

PUBLIC REPORT BY PROMTPRESS

Channel audit

MOZYR



@gorodmozyr

Suggest news to our group by writing here @chatmozyr ← Mozyr
Real Estate - @dommozyr Mozyr Jobs - @pracamozyr Mozyr Lost
& Found - @poiskmozyr

SUBSCRIBERS

20 851

+116 per month

ERR (% SEE POSTS)

35.0%

daily 24.4%

REACH/POST

7.3K

ad reach 5.1K/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 20 851 —	 SUBSCRIBER REACH 35.1% avg % subs see post	 VIEWS/POST 7.3K median 7.4K · 28 days	 POSTS/WEEK 30.4 for the period
 7D TREND -10.4% vs previous week	 REACTIONS/POST 46.0 total 5,698 reactions, 3,207 reposts, 599 comments	 POST LENGTH 466 chars median 374 · 28 days	 POSTS ANALYZED 124 28 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH +116 last month	 CITATION RATE 26 citation index · 123 channels mentioned all time	 CHANNEL AGE 6 years 8 months created 25.09.2019

AI EDITOR SUMMARY

Channel «MOZYR 𐄂𐄂» — 20 851 subs. Each post avg views 7.3K people (35% of subs), good reach. Publishes 30 posts per week (~4/day) — active posting. For week 25–31 May, reach dropped -10.4% vs week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **124** posts over 28 days.
- 02 Dominant format – **Photo** (89/124 posts).
- 03 Avg post length – **466** chars (median 374).
- 04 Peak audience activity – **Saturday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (9.8K avg for top vs 5.5K for worst) – among 124 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 18:06 PHOTO ⚡Tragedy on the water. A teenager drowned in Lake Kozenkoye near the village of Drozdy, Mozyr district. According to preliminary information, on May 16 a company...	VIEWS 9 972 REPOSTS 453	REACTIONS 234 ER 47.8%
Nº2 13.05 · 17:11 PHOTO In Belarus, the MCHS republican preventive campaign «Safe Holidays» starts. Main goal – remind adults and children about...	VIEWS 9 850 REPOSTS 4	REACTIONS 13 ER 47.2%
Nº3 23.05 · 17:28 PHOTO → @poiskmozyr - Lost & Found Bureau → @dommozyr - Mozyr Real Estate → @pracamozyr - Mozyr Jobs → @mozyrapple - Apple Flea Market Mozyr...	VIEWS 9 431 REPOSTS 5	REACTIONS 7 ER 45.2%

Nº4 13.05 · 11:12 PHOTO At the Slavyansky market, a complaint from a Mozyr resident about parking lot trading was reviewed. The woman is unhappy that people are selling on the parking lot...	VIEWS 9 424 REPOSTS 22	REACTIONS 41 ER 45.2%
Nº5 23.05 · 18:22 VIDEO Last bell rang for Mozyr graduates Report by Mozyr TV channel Photo/video/news – send to this chat...	VIEWS 9 385 REPOSTS 29	REACTIONS 42 ER 45.0%

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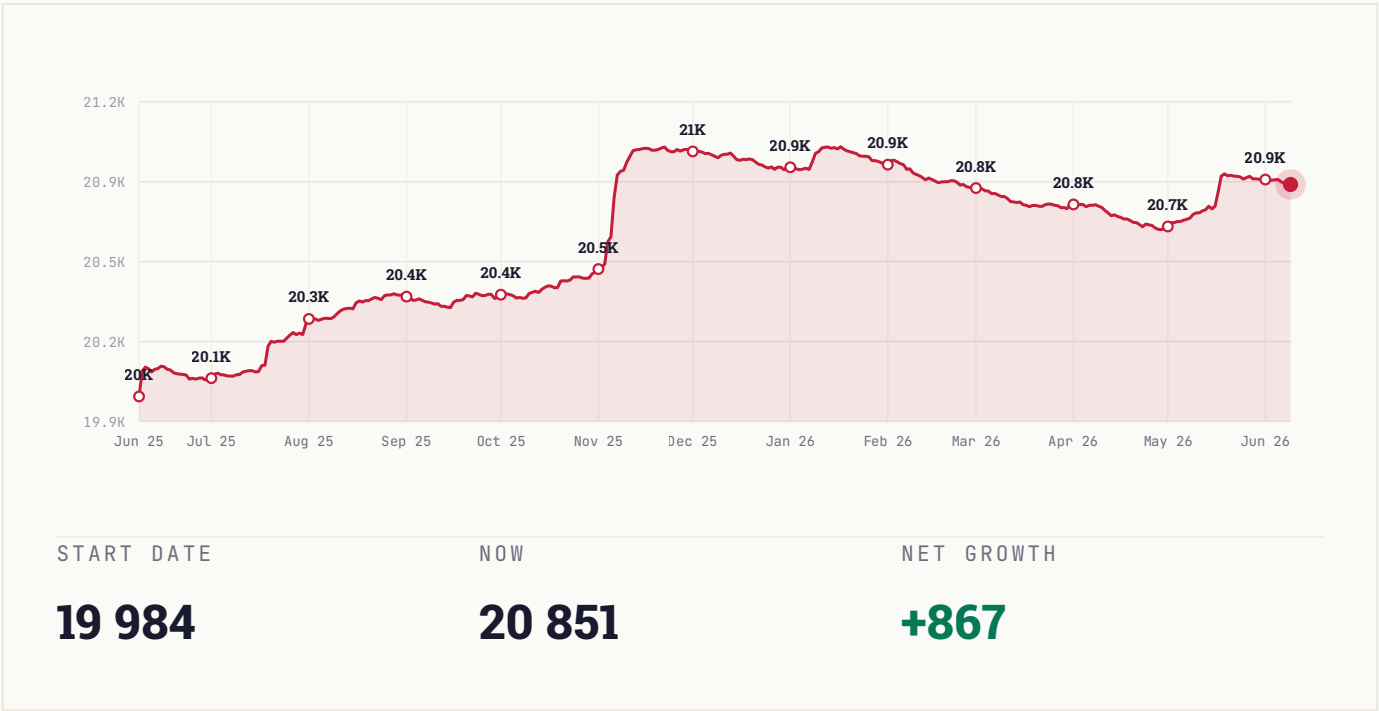
WORST 3

↓ 03.06 · 14:22 PHOTO PASSENGER NOTICE! From June 13, 2026, on Saturdays and Sundays the time changes...	VIEWS 5 650 REPOSTS 8	REACTIONS 10 ER 27.1%
↓ 03.06 · 14:29 VIDEO From a subscriber: Not a single duck was harmed. The driver of the neighboring car helped the duck safely cross the road to the ravine. Photo/video/news ...	VIEWS 5 517 REPOSTS 44	REACTIONS 152 ER 26.5%
↓ 03.06 · 14:28 PHOTO Find phone on Polesskaya contact numbers +375336920902 +375336858083	VIEWS 5 198 REPOSTS —	REACTIONS 1 ER 24.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

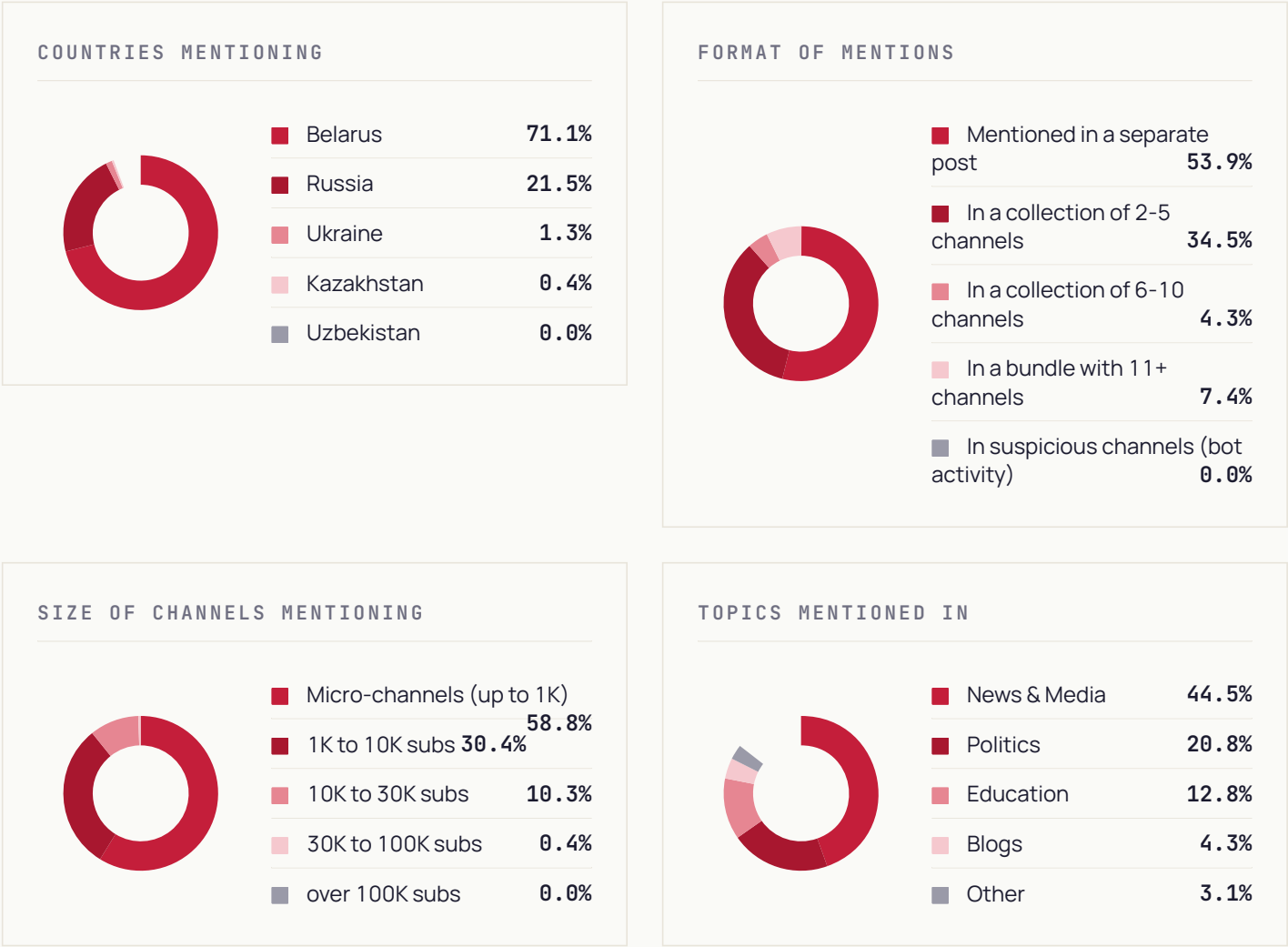
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

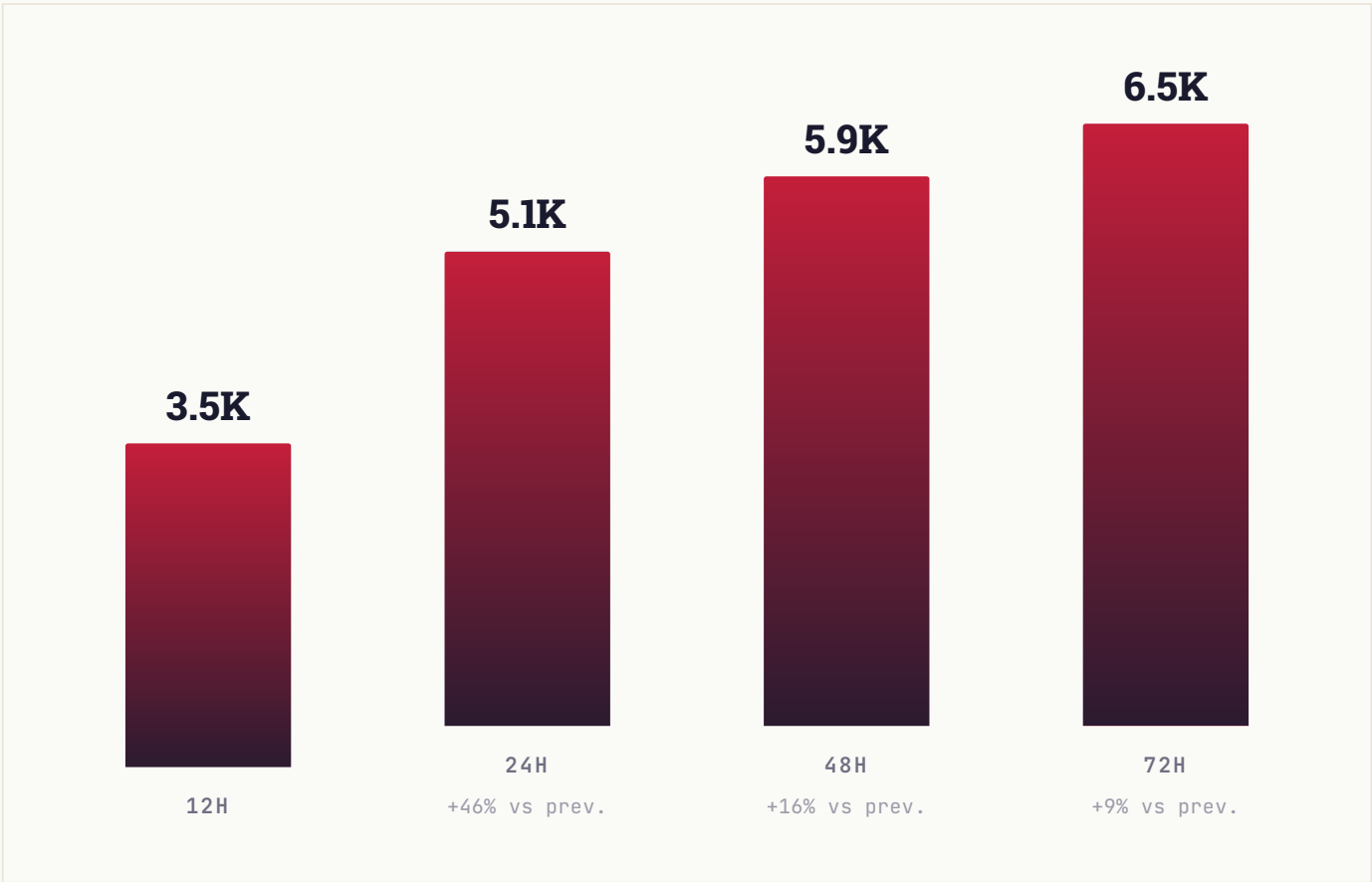
Citation index **26** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **123** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & 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 Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
M MOZYR 你 你	YOU 20.9K

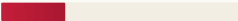
COMPARATIVE CONCLUSION

Channel in top half of niche (#45 of 97). Niche leader: NEXTA Live (764.9K), median subs 19.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

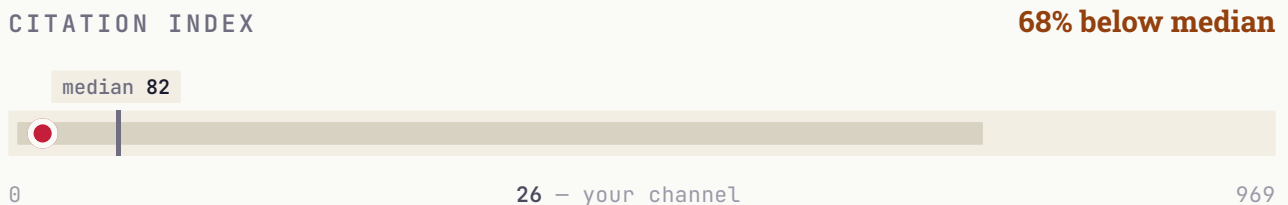
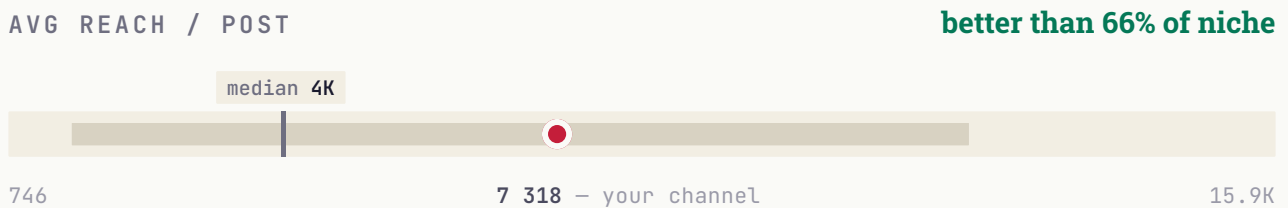
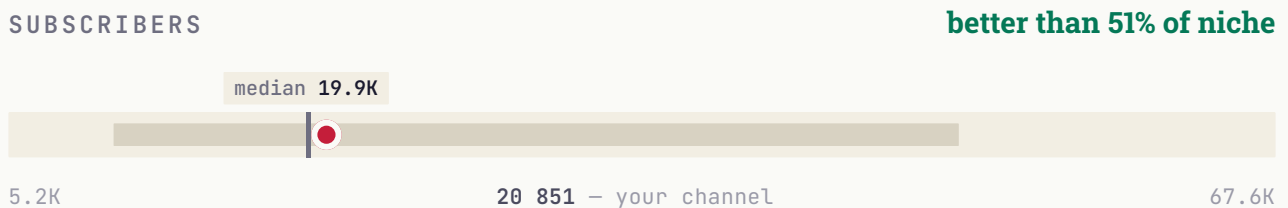
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **110**, they brought **1 232** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	29	10	51 
November 2025	22	11	537 
October 2025	25	10	145 
Sep 2025	15	6	83 
August 2025	12	5	154 
July 2025	7	4	262 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
110	6	1 232

Where channel stands in its league

Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

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 weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Exchange posts with channels in the same segment 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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
