

PUBLIC REPORT BY PROMTPRESS

Channel audit

GomelOblMedicine



@gomeloblmedicina

■ Unified medical channel for healthcare organizations in the Gomel region. ■ Website: <https://gomeluzo.by>

SUBSCRIBERS

11 337

+1352 per month

ERR (% SEE POSTS)

20.0%

daily 13.2%

REACH/POST

2.3K

ad reach 1.5K/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 11 337 —	SUBSCRIBER REACH 20.56% avg % subs see post	VIEWS/POST 2.3K median 2.2K · 29 days	POSTS/DAY 7.5 ~52 per week
7D TREND +51.1% vs previous week	REACTIONS/POST 13.5 total 2,953 reactions, 1,238 reposts, 0 comments	POST LENGTH 846 chars median 930 · 29 days	POSTS ANALYZED 219 29 days
AD REACH 1.5K 24h avg	CHURN / MONTH +1352 last month	CITATION RATE 23 citation index · 95 channels mentioned ever	CHANNEL AGE 1 year 10 months created 30.07.2024

AI EDITOR SUMMARY

Channel «GomelOblMedicine» – 11 337 subs. Each post averages 2.3K people (21% subs), average reach – room to grow. Publishes 52 posts/week (~7/day) – active posting. Week 8–14 Jun reach up +51.1% week 1–7 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **219** posts over 29 days.
- 02 Dominant format — **Photo** (176/219 posts).
- 03 Avg post length — **846** chars (median 930).
- 04 Audience peak activity — **Wednesday**, 21:00 MSK.
- 05 Top posts get **5x** more views than the weakest (6.9K avg for top vs 1.5K for worst) — among 219 posts in 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 12:14 PHOTO ✂️Test of Strength: EMS Team Competitions Held in Gomel Tactical and special competitions for ambulance teams took place in Gomel...	VIEWS 7 866 REPOSTS 15	REACTIONS 12 ER 69.4%
Nº2 09.06 · 08:11 VIDEO ✂️Innovative Approaches in Pediatric Surgery: Specialists at Gomel Regional Children's Hospital Perform Unique Operations At Gomel Regional Children's...	VIEWS 6 552 REPOSTS 12	REACTIONS 14 ER 57.8%
Nº3 12.06 · 06:04 PHOTO ✂️Digitalization of Gomel Healthcare: Work Progress Monitoring Deputy Chairman of Gomel Regional Executive Committee Dmitry Aleynikov...	VIEWS 6 272 REPOSTS 27	REACTIONS 11 ER 55.3%

Nº4 12.06 · 08:09 PHOTO ➤Construction Progress of New Children's Clinic in Gomel: Site Inspection Deputy Chairman of Gomel Regional Executive Committee Dmitry...	VIEWS 5 807 REPOSTS 19	REACTIONS 14 ER 51.2%
Nº5 27.05 · 13:27 PHOTO ➤Top Issues in Oncodermatology: Major Scientific Forum Held in Gomel Today at Gomel University Clinic -...	VIEWS 5 428 REPOSTS 5	REACTIONS 16 ER 47.9%

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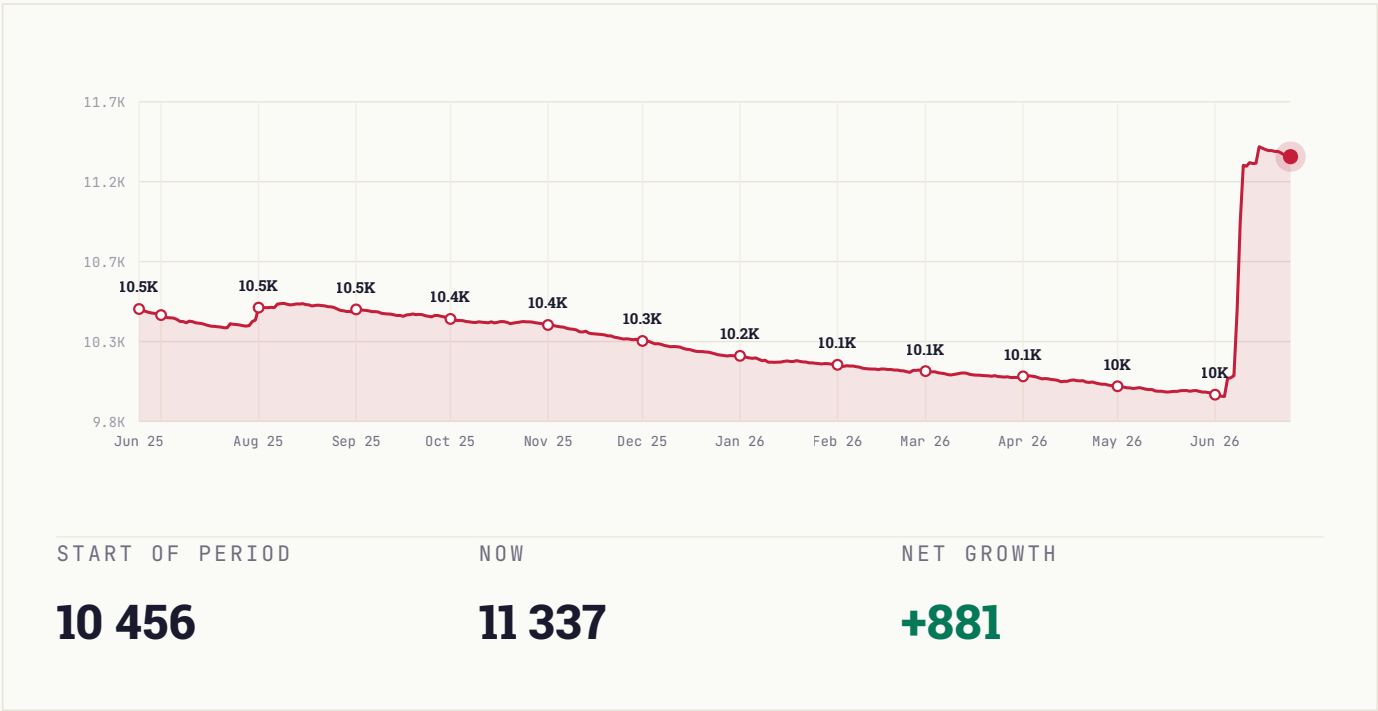
WORST 3

↓ 05.06 · 13:19 PHOTO DIRECT PHONE LINES OF HEADS OF REGIONAL HEALTHCARE ORGANIZATIONS: !!06.06.2026 FROM 9:00 TO 12:00 ☒U "GOSKB" - Yadrentsev Oleg...	VIEWS 1 465 REPOSTS 2	REACTIONS 7 ER 12.9%
↓ 28.05 · 15:14 PHOTO ➤Brahin Honors Military Medics at Regional Workshop A ceremony took place at Brahin Central District Hospital...	VIEWS 1 457 REPOSTS 3	REACTIONS 15 ER 12.9%
↓ 29.05 · 13:21 PHOTO !!We've compiled a full, systematic list of direct hotlines to help you: ☒ Quickly find the right contact ☒...	VIEWS 1 456 REPOSTS 3	REACTIONS 9 ER 12.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

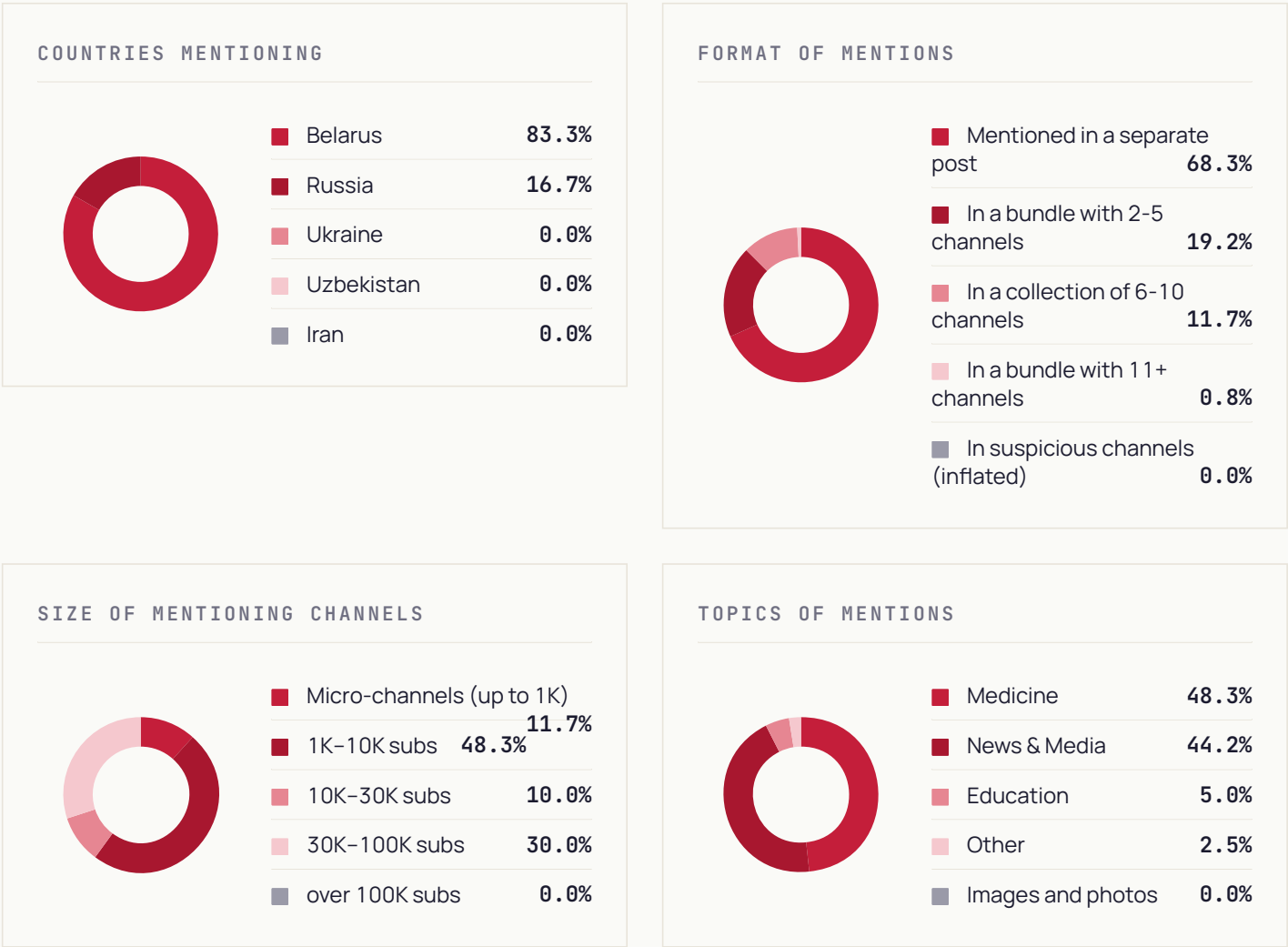
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

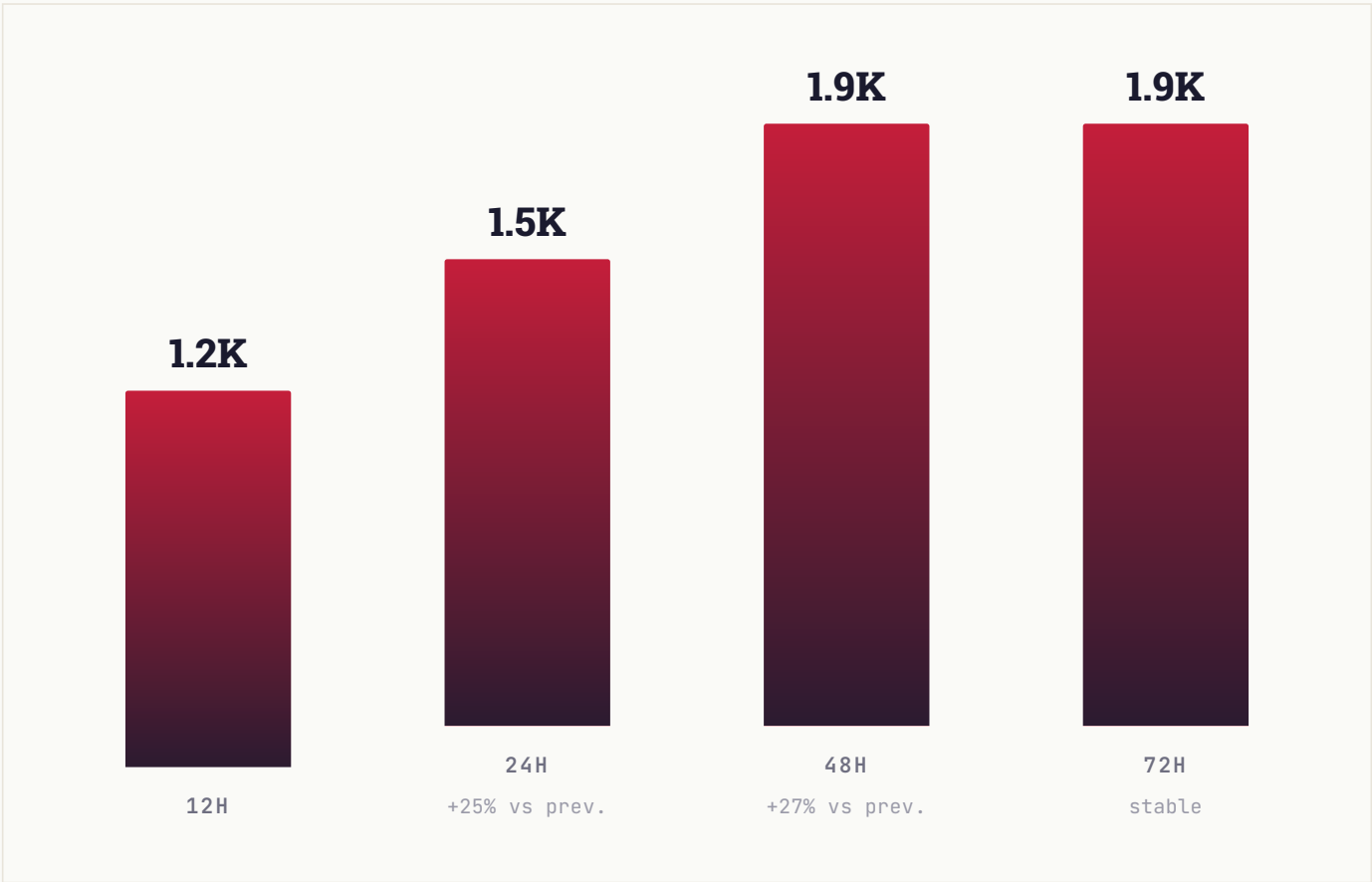
Citation index **23** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **95** different channels.



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 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
VA Vaccines_Minsk	32K
OM Official Ministry of Health - healthcare & pharma news of the Republic of Belarus	31.1K
GO GomelOblMedicine YOU	11.3K
PZ Healthcare Trade Union of Belarus	7.9K
BH White Coats. News	5.7K
ZM Healthcare of Mogilev region ☒	4.5K
OR OrgZdravBel	4.1K
DD Doctor Dovnar-Zapolskaya	3.7K
IN Infectology.by	3K
AP Anti-drug platform "Be free - it's great!"	2.8K
G" Newspaper "Medical Bulletin"	2.1K

COMPARATIVE CONCLUSION

Channel in top 3 niches (#3 of 50 category channels). One of the leaders — client-partners can go for cross-promo with peers, for PR/reach you're a valuable media partner.

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 were **34**, they brought **265** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2	2	9
Nov 2025	7	5	9
Oct 2025	8	3	29
Sep 2025	13	8	39
August 2025	1	1	112
July 2025	3	3	67

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
34	6	265

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-50 channels in category «Medicine» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#3/50

POSITION IN NICHE

Channel in top 6% medicine Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

- 01

Top post of the week — on Wednesday
 Audience is most active on this day at 21:00 MSK.

EFFECT
Best time for an important post
- 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 give +5-15% to ER. One poll per week on a hot topic — easy growth point.

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 looks at descriptions. Add 3-5 niche keywords — that's organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. 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>

02 **Contact manager**

t.me/PromptPress_manager
