

PUBLIC REPORT PROMTPRESS

Channel audit

Gomel News



@gomel_vesti

All of Gomel's life - with us 📺 For advertising - @artsem_bel Our Instagram - [instagram.com/gomel.news24](https://www.instagram.com/gomel.news24) You can suggest news via account messages 📩

SUBSCRIBERS

21 315

-87 per month

ERR (% SEE POSTS)

19.0%

per day 15.0%

REACH/POST

3.9K

ad reach 3.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 21 315 —	 SUBSCRIBER REACH 18.21% avg % subs see post	 VIEWS/POST 3.9K median 3.9K · 29 days	 POSTS/DAY 9.7 ~68 per week
 7D TREND +0.2% vs previous week	 REACTIONS/POST 23.1 total 6,718 reactions, 5,015 reposts, 352 comments	 POST LENGTH 650 chars median 618 · 29 days	 POSTS ANALYZED 291 29 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -87 last month	 CITATION RATE 33 citation index · 96 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Gomel News» – 21 315 subs. Each post averages 3.9K people (18% of subs), average reach – room to grow. Posts 68 posts per week (~10/day) – active posting. Week 8–14 Jun reach stable (+0.2% vs week 1–7 Jun).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **291** posts in 29 days.
- 02 Dominant format — **Photo** (244/291 posts).
- 03 Avg post length — **650** chars (median 618).
- 04 Audience activity peak — **Sunday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (5.3K avg for top vs 3.3K for bottom) — across 291 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 05:50 PHOTO In Khutor (Gomel), a teen fell from the 15th floor According to a subscriber, the guy tried to impress a girl and on the 15th floor...	VIEWS 5 515 REPOSTS 243	REACTIONS 111 ER 25.9%
Nº2 28.05 · 18:25 PHOTO Gomel woman killed her partner, then with her son burned the corpse and fertilized the garden with ashes Suspects detained...	VIEWS 5 163 REPOSTS 62	REACTIONS 47 ER 24.2%
Nº3 07.06 · 19:17 VIDEO Third school also heavily flooded, cars risk crossing flooded sections. Subscribe to Gomel News	VIEWS 5 159 REPOSTS 201	REACTIONS 34 ER 24.2%

Nº4

07.06 · 19:09

VIDEO

Internatsionalnaya street flooded, drivers try to "cross" ☒

Subscribe to Gomel News

VIEWS

5 035

REPOSTS

185

REACTIONS

33

ER

23.6%

Nº5

07.06 · 19:02

VIDEO

Gomel after a heavy downpour starts to go underwater ☒ The video shows how badly the Belorusneft ring is flooded. ☒...

VIEWS

4 886

REPOSTS

205

REACTIONS

43

ER

22.9%

WORST 3

↓ 05.06 · 08:15 PHOTO Tonight at Gromyko square outdoor cinema continues Traditional open-air movie night awaits Gomel residents at...	VIEWS 3 334 REPOSTS 12 REACTIONS 13 ER 15.6%
↓ 04.06 · 14:53 PHOTO MTS redefines roaming with comfy plans in 200+ destinations No more worrying about big...	VIEWS 3 306 REPOSTS 7 REACTIONS 12 ER 15.5%
↓ 11.06 · 10:50 PHOTO Threads and TikTok brace: SK tightens social media content control SK noted a recent trend where...	VIEWS 3 291 REPOSTS 7 REACTIONS 28 ER 15.4%

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 lost subs.

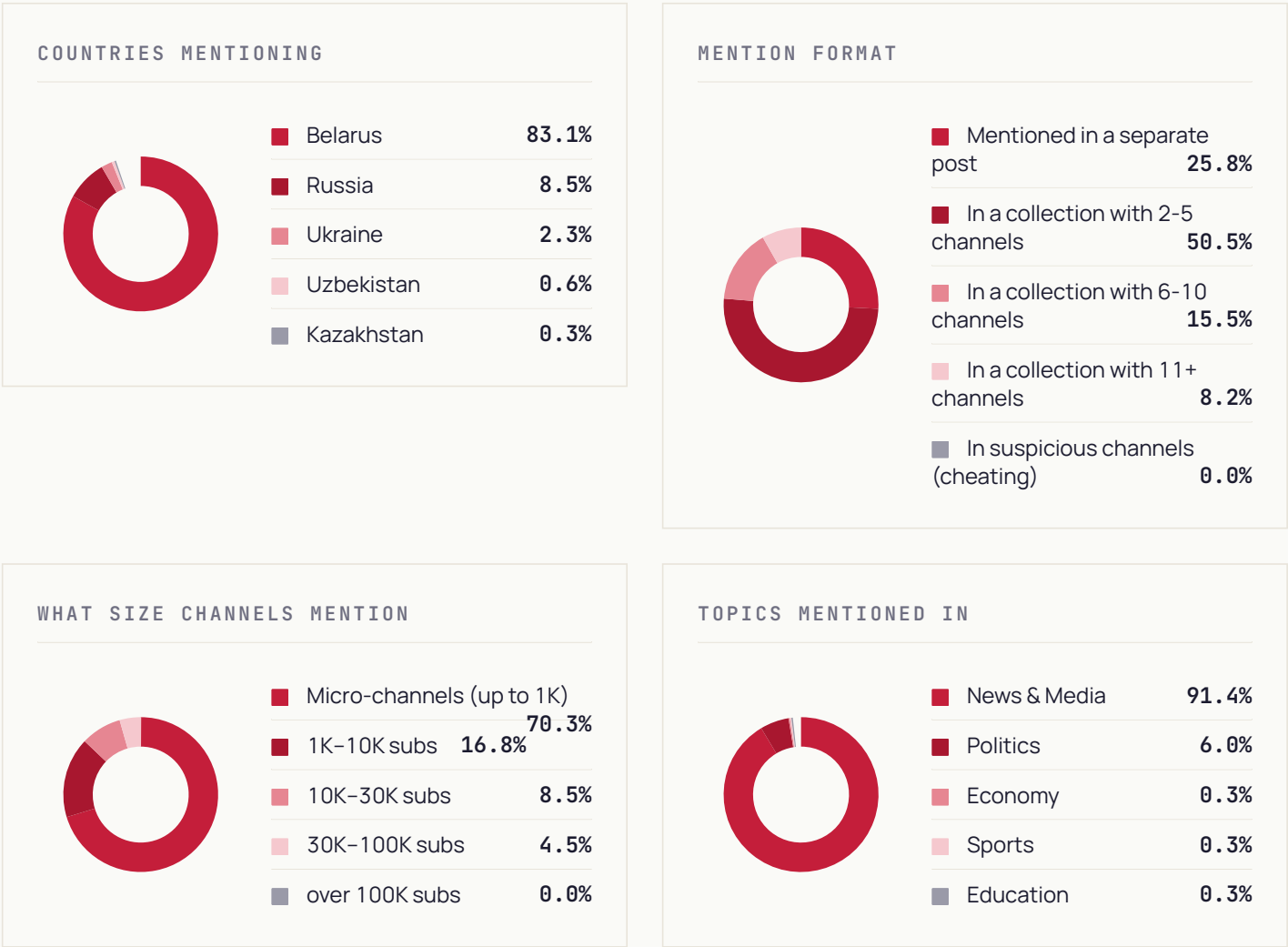


START OF PERIOD	NOW	NET GROWTH
15 660	21 315	+5 655

SECTION 04 · MENTIONS

Who mentions the channel and how

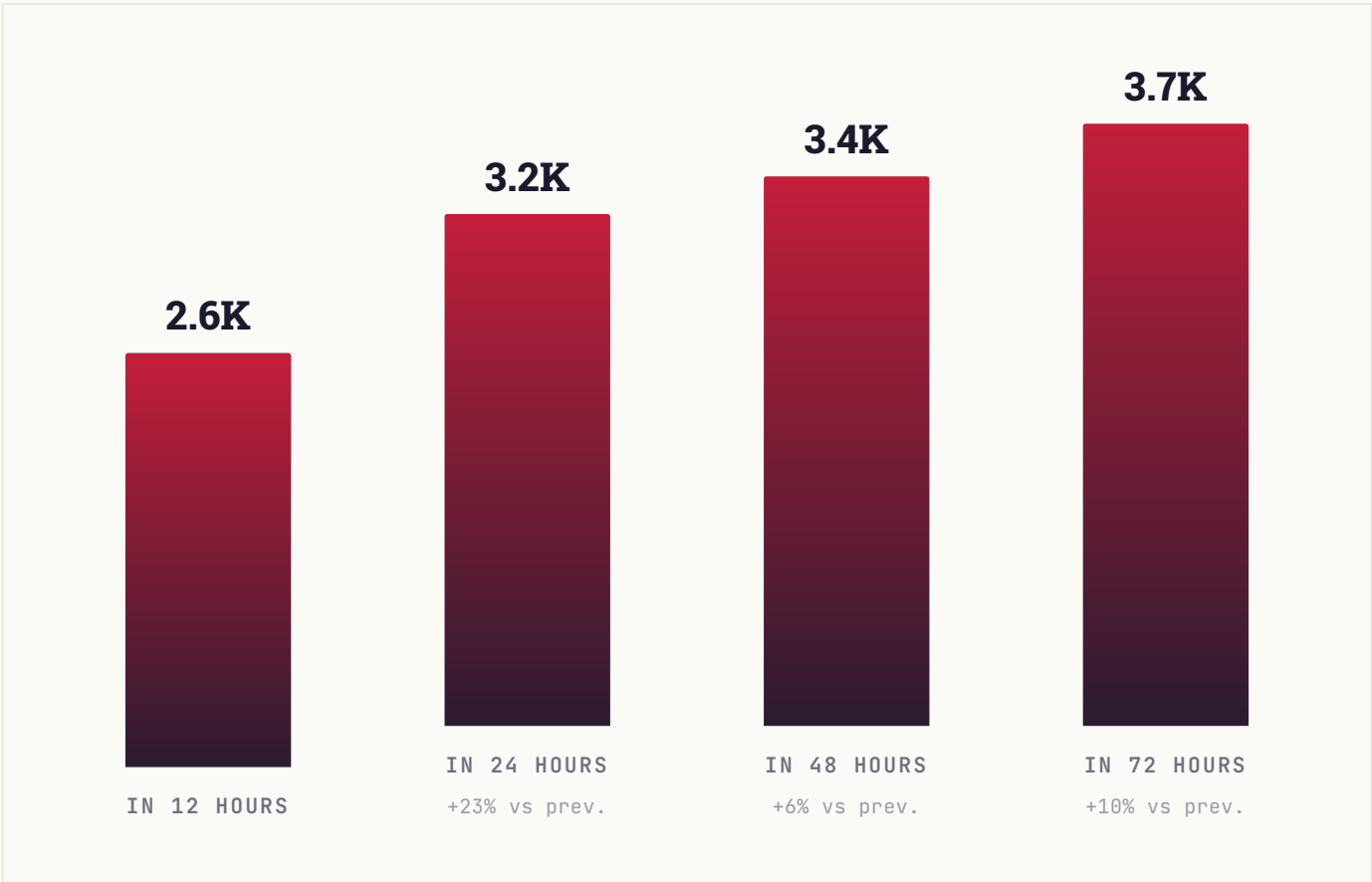
Citation index **33** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **96** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.3K
MG Minsk. Main!	215.5K
ON Onliner	148.5K
ZI Mirror News	107.9K
BE BELTA	81.1K
B&W Emergency Belarus What's Happening?	75.8K
ML Minsk Live	73.1K
PB Overheard Belarus	60K
BG Belarus Галоўнае	57.6K
GG Gomel. Main!	56.4K
GN Gomel News YOU	21.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#43 of 99). Niche leader — NEXTA Live (764.3K), median subs 19.3K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

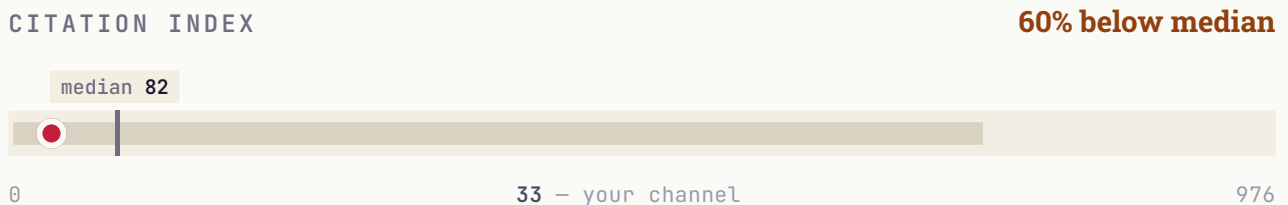
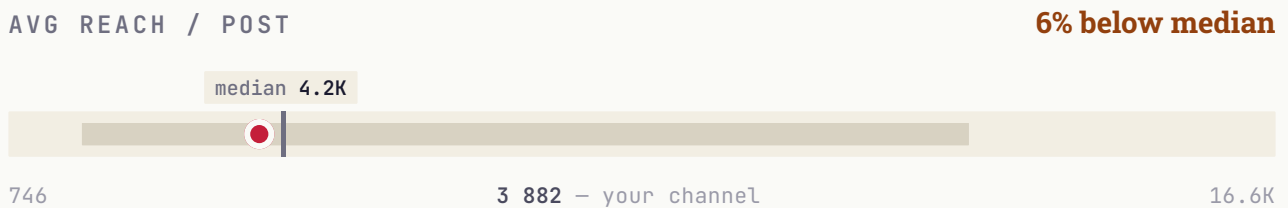
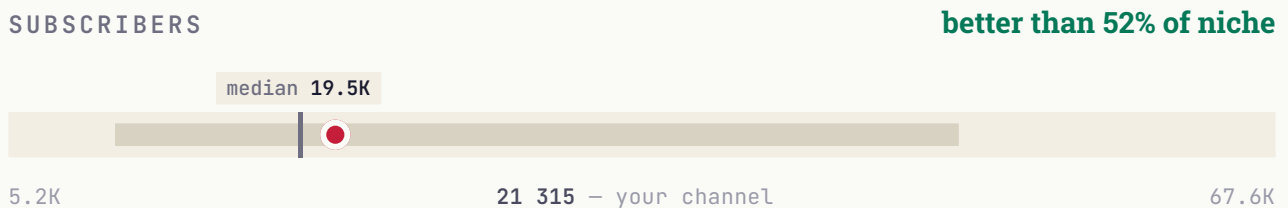
Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions **28**, they brought **4 663** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	255
November 2025	2	1	363
October 2025	0	0	2 682
September 2025	0	0	423
August 2025	3	1	447
July 2025	23	8	493

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
28	6	4 663

Where channel stands in its league

Black vertical – median. Red dot – your channel.



— 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**Main post of the week — on Sunday**

On this day at 22:00 MSK audience is most active.

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 point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap 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 minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager