

PUBLIC REPORT PROMTPRESS

Channel audit

KREPOST



@krepostfortuvd

Brest region: operational info and reliable facts

SUBS

14 953

+140 per month

ERR (% SEE POSTS)

14.0%

in 24h **8.9%**

REACH/POST

2.1K

ad reach **1.3K**/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.

 SUBS 14 953 —	 SUBS REACH 13.78% avg % subs see post	 VIEWS/POST 2.1K median 1.8K · 23 days	 POSTS/DAY 18.4 ~129 per week
 7D TREND -5.2% vs previous week	 REACTS/POST 2.4 1,066 reactions, 2,621 reposts, 0 comments	 POST LENGTH 843 chars median 1,000 · 23 days	 POSTS ANALYZED 438 23 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +140 last month	 CITATION RATE 200 citation index · 712 channels mentioned all time	 CHANNEL AGE 5 years 9 months created 20.08.2020

AI EDITOR SUMMARY

Channel «KREPOST» – 14 953 subs. Each post avg views 2.1K people (14% of subs), reach low – expand audience. Posts 129 posts/week (~18/day) – very active. Week 25–31 May reach dropped -5.2% by week 18–24 May – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **438** posts over 23 days.
- 02 Dominant format – **Photo** (251/438 posts).
- 03 Avg post length – **843** chars (median 1,000).
- 04 Peak audience activity – **Wednesday**, 19:00 MSK.
- 05 Strongest posts get **9x** more views than the weakest (10.7K avg for top vs 1.2K for worst) – among 438 posts over 23 days. Worth analyzing what top posts share: topic, format, publish time.

TOP 5 POSTS

Nº1 19.05 · 12:03 VIDEO ☑Bright emotions, sincere smiles and firm handshakes: Brest region warmly welcomes YID participants! #militiaBelarus Video shows those...	VIEWS 12 956 REP. 18	REACTS 5 ER 86.6%
Nº2 22.05 · 12:50 VIDEO ⚠Program "Stay Informed!" - about a new scam scheme with fines from the Traffic Police☑ #Militia_Brest #Scam ☑Elena...	VIEWS 9 652 REP. 30	REACTS 2 ER 64.5%
Nº3 19.05 · 15:25 VIDEO Opening of 53rd republican rally-competition of YID squads in Brest #Militia_Belarus #Militia_children At the entrance to the citadel guests...	VIEWS 9 600 REP. 23	REACTS 4 ER 64.2%

Nº4 04.06 • 09:55 PHOTO ☒ Tactical and drill exercises on combat coordination of forces and means in suppressing mass riots were held in Baranovich #exercises_uvd...	VIEWS 8 432 REACTS 23 REP. 50 ER 56.4%
Nº5 17.05 • 06:40 VIDEO < Brest region welcomes young experts of Traffic Rules! #militiaBelarus ☒ From May 19 to 22, on the territory of Brest region...	VIEWS 7 480 REACTS 2 REP. 23 ER 50.0%

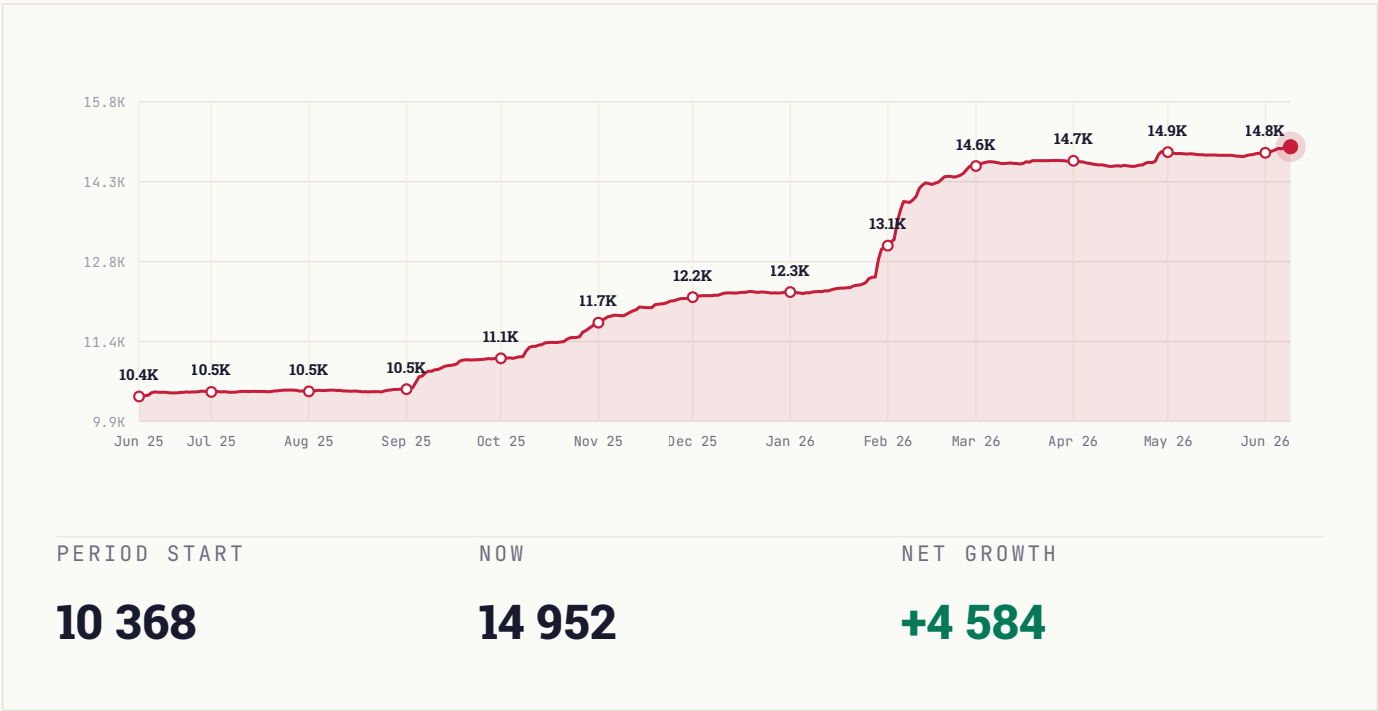
WORST 3

↓ 05.06 • 09:33 TEXT <To strengthen regional security #shos #international_cooperation #security Continuing the speech of the Minister of Internal...	VIEWS 1 206 REACTS 3 REP. — ER 8.1%
↓ 05.06 • 09:33 PHOTO <Shield against cyber threats #shos #international_cooperation #security Head of the Ministry of Internal Affairs of Belarus Ivan Kubrakov spoke at the Meeting of Ministers...	VIEWS 1 162 REACTS 2 REP. — ER 7.8%
↓ 05.06 • 09:02 VIDEO ☒ VIDEO FACT: delegation of the Ministry of Internal Affairs of Belarus led by Ivan Kubrakov participates in the Meeting of Ministers of Internal Affairs and...	VIEWS 1 091 REACTS — REP. — ER 7.3%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

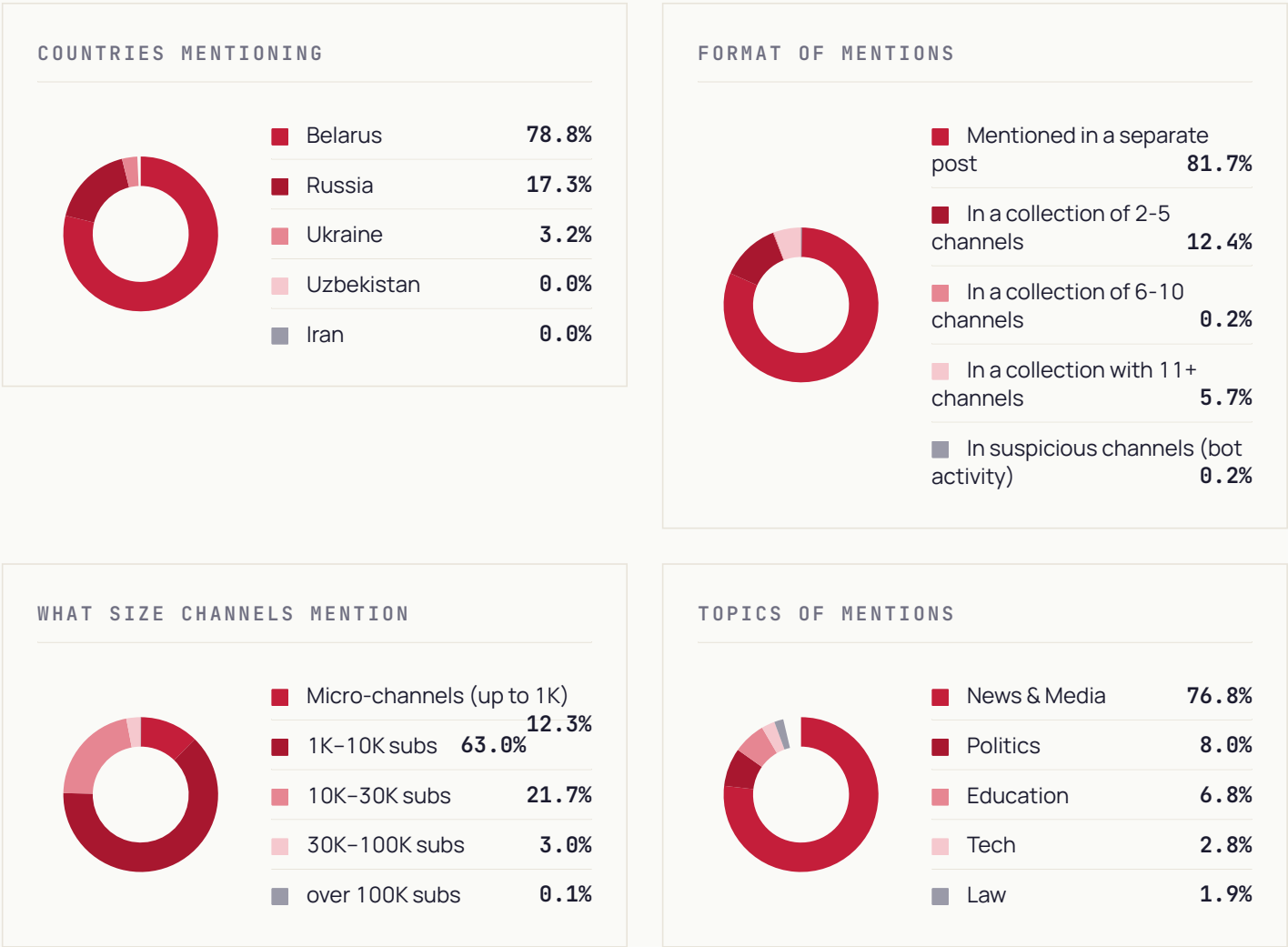
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

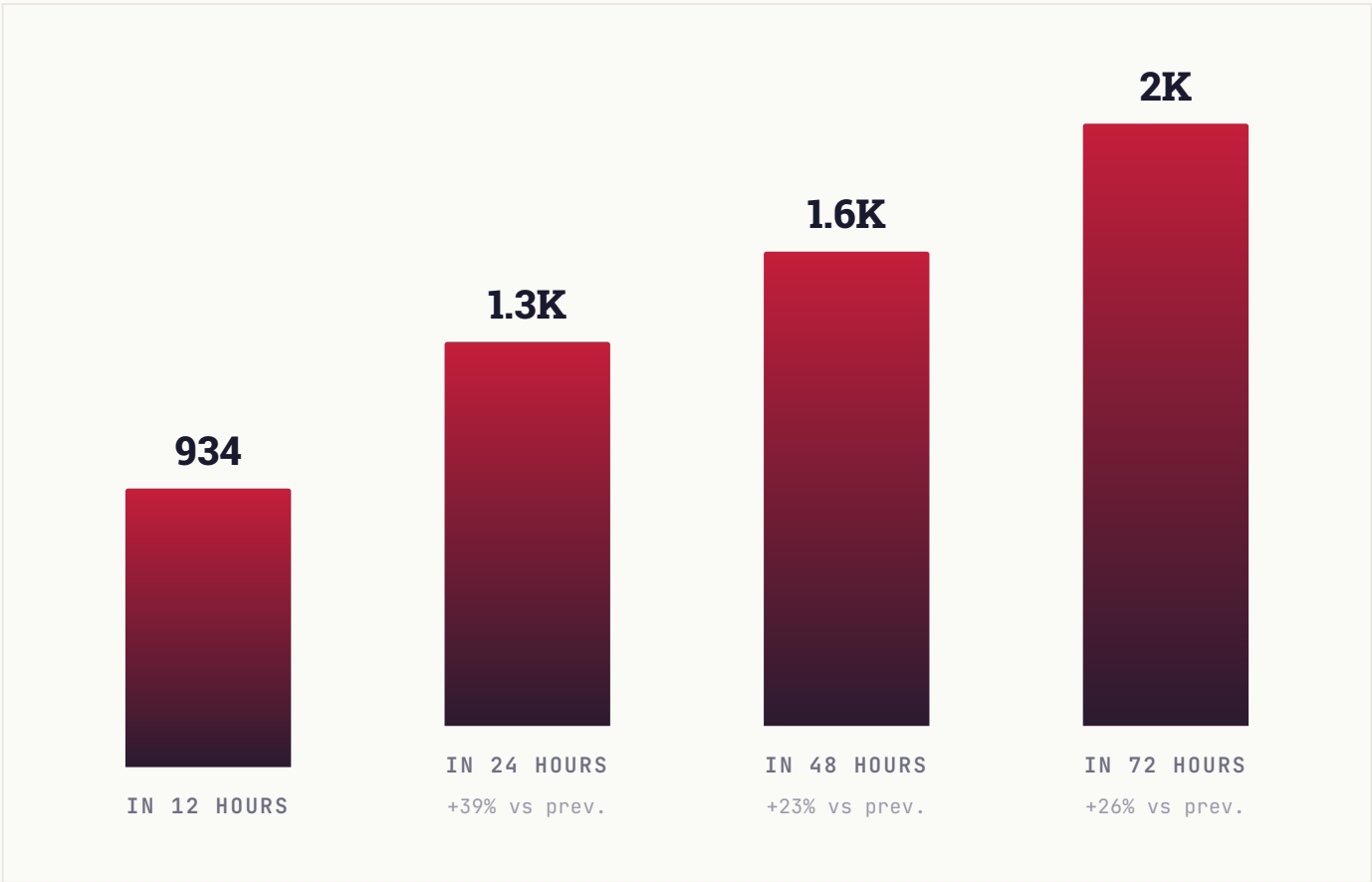
Citation index **200** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **712** different channels.



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 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	SUBS
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 Glavnoe	56.8K
GG Gomel. Main!	56K
KR KREPOST YOU	15K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#68 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 your channel. Over the last **6 months** such mentions were **1 484**, they brought **2 041** new subs.

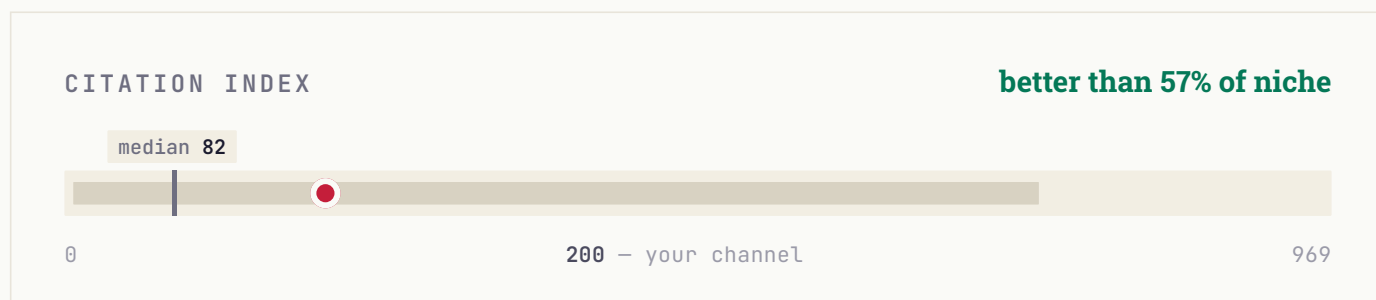
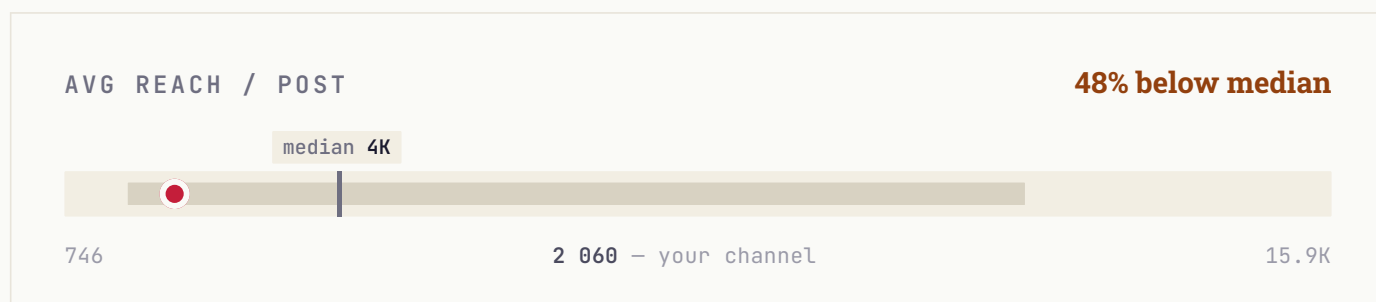
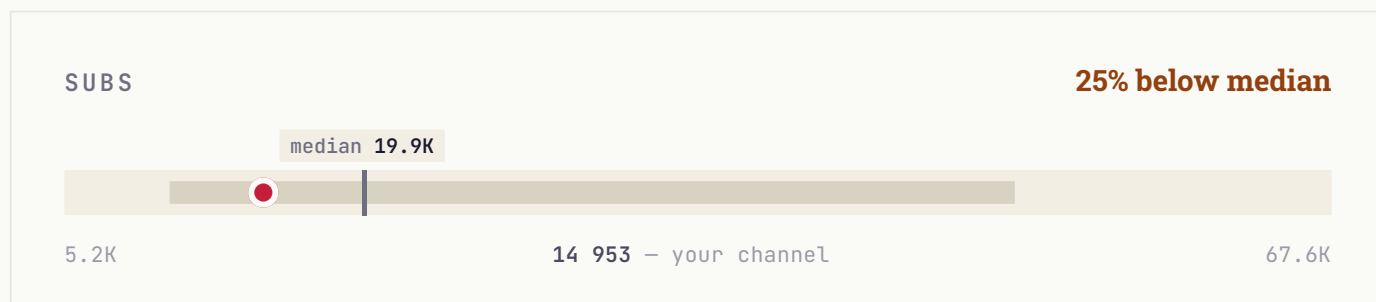
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	373	82	160
Nov 2025	249	58	479
Oct 2025	204	49	652
September 2025	223	66	585
August 2025	225	62	93
July 2025	210	55	72

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
1 484	6	2 041

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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



— 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 Wednesday

On this day at 19:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts 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 looks at description. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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 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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