

PUBLIC REPORT BY PROMTPRESS

Channel audit

Housing Minsk Region | Main



@minoblghk

Official Telegram channel of the State Association "Housing and Communal Services of Minsk Region" Suggest news, contact us: @minoblghk_bot

SUBSCRIBERS

15 660

+386 per month

ERR (% SEE POSTS)

13.0%

in 24h **2.3%**

REACH/POST

2K

ad reach **354**/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 15 660 —	 SUBSCRIBER REACH 12.97% avg % subs see post	 VIEWS/POST 2K median 1.9K · 29 days	 POSTS/DAY 10.1 ~70 per week
 7D TREND -31.9% vs previous week	 REACTIONS/POST 6.9 only 2,072 reactions, 1,456 rep., 0 comments	 POST LENGTH 695 chars median 765 · 29 days	 POSTS ANALYZED 301 29 days
 AD REACH 354 24h avg	 CHURN / MONTH +386 last month	 CITATION RATE 40 citation index · 140 channels mentioned ever	 CHANNEL AGE 2 years 15 days created 25.05.2024

AI EDITOR SUMMARY

Channel «Housing Minsk Region | Main» – 15 660 subs. Avg post views 2K people (13% of subs), reach low – need to grow audience. Posts 70 posts/week (~10/day) – very active. Week 25–31 May reach dropped -31.9% to week 18–24 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **301** posts in 29 days.
- 02 Dominant format — **Photo** (169/301 posts).
- 03 Avg post length — **695** chars (median 765).
- 04 Peak audience activity — **Friday, 13:00 MSK**.
- 05 Top posts get **39x** more views than the weakest (10.5K avg for top vs 272 for worst) — among 301 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 10:55 PHOTO 🔗🔗🔗🔗🔗 Safe childhood and order are our common concern. Launching the initiative «Housing and Public Utilities and Belaya Rus TOGETHER!» 🤝 In the Housing and Public Utilities of Minsk Region...	VIEWS 14 500 REACTIONS 7 REP. 52 ER 92.6%
Nº2 21.05 · 07:05 PHOTO 🔗🔗 #РАЗБЕРЕМСЯ_ВМЕСТЕ With the warm season, we often get questions from residents 🔗 What to do with mowed (uprooted) grass...	VIEWS 9 318 REACTIONS 5 REP. 36 ER 59.5%
Nº3 13.05 · 06:02 VIDEO 🔗🔗 How to park properly in the yard so as not to interfere with garbage trucks? As practice shows, often improperly parked...	VIEWS 7 818 REACTIONS 6 REP. 12 ER 49.9%

Nº4 22.05 · 09:04 PHOTO #ЭлектронныеИзвещения Saving trees together: how to ditch paper bills for good Do you know how many trees go into printing...	VIEWS 6 973 REP. 46	REACTIONS 6 ER 44.5%
Nº5 28.05 · 04:30 VIDEO #ЖКК_и_Белая_Русь_ВМЕСТЕ 🏡🌳 >1 JUNE IN CHERVEN - A GOOD DEED AND A HOLIDAY FOR THE WHOLE FAMILY!👉 😊🏡In Cherven on June 1, Children's Day...	VIEWS 6 103 REP. 32	REACTIONS 16 ER 39.0%

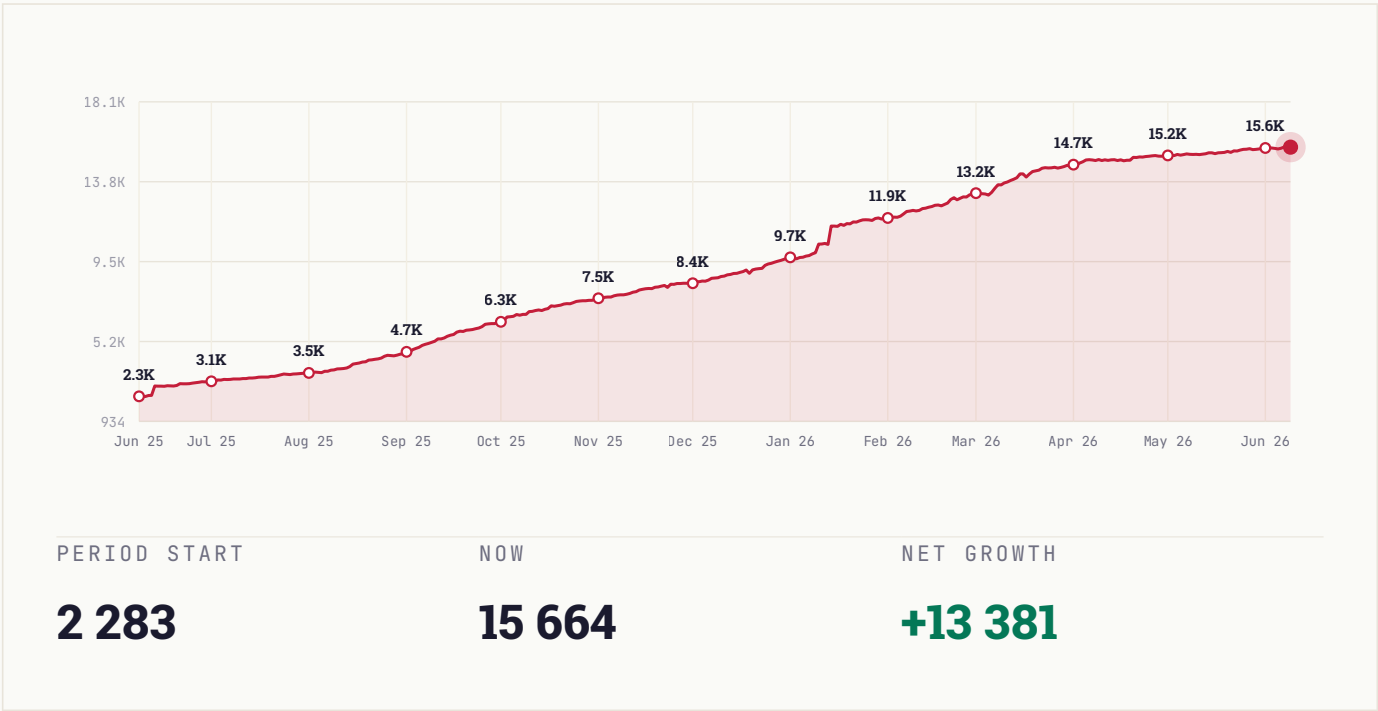
WORST 3

↓ 25.05 · 10:58 VIDEO 🏠Basins, pots, and two weeks without hot water. Why is this still normal? 😊Traditionally in summer, residents of apartment buildings face...	VIEWS 277 REP. 4	REACTIONS 6 ER 1.8%
↓ 28.05 · 13:55 PHOTO 👂👂👂 #МЖКХ_официально 🏠Information is spreading online that residents may be fined for flower beds and front gardens near...	VIEWS 275 REP. 17	REACTIONS 4 ER 1.8%
↓ 26.05 · 11:04 VIDEO 👂👂👂 #МЖКХ_официально 🏠 Already in the first days of summer, the Ministry of Housing and Public Utilities, as part of an initiative for improvement and...	VIEWS 265 REP. 22	REACTIONS 3 ER 1.7%

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 and which it lost subs.



SECTION 04 • MENTIONS

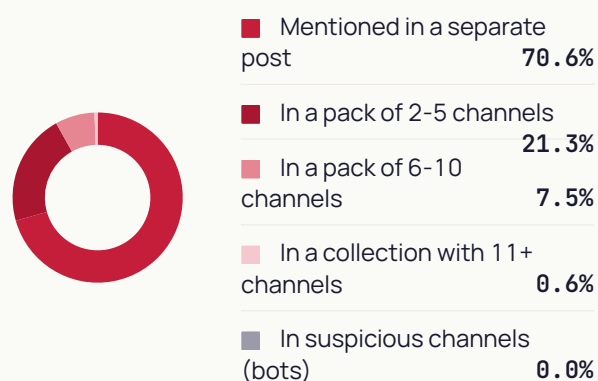
Who and how mentions the channel

Citation index **40** — 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 by **140** different channels.

COUNTRIES MENTIONING



IN WHICH FORMAT MENTIONED



WHAT SIZE CHANNELS MENTION



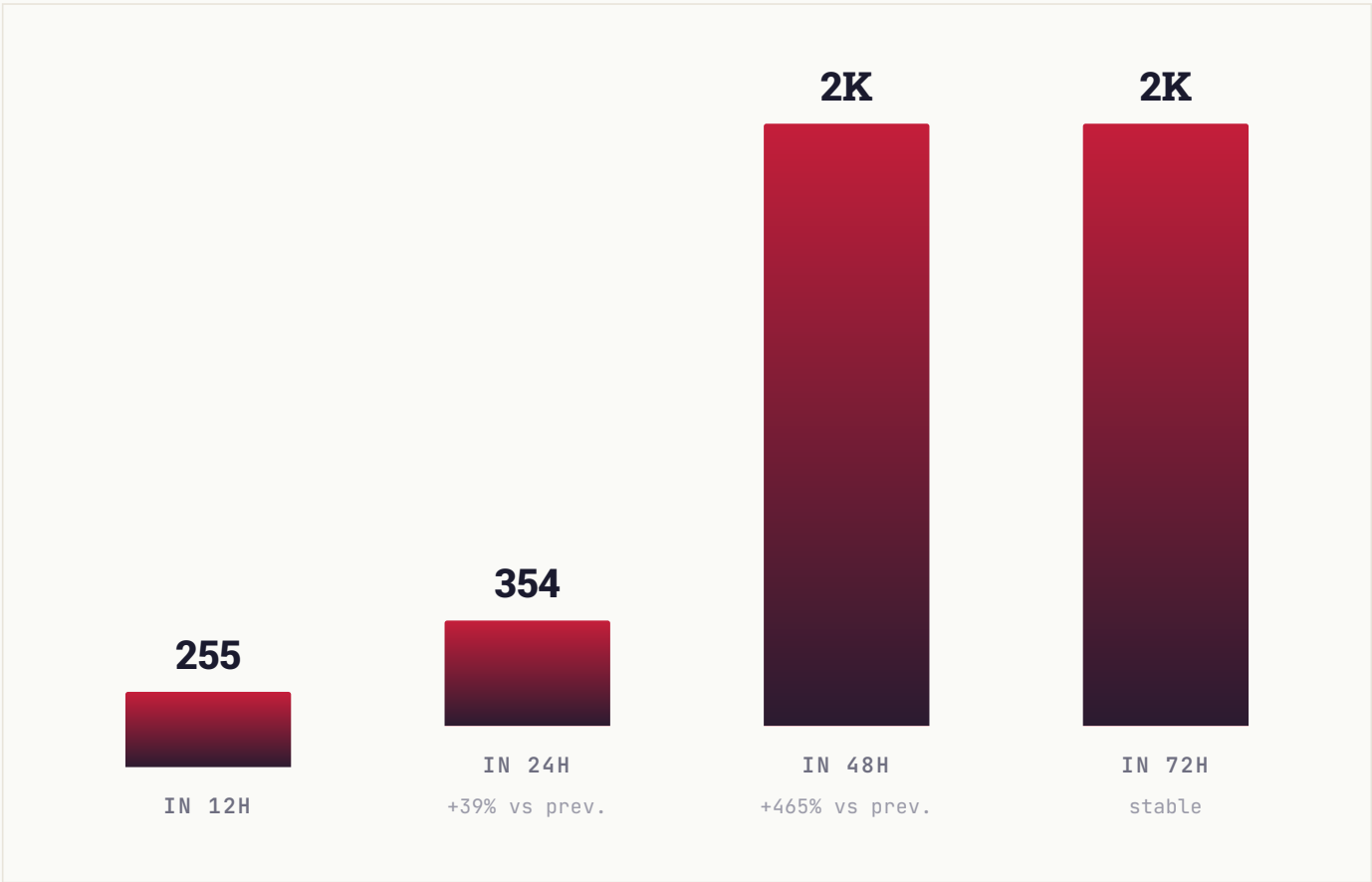
IN WHICH TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge 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 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 Main	56.8K
GG Gomel. Main!	56K
HM Housing Minsk Region Main YOU	15.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#64 of 97). Niche median — 19.8K subs. First growth KPI — reach the 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 yours. Over the last **6 months** such mentions were **524**, they brought **7 214** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	149	43	1 553
November 2025	74	32	983
October 2025	115	37	1 359
Sep 2025	75	33	1 709
August 2025	56	18	1 090
July 2025	55	19	520

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
524	6	7 214

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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

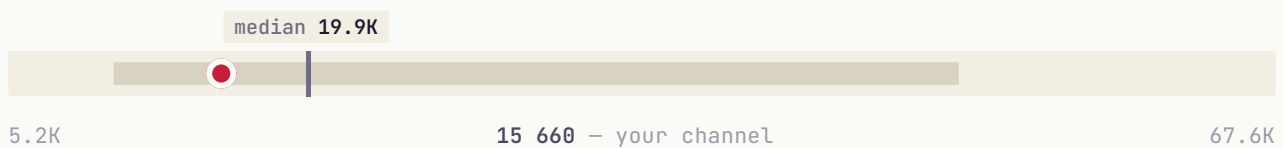
#64 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

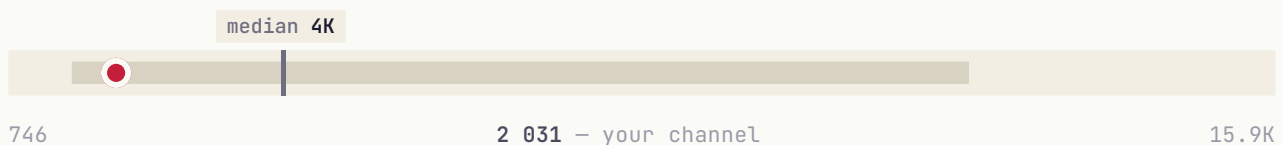
SUBSCRIBERS

21% below median



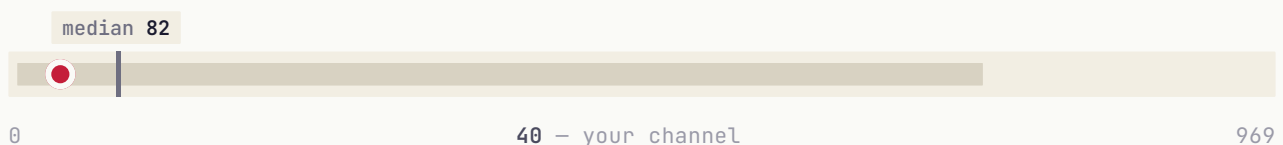
AVG REACH / POST

49% below median



CITATION INDEX

51% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Friday

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

EFFECT

**Best window
for key posts**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search looks at descriptions. Add 3-5 keywords of your niche — 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. 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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