

— PUBLIC REPORT PROMTPRESS

Channel audit

State Control Committee of Belarus



@kgk_oficial

Official Telegram channel of the State Control Committee of the Republic of Belarus

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
11 280	24.0%	2.8K
+99 per month 09.06.2026	in 24 hrs 17.7%	ad reach 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 11 280 —	SUBS REACH 24.7% avg % of subs see post	VIEWS/POST 2.8K median 2.9K · 29 days	POSTS/WEEK 33.6 for the period
7D TREND -11.3% vs prev week	REACTS/POST — MTPROTO only	POST LENGTH 633 chars median 647 · 29 days	POSTS ANALYZED 143 29 days
AD REACH 2K 24h avg	CHURN / MONTH +99 last month	CITATION RATE 130 citation index · 448 channels mentioned all time	CHANNEL AGE 5 years 9 months created 21.08.2020

AI EDITOR SUMMARY

Channel «State Control Committee of Belarus» — 11 280 subs. Each post averages 2.8K people (25% of subs), average reach — room to grow. Publishes 34 posts per week (~5/day) — active posting. For week 25–31 May reach dropped by -11.3% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **143** posts over 29 days.
- 02 Dominant format – **Photo** (82/143 posts).
- 03 Avg post length – **633** chars (median 647).
- 04 Peak audience activity – **Wednesday**, 13:00 MSK.
- 05 Strongest posts gather **4×** more views than the weakest (8.1K avg for top vs 2.2K for worst) – among 143 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 20.05 · 10:59 PHOTO ☎ State Control Committee to hold a hotline on May 21 on problematic issues of providing rural residents with various goods On...	VIEWS 9 346 REP. 30	REACTS — ER 82.9%
Nº2 11.05 · 09:45 PHOTO ☎ State Control Committee to hold a hotline on May 12 for repairs and defect elimination on republican and local...	VIEWS 8 020 REP. 40	REACTS — ER 71.1%
Nº3 05.06 · 08:13 TEXT 📄How local fuels are used in the country. 'Under Presidential Control' 📄Full version of the new series...	VIEWS 6 806 REP. 16	REACTS — ER 60.3%

Nº4 21.05 · 13:04 TEXT ➤ Admission campaign. 'Under Presidential Control' Less than a week left before entrance exams for this year's graduates...	VIEWS 5 082 REP. 13	REACTS — ER 45.1%
Nº5 12.05 · 06:10 PHOTO ☒ State Control Committee of Mogilev region has started an inspection of the municipal enterprise 'Mogilevzelenstroy' The inspection is conducted in...	VIEWS 4 159 REP. 4	REACTS — ER 36.9%

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WORST 3

↓ 05.06 · 14:51 PHOTO Before the tournament, participants laid flowers at the eternal flame of the memorial complex in honor of the soldiers of the Soviet Army, partisans and...	VIEWS 2 179 REP. 4	REACTS — ER 19.3%
↓ 05.06 · 15:49 PHOTO !!Chairman of the State Control Committee Vasily Gerasimov is working today in the Grodno region In the first half of the day, the Chairman of the Committee...	VIEWS 2 171 REP. 7	REACTS — ER 19.2%
↓ 05.06 · 14:46 PHOTO ☒In Vitebsk, the first day of the mini-football tournament among State Control Committee bodies has ended Competitions are held at the Vitebsk...	VIEWS 2 141 REP. 14	REACTS — ER 19.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

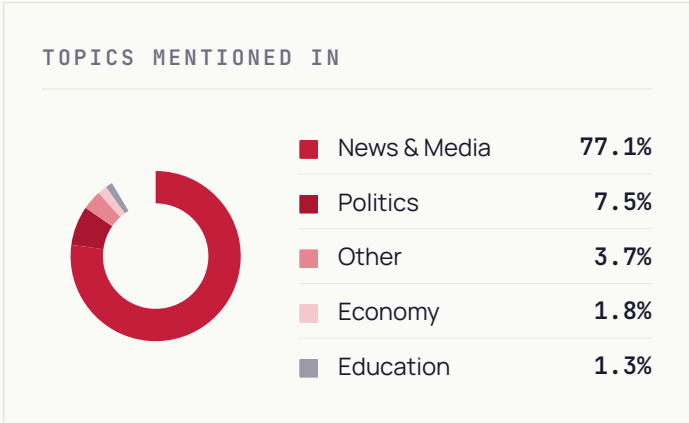
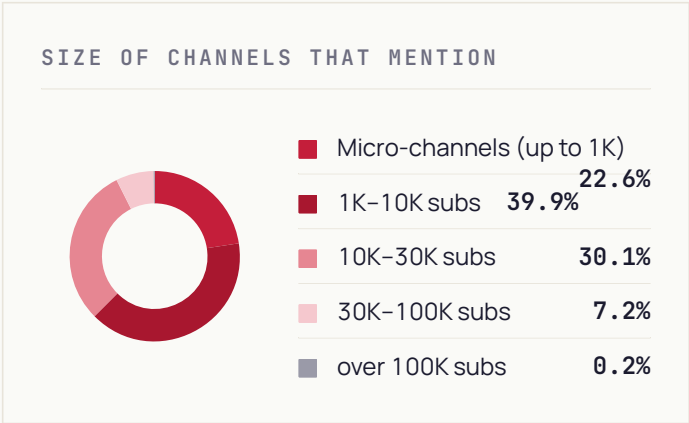
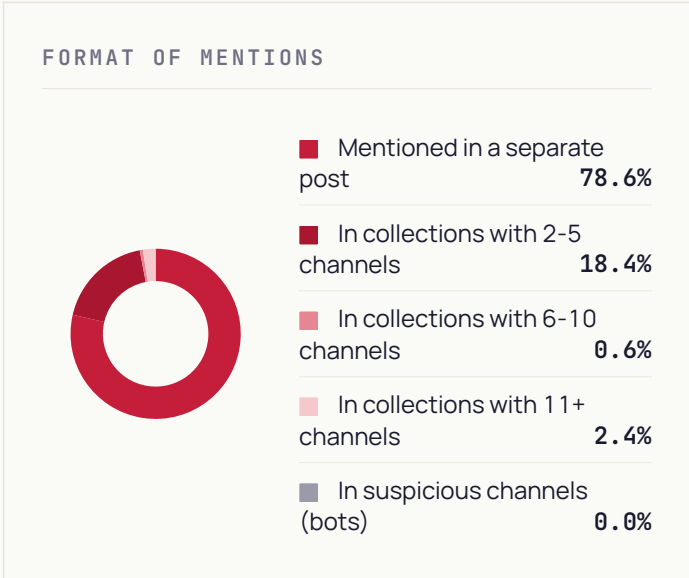
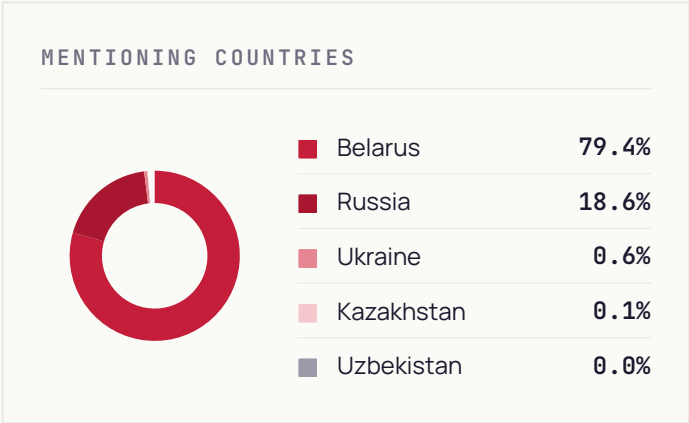
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

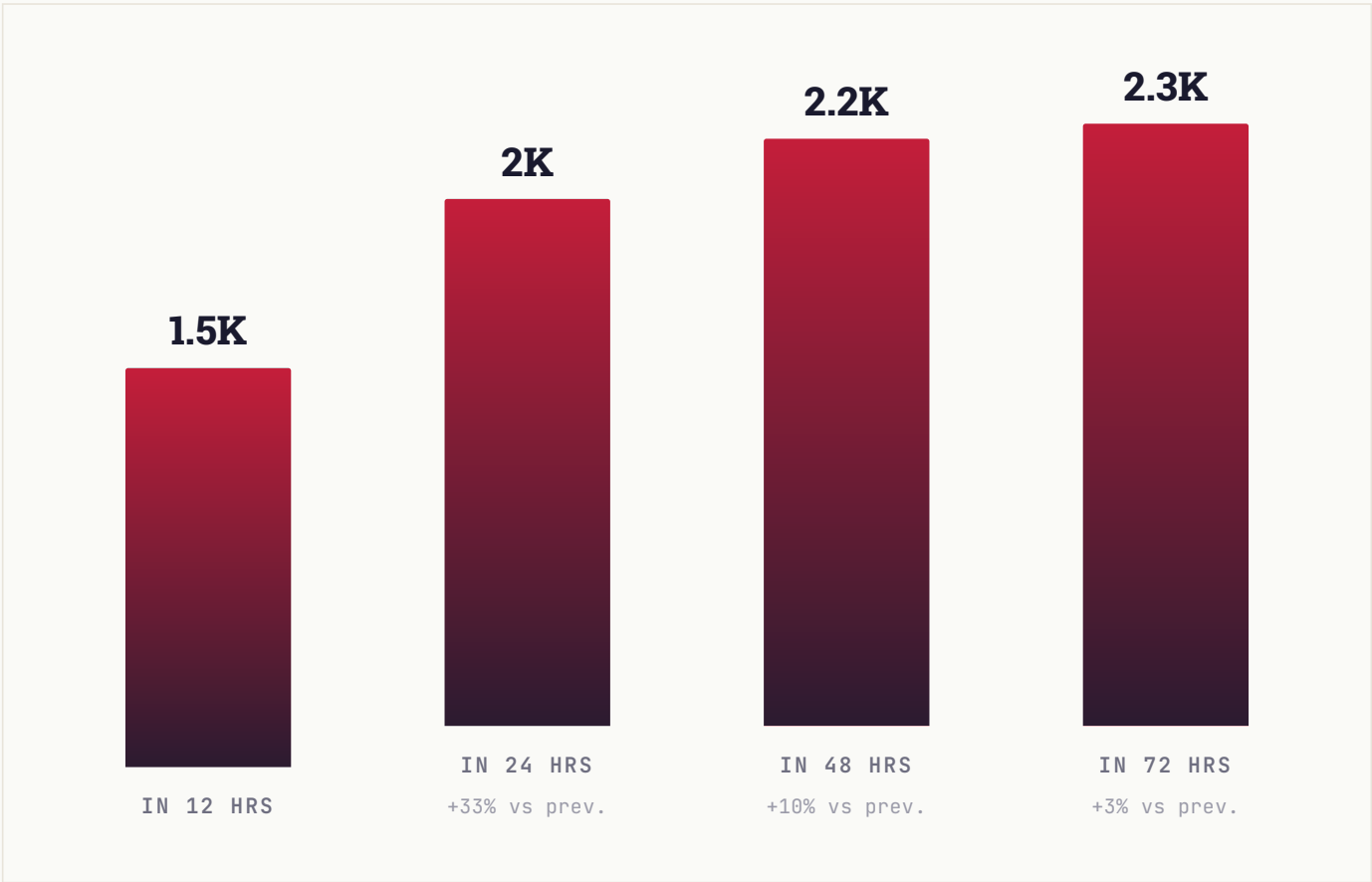
Citation index **130** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **448** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — you can see its rank 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 Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
KG State Control Committee of Belarus YOU	11.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#80 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 record posts in other channels that mention your channel. Over the last **6 months** such mentions were **165**, they brought **808** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	31	16	150	
Nov 2025	29	23	125	
Oct 2025	36	28	411	
September 2025	33	24	55	
August 2025	16	13	26	
July 2025	20	17	41	
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBS	
165	6		808	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

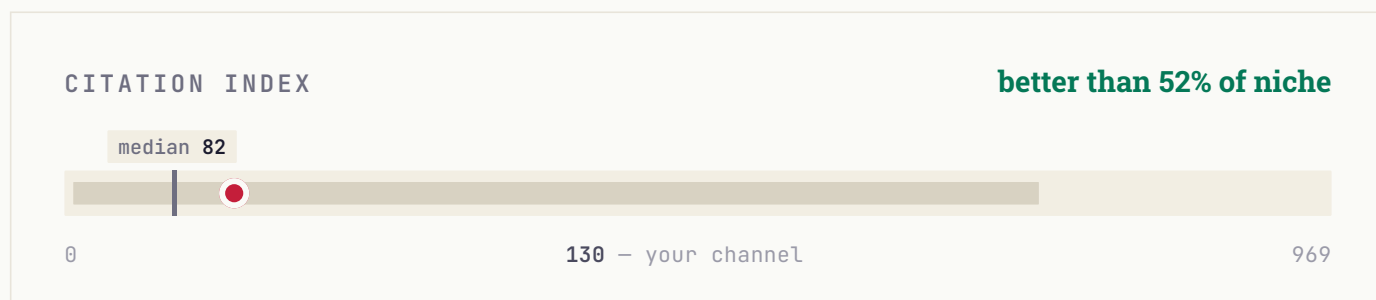
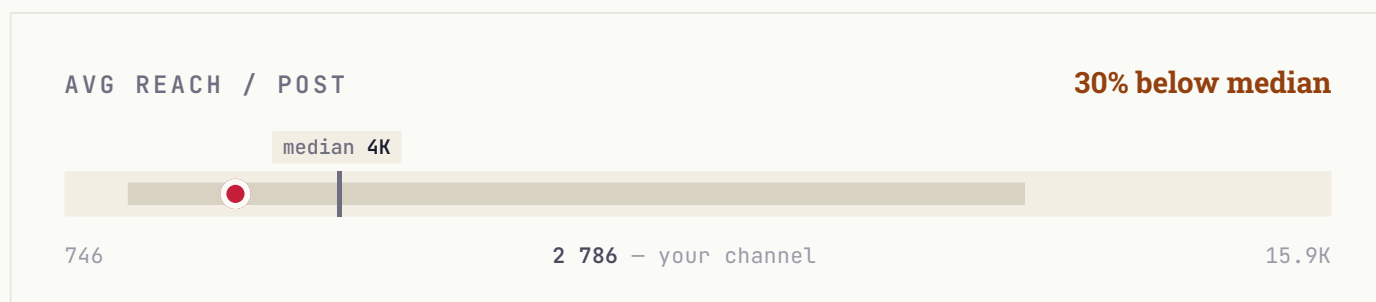
Top-100 channels in category «News & Media» (Belarus) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#80

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— 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

Top post of the week — on Wednesday

Audience most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth point.

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 is what we can do in minutes using public data. 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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