

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Ministry of Emergency Situations of Belarus



@mchs112by

Your guide to safety! 📖 Ask your questions via @MesQuestionBot

SUBSCRIBERS

43 657

ERR (% SEE POSTS)

25.0%

REACH/POST

10.9K

+254 per month

in 24h 15.7%

ad reach 6.8K/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 43 657 —	 SUBSCRIBER REACH 24.89% avg % of subs see post	 VIEWS/POST 10.9K median 9.9K · 29 days	 POSTS/DAY 7.8 ~55 per week
 7D TREND -7.3% vs previous week	 REACTIONS/POST 70.5 16,226 reactions, 7,439 reposts, 0 comments	 POST LENGTH 643 chars median 622 · 29 days	 POSTS ANALYZED 230 29 days
 AD REACH 6.8K 24h avg	 CHURN / MONTH +254 last month	 CITATION RATE 589 citation index · 1,810 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 28.08.2017

AI EDITOR SUMMARY

Channel «Ministry of Emergency Situations of Belarus» — 43 657 subs. Each post averages 10.9K people (25% of subs), average reach — room to grow. Publishes 55 posts per week (~8/day) — active posting. Week 25–31 May reach dropped -7.3% to week 18–24 May — worth analyzing.

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 230 posts over 29 days.
- 02 Dominant format — Video (130/230 posts).
- 03 Avg post length — 643 chars (median 622).
- 04 Peak audience activity — Friday, 09:00 MSK.
- 05 Top posts get 6× more views than the weakest (42.5K avg for top vs 7.2K for worst) — among 230 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 06:28 PHOTO ⚠️⚠️⚠️A few minutes of adult absence can become a serious threat to a child's life and health. ⚠️Rescuers remind...	VIEWS 56 594 REP. 367	REACTIONS 74 ER 129.6%
Nº2 13.05 · 10:55 TEXT ✳️ Belarus launches nationwide preventive campaign 'Safe Holidays' by Emergencies Ministry. ⚠️ Main goal: remind adults and children about...	VIEWS 35 605 REP. 353	REACTIONS 58 ER 81.6%
Nº3 26.05 · 09:11 VIDEO ⚠️ Attention, parents! Children's pranks with fire lead to fires and accidents. According to operational data, since the beginning of the year, due to...	VIEWS 35 223 REP. 179	REACTIONS 64 ER 80.7%

Nº4 01.06 · 07:12 VIDEO ↗Emergencies Ministry units extinguished a fire at an enterprise on Pobediteley Ave. According to operational data, a fire broke out...	VIEWS 24 864 REP. 137	REACTIONS 65 ER 57.0%
Nº5 22.05 · 05:38 VIDEO ↗In Baranovichi, bystanders rescued three young children from a burning apartment. ☒Yesterday evening, a report of the incident came in to 112...	VIEWS 22 391 REP. 265	REACTIONS 184 ER 51.3%

|

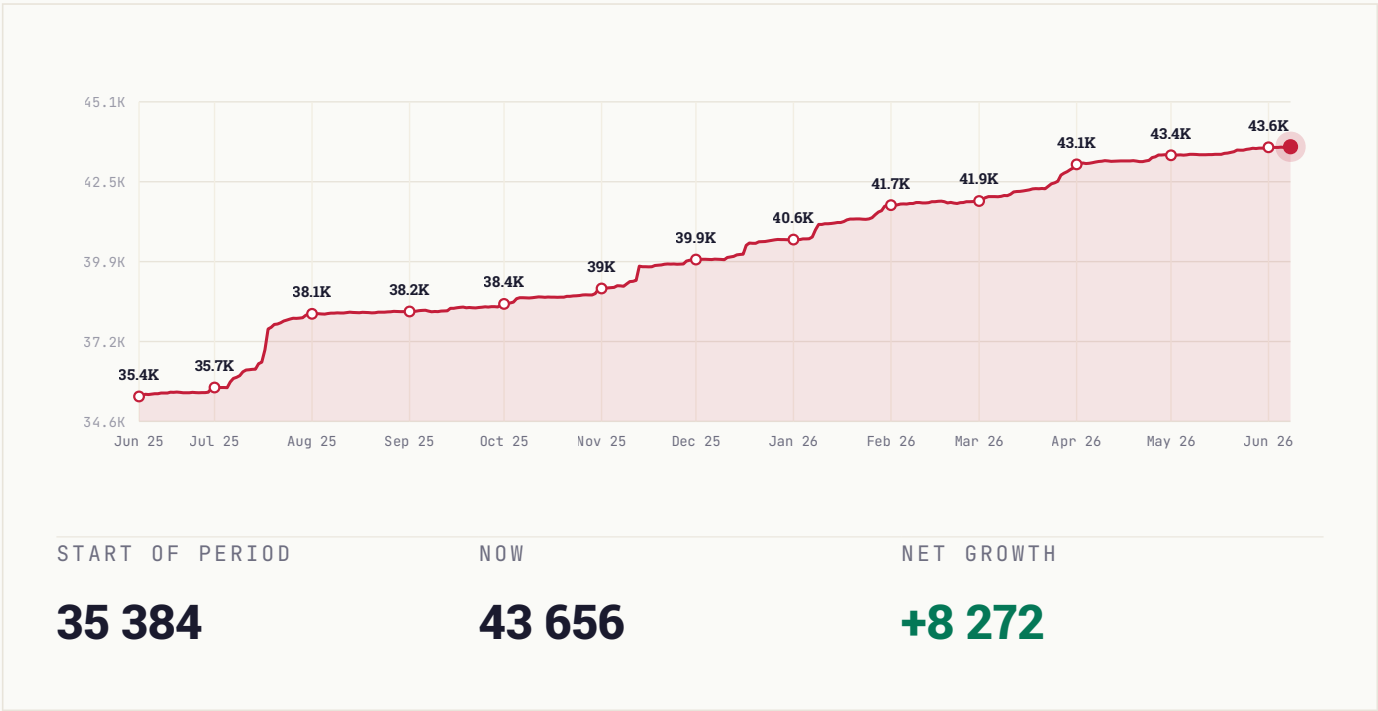
WORST 3

↓ 15.05 · 06:03 TEXT ☒ The President congratulated the staff and veterans of the special forces unit 'ZUBR' of the Emergencies Ministry on its 35th anniversary. 🗣☒ 'The creation of your...	VIEWS 7 598 REP. 2	REACTIONS 76 ER 17.4%
↓ 24.05 · 16:20 TEXT ↗↗↗ A phone conversation between Presidents of Belarus and France, Alexander Lukashenko and Emmanuel Macron, took place today at the initiative of...	VIEWS 7 216 REP. 13	REACTIONS 59 ER 16.5%
↓ 10.05 · 07:02 TEXT ☒☒ Alexander Lukashenko congratulated his compatriots on the Day of the State Flag, State Emblem and State Anthem of the Republic of Belarus. 🗣☒...	VIEWS 6 809 REP. 6	REACTIONS 66 ER 15.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

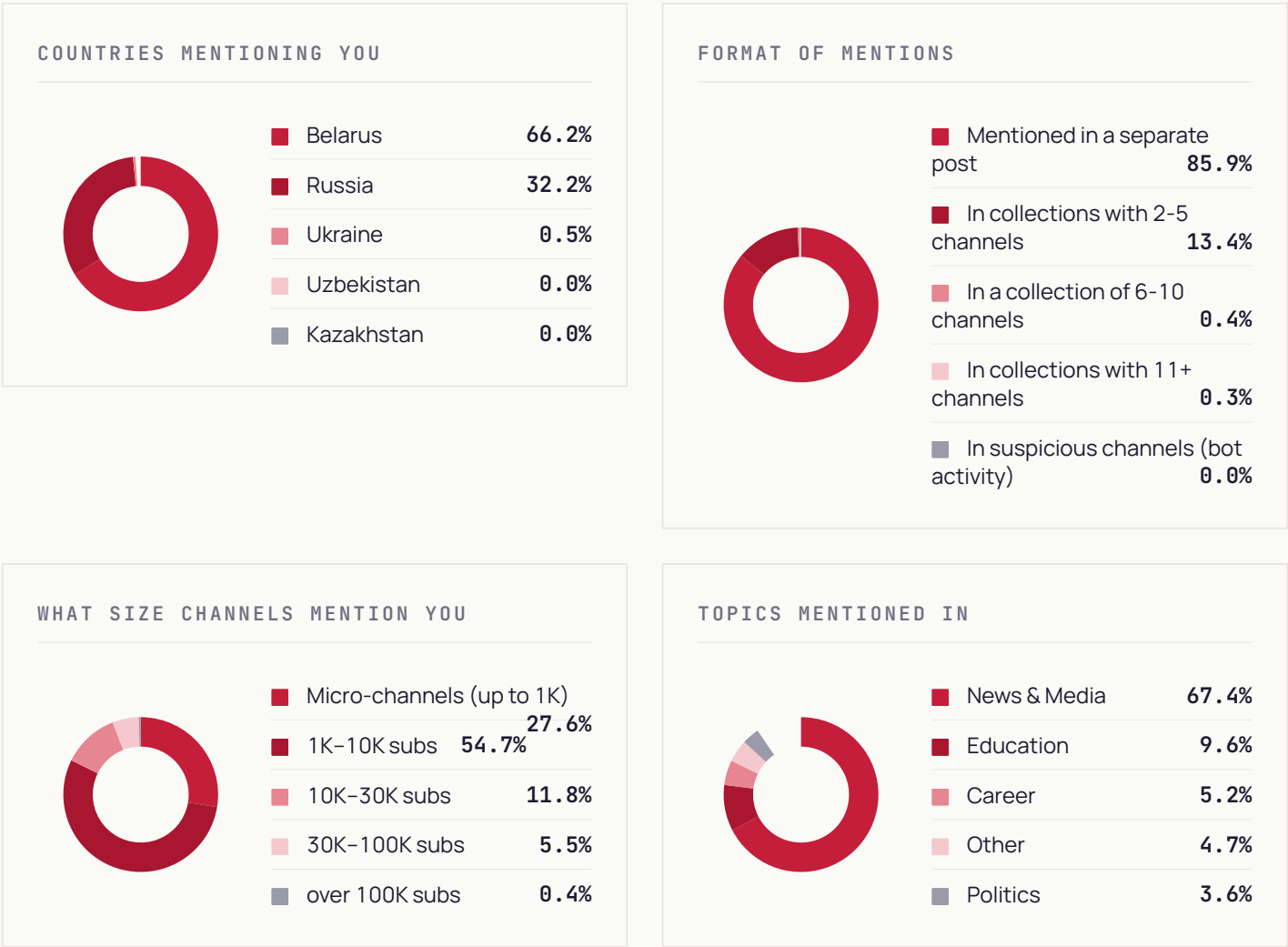
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

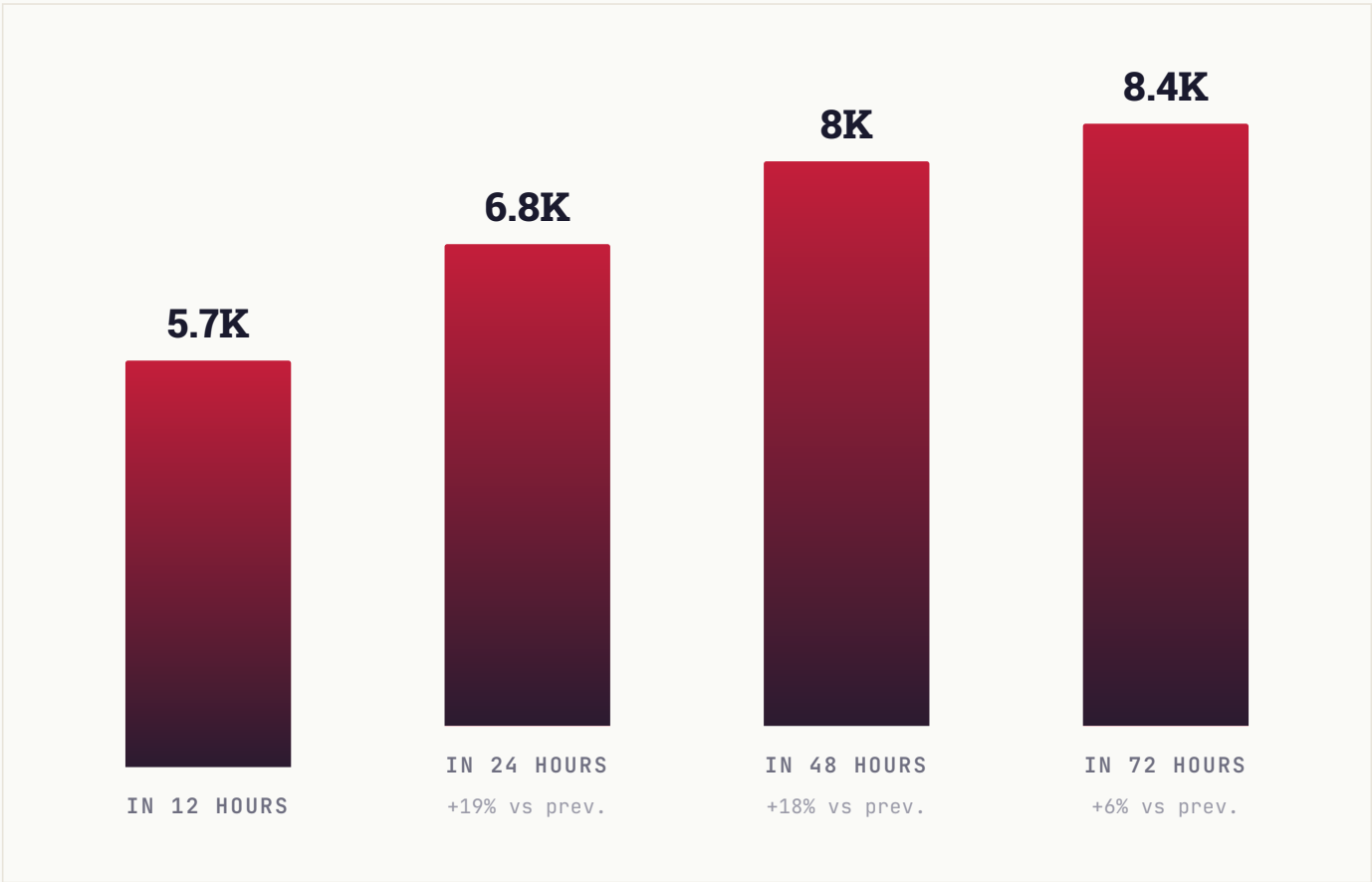
Citation index **589** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. Over all time, the channel was mentioned **1 810** different channels.



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 — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. The 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 Eavesdropping Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
MB Ministry of Emergency Situations of Belarus YOU	43.7K

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#17 of 97). Leader — NEXTA Live (764.9K). Goal for the coming months: enter the niche top 10 through systematic traffic work.

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 **6 462**, they brought **5 280** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	959	292	710
November 2025	1 147	324	1 031
October 2025	800	216	576
Sep 2025	857	276	338
August 2025	872	272	155
July 2025	1 827	415	2 470
TOTAL MENTIONS			ATTRACTED SUBSCRIBERS
6 462			5 280

SECTION 08 · NICHE COMPARISON

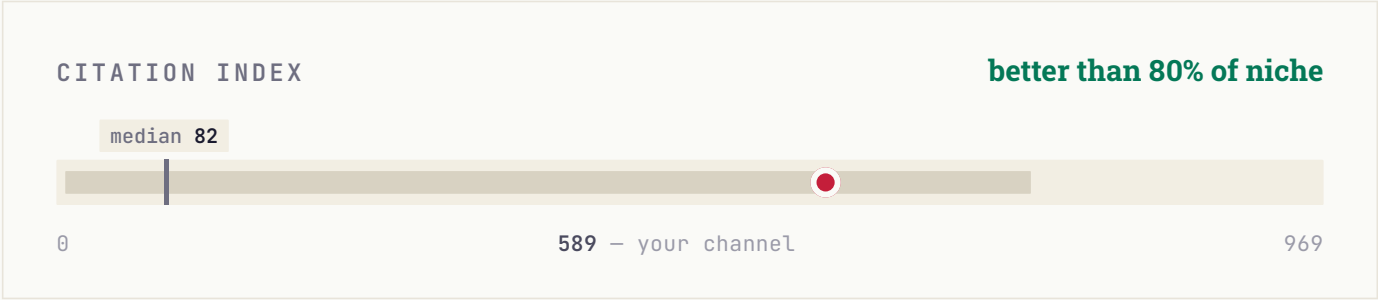
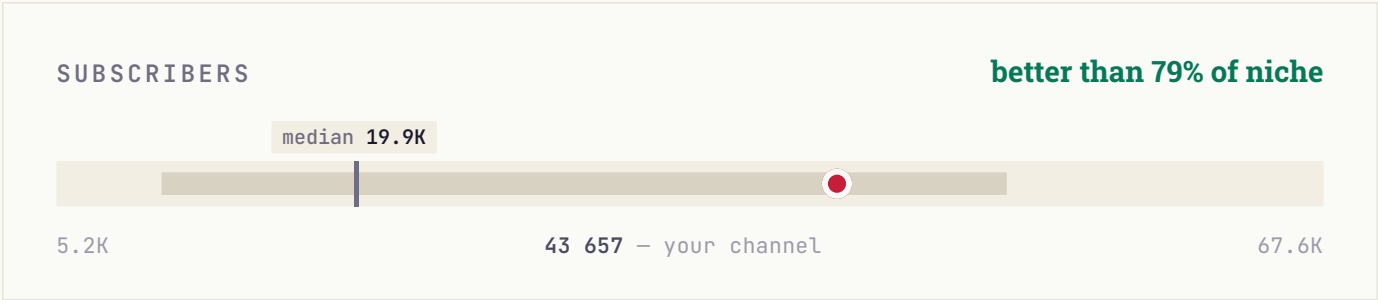
Where the channel ranks in its league

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

#17/100

POSITION IN NICHE

Channel in top 17% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience is most active on this day at 09:00 MSK.

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 selects sources for your niche.

EFFECT

**+1000-3000
subs****03****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 growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts with channels in the same segment 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 — 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 ads on Telegram** <https://panel.promptpress.com/register>

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