
PUBLIC REPORT BY PROMTPRESS

Channel audit

Department of Operational Activities of the Inspectorate of the Ministry of Taxes and Duties for Minsk



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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 14 567 —	 SUBS REACH 48.12% avg % subs see post	 VIEWS/POST 7K median 7K · 29 days	 POSTS/WEEK 5.2 for the period
 7D TREND +1.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 764 chars median 924 · 29 days	 POSTS ANALYZED 22 29 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH +122 last month	 CITATION RATE 36 citation index · 109 channels mentioned ever	 CHANNEL AGE 7 years 5 months created 09.01.2019

AI EDITOR SUMMARY

Channel "Operational Activities Directorate of the Minsk City Tax Inspectorate" — 14 567 subs. Each post averages 7K people (48% from subs), wide reach for a channel this size. Publishes 5 posts per week (~1/day) — rare. Week of May 25–31 reach stable (+1.6% vs week 18–24 May).

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 **22** posts in 29 days.
- 02 Dominant format: **Text** (12/22 posts).
- 03 Avg post length – **764** chars (median 924).
- 04 Peak audience activity – **Thu**, 11:00 MSK.
- 05 Top posts get **2x** more views than the weakest (9.2K avg for top vs 5.7K for worst) – across 22 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 11:39 PHOTO Yesterday checks on water – today on land. Again, employees of the first operational department of the directorate and the Transport branch met...	VIEWS 9 612 REPOSTS 121	REACTIONS — ER 66.0%
Nº2 14.05 · 08:34 PHOTO Guess: where, who and why?	VIEWS 9 187 REPOSTS 88	REACTIONS — ER 63.1%
Nº3 15.05 · 13:06 VIDEO The Department of Information and Clarification Work reports: official, but about family matters On Family Day 15.05.2026, the Inspectorate of the Ministry of Taxes and Duties for the city...	VIEWS 8 808 REPOSTS 12	REACTIONS — ER 60.5%

Nº4 29.05 • 12:19 TEXT Post handed over – post received. Dear subscribers and regular readers! Today I, its author and admin, for the first and last time...	VIEWS 8 684 REPOSTS 38 REACTIONS ER 59.6%
Nº5 14.05 • 08:43 TEXT May 13, 2026 – the day overconfident violators met our department, and they'll remember it for a long time, even if...	VIEWS 8 569 REPOSTS 93 REACTIONS ER 58.8%

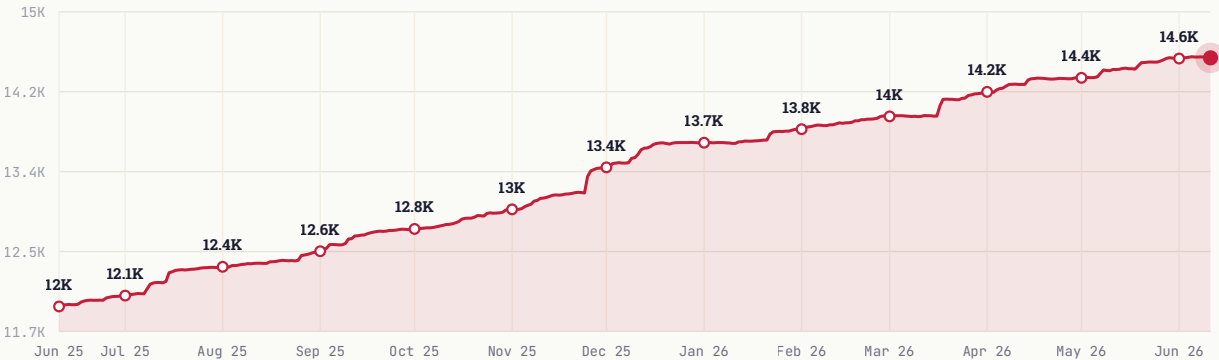
WORST 3

↓ 26.05 • 10:46 PHOTO Online news. Right now the first operational department is inspecting and interviewing at another capital car service. At first glance, everything is clean...	VIEWS 5 931 REPOSTS 21 REACTIONS ER 40.7%
↓ 26.05 • 13:22 TEXT The Department has updated the register of unreliable sites. Today's 'newcomers' are sites offering services in demand by individuals and...	VIEWS 5 741 REPOSTS 34 REACTIONS ER 39.4%
↓ 27.05 • 08:10 TEXT Results of the visit to the service station. As often happens, the service center director took our visit badly, unwilling to admit...	VIEWS 5 528 REPOSTS 39 REACTIONS ER 37.9%

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 grew and which lost subs.



PERIOD START

11 974

NOW

14 567

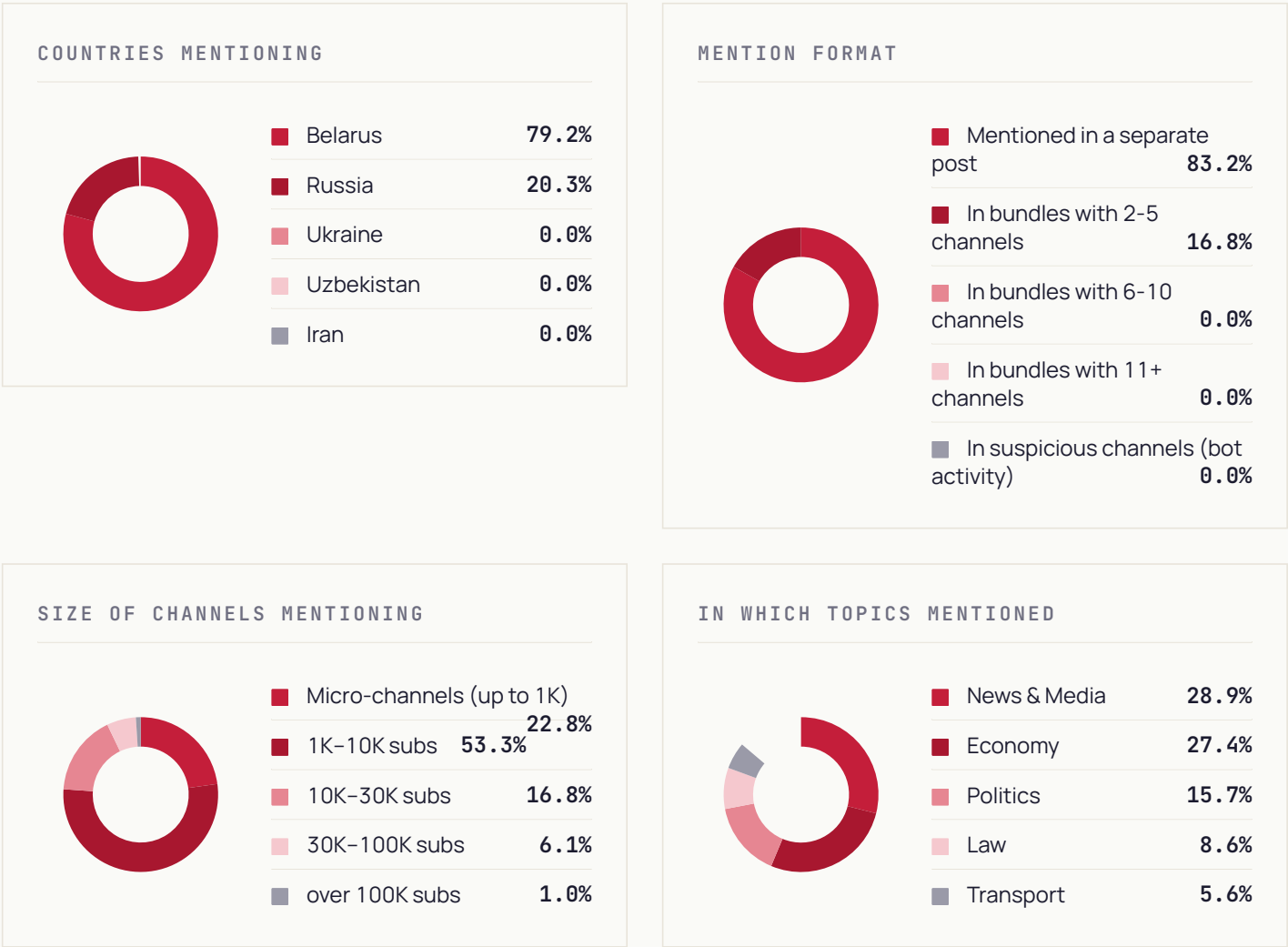
NET GROWTH

+2 593

SECTION 04 · CITATIONS

Who mentions the channel and how

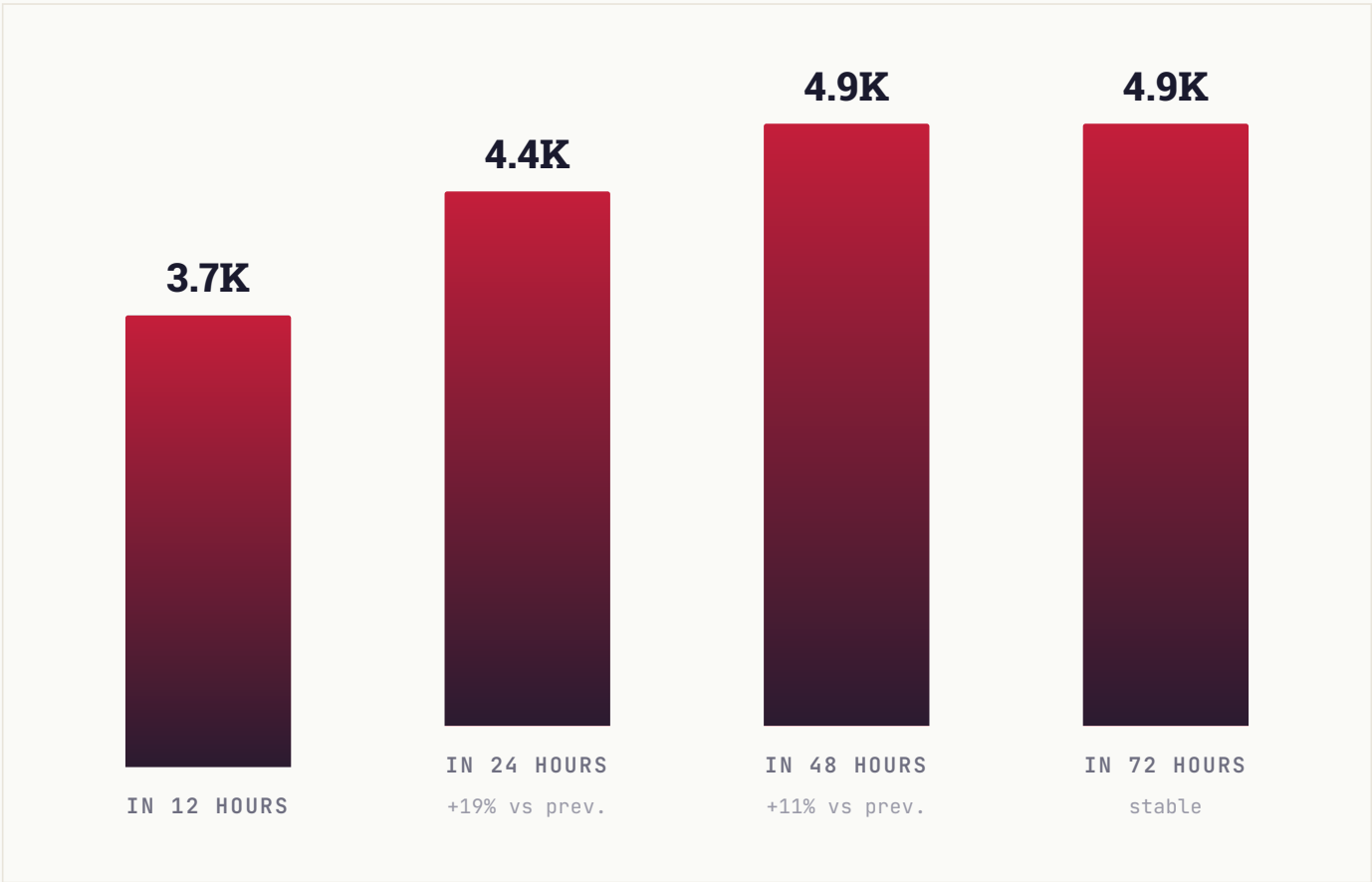
Citation index **36** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **109** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MARCH	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
UO Department of Operational Activities of the Inspectorate of the Ministry of Taxes and Duties for Minsk YOU	14.6K
BY Belagroprombank	11.1K
EB Economy of Belarus	8.4K

COMPARATIVE CONCLUSION

Channel intop 10 in niche (#9 of 67). Strong position. Niche leader — Alfa-Bank (Belarus) (79.3K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **28**, they brought **1 678** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	8	7	283	
Nov 2025	4	3	449	
Oct 2025	2	2	219	
September 2025	4	3	250	
August 2025	2	2	174	
July 2025	8	8	303	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
28	6	1 678

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

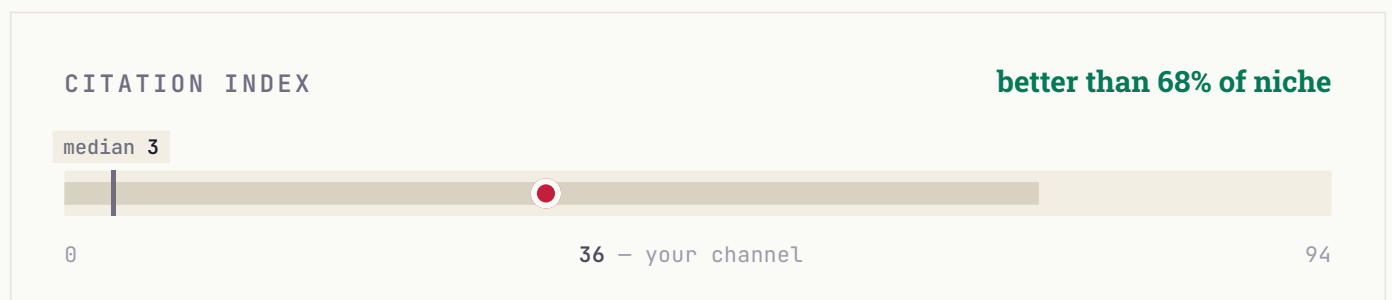
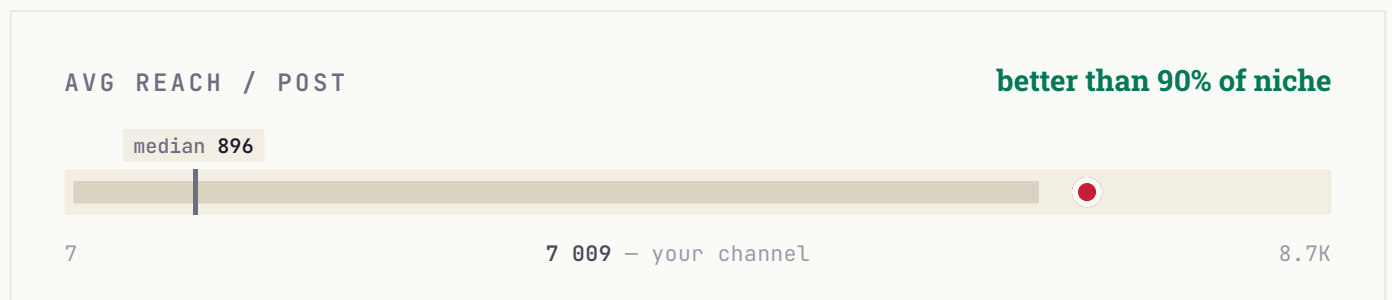
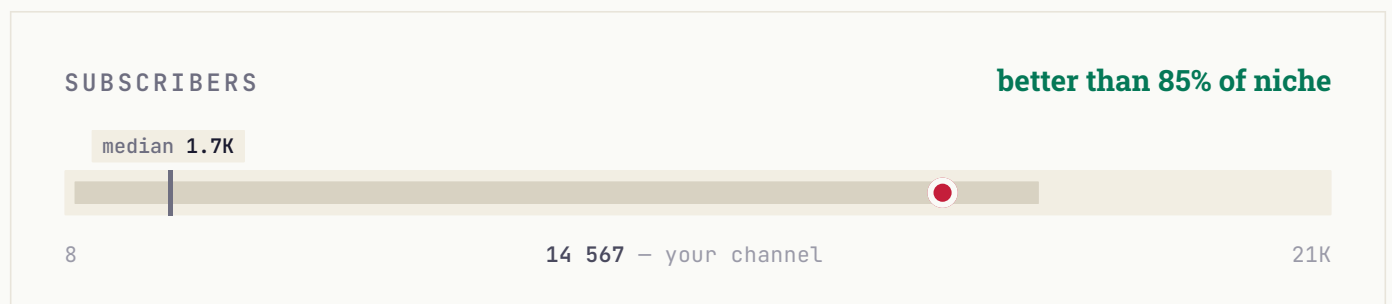
Took top-67 channels in category «**Economy**» (Belarus) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#9

/67

RANK IN NICHE

Channel in top 13% — strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

- 01

Best post day: Thursday
Audience is most active on this day at 11:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 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). PromtPress 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 is an easy win.

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 minutes using public data. Want more? Run ads with 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