

PUBLIC REPORT PROMTPRESS

Channel audit

Grodno Online



@grodno_vesti

All life of Grodno - with us ■ For advertising - @artsem_bel Our Instagram - [instagram.com/grodno_online](https://www.instagram.com/grodno_online) Suggest news via account messages ■

SUBSCRIBERS

18 948

+26 per month

ERR (% SEE POSTS)

16.0%

Daily **11.8%**

REACH/POST

2.9K

Ad reach **2.2K/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 18 948 —	SUBS REACH 15.44% Avg % subs see post	VIEWS/POST 2.9K Median 3K · 29 days	POSTS/DAY 10.0 ~70 per week
7D TREND +0.8% vs prev week	REACTIONS/POST 17.3 Total 5,185 reactions, 2,926 reposts, 75 comments	POST LENGTH 653 chars Median 620 · 29 days	POSTS ANALYZED 299 29 days
AD REACH 2.2K 24h avg	CHURN / MONTH +26 Last month	CITATION RATE 4 Citation index · 27 channels mentioned ever	CHANNEL AGE 4 yrs 3 mo Created 13.03.2022

AI EDITOR SUMMARY

Channel «Grodno Online» – 18 948 subs. Each post avg views 2.9K people (15% from subs), average reach – room to grow. Publishes 70 posts/week (~10/day) – active publishing. Week Jun 8–14 reach Stable (+0.8% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **299** posts in 29 days.
- 02 Dominant format — **Photo** (255/299 posts).
- 03 Avg post length — **653** chars (median 620).
- 04 Audience peak activity — **Sunday**, 21:00 MSK.
- 05 Top posts get **2x** More views than weakest (3.7K avg top vs 2.5K worst) — among 299 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 07.06 · 15:05 PHOTO Lunapark, beach & registry office. Minsk opens belbet fest festival town Dynamo Stadium will host the first large-scale festival on June 13...	VIEWS	REACTIONS
	3 732	11
	REPOSTS	ER
	9	19.7%
Nº2 31.05 · 16:35 PHOTO Almost a third of Belarusians live on 1,000–1,500 rubles a month Predictably, the richest share is in the capital. In Minsk...	VIEWS	REACTIONS
	3 709	30
	REPOSTS	ER
	27	19.6%
Nº3 31.05 · 15:05 VIDEO Passengers brutally beat female taxi driver — she ended up in hospital The brutal attack on a female taxi driver was reported in the community...	VIEWS	REACTIONS
	3 695	56
	REPOSTS	ER
	26	19.5%

Nº4 08.06 • 17:35 PHOTO “Graduation over Neman 2026”: how it will go On June 12, Friday, all gymnasiums and schools will hold award ceremonies...	VIEWS 3 601 REPOSTS 33 REACTIONS 14 ER 19.0%
Nº5 07.06 • 18:05 PHOTO Wolf cubs brought to Grodno Zoo – a touching story In 2009, a pair of wolves appeared at Grodno Zoo – our...	VIEWS 3 588 REPOSTS 20 REACTIONS 73 ER 18.9%

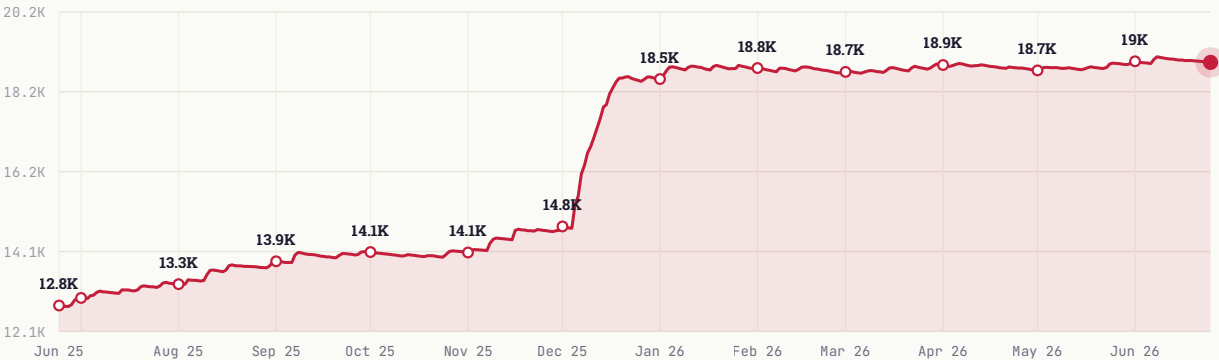
WORST 3

↓ 30.05 • 10:10 PHOTO Hurray, holidays! Happy last bell, Grodno! Today the streets of our beloved city are filled with smiles, flowers and light...	VIEWS 2 571 REPOSTS 2 REACTIONS 18 ER 13.6%
↓ 04.06 • 12:20 PHOTO Dollar rises again: trading results Since early summer, the US currency has been steadily growing. Results for today: ☹️ Dollar –...	VIEWS 2 428 REPOSTS 4 REACTIONS 12 ER 12.8%
↓ 04.06 • 09:15 VIDEO Good news from Smorgon district: rescuers helped a stork chick return to the nest On June 3, residents of Zhodishki agro-town found a...	VIEWS 2 409 REPOSTS 3 REACTIONS 18 ER 12.7%

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 gained and lost subs.



PERIOD START

12 761

NOW

18 949

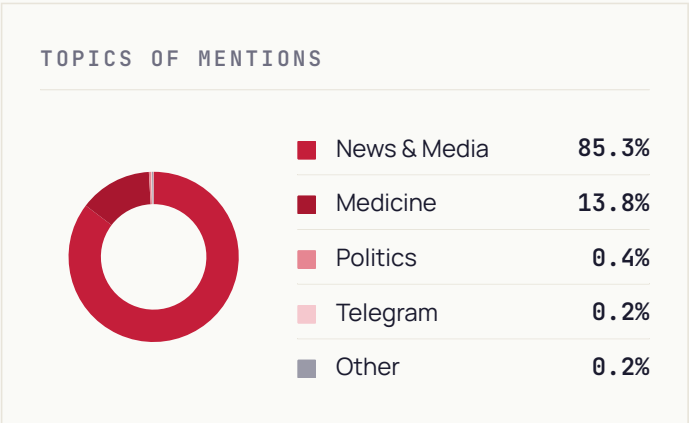
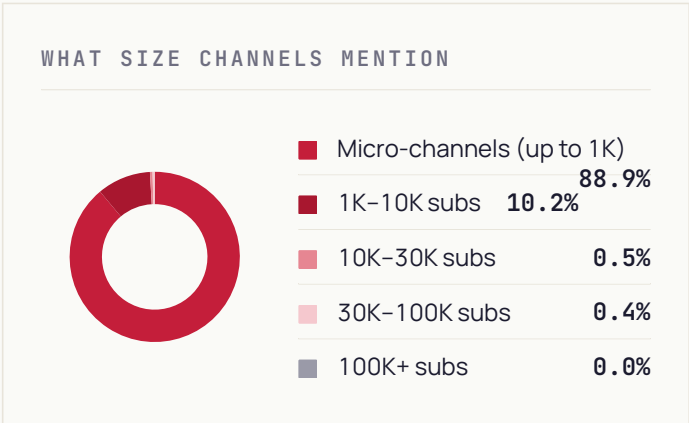
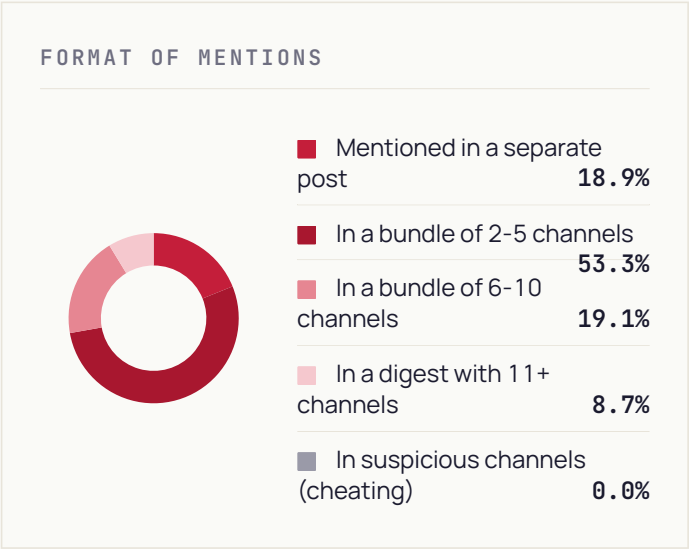
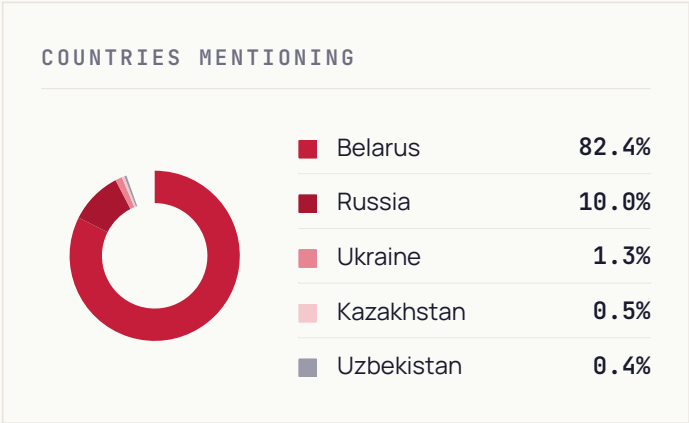
NET GROWTH

+6 188

SECTION 04 · CITATIONS

Who mentions the channel and how

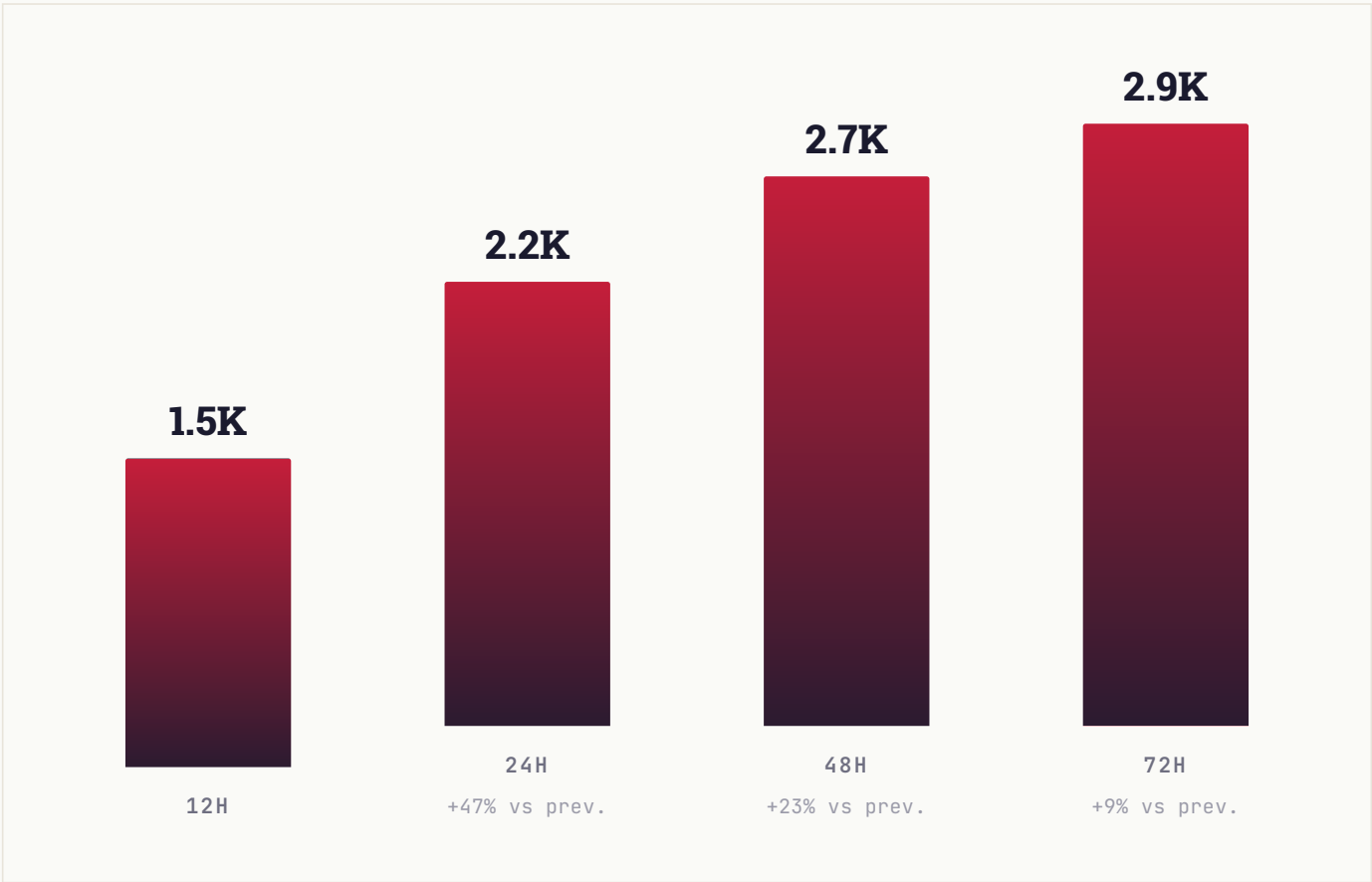
Citation index 4 – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 27 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement 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 neighbors.

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 Main	57.6K
GG Gomel. Main!	56.4K
GO Grodno Online YOU	18.9K

COMPARATIVE CONCLUSION

Channel in Bottom half of top-100 niche (#53 of 99). Niche median — 19.3K subs.
First growth KPI — reach median. Leader: NEXTA Live (764.3K).

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: **15**, they brought **6 746** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	4 065	
November 2025	0	0	733	
October 2025	5	5	220	
September 2025	3	3	463	
August 2025	1	1	725	
July 2025	5	3	540	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
15	6	6 746

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-**100** Channels in category "**News & Media**" (Belarus) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

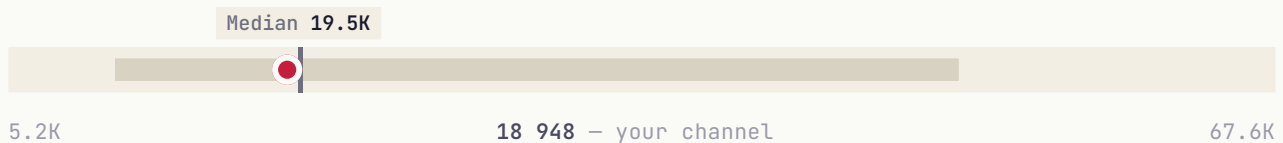
#53

/100

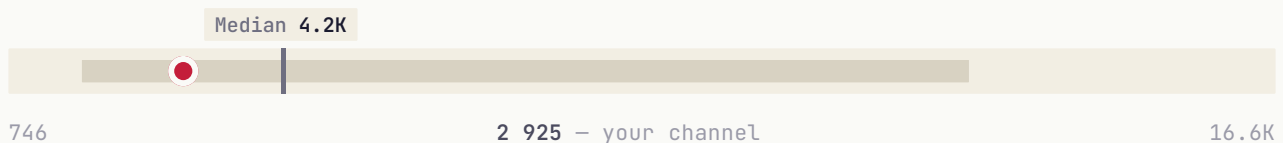
POSITION IN NICHE

Channel in bottom half of ranking

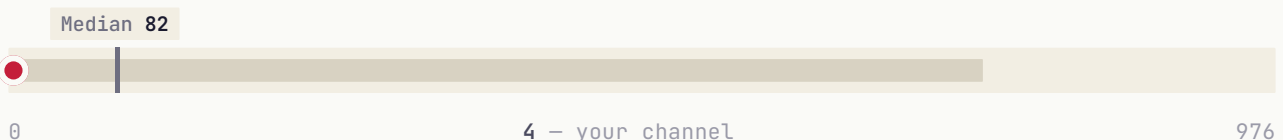
SUBSCRIBERS

3% below median


AVG REACH / POST

30% below median


CITATION INDEX

worse than median by 95%


— 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 21:00 MSK audience is most active.

EFFECT

**Best time for
an important
post**

02

Increase video posts share

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

EFFECT

**Video retains
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 win.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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