

PUBLIC REPORT BY PROMTPRESS

Channel audit

KFC Belarus



@kfcbelarus

KFC — legendary chicken dishes from Colonel Sanders' recipes ■
Dare to try new hit menu ■

SUBS

2 224

7 posts 23 days

SUBS REACH

90.47%

avg % of subs see a post

REACH/POST

2K

ad reach 0/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below shows the period it covers.

 SUBS 2 224 —	 SUBS REACH 90.47% avg % of subs see a post	 VIEWS/POST 2K median 1.7K · 23 days	 POSTS/WK 2.1 over the period
 7D TREND — no data for the period	 REACTIONS/POST 12.7 only 89 reactions, 76 reposts, 56 comments	 POST LENGTH 267 chars median 247 · 23 days	 POSTS ANALYZED 7 23 days
 AD REACH 0 24h avg	 MENTIONS 1 citation index · 2 channels mentioned it ever	 CHANNEL AGE 2 years 9 months created 05.09.2023	

AI EDITOR SUMMARY

Channel «KFC Belarus» – 2 224 subs. Each post gets avg 2K people (90% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) – rare publications.

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 7 posts over 23 days.
- 02 Dominant format — Photo (7/7 posts).
- 03 Avg post length — 267 characters (median 247).
- 04 Audience peak activity — Thursday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.7K avg for top vs 1.4K for worst) — among 7 posts over 23 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1

28.05 · 12:20

PHOTO

A decision you won't regret 😊

VIEWS	REACTIONS
2 865	14
REPOSTS	ER
1	128.8%

Nº2

26.05 · 08:38

PHOTO

This will be a hit! 🍷 Try the new KFC meal line by Maybe Baby — bold, tasty, with attitude! 🍷 You'll get: Hit Burger: bun with...

VIEWS	REACTIONS
2 850	21
REPOSTS	ER
34	128.1%

Nº3

08.06 · 13:02

PHOTO

Ready to rock with KFC? 🍷 Summer is all about new vibes and opportunities. Join our summer adventure. 🍷 New...

VIEWS	REACTIONS
2 344	7
REPOSTS	ER
6	105.4%

Nº4

26.05 · 07:30

PHOTO

I-twister + 🍷 = fiery combo! Create your equation for max pleasure with coupon «5558» 🍷 Enjoy the juicy...

VIEWS

1 692

REPOSTS

18

REACTIONS

7

ER

76.1%

Nº5

26.05 · 06:09

PHOTO

Summer almost here? Time to chill! 🍷 Catch summer vibes with refreshing KFC lemonades for just 4.7 BYN: 🍷 tropical pineapple 🍷...

VIEWS

1 591

REPOSTS

5

REACTIONS

12

ER

71.5%

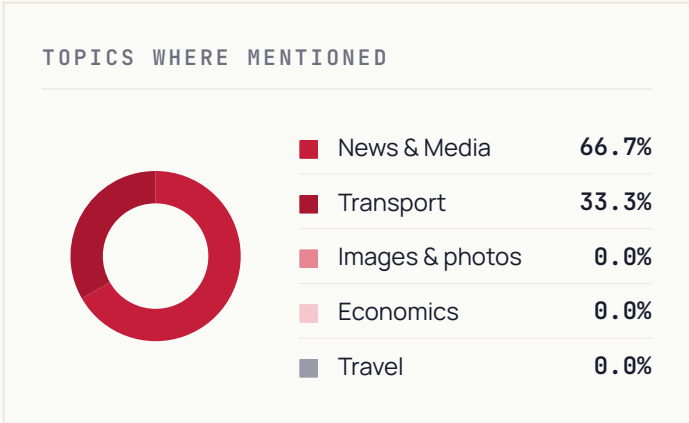
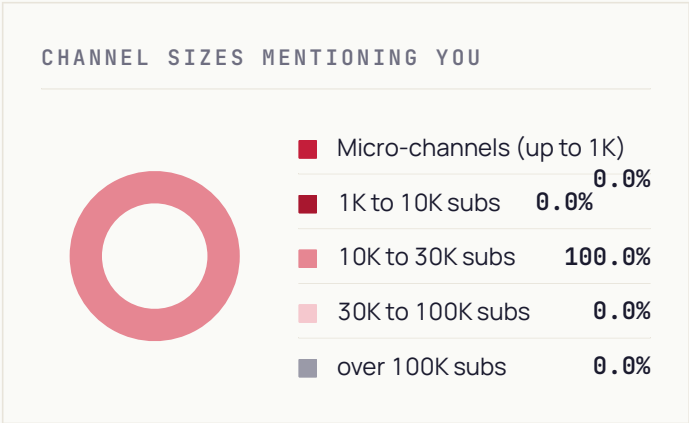
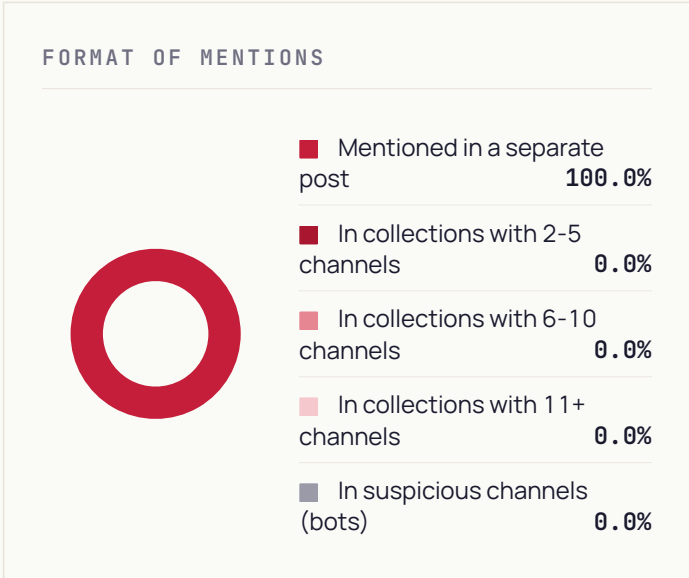
WORST 3

↓ 26.05 · 06:09 PHOTO Summer almost here? Time to chill! 🍷 Catch summer vibes with refreshing KFC lemonades for just 4.7 BYN: 🍷 tropical pineapple 🍷...	VIEWS 1 591 REPOSTS 5	REACTIONS 12 ER 71.5%
↓ 16.06 · 08:47 PHOTO Must-have list 🍷 What would you add? Drop your top in comments! 🍷	VIEWS 1 480 REPOSTS 4	REACTIONS 15 ER 66.5%
↓ 18.06 · 09:32 PHOTO Send this to someone who'll do it for you without questions 🍷🍷🍷	VIEWS 1 262 REPOSTS 8	REACTIONS 13 ER 56.7%

SECTION 03 · MENTIONS

Who mentions the channel and how

Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 2 different channels.



SECTION 04 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
KR Cooking Recipes Salads 🍴🍴	994.1K
FR Pyaterochka	734.8K
🇲🇲 🍴 Mom's Recipes 😊	686.7K
TH Simple Recipes	589.9K
A Air fryer Recipes	587.9K
KR Recipe book	563K
CN Kitchen inside out	533.3K
CHI CHIZHIK	493.9K
VI Tasty & cheap 🍴	493.1K
RN Daily recipes	465.2K
KB KFC Belarus YOU	2.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 94 in niche — early growth stage. Niche leader — **Cooking Recipes Salads 🍴🍴** (994.1K), top-94 median: 216.3K. First goal — enter top-94 through systematic traffic & content work.

SECTION 05 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category «Food» (Russia) and compared your channel.
Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median.
Red dot – your channel.



— SECTION 06 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.1 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week – Thursday

Audience most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram retains audience longer and is
algorithm-friendly. Recommend increasing share to
15-25%.

EFFECT

**Video retains
audience
better**

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium
channels), **Native** (native integrations), **Premium**
(target audience). PromptPress picks sources per niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further? — run ads through us and hit your growth
target in a month.

01 **Launch ads in
Telegram** <https://panel.promptpress.com/register>

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