

PUBLIC PROMTPRESS REPORT

Channel audit

Gomelshchina

officially



@gome1_region_gov

Most reliable source in Gomel region Site: <https://gomel-region.gov.by> Instagram: https://www.instagram.com/gomel_region

SUBSCRIBERS

34 483

+257 per month

ERR (% SEE POSTS)

19.0%

per day 11.1%

REACH/POST

7.2K

ad reach 3.8K/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 & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» 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 34 483 —	 SUBSCRIBER REACH 20.99% avg % of subs see post	 VIEWS/POST 7.2K median 6.4K · 29 days	 POSTS/DAY 12.4 ~87 per week
 7D TREND +11.4% vs previous week	 REACTIONS/POST 16.7 total 6,065 reactions, 6,894 reposts, 0 comments	 POST LENGTH 636 chars median 626 · 29 days	 POSTS ANALYZED 364 29 days
 AD REACH 3.8K 24h avg	 CHURN / MONTH +257 last month	 CITATION RATE 300 citation index · 934 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 28.01.2022

AI EDITOR SUMMARY

Channel «Gomelshchina officially» — 34 483 subs. Each post avg views 7.2K people (21% of subs), average reach — room to grow. Publishes 87 posts per week (~12/day) — very active. Week 25–31 May reach grew by +11.4% by week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top engagement posts & underperformers – to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **364** posts in 29 days.
- 02 Dominant format – **Photo** (299/364 posts).
- 03 Avg post length – **636** chars (median 626).
- 04 Audience peak – **Tuesday**, 06:00 MSK.
- 05 Top posts get **6x** more views than the weakest (19.9K avg top vs 3.4K worst) – among 364 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 15:57 PHOTO June 1 – International Children's Day. According to the main statistical office of Gomel region, over 258...	VIEWS 27 451 REPOSTS 147	REACTIONS 21 ER 79.6%
Nº2 29.05 · 17:04 PHOTO Dear parents, be attentive to your children. Talk to them about safe behavior in public places, responsible...	VIEWS 16 263 REPOSTS 123	REACTIONS 18 ER 47.2%
Nº3 12.05 · 03:13 PHOTO May 12 weather is determined by a high-pressure area, influenced by active atmospheric fronts moving from the west...	VIEWS 15 871 REPOSTS 34	REACTIONS 13 ER 46.0%

Nº4 12.05 • 09:07 PHOTO President of Belarus Alexander Lukashenko agreed to appoint Ruslan Parkhamovich as chairman of the Gomel City Executive Committee. Until now...	VIEWS 15 632 REPOSTS 227 REACTIONS 35 ER 45.3%
Nº5 18.05 • 03:13 PHOTO May 18 weather is determined by atmospheric fronts from a cyclone moving from Ukraine through Belarus to the Baltics. Atmospheric pressure will...	VIEWS 15 383 REPOSTS 37 REACTIONS 16 ER 44.6%

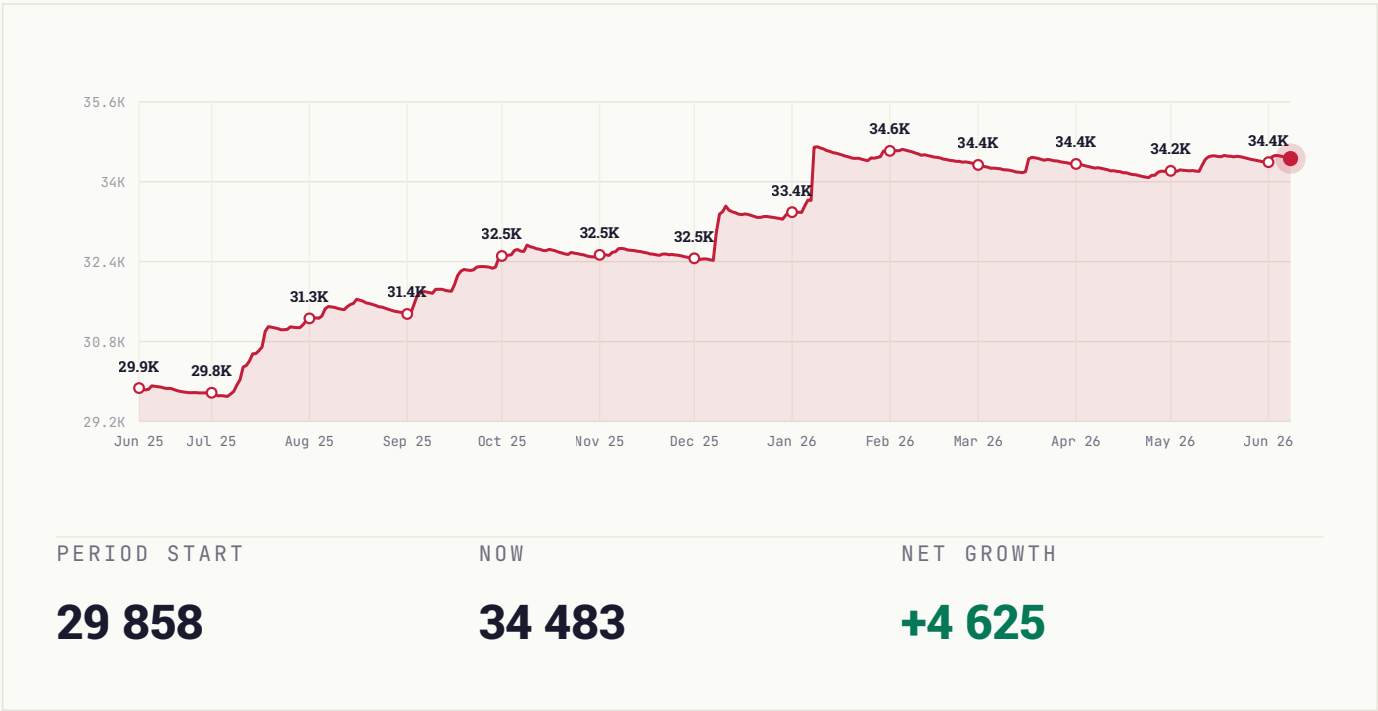
WORST 3

↓ 22.05 • 15:36 VIDEO Ambassador Extraordinary and Plenipotentiary of Japan to Belarus Kazuhiro Kuno admitted to journalists that this is his first visit to...	VIEWS 3 417 REPOSTS 2 REACTIONS 11 ER 9.9%
↓ 21.05 • 14:54 VIDEO Friendly match between Gomel and Bryansk teams ended. Gomel won. CONGRATULATIONS!	VIEWS 3 383 REPOSTS 5 REACTIONS 14 ER 9.8%
↓ 22.05 • 15:59 VIDEO "Karaganda region is industrial, like Gomel. We are interested in mutually beneficial cooperation, exchange of experience in industry..."	VIEWS 3 307 REPOSTS 2 REACTIONS 12 ER 9.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

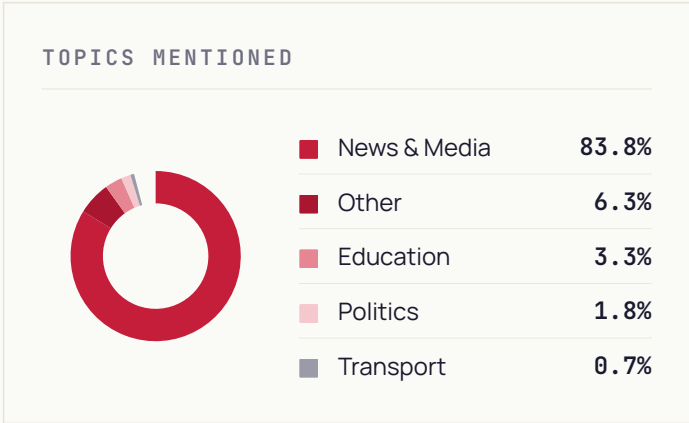
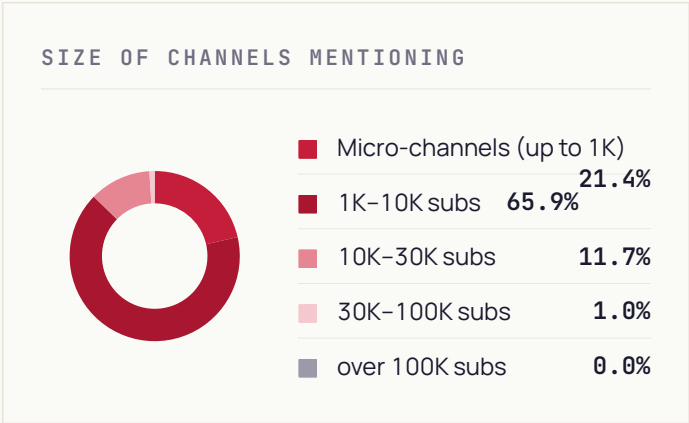
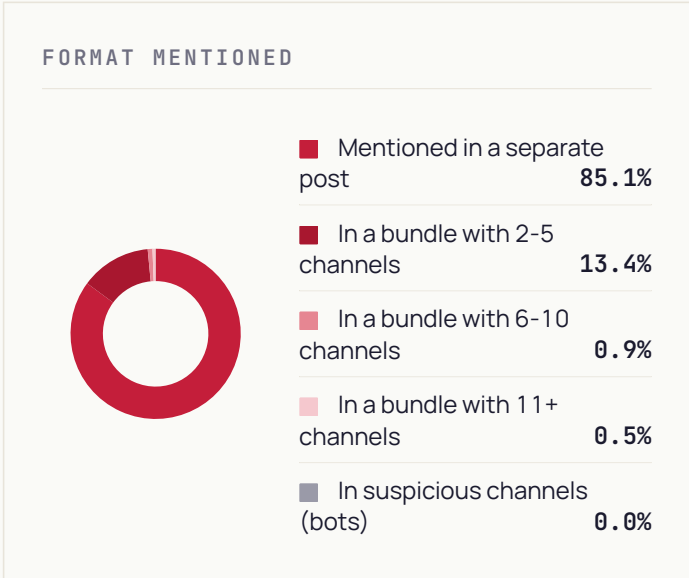
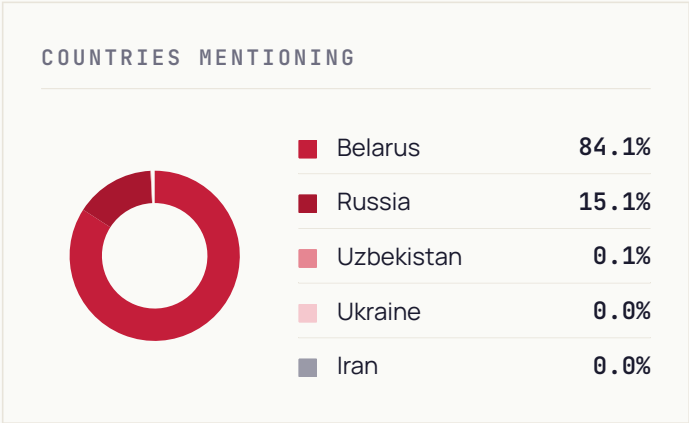
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

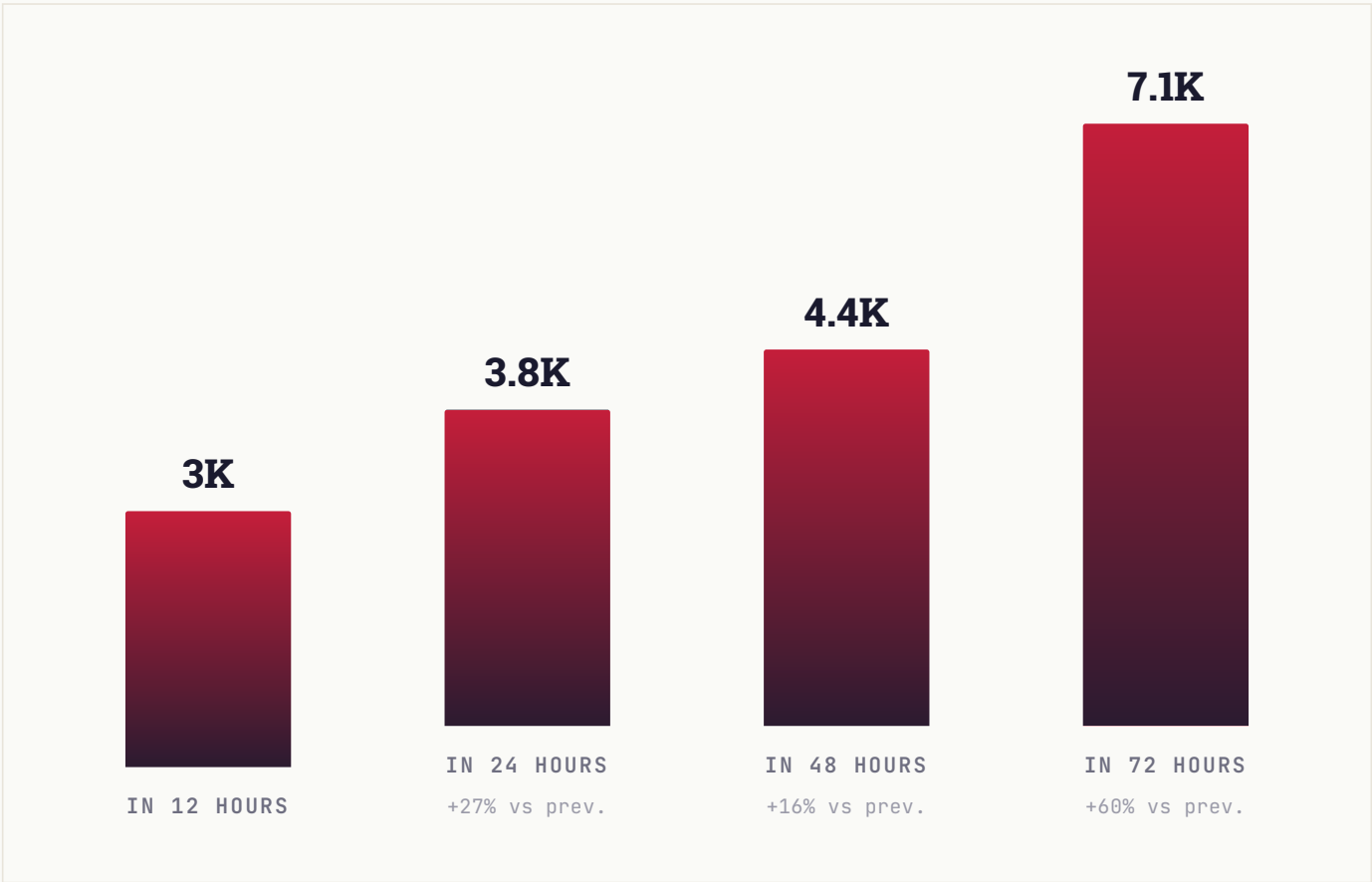
Citation index **300** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **934** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

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 Eavesdropping Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
GO Gomelshchina officially	34.5K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#23 of 97). Leader — NEXTA Live (764.9K). Goal for coming months: enter niche top-10 via 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 occurred **2 624**, they brought **5 249** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	574	99	1 279	
November 2025	327	55	213	
October 2025	320	63	368	
September 2025	491	83	1 267	
August 2025	439	75	506	
July 2025	473	89	1 616	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2 624	6	5 249

SECTION 08 · NICHE COMPARISON

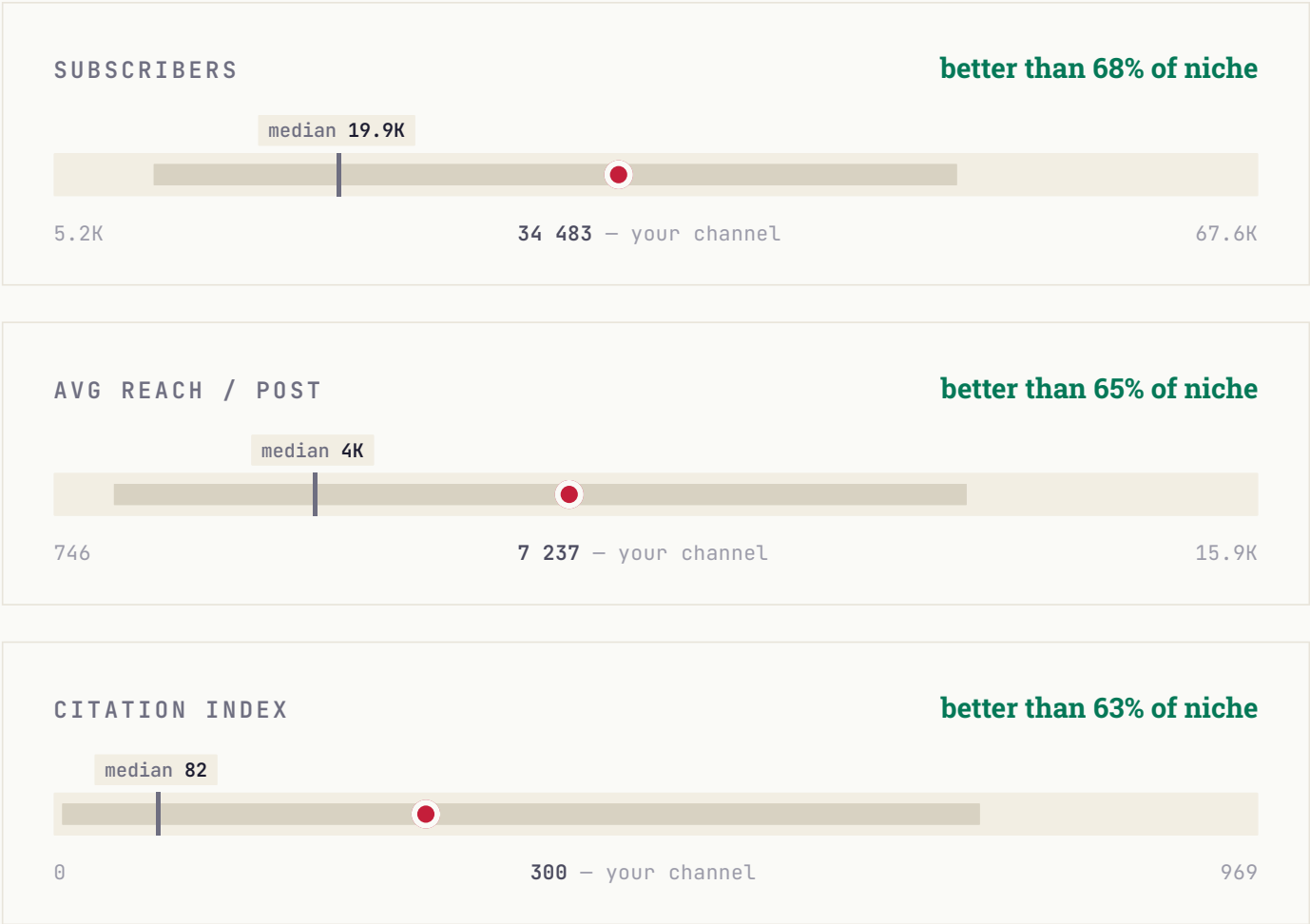
Where the channel ranks in its league

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

#23/100

POSITION IN NICHE

Channel in top 23% – strong position



— 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

Post of the week — on Tuesday

Audience is most active on this day at 06:00 MSK.

EFFECT

**Best time for
important
posts**

02

Systematic 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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Swap posts with same-segment channels 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with us and 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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