

PUBLIC REPORT PROMTPRESS

Channel audit

Grodno Truth. Online



@grodnonewsby

Telegram channel of «Гродненская правда» – key events of Grodno and region. Site: <https://grodnonews.by/> Chatbot for questions: https://t.me/grodnonews_bot Newspaper subscription:...

SUBSCRIBERS

9 210

+56 per month

ERR (% SEE POSTS)

16.0%

per day 9.5%

REACH/POST

1.4K

ad reach 872/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

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 9 210 —	 SUBS REACH 15.3% avg % subs see post	 VIEWS/POST 1.4K median 1.1K · 18 days	 POSTS/DAY 32.1 ~224 per week
 7D TREND — no data for period	 REACTIONS/POST 10.3 total 6,238 reactions, 4,002 reposts, 16 comments	 POST LENGTH 573 chars median 547 · 18 days	 POSTS ANALYZED 603 18 days
 AD REACH 872 24h avg	 CHURN / MONTH +56 last month	 CITATION RATE 141 citation index · 646 channels mentioned all time	 CHANNEL AGE 7 years 5 months created 12.12.2018

AI EDITOR SUMMARY

Channel «Grodno Truth. Online» — 9 210 subs. Each post avg views 1.4K people (15% of subs), avg reach — room to grow. Publishes 224 posts/week (~32/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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **603** posts in 18 days.
- 02 Dominant format — **Photo** (475/603 posts).
- 03 Avg post length — **573** chars (median 547).
- 04 Peak audience activity — **Wednesday**, 18:00 MSK.
- 05 Top posts get **17x** more views than the weakest (14K avg for top vs 814 for worst) — among 603 posts in 18 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 15:14 PHOTO 🇺🇦FIVE REASONS TO SAY 'NO' TO A FOREIGN UNIVERSITY: honest breakdown for parents of 11th graders 🇺🇦 In 2026, the rules of the game for...	VIEWS 22 685 REPOSTS 259	REACTIONS 9 ER 246.3%
Nº2 03.06 · 08:14 PHOTO 🇺🇦Europeans in Belarus: people's diplomacy in action 🇺🇦Despite political pressure, Europeans massively use the opportunity...	VIEWS 10 004 REPOSTS 32	REACTIONS 19 ER 108.6%
Nº3 03.06 · 10:12 PHOTO 🇺🇦Kyiv's policy of glorifying Nazi collaborators and barbaric demolition of monuments to Soviet liberators led to...	VIEWS 9 339 REPOSTS 43	REACTIONS 13 ER 101.4%

Nº4

04.06 • 05:46

PHOTO

⚡A large-scale tourism fair will unfold in the courtyard of the New Castle One of the brightest events of the XV Republican Festival...

VIEWS

8 261

REPOSTS

44

REACTIONS

11

ER

89.7%

Nº5

22.05 • 13:08

PHOTO

⚡⚡Pole stormed Lithuanian fence to flee to Belarus. Missed by just 200 meters. 🇧🇪 What Belarusian visa-free and...

VIEWS

7 949

REPOSTS

30

REACTIONS

6

ER

86.3%

WORST 3

↓ 30.05 • 11:32 PHOTO

⚡KGK of Grodno region runs a hotline during entrance exams Hotline of KGK of Grodno region...

VIEWS

822

REPOSTS

1

REACTIONS

8

ER

8.9%

↓ 30.05 • 14:56 PHOTO

⚡Knows the recipe for happiness. Grodno native Tamara Ivanchenko gave 35 years to pharmacy, now writes poems about Belarus Almost all her life Tamara...

VIEWS

822

REPOSTS

1

REACTIONS

11

ER

8.9%

↓ 29.05 • 11:45 PHOTO

⚡Dear residents of Grodno and guests of our city Final events program of the XV Republican Festival of National Cultures!

VIEWS

799

REPOSTS

33

REACTIONS

16

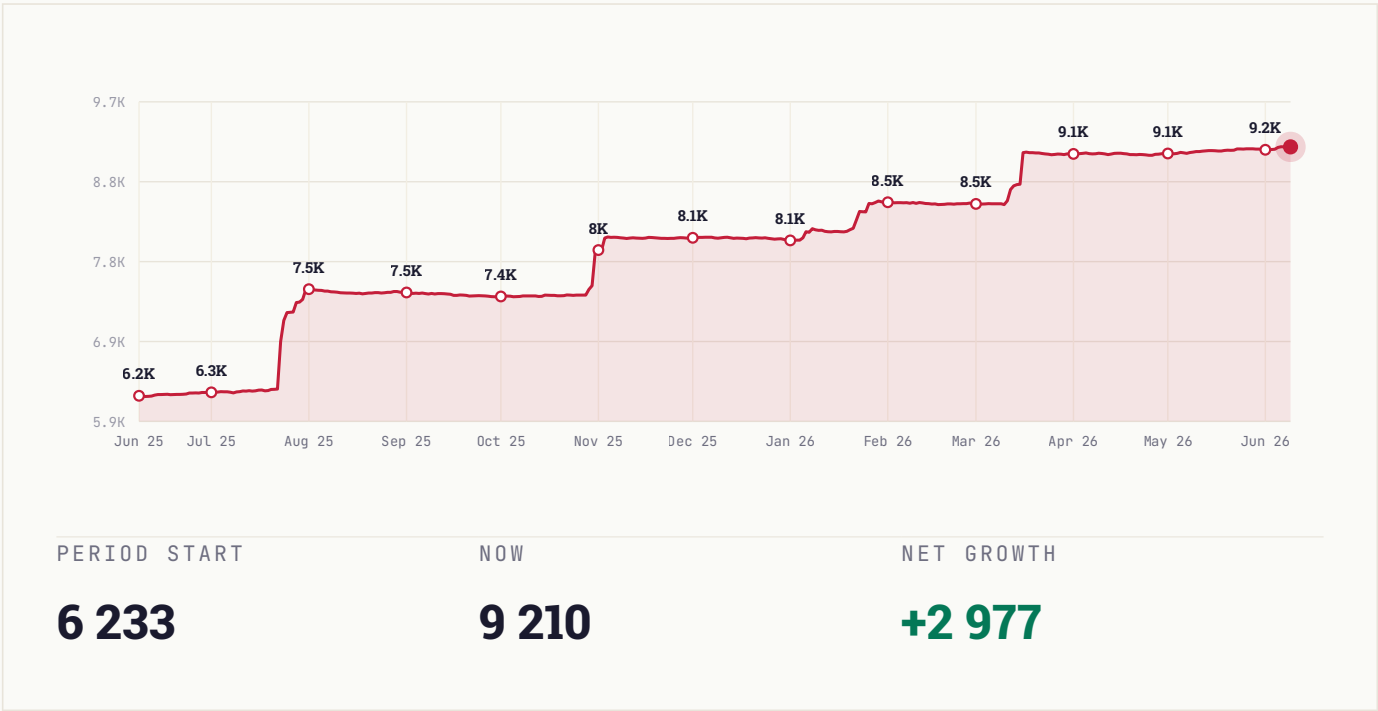
ER

8.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

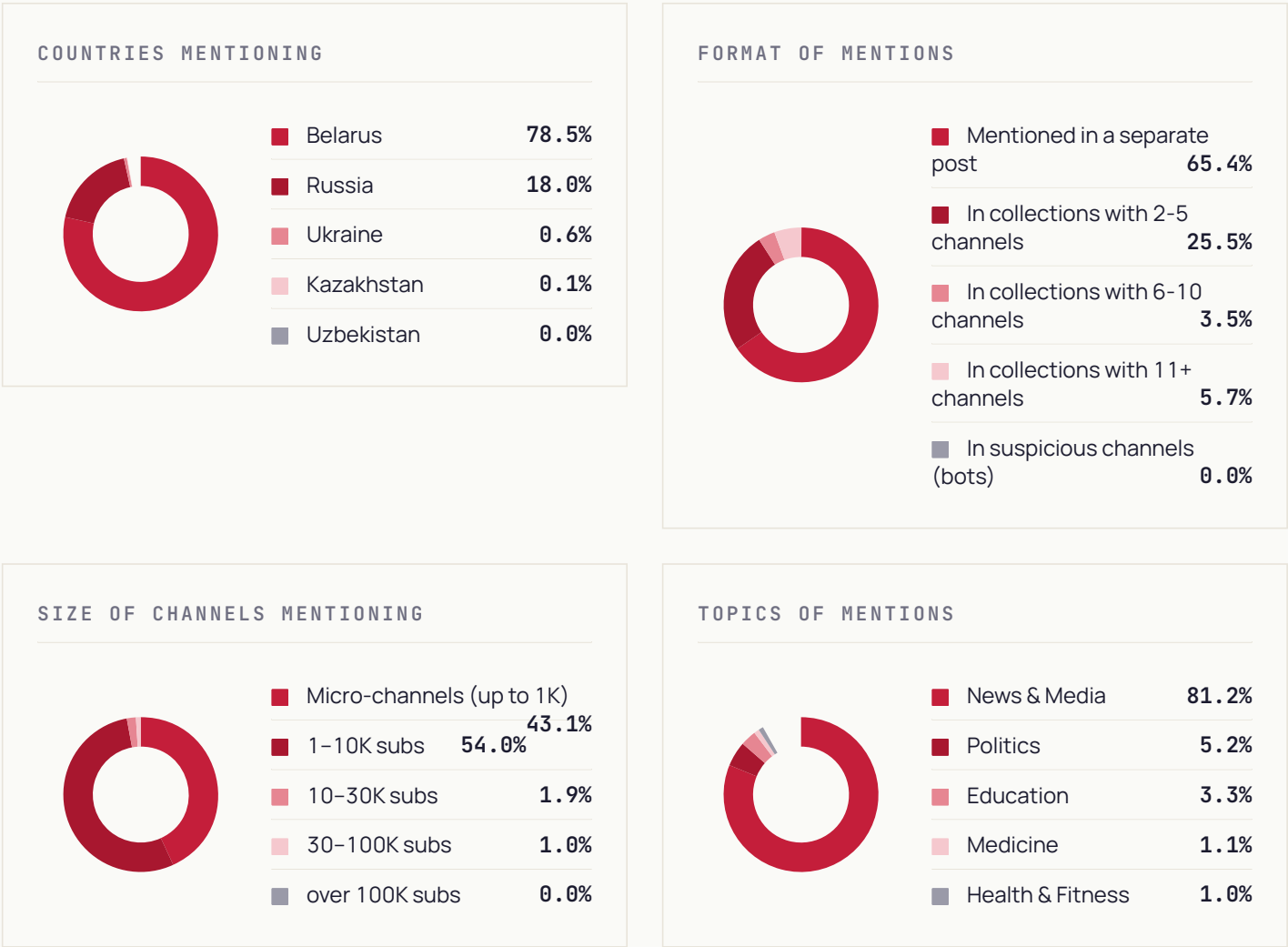
Yearly subscriber growth chart. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

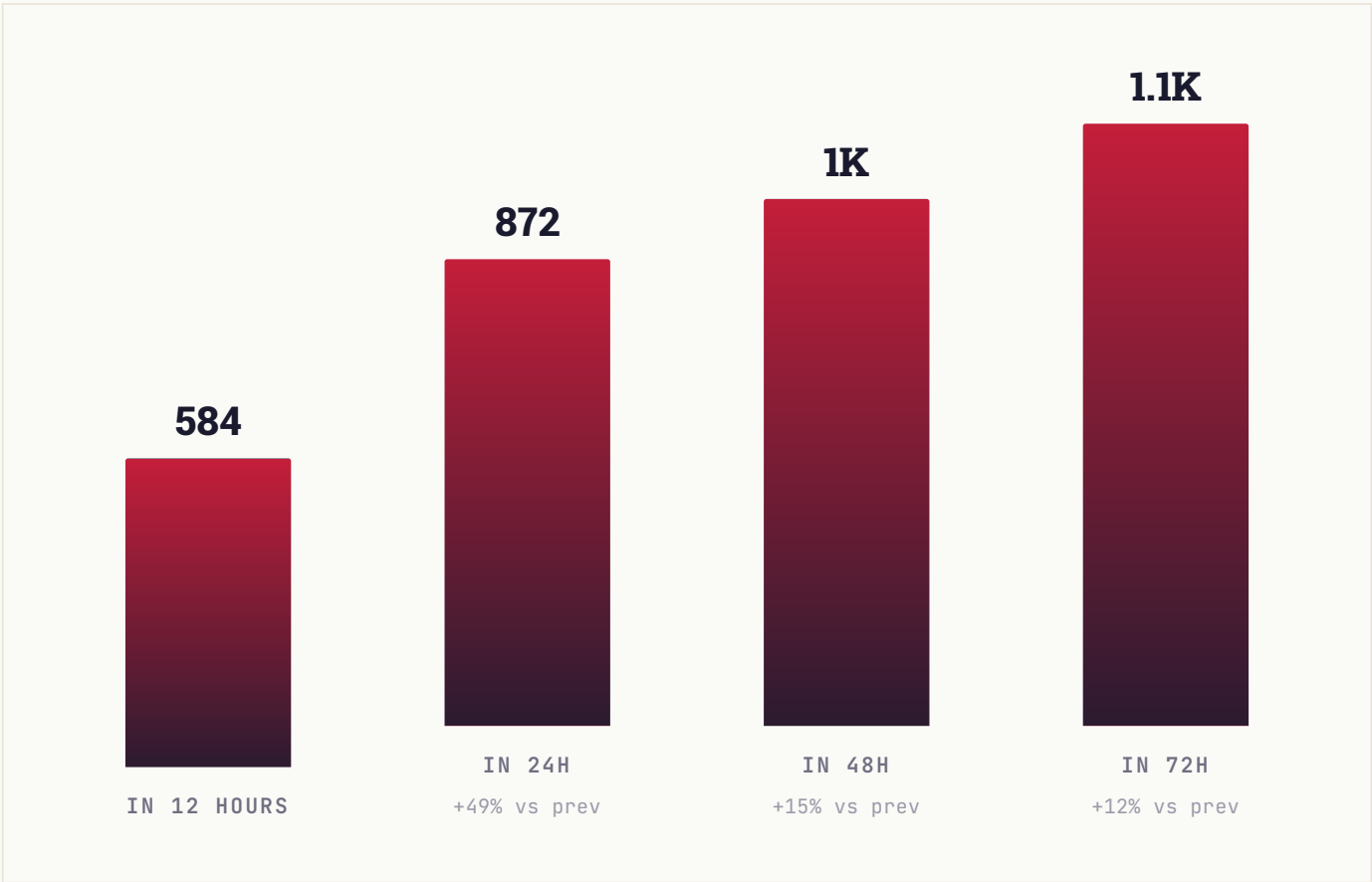
Citation index **141** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **646** different channels.



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 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 Zerkalo 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
GP Grodno Truth. Online YOU	9.2K

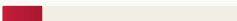
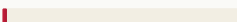
COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#97 of 97). Niche median — 19.8K subs.
First growth KPI — reach median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **652**, they brought **2 171** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	156	42	50 
November 2025	139	35	217 
October 2025	89	17	568 
September 2025	120	30	31 
August 2025	68	27	43 
July 2025	80	35	1 262 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
652	6	2 171

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» (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.

#97

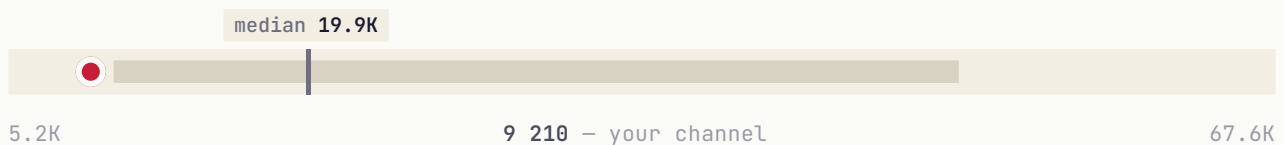
/100

POSITION IN NICHE

Channel in the bottom half of the ranking

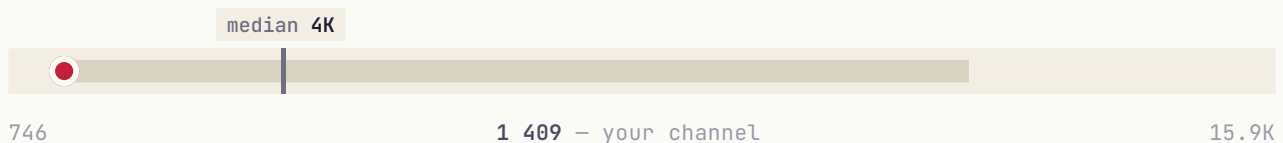
SUBSCRIBERS

54% below median



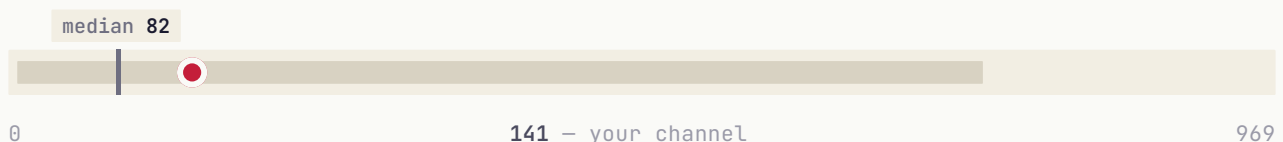
AVG REACH / POST

65% below median



CITATION INDEX

better than 53% of niche



— 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 Wednesday
Audience is most active on this day at 18:00 MSK.

EFFECT
Best window for an important post
- 02

System traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post 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 — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us and close 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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