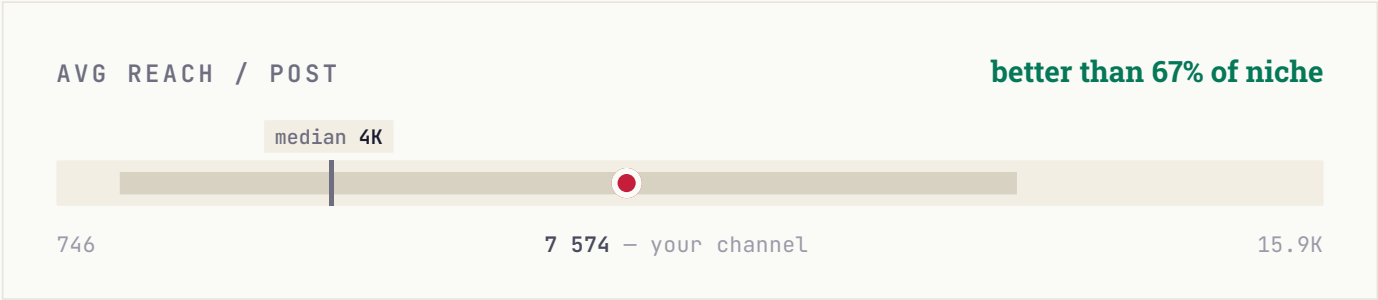
Where the channel stands in its league

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

#31/100

POSITION IN NICHE

Channel in the top 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 Saturday

Audience is most active on this day at 21:00 MSK.

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 lever.

EFFECT

+5-15% ER

04

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**

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 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 ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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