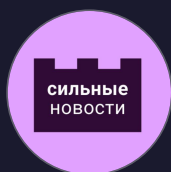


PROMTPRESS PUBLIC REPORT

Channel audit

Strong News - gomel.today



@gomeltoday

Strong News for #gomel residents from gomel.today SEND NEWS
@GT_SendNewsBot We on YT <https://www.youtube.com/@gomel-today> on VK <https://vk.com/gomeltoday> on FB...

SUBSCRIBERS

21 542

+145 per month

ERR (% SEE POSTS)

22.0%

per day 19.4%

REACH / POST

4.5K

ad reach 4.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

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6 months · monthly

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 21 542 —	 SUBSCRIBER REACH 20.81% avg % of subs see post	 VIEWS / POST 4.5K median 4.5K · 17 days	 POSTS / DAY 45.9 ~321 per week
 7D TREND — no data for period	 REACTIONS / POST 25.6 total 20,105 reactions, 8,725 reposts, 819 comments	 POST LENGTH 717 chars median 714 · 17 days	 POSTS ANALYZED 784 17 days
 AD REACH 4.2K 24h avg	 CHURN / MONTH +145 last month	 CITATION RATE 197 citation index · 414 channels mentioned ever	 CHANNEL AGE 10 years 4 months created 19.01.2016

AI EDITOR SUMMARY

Channel «Strong News - gomel.today» — 21 542 subs. Each post averages 4.5K people (21% from subs), this is average reach — room to grow. Publishes 321 posts per week (~46/day) — very active posting.

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 **784** posts over 17 days.
- 02 Dominant format — **Photo** (557/784 posts).
- 03 Avg post length — **717** chars (median 714).
- 04 Peak audience activity — **Saturday**, 19:00 MSK.
- 05 Strongest posts get **1x** more views than the weakest (5.6K avg top vs 4.1K worst) — among 784 posts over 17 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 16:01 PHOTO Kristina is 19, and at such a young age she decided to completely give up alcohol. It would seem that youth is a time of fun parties and...	VIEWS 5 703 REP. 24	REACTIONS 78 ER 26.5%
Nº2 29.05 · 18:03 VIDEO UK issues Lord of the Rings commemorative coin – casts shadow of Sauron's Eye The image of the ominous Eye...	VIEWS 5 591 REP. 19	REACTIONS 21 ER 26.0%
Nº3 31.05 · 16:01 TEXT Belstat: what young Belarusians do online In 2024, 97.7% of children aged 6-17...	VIEWS 5 560 REP. 6	REACTIONS 18 ER 25.8%

Nº4 24.05 • 15:01 PHOTO China unveils first robot maid. What can it do? Chinese company GigaBrain on May 20 in Wuhan presented the first...	VIEWS 5 541 REACTIONS 23 REP. 16 ER 25.7%
Nº5 30.05 • 16:05 PHOTO Dmitry is 39, into music: rock, post-rock, punk, grunge, pop, singer-songwriter, also sings and plays guitar, and overall...	VIEWS 5 539 REACTIONS 37 REP. 11 ER 25.7%

WORST 3

↓ 02.06 • 10:32 PHOTO As reported by the Prosecutor General's Office, in 2015 a foreigner lived in a rented apartment with his compatriot – they had a difficult...	VIEWS 4 061 REACTIONS 10 REP. 4 ER 18.9%
↓ 01.06 • 10:17 PHOTO Inspectors went to the site and... found no violations☒♀ A resident of Gomel district complained to the regional Council of Deputies about...	VIEWS 4 059 REACTIONS 14 REP. 6 ER 18.8%
↓ 01.06 • 10:56 PHOTO Prosecutor's office checked the specialized enterprise that handles catching, keeping and euthanizing stray animals...	VIEWS 4 038 REACTIONS 41 REP. 3 ER 18.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

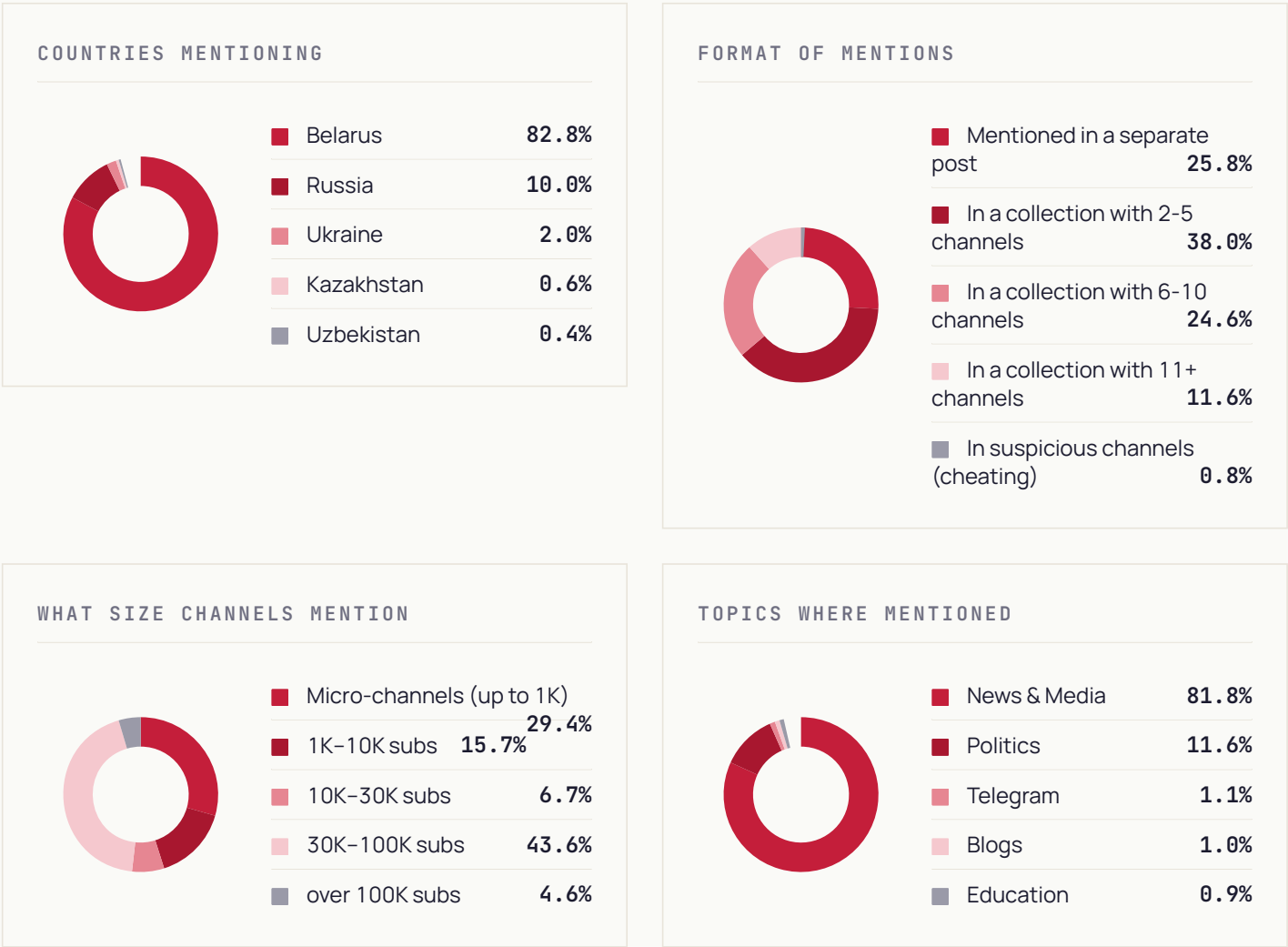
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

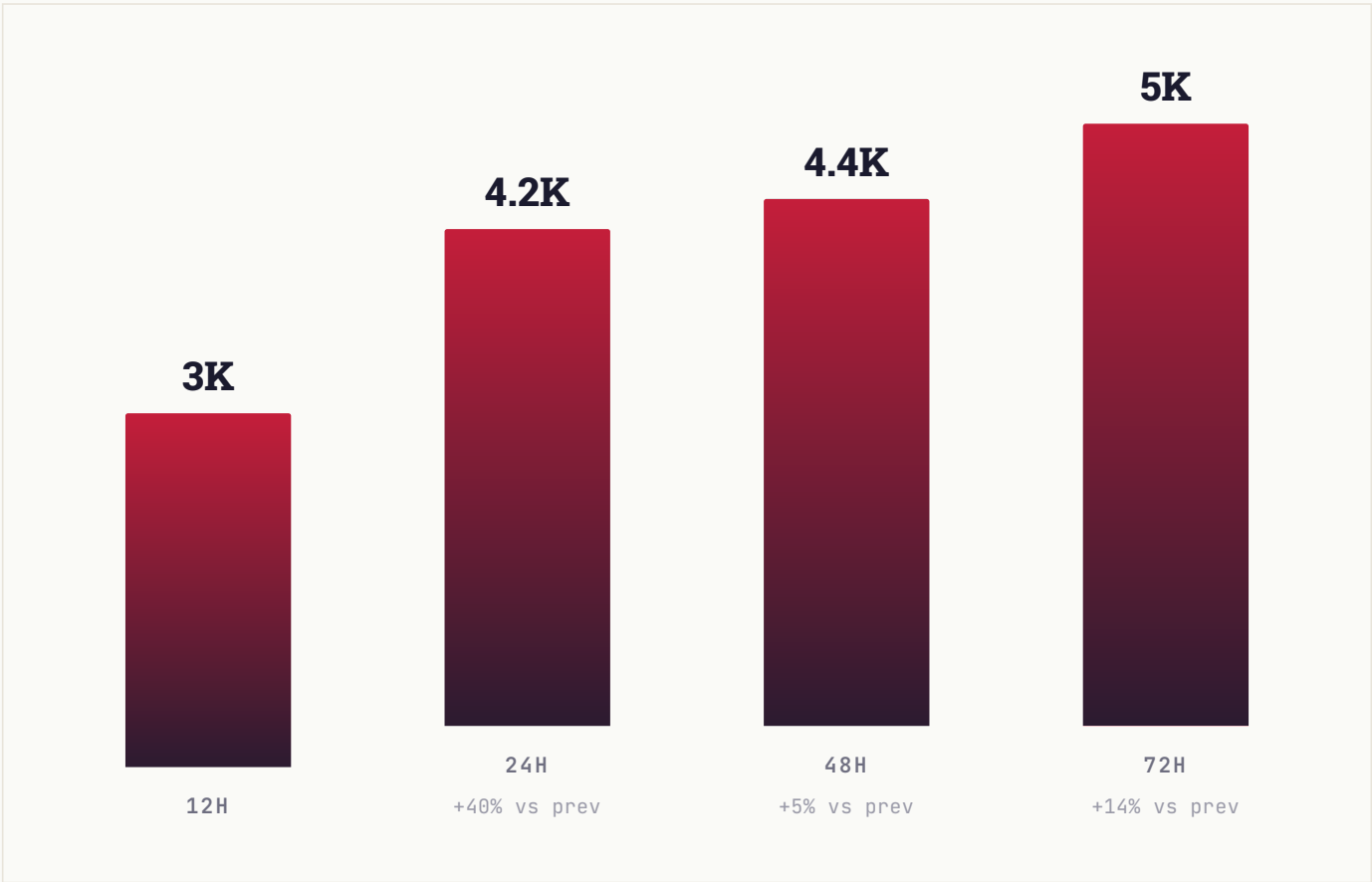
Citation index **197** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **414** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank 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
BW Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Gałoŭnaje	56.8K
GG Gomel. Main!	56K
CIS Strong News - gomel.today YOU	21.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#41 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **191**, they brought **429** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	40	12	160	
November 2025	27	10	42	
October 2025	34	8	53	
September 2025	28	4	19	
August 2025	37	10	63	
July 2025	25	8	92	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
191	6	429

SECTION 08 · NICHE COMPARISON

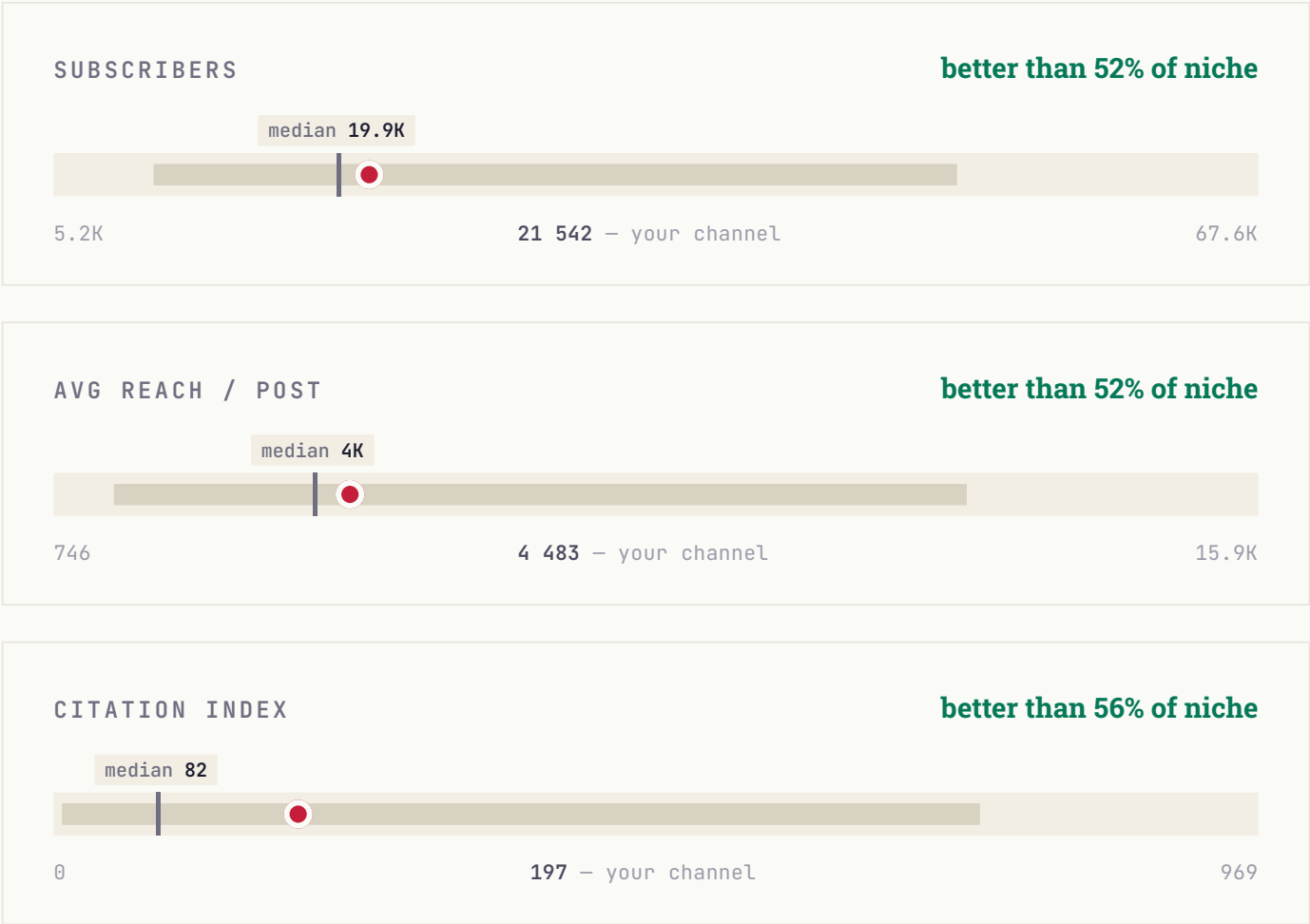
Where the channel stands in its league

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

#41/100

RANK 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 next month.

01**Main post of the week — on Saturday**

On this day at 19:00 MSK audience is most active.

EFFECT

**Best time for
key posts****02****Increase video post share**

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better****03****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****04****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**05****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**

★ 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 close your growth plan in a month.

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