

PUBLIC REPORT BY PROMTPRESS

Channel audit

Grodno. Main!



@grodno

Main news Telegram channel of Grodno Ads 📺@glavnoebel 📺

Suggest news — @suggestgrodnobot

SUBSCRIBERS

32 375

+24 per month

ERR (% SEE POSTS)

27.0%

per day **20.3%**

REACH/POST

8.5K

ad reach **6.6K/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 32 375 —	 SUBS REACH 26.28% avg % subs see post	 VIEWS/POST 8.5K median 8.6K · 29 days	 POSTS/DAY 14.0 ~98 per week
 7D TREND -1.1% vs previous week	 REACTIONS/POST 108.0 total 44,484 reactions, 21,298 reposts, 1,709 comments	 POST LENGTH 271 chars. median 256 · 29 days	 POSTS ANALYZED 412 29 days
 AD REACH 6.6K 24h avg	 CHURN / MONTH +24 last month	 CITATION RATE 36 citation index · 289 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 02.04.2023

AI EDITOR SUMMARY

Channel «Grodno. Main!» — 32 375 subs. Each post averages 8.5K people (26% of subs), good reach. Publishes 98 posts per week (~14/day) — very active. Week 25–31 May reach stable (-1.1% vs week 18–24 May).

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 SHARE

- 01 Analysis based on 412 posts in 29 days.
- 02 Dominant format – Photo (262/412 posts).
- 03 Avg post length – 271 chars (median 256).
- 04 Audience peak – Friday, 21:00 MSK.
- 05 Top posts get 1× more views than the weakest (10.1K avg for top vs 7K for worst) – among 412 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 18:35 PHOTO ⚡ Traffic Police to Fine for Headlights Off From May 25 to June 5, Belarus runs 'Attention – Children!' campaign: drivers must keep headlights on 24/7...	VIEWS 10 121 REP. 171	REACTIONS 74 ER 31.3%
Nº2 25.05 · 18:12 PHOTO 🌕 Belarusians Can See 'Blue' Full Moon on May 31 Second full moon this month – called 'blue'...	VIEWS 10 035 REP. 91	REACTIONS 123 ER 31.0%
Nº3 20.05 · 18:10 PHOTO ⚡ Grodno Traffic Police to Target Drivers on Phones Tomorrow Checks on May 21-22. Officers will also monitor...	VIEWS 10 030 REP. 140	REACTIONS 95 ER 31.0%

Nº4 20.05 · 15:42 PHOTO ☒ Woman and 1-Year-Old Child Die in M6 Crash Preliminary info: Peugeot driver crossed into oncoming lane and...	VIEWS 9 841 REP. 173	REACTIONS 274 ER 30.4%
Nº5 20.05 · 17:19 VIDEO ☒ Details of Fatal Crash Near Grodno Where Child Died Today around 4:30 PM on M6 highway, a 32-year-old Peugeot driver during overtaking...	VIEWS 9 841 REP. 153	REACTIONS 145 ER 30.4%

|

WORST 3

↓ 02.06 · 07:40 PHOTO ☒ Belarus Getting Yellower: Rapeseed Fields Nearly Double Farmers plan to harvest 1.1M tons of rapeseed this year – up...	VIEWS 7 065 REP. 6	REACTIONS 75 ER 21.8%
↓ 02.06 · 07:46 VIDEO ☒ City Prepares to Open New Bridge Over Yurisdika River Rehearsal for opening ceremony underway. Bridge...	VIEWS 7 056 REP. 16	REACTIONS 71 ER 21.8%
↓ 02.06 · 07:30 PHOTO ☒ New Mall to Open Soon on Lidskaya Street No info on tenants yet. Likely a large...	VIEWS 6 976 REP. 28	REACTIONS 60 ER 21.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

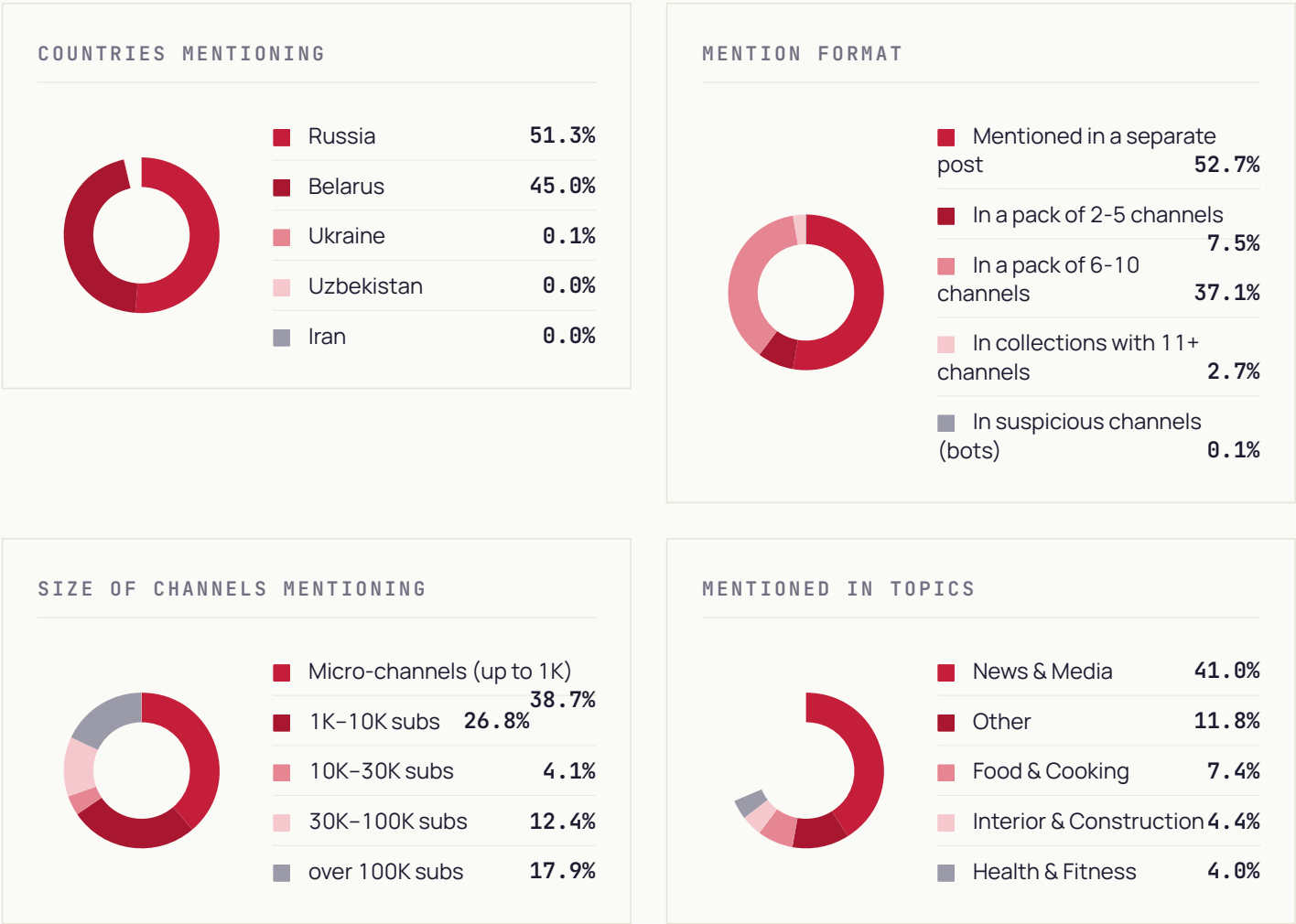
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

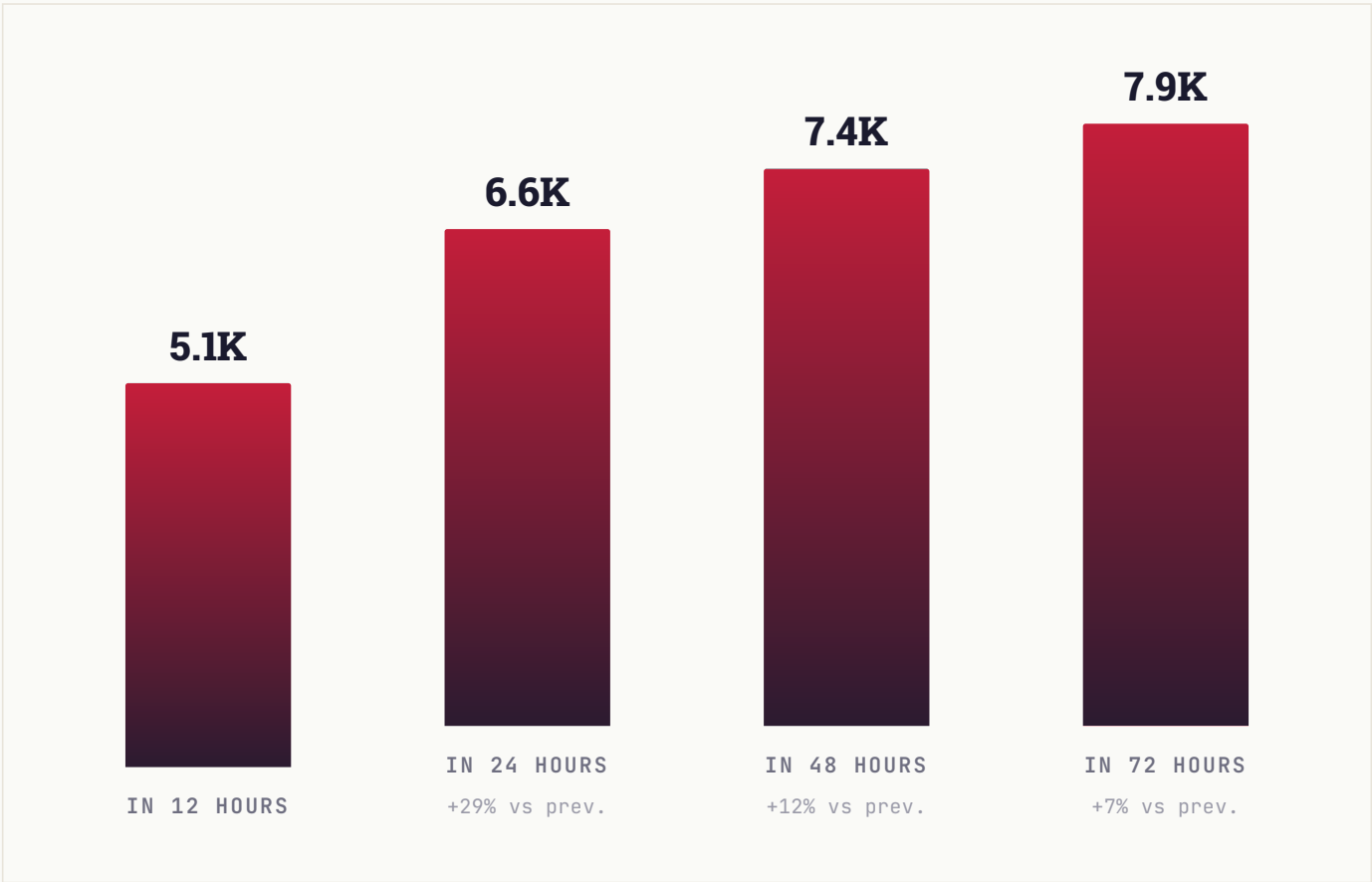
Citation index **36** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **289** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its place 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
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Podslushano Belarus	58.2K
BG Belarus Gaŭŭnaje	56.8K
GG Gomel. Main!	56K
GG Grodno. Main! YOU	32.4K

COMPARATIVE SUMMARY

Channel in top half of niche (#25 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

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **86**, they brought **2 174** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	17	9	54
Nov 2025	21	17	151
Oct 2025	15	6	175
September 2025	14	10	1 003
August 2025	10	8	400
July 2025	9	7	391

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
86	6	2 174

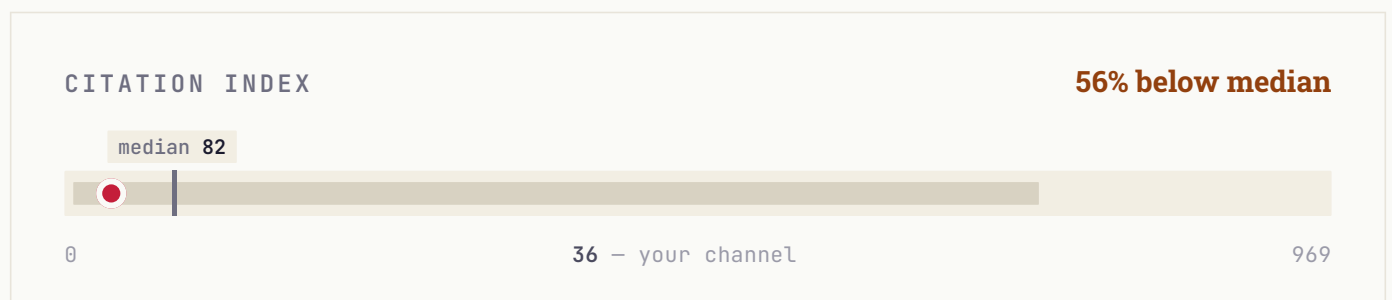
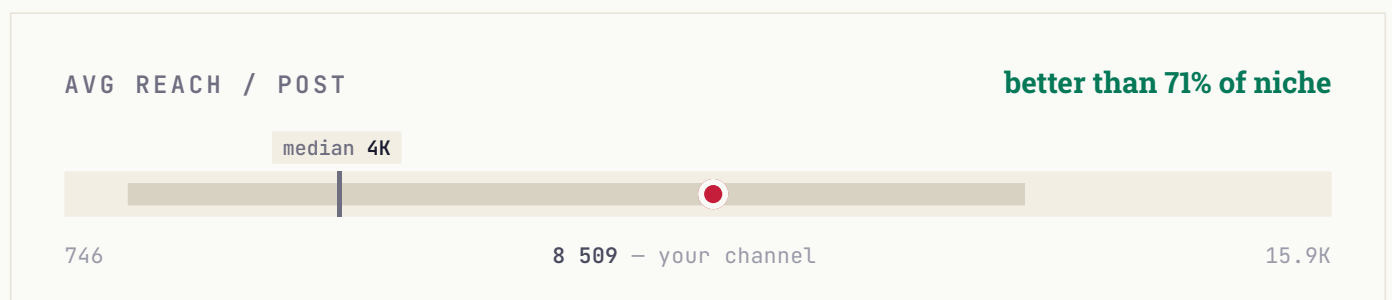
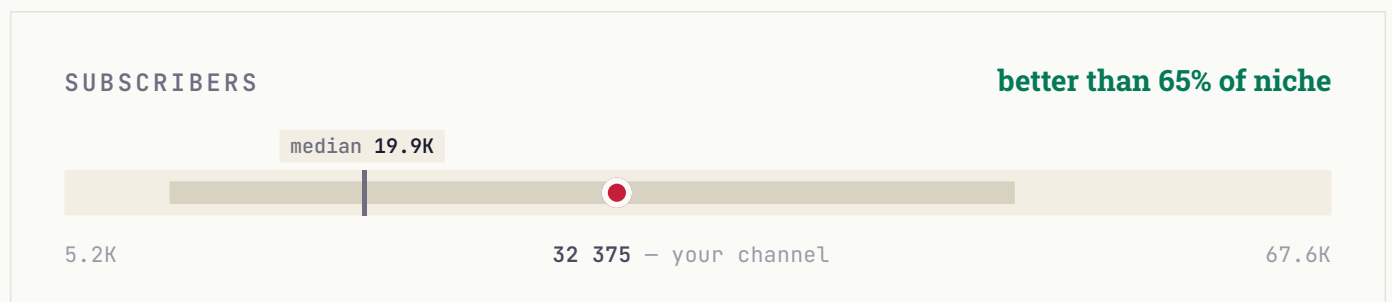
— SECTION 08 • NICHE COMPARISON

Where 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.

#25/100

POSITION IN NICHE
Channel in top 25% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Friday

On this day at 21:00 MSK audience is most active.

EFFECT

Best window for important posts
- 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 lever.

EFFECT

+5-15% ER
- 04

Cross-promo with nearby channels

Exchange 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 this done by **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 in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
